



Economic Development Authority (EDA) Meeting Minutes

Thursday, September 7, 2023 ❖ 7:00 pm

City Hall, Dogwood Room, 300 Park Avenue, Falls Church VA 22046

1. **Call to Order:** at 7:03 PM by EDA Chairman Bob Young
2. **Meeting Attendees:**

EDA Board Members Present:

In Person: Chairman Bob Young, Ross Litkenhous, Jim Coyle, Sandy Kiersz, Matt Quinn, Ed Saltzberg

Council Liaison Present: Letty Hardi

Student Representatives Present: Elliot Lam, Liam Ross

City Staff Present: Jim Snyder, Becky Witsman, Naomi Goodwin, Sarah Swinton

Public Attendees: Phil Duncan, Andrew Painter, Andrew Teeters, Miguel Molina, McLain Saba

Absent: Brian Williams

3. **Approval of July 11, 2023 EDA Meeting Minutes:**

[Economic Development Authority Meeting Minutes July 11, 2023](#)

Jim Coyle motioned to approve the minutes of the July 11, 2023 EDA meeting, Sandy Kiersz seconded. Unanimous approval.

4. **Hiring/managing a marketing consultant**

Staff have met with a marketing firm. A Request for Proposal for the development of a mini-tourism website for the City is nearly complete. Once approved it will be distributed to a number of marketing firms.

5. **Mini-tourism web site**

Site will include specialized landing pages including: dining, shopping, things to do, places to stay and history and heritage.

6. **Restaurant week**



A ten-day event, January 19 – 28, 2024. ‘Save the Date’ has already been shared in the City’s newsletters and social media channels.

7. Quinn/Homestretch project presentation:

Matt Quinn stated:

Mr. Chairman,

“The owner and applicant in the Quinns/Homestretch redevelopment matter, located at 350 360 Quinn Enterprises LLC.

While I am not personally an owner of QUINN ENTERPRISES LLC, it is owned by members of my immediate family, and I have actively participated in meetings on behalf of Quinn Enterprises in this case that is now pending before the EDA.

As a result, I am disqualified from participating as a member of the EDA in this matter, and will recuse myself. My recusal means that I will not participate in any discussion with members of the EDA, or other City officers, concerning this project unless I am participating in a public meeting on behalf of Quinn Enterprises.

At this time, I will remove myself from the room and will remain absent during the discussion of this project.”

Ross Litkenhous stated:

“The Quinn/Homestretch project, the developers and the entity, hired my company Cavalry Real Estate Advisors where I’m a founder and partner to perform a fiscal impact analysis for the initial submission and also provide advisory services related to various financial analyses as part of this project. I do want to make it clear I do not have a vested interest in this project. I do not own any piece of this project. We were hired as a fee-based consultant as experts in this type of work which is what we did but out of an abundance of caution to make sure that there’s no perceived conflict of interest at least I’ll be recusing myself from both this vote as well as the conversation. I will say that I also spoke with the City Attorney earlier today and she did also point out that because I do not have a vested interest/financial interest in this I’m technically not disqualified from COIA perspective but again choose to recuse myself to avoid any, even the slightest, perceived conflict of interest so again I’ll be removing myself from this conversation and will be leaving the room and wish you all the best in viewing this project. So thank you.”



Matt Quinn and Ross Litkenhous then left the room.

Andrew Painter (Shareholder, Walsh Colucci Lubeley & Walsh) presented an overview of the proposed Quinn/Homestretch project (350 and 360 S Washington St and 303 S Maple Ave, Falls Church). Potential issues regarding the project were discussed; particularly with regards to parking and housing affordability. Andrew Painter advised that they intend to address these issues.

Jim Coyle motioned that the EDA has strong support for the proposal. Ed Saltzberg seconded. Unanimous approval.

Matt Quinn and Ross Litkenhous returned to the meeting.

8. Updates/discussion:

a. Status update of Virginia Village Memorandum of Understanding/closings

Bob Young advised that settlement will be delayed as issues have arisen that need resolving. More details expected to come in October or sooner.

b. Updates on EDA Retreat/2023 Work Plan items below

i. Review upcoming development projects and other Council items

Reviews of projects and City Council items at EDA meetings to continue.

ii. Parklets (new outdoor dining areas) via Federal ARPA funds

City staff continue to work on maintenance of existing parklets and towards the development of new parklets. Discussion ensued regarding parklet maintenance standards and funding. Staff will provide a report at the next meeting on park maintenance arrangements and funding commitment requirements.

iii. Commercial district amenities

Pole and bowl planters are being watered regularly (hotel tax funding). Interdepartmental arrangements have been made between CPEDS and Rec & Parks regarding use and management of \$3,000 in ARPA funds for extra maintenance of Mr. Brown's Park: mural repairs arranged, fall refresh next (both awaiting cooler weather).

iv. Parking code update study (Planning staff is now planning to bid out this work and staff the effort)



No new update. Planning staff will be working on this.

v. Hiring/managing a market research consultant

No update provided.

vi. Transfer Virginia Village properties to Wesley and remain involved in redevelopment discussions in the future

No update provided.

vii. “Voluntary concessions” for ground floor uses in mixed use projects – Lisa Benjamin written report on analysis and recommendations expected soon.

No update provided.

viii. Updates on new business openings and City projects/retail

Overview of progress on major developments in the City provided. Many other openings and projects will be reviewed at the Economic Development Committee meeting on Thursday, September 28th.

9. Other member issues

No other issues raised.

10. Upcoming meeting dates

Dates provided for the following meetings:

9/20/23 - Quinn/Homestretch PC work session

9/26/23 - Lisa Benjamin to brief City Council on the status of retail and office in the City, including an analysis of vacancy rates for both

9/26/23 - Final T-1 Council Work Session

9/28/23 - Economic Development Committee meeting

10/04/23 - PC final action date on Quinn/Homestretch

10/13/23 - All Board and Commission comments due on Quinn/Homestretch

11. Adjournment at 8:16 PM



Next meeting: 7:00 PM, October 3, 2023 at Viget Headquarters, George Mason Square,
105 W. Broad, 5th Floor, Falls Church VA 22046