

**City of Falls Church  
Economic Development Authority  
Minutes - APPROVED  
Tuesday, April 6, 2010 – 6:30 p.m.  
Falls Church City Hall – Training Room  
300 Park Avenue, Falls Church, VA 22046**

**I. Call to Order** – The meeting was called to order at 6:37 p.m.

**EDA Board Members Present:** David Tarter (chairman), Ira Kaylin, Michael Novotny, Andy Rankin.

**EDA Board Members Excused:** Phil Duncan, Ed Saltzberg, Bob Butchko

**ED Staff:** Rick Goff, Becky Witsman

**Public Attendees:** Tom Clinton, Commissioner of the Revenue; Lindy Hockenberry and Melissa Teates, Planning Commission; Ed and Nikki Henderson, Tinner Hill Blues Festival

**II. Petitions from the Public** – None.

**III. Petitions from the Board** – None.

**IV. Approval of March 2, 2010 Minutes** – Mr. Kaylin moved to approve and Mr. Rankin seconded a motion to approve the minutes. The motion carried unanimously.

**V. New Business**

**a. Professional service contract renewal for consultant Jim Snyder**

Following a discussion about the scope of consultant Snyder's contract, it was agreed it should remain generally consistent with his previous tasks and functions involving strategic land use planning in support of economic development. Mr. Novotny motioned approval of a contract renewal in the amount of \$10,000. The motion was seconded by Mr. Kaylin and carried unanimously.

**b. Tinner Hill Blues Festival grant application**

The Hendersons were invited to present their request for EDA grant assistance for the 2010 Blues Festival event. Ms. Henderson stated that the goal of the Tinner Hill Festival is to be the premier Blues event in the Washington region. This year they will be seeking to broaden their audience base on the weekend of June 10-13. To achieve their objectives, the organizers intend to hire professional assistance for event publicity and promotions. This year the Tinner Hill Blues Festival will solicit donations from attendees and, in 2011, they will charge admission for the first time in the 20-year history of the event.

Board members asked questions about last year's expectations and achievements, the need for more clearly stated event signage, business support, and other details about the Festival. Mr. Tarter explained to the applicants that the EDA has very limited resources for grants and has received more requests than ever before for funding support of worthwhile local events and programs. He reminded the Hendersons that in 2009 the EDA board had cautioned that its \$6,000 grant for the Festival would likely be reduced by half in 2010 due to resource constraints.

Mr. Novotny proposed a motion to fund the 2010 Tinner Hill Blues Festival in the amount of \$3,000. The motion was seconded by Mr. Rankin and carried unanimously. The Hendersons requested that the full grant sum be payable in advance of the event and the board agreed to that. Keepsake Tinner Hill beverage containers with The Little City logo were distributed to the board by the Hendersons.

**VI. Old Business**

**a. April 19 joint Planning Commission and EDA meeting agenda**

Mr. Goff summarized the contents of a March 2, 2010 memo from the city's planning director, Sue Cotellessa, which included a list of potential agenda items proposed by the Planning Commission for the joint meeting with the EDA board. Ms. Teates and Ms. Hockenberry joined board members in a discussion of the proposed agenda. Several board members stressed as a priority for the agenda a discussion of sector planning in support of economic development. The board approved a motion for EDO

staff to work with their planning colleagues to assemble in hard copy form all planning documents that are currently referenced and used by the city in the land use approval process and to have those documents and studies on hand at the April 19 meeting.

These are the proposed agenda items that the board agreed to forward to the Planning Commission for consideration:

1. How can the EDA, Planning Commission and city staff best collaborate to produce a revised Comprehensive Plan and related official guidance that attracts economic development to the City? This would include discussions of sector or similar planning approaches in the city and resources available or required to support planning initiatives.
2. Staff reports on the status of commercial space occupancy in the city and regional market trends for retail and office development and occupancy.
3. Lessons learned from mixed use development projects: (a) Filling commercial space in Pearson Square, The Spectrum and other buildings; and (b) Building design, voluntary developer concessions, and other issues.
4. Use of transportation grants to the city, including proposed reprogramming of funds for various purposes.

## **VII. Staff Reports**

### **a. Development Reports**

Mr. Goff reported on the status of the Gateway project proposal (pending submittal), BJ's Wholesale Store (scheduled to open in August), and the Jefferson Group's alternative proposal for the 700 block of W. Broad Street.

### **b. Branding Campaign**

Mr. Goff reported that 4,000 Little City stickers were distributed in a March edition of the Falls Church News Press to city residents and businesses. Trademark applications have been filed for The Little City brand and logotype by attorney Erik Pelton, who provided his services pro bono to the city and will be recognized by the EDA board for his work on May 4.

### **c. N. Washington Street/W. Jefferson Street Virginia Tech Study**

The study conducted by Jim Snyder's class of graduate students in fall 2009 has now been completed, distributed to EDA board members, and posted on the city's website. Next

steps include an internal presentation to staff by Mr. Snyder, potential discussions with key property owners, and possibly a future presentation and discussion at an EDA board meeting.

**d. Business Report**

Ms. Witsman reported on the status of the new Chipotle and Pizzeria Orso restaurants, the vacancy in the Falls Church Cabinetry Building, and other news about businesses and real estate in the city. She answered several follow-up questions from board members.

**VIII. EDA Member and Subcommittee Reports – none.**

**IX. Other Business – none.**

**X. Adjournment** – Chairman Tarter motioned to adjourn and the motion carried unanimously. The meeting adjourned at 8:05 p.m.