



CITY OF FAIRFAX ECONOMIC DEVELOPMENT AUTHORITY

MEETING AGENDA

Wednesday, March 6, 2024, 6:00 p.m.  
In Person at Economic Development Offices

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10300 Eaton Place, Small Conference Room, 1<sup>st</sup> Floor, Fairfax, VA 22030

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1. Call to Order *Chair Young*
2. Adoption of March Meeting Agenda [VOTE] *Commissioners*
3. Mason Enterprise Center – Fairfax (15 Mins w/ Q&A) *Center Director Hill*
4. Business Investment Update *Senior Assistant Director Toulouse*
  1. Italian Trade Agency
  2. Council of Governments Ag Committee
  3. Business Attraction Events
  4. NOVA EDA
5. Operations Update *Assistant Director Easley*
  1. Hiring
  2. Email Migration
  3. Proposed Budget Update *& Treasurer Dawn McGruder*
  4. Treasurers Report
6. Programs Update *Programs Manager Borwey*
  1. Restaurant Week
  2. Women Owned Business Luncheon
7. GMU Partnerships Update *Toulouse & Borwey*
  1. Northfax Site Analysis
  2. Retail Study
  3. Retail Marketing
8. Public Relations and Marketing Update *PR & Marketing Manager Jones*
  1. Update on Marketing Strategic Plan
  2. Website / Branding
  3. Partnership with Marketing and Comms
  4. Press/ Media Mentions
9. Tourism *Toulouse on behalf of Contract Manager Smith*
  1. FIIG
  2. Illuminate Recap
10. New Business *Commissioners*
11. Public Comment (5 Mins) *Public*
12. Adoption of February Meeting Minutes [VOTE] *Commissioners*
13. Adjourn *Chair Young*

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\*\*\*Next Meeting: April 3, 2024\*\*\*

6 pm, 10300 Eaton Pl. Fairfax, Virginia 22030

**Subject to Change. Please Check [fairfaxcityconnected.com](https://fairfaxcityconnected.com) for more information.**