



Economic Development Authority Meeting Agenda

Tuesday, June 6, 2023 ❖ 7:00 pm

City Hall, Dogwood Room, 300 Park Avenue

Falls Church, VA 22046

Virtual access link: [Click here to join the meeting](#)

Public comments may be submitted to bwitsman@fallschurchva.gov until 8:00 PM on March 6. All comments will be provided to the Economic Development Authority members and comments received by the deadline will be read during the meeting.

PLEASE NOTE: This meeting offers an option for the public and staff to join through Microsoft Teams. Don't have the Teams app? You can still join a Teams meeting. **See the instructions below this meeting agenda.** Please email bwitsman@fallschurchva.gov if you need assistance with installation. During the meeting, staff will likely not be available to assist with installation.

1. **Call to Order**
2. **Approval of DRAFT May 2nd, 2023 EDA meeting minutes**
[Draft Economic Development Authority Minutes 05-02-2023](#)
3. **New Marketing Specialist hired!** – Introduction of Sarah Swinton
4. **City commercial real estate potential discussion** with Erik Ulsaker – Commercial Division of Long & Foster
5. **Discussion with Graham Eddy**, Capital Commercial Properties, Inc. – in re: Eden Center and East End Small Area Plan
[East End Small Area Plan | Falls Church, VA - Official Website \(fallschurchva.gov\)](#)
6. **Status of Council Work plan item** - ‘Identify top commercial uses desired in new developments, which also reflect current market trends, in the City, and negotiate for those uses in the Special Mixed-use ground floor voluntary concessions – using data reflecting post COVID-19 economic trends will be used’. Lisa Benjamin under contract to assist – bio here: [Lisa Benjamin Biography 2023 \(Newmark\)](#)
7. **Updates/discussion:**
 - a. Status update of Virginia Village Memorandum of Understanding/closings
 - b. FYI - City of Falls Church Community Survey Results
[City of Falls Church Community Survey Results 2023 Presentation \(Probolsky\)](#)
 - c. Updates on:
 - i. Parklets
 - ii. Commercial district amenities
 - iii. Parking update study funding and staffing
 - iv. Hiring/managing a market research consultant
 - v. Hiring/managing a marketing consultant



- vi. Restaurant week and mini-tourism web site
 - vii. Little City Gift/Bonus Card and Small Business Grants Summary/Overview
- 8. Updates on new business openings and City projects/retail**
 - 9. Other member issues**
 - 10. Adjournment**

Questions: Economic Development Authority Staff Liaison: Becky Witsman, 571-422-7900
bwitsman@fallschurchva.gov

Instructions for joining a Microsoft Teams meeting:

[Click here to watch a video with instructions for joining a Teams meeting](#)

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2. **Download the Teams app for your device when prompted:**
 - Type in your name.
 - Choose the audio and video settings you want.
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2. You have two choices:
 - **Download the Windows app:** Download the Teams app.
 - **Join on the web instead:** Join a Teams meeting on the web.
3. Type in your name.
4. Choose the audio and video settings you want.
5. Select **Join now**.
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