

**City of Falls Church  
Economic Development Authority  
Minutes - TENTATIVE  
Tuesday, January 5, 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 6:39 p.m.

**EDA Board Members Present:** David Tarter (chairman), Bob Butchko, Ira Kaylin, Michael Novotny, Andy Rankin, Phil Duncan

**Board Members Absent:** Ed Saltzberg (excused)

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

**Public Attendees:** Tom Clinton, Commissioner of the Revenue; Melissa Teates, Planning Commission; Lindy Hockenberry, Planning Commission; Tim Stevens, Environmental Services Council; Mike Schreiber, Washington Area Music Association; Loralyn Coles, Washington Area Music Association.

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

**III. Petitions from the Board** – Dave Tarter presented outgoing Board Member and EDA Secretary Bruce Swenson with an honorary award for his many years of service on the EDA. Mr. Swenson accepted and spoke to his experience of having served.

**IV. Approval of November 3, 2009 and December 10, 2009 Minutes:** The Board approved both months' Minutes by vote of five members, with one, Phil Duncan, abstaining due to January's meeting being his first on the Board.

**V. New Business**

**a. Washington Area Music Awards (WAMA) Grant Request**

Loralyn Coles and Mike Schreiber spoke on behalf of WAMA, the applicant, giving an overview of the mission of the Washington Area Music Association and its Awards Show (the Wammies), its history, and planned activities for this year. The request was made for \$5,500 to help defray promotional expenses and theater rental, including urging attendees to patronize Falls Church City restaurants and other businesses prior to the evening's Event as well as sponsorship of the VIP reception, which draws industry movers and shakers. Planning Commissioner Lindy Hockenberry speaks in support of the Wammy awards and its mission and importance to the City of Falls Church. Economic Development Director Rick Goff speaks in favor of marrying support for the grant to the benefit of local businesses, particularly restaurants.

There was discussion about the level of financial commitment, particularly in light of the severe budget implications, following which the Board voted unanimously to support the WAMA music awards grant in the amount of \$3,000, a sum \$2,500 less than that for which WAMA requested. Promotional consideration will be given in exchange for the City's support. The City's new The Little City logotype is being used in the event's web and print collateral and the City will be given a full-page 8.5 x 11" ad in the event's Program. The Wammies will be held at the State Theatre on Sunday, February 28<sup>th</sup>.

**b. Any Other New Business – none.**

**VI. Old Business – None.**

## **VII. Staff Reports**

**a. Development Reports** – none.

**b. Business Report** – Becky Witsman introduced the most recent Business and Real Estate News Report. Reports that there is continued interest in the “Two Sisters” (255 W. Broad Street) site, mostly consisting of car dealerships and vehicle storage uses. Those uses are not being considered for the site.

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

## **IX. Other Business** –

The Little City brand – Rick Goff reported that marketing efforts are moving forward; vehicle stickers will be ordered soon and a steering committee will be formed for branding strategy implementation.

Virginia Tech Student Reports – Rick Goff stated that the student follow-up will include a written report but that it has not yet been submitted to the EDO.

Watch Night – Rick Goff mentioned that Barb Cram, the Watch Night organizer, has not released a formal report about the success of this year’s Watch Night. Melissa Teates spoke about that night’s indoor activities and Dave Tarter mentioned a need to identify alternative indoor space to accommodate weather uncertainties of the evening. Phil Duncan suggested having the Community Center available early in the evening for younger kids (Watch Night moon bounces and other activities) and then having the older kids’ (traditionally Middle School-aged) party start later in the evening.

Movie Night – Dave Tarter and Mike Novotny raised the idea of an outdoor movie night to encourage residents to be more a part of the City. Mike Novotny suggested partnering with the Chamber of Commerce on any such events. Melissa

Teates advised that there is currently a movie series that occurs in Cherry Hill Park in late August.

Inter-Committee Work – Chairman Tarter suggested to Melissa Teates and Lindy Hockenberry that there be a joint meeting with EDA and the Planning Commission and also extended a welcome to Tim Stevens, an audience representative from Environmental Services, to speak – if not then at the night’s meeting, then whenever he’d like to join an EDA meeting. Dave asked Melissa Teates if she’d like to give a brief update on the happenings of the Planning Commission. She reported that there is a current comprehensive review of the Watershed Plan, that Planning recently submitted a grant application for an environmental (hybrid) dump truck, and that there is also a grant under consideration for “daylighting” streams that is in draft form now. Melissa offered to send Rick Goff some of the information so he can forward it along to the EDA members.

N. Washington Streetscape Plan – Mike Novotny explained that Sue Cotellessa in Planning will likely add more scenarios such as café use on sidewalks, potential of on-street parking, etc. to the current plan. Mike said he is encouraged to hear about the potential for on-street parking and Chairman Tarter expressed also his thought that such a potential for on-street parking is indeed an encouraging development.

Staff Departure – Rick Goff announced the departure of Senior Administrative Assistant Tatyana Schum, who will be moving out of the DC area. Board members thanked her for her work and wish her well.

- X. Adjournment** – Bob Butchko motioned to adjourn and the motion carried unanimously. The meeting adjourned at approximately 7:58 p.m.