



## **Economic Development Authority (EDA) Meeting Minutes**

Thursday, October 12, 2023 ❖ 7:00 pm

City Hall, Laurel 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

**Planning Commission Liaison Present:** Tim Stevens

**Student Representatives Present:** Elliot Lam, Liam Ross

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

**Public Attendees:** Phil Duncan, Nick Benton, Debbie Hiscott

**Absent:** Brian Williams

3. **Approval of September 7, 2023 EDA meeting minutes**  
[Economic Development Authority Minutes 09 07 2023](#)

Jim Coyle motioned to approve the minutes of the September 7, 2023 EDA meeting, Ross Litkenhous seconded. Unanimous approval.

4. **Updates/discussion:**

a. Updates on EDA Retreat/2023 Work Plan items below:

- Restaurant week

Website has been translated into Spanish and Vietnamese to enable broader participation. 14 Restaurants have signed up to date. Promotions are ongoing.



- Yiftee ‘Little City Gift Card’ Program

Relaunch of the Little City Gift Card program planned for November in time for Small Business Saturday (11/25/2023). Program overview provided. Discussion ensued regarding potential funding sources for bonus cards and it was requested that the discussion resume later in the meeting.

Chairman Bob Young left the meeting after handing over to Vice Chairman Ross Litkenhous.

#### **5. Update on City projects/status of upcoming business openings**

Overview of progress on numerous commercial projects in the City provided by staff with a focus on major developments and anticipated new businesses/openings.

Letty Hardi advised that the EDA had been invited to a building delivery celebration on November 15, 2023 for the medical building at the West Falls Church development.

#### **6. Bi-annual Mixed-Use Development Fiscal Impact Report for Calendar Year 2022**

Newly calculated data on the net fiscal impact of mixed-use developments in the City of Falls Church presented by staff.

#### **7. Updates/discussion continued:**

- b. Status update of Virginia Village closing

Staff advised that Housing and Human Services staff will meet with VA Housing next week to work on reducing the identified, significant, budgetary gap between funding sources and anticipated expenses.

A report regarding outcomes of the meeting was requested to be provided to the EDA.

- c. Updates on EDA Retreat/2023 Work Plan items continued below:

- Commercial district amenities

City staff continue to work on maintenance of existing parklets and towards the development of new parklets. Staff provided an approximation of \$8,000 - \$12,000 per parklet per year for annual maintenance expenses,



depending on the size of the parklet, improvements, etc. Discussion ensued and it was determined that the first-year funding of the maintenance of the new parklets would be via ARPA parklet funds but it would be necessary to seek to transfer responsibility to the City operating budget for subsequent years.

Staff advised that the Holiday Tree Lighting event is scheduled for 6:00 PM 11/27/2023 at Founders Row 1 with a 'Winter Wonderland' theme.

- Parking code update study

Deferred to later in the meeting.

- Hiring/managing a market research consultant

Staff advised that the market research consultant Lisa Benjamin (Newmark) will be making a presentation to City Council on 10/16/2023 regarding 'Retail Landscaped & New Opportunities'.

- Mini-tourism web site

Staff advised that requests for quotes for development of the tourism website have been issued to 16 companies. Submissions are due 10/24/2023. Discussion ensued.

Staff to request a quarterly website maintenance proposal from applicants for EDA consideration.

- Social media update

Staff provided an update regarding the EDO social media presence. Effort is being made to differentiate the EDO/Little City brand.

- Hiring/managing a marketing consultant

No update provided.

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

Virginia Village discussed previously. Separate update not provided here.



- Parklets (new outdoor dining areas) via Federal ARPA funds

Update deferred to later in the meeting.

- d. “Voluntary concessions” for ground floor uses in mixed use projects

No update provided.

- e. Updates on EDA Retreat/2023 Work Plan items continued below:

- Parking code update study

Staff advised that Planning staff will be working on this. \$60,000 is provided for this in the City budget amendment.

- Parklets

Staff advised they are working with other City departments to move the process forward for the development of new parklets.

## **8. Washington and Old Dominion Trail wayfinding signage**

Staff have held an initial meeting with NOVA Parks who are generally supportive of the concept. They will meet with them again on site in the near future for further discussions. NOVA Parks have indicated: they would not allow commercial advertising, use of ‘The Little City’ logo is permissible, a Memorandum of Understanding would be required regarding maintenance and any maintenance cost increases would need to be paid for. Discussion ensued. It was suggested that a QR code be included on the signs if possible directing traffic to the City’s tourism website. Staff hope to engage the consultants that developed the wayfinding signs used elsewhere across the City for this project. This has been flagged with them and a meeting is anticipated in the new year.

## **9. Update on Levine School of Music in the West Falls Church project**

Staff advised that a lease has been signed.

## **10. Discuss possible reschedule date for November EDA meeting, as 11/7 is Election Day?**

Discussion held regarding options for rescheduling the next EDA meeting. A poll will be distributed to EDA members to determine a revised date for the next meeting.



## **11. Upcoming meeting dates on Quinn and other projects/ED topics of interest:**

Dates provided for the following meetings/events:

- 10/13/23 – all Board and Commission comments due
- 10/16/23 – Budget Amendment hearing #1
- 10/18/23 – PC final action date on Quinn Enterprises LLC
- 10/23/23 – Budget Amendment First Reading
- 10/26/23 – EDC at 1 PM
- Third submission on Quinn project by end of October
- 11/7/23 – Election Day
- 11/13/23 – Budget Amendment Second Reading
- 11/20/23 – Council work session on Quinn project
- 11/27/23 – 6 PM – Tree lighting ceremony at Founders Row 1

## **12. Updates/discussion continued:**

- Yiftee ‘Little City Gift Card’ Program Continued

Discussion continued regarding potential funding sources for bonus cards.

Matt Quinn moved that the EDA support the use of \$40,000 of ARPA funds for the purposes of funding bonus cards for the 2023/24 Little City Gift Card Program and request Council shift \$60,000 from EDA ARPA parklet money to the 2023/24 Little City Gift Card Program, Sandy Kiersz seconded. Unanimous approval.

## **13. Other member issues**

Phil Duncan inquired regarding Watch Night. Discussion ensued. Staff to include an update regarding this on the agenda for the next meeting along with a look back at EDA achievements for 2023.

## **14. Adjournment at 8:41 PM**

Jim Coyle motioned to approve the minutes of the September 7, 2023 EDA meeting, Ross Litkenhous seconded. Unanimous approval.

Next meeting: Date and location to be advised.