



Economic Development Authority Meeting Minutes

Tuesday, March 2nd 2021 □ 6:00 pm

NOTICE: This meeting was held pursuant to and in compliance with the Virginia Freedom of Information Act, Section 2.2-3708.2 and state and local legislation adopted to allow for continued government operation during the COVID-19 declared emergency. All participating members will be present at this meeting through electronic means. All members of the public may view this electronic meeting via the meeting link listed above and in the City's website calendar.

Public comments were submitted to vweiner@fallchurch.org until 8:00 pm on 3/1/2021. All comments will be provided to the Economic Development Authority members and comments received by the deadline will be read during the meeting.

1. Call to Order

2. Reading of Virtual Meeting Notice

3. Roll Call:

EDA Members Present: Vice Chair Brian Williams, Jim Coyle, Edward Saltzberg, Sandra Kiersz, Matthew Quinn, Erin Messner, Chair Bob Young

Student Liaisons Present: Rex Crespin

Student Liaisons Absent: James Trombo

City Staff Present: Jim Snyder, Val Weiner, Becky Witsman,

Public Attendees: Letty Hardi, Phil Duncan, Tim Stevens, Nick Benton, Lindy Hockenberry

- 4. Public Comment:** Staff read a public comment from Nikki Graves Henderson of Tinner Hill Heritage Foundation. She expressed concern that Tinner Hill was not included as a destination in the EDA wayfinding package, staff noted that a contractor was chosen on the week of February 22nd and it is not possible to change the program now. However, staff, along with the signage consultants, will explore the possibilities of adding new destinations to the signage program moving forward.

5. EDA Meeting (6:05-6:30 pm):

- I. Approve Meeting Minutes:
 - a. Sandy Kiersz motioned to approve the February EDA meeting minutes. Seconded by Jim Coyle. Unanimous Approval.
 - b. Jim Coyle motioned to approve the February 17th Special EDA meeting minutes, seconded by Sandy Keirsz. Bob Young abstained. Unanimous approval from the rest of the EDA.
- II. Update on current status of Special Exception primary criteria-APPROVED!
 - a. Staff updated the EDA on the newly approved Special Exception criteria.
- III. EDA Annual Report (Bob Young presented to City Council February 8th, 2021):

- a. Staff presented an overview of the EDA's accomplishments over the last year.
- IV. Vote to approve additional reserve fund of \$10,000 for repairs on 302 Shirley St. property
 - a. Jim Coyle motioned to approve a reserve fund of an initial \$10,000 of Land Banking money for 302 Shirley St. property. Seconded by Brian Williams. Unanimous approval.
- V. Election of Officers
 - a. Jim Coyle nominated Bob Young for Chair of the EDA, seconded by Ed Saltzberg. Unanimous approval.
 - b. Jim Coyle nominated Brian Williams for Vice Chair, seconded by Erin Messner. Unanimous approval.
- I. Staff updated the EDA on the forthcoming City Council work plan.

6. EDA Retreat (6:30-9:00 pm):

- I. EDA budget/resources available
 - a. Staff provided an update on EDA finances. Staff will provide a detailed annual revenue/expense sheet for the 302 Shirley St. property at the next EDA meeting.
- II. Discussion of potential 2021 EDA projects/topics
 - a. How do we target medical and/or office development in the city?**
 - i. Staff provided an overview of the opportunities and challenges of office development in the City, as well as the Commercial Tax Abatement Program.
 - ii. The EDA asked for staff to explore how to better connect N Washington to Metro, to be discussed further at a future EDA meeting.
 - iii. The EDA wants to focus efforts on medical uses and suggested hosting a panel of experts to discuss medical office use in the City. Staff will look into this option.
 - iv. Staff will update the City's office vacancy rates and share with the EDA at the next meeting.
 - b. Marketing the City – website, videos, restaurant guide, etc.**
 - i. Staff updated the EDA on the status of the choosefallschurch (EDA) website. It has outdated information, broken links, and old photos that need to be updated.
 - ii. Staff made a plan to work with OCOMMs monthly to continue updating and simplifying the site.
 - iii. EDA members agreed to continue working with the choosefallschurch site, but to focus the materials on attracting new developers and tenants. EDA members Erin Messner and Sandy Kiersz offered to support this effort.
 - c. Public parking next steps**
 - i. EDA members agreed to wait until demand for parking increases before pursuing any public parking projects.
 - d. Affordable housing**
 - i. EDA is excited about the progress made in maintaining rents at 302 Shirley St. Council member Hardi suggested EDA have a joint work session with the Housing Commission to align goals for the year.
 - a. West End Proposed Amendments to the Comprehensive Agreement**
 - ii. EDA will review the materials for this project ahead of

the presentation in April.

b. How can the EDA support business reopenings post-COVID?

- i. Sandy Kiersz suggested making business address numbers larger and more obvious because residents cannot find them easily. Staff will continue to look into this option.
- ii. City Council member Letty Hardi asked whether the EDA thought the early code changes Council made to supports businesses in COVID should be maintained post-COVID. EDA will discuss further at the April EDA meeting.
- iii. EDA members suggested using social media to promote businesses or partnering with the Chamber of Commerce. It was suggested that the Student Representatives could take on this project moving forward. Staff with look into this option for the next EDA meeting.

III. Other ideas

IV. Retreat wrap-up (Prioritization Matrix)

- i. EDA members will fill out a priority matrix to clarify next steps

7. Adjournment – 8:16 pm