



CITY OF FAIRFAX ECONOMIC DEVELOPMENT AUTHORITY
MEETING MINUTES
Wednesday, May 3, 2023 6:00 pm
In Person at Economic Development Facility

10300 Eaton Place, Small Conference Room, Fairfax, VA 22030

Commissioners Present:

Chair Kathleen Paley (Virtually)
Vice-Chair Jeff Hermann
Commissioner and Treasurer Fred Cornett
Commissioner and Secretary Beth Young
Commissioner Dawn McGruder

Others Present:

Christopher Bruno, Director, Economic Development Office
Matthew Easley, Assistant Director for Finance and Operations, Economic Development Office
Ashleigh Scarborough, EDA Associate, Economic Development Authority
Tara Borwey, Programs Manager, Economic Development Office
Michelle Smith, Grants Manager, Economic Development Authority

1. Call to Order Vice-Chair Hermann
2. Consideration of Approval for Electronic Participation for Chair Paley [**VOTE**] Commissioners
 - a. Motion to authorize made by Secretary Young, Commissioner McGruder 2nds.
 - b. Passes unanimously.
3. Adoption of Updated May EDA Meeting Agenda [**VOTE**] Commissioners
 - a. Motion to adopt made by Treasurer Cornett, Secretary Young 2nds.
 - b. Passes unanimously.
4. Adoption of April Meeting Minutes [**VOTE**] Commissioners
 - a. Motion to adopt made by Commissioner McGruder, Treasurer Cornett 2nds.
 - b. Passes unanimously.
5. Formation of Nominating Committee for FY'24 EDA Officers (5 Mins) Chair Paley
 - a. Director Bruno stated that this year the EDA needs a nominating committee to nominate a slate of officers for the EDA.
 - i. Asked the authority to do some work and have some conversations in the coming weeks so the next meeting a vote can be held.
 - b. Chair Paley volunteered to help.
6. City Budget Update/EDA Budget Adoption Plan (10 Mins w/ Q&A) Director Bruno
 - a. Director Bruno began with providing an update on the City Council's consideration of the City Manager's proposed budget and ultimately the adoption of a variation of the proposed budget.
 - i. The Economic Development proposal component of that, remained fully intact for programs and initiatives.

ii. This represents a sixth year of increases for Economic Development programming.

iii. Proposed and will receive \$1,298,000 for FY24, for the EDA.

7. Business Investment Update (15 Mins w/ Q&A)

Senior Assistant Director Toulouse

a. Collision Conference

i. Director Bruno gives an overview of Collision 2023.

1. This year the EDA is dedicating more resources towards this, taking place in Toronto, Canada in late June.

2. Essentially is a technology conference for businesses looking to potentially relocate all around the world.

3. The EDA brought in a consulting firm that works for lead generation services in partnership with the Virginia Economic Development Partnership.

4. Will attend this conference and meet with the qualified leads and hopefully speak about the LIFFT and FIIG programs.

a. An ideal situation would be to gain 1 or 2 companies to bring to the City.

b. VEDP FAM Tour

i. The VEDP (Virginia Economic Development Partnership) familiarization tour.

ii. The states lead Economic Development Agency, they do FAM tours from time to time, asks the NOVA EDA to pull together another FAM tour with specific people who are working with specific industries to have a better understanding of what resources are available in Northern Virginia.

iii. Will host in the conference room for 2 hours on day 1, partnering with the city of falls church, attending meetings with Fairfax county and the city of Manassas after, the next day is PWC and Loudon and possibly the city of Manassas again.

iv. Commissioner Cho will be joining the EDA to speak about growing a business through the MEC, and then taking advantage of some of the partnerships we have in place.

8. Programs Update (10 Mins w/ Q&A)

Programs Manager Borwey

a. Rock the Block / Local Market Space

i. Programs Manager Borwey began by giving an update on Rock the Block and the Local Market Space.

1. Begins on May 26th, happens on the fourth Friday May-October.

2. The EDO is partnering with the OTFBA to put on the newly renamed Local Market Space, formally known as the Business Activation Area. Hoping to bring the idea that this is a place that attendees can come see local businesses, and attract local businesses to participate.

3. The EDO is looking to more closely align themselves towards the Strategic Plan, this program is one that will be shifting to the trusted partners of the OTFBA, completed this year.

b. Old Town Fairfax Summer Crawl

- i. The goal is to expand this program, more marketing, advertising and community outreach. Currently have money left over that will be moved into the summer crawl.
- ii. Working with OTFBA on this event, brand this event for locals and outside visitors, potential to not only serve the Summer and Fall versions but maybe, expand outside of Old Town at some point.

9. Discussion of FY24 OTFBA Executive Director Support Grant (10 Mins)

Director Bruno

- i. Director Bruno begins by giving the Executive Director of the OTFBA an opportunity to share some of the programs and initiatives that have happened over the past year, and some of the accomplishments of the organization. This is so there is context to the future request.
- ii. Executive Director Rollins gave the EDA an overview of the accomplishments and current work of the OTFBA.
 - a. Recently became members of the IDA. Executive Director Rollins attended the IDA Summit in Norfolk alongside members of the EDO.
 - b. Participated in a number of partnered events: Chocolate Lovers Festival, Fairfax Spotlight Events, Strategic Partnerships with the Asian Festival on Main.
 - c. Currently trying to do a membership drive for returning and new members. One change by the board was that first-year new businesses in Old Town, Fairfax receive the first year of membership free.
 - d. Working to spotlight the Old Town businesses more. Developing a basic marketing audit on businesses' social media accounts and website as a part of their membership services.
 - e. One improvement of the Asian Festival on Main is that a number of businesses plan to stay open during. Each business will get a free tent in front of their establishment, those that do not want a tent will get assisted with signage.
 - f. The goal is to brand Old Town as a destination, creating a place to learn about Old Town, live in Old Town, and to love it.

10. Introduction of Façade Improvement & Interior Grant Program and Consideration of Allocation of Funding to Administer FIIG Program [VOTE] (20 Mins)

Director Bruno/ PM Michelle Smith

- a. PM Smith gave an overview of the Façade Improvement & Interior Grant Program (FIIG) to the EDA. This program is being developed specifically based off of the Strategic Work Plan initiative 4.5.
 - i. The main purposes of the program are to stimulate private investment and enhance the buildings and properties.

1. Support new businesses and aid in expansion of existing businesses within the City of Fairfax.
 2. Support revitalization of the commercial centers, by creating more attractive commercial cores.
- ii. The maximum reimbursement award is 50% of up to \$20,000 in costs.
 - iii. Eligible applicants would be:
 1. Owners/operators or businesses for profit within Fairfax City, zoned for commercial use.
 2. Operator- minimum 3-year lease.
 - iv. The proposed timeline consists of plans for May, June, and July. The goal is to have initial applications to review in July.
 - v. Motion to approve the allocation of \$300,000 to the FIIG Program made by Commissioner McGruder, Treasurer Cornett 2nds.
 - vi. Passes unanimously.

11. Public Comment (5 Mins)

- a. Director of the Central Chamber of Commerce Jennifer Rose provides an update on the CFCC and their events.
 - i. The Economic Summit is coming up soon.

12. Adjourn

*****Next Meeting: Wednesday June 7, 2023*****

6pm, 10300 Eaton Pl. Fairfax, Virginia 22030

Subject to Change. Please Check fairfaxcityconnected.com for more information.