



CITY OF FAIRFAX ECONOMIC DEVELOPMENT AUTHORITY
MEETING MINUTES
April 3, 2024 6:00 pm
In Person at Economic Development Facility

10300 Eaton Place, Conference Room B, Fairfax VA 22030

Commissioners Present:

Chair Beth Young
Vice Chair Kathleen Paley Treasurer
Dawn McGruder Secretary Tom Ross
Commissioner Patrick Soleymani
Commissioner Mitchell Cho
Commissioner Jeffrey Hermann

Others Present:

Chris Bruno, President and CEO, Economic Development Office
Nicole Toulouse, Senior Assistant Director, Economic Development Office
Matthew Easley, Assistant Director, Economic Development Office
Brittany Jones, Public Relations and Marketing Manager
Andrew Wilson, Special Projects Manager, Economic Development Office
Jordan Locke, Economic Development Associate, Economic Development Office

1. Call to Order Commissioners
 - a. Meeting called to order at 6:00 pm.

2. Convene Closed Session. Commissioners

Commissioners

 - a. Secretary Ross Motions.
 - b. Passes unanimously.
 - c. Meeting closed at 6:02pm.
 - d. Reconvene open session at 6:03pm.

3. Adoption of April Meeting Agenda Commissioners
 - a. Treasurer McGruder motions.
 - b. Vice Chair Paley seconds.
 - c. Passes unanimously.

4. Mason Enterprise Center – Fairfax (15 Mins w/ Q&A)
 - a. Discusses MEC financial report
 - i. Highlights financial progress of the MEC from FY-2024 through February 29th
 1. MEC revenue is on target for its projected amount. (66%) Expenses the MEC alone is responsible for are higher than expected.
 2. Currently at 67% of revenue budget.
 3. Personal expenses are at 38% due to no funds being used by the small business program support.
 - ii. Takes notice of shortfall within MEC funds
 - b. Restaurant objective to be discussed at a later date.

5. Business Investment Update Nicole Toulouse

- a. Real estate update
 - i. Pre-Applications:
 - 1. Exxon/Fuddrucker's Site (3575 Chain Bridge Rd & 10464-10480): Engaged with property owner representative to support moving an application forward.
 - 2. The Highlands at Mantua (9461-9495 Silver King Court): Commercial to townhouse residential transition. FCED is conducting outreach to current tenants to find new homes once displaced.
 - 3. Gatewood Plaza (10201 Fairfax Blvd): Commercial to apartment residential transition. FCED is conducting outreach to current tenants to find new homes once displaced.
 - a. Do you think maybe in like, future sort of updates there could be some kind of like an economic impact analysis?
 - i. This can happen for a select few.
 - ii. Applications Under Review with Community Development & Planning Department
 - 1. Courthouse Plaza- Upper Story Residential/Mixed Use (10300 Willard Way) – Comments from staff have been sent to the owner for review. Awaiting resubmission.
 - a. Why isn't it moving?
 - i. The property owner is still determining the best path for them moving forward.
 - b. Discusses what actions commissioners can take to show support for projects.
 - i. Appearing at council meetings when council action is being determined and talking to individual council members
 - c. Discusses zoning restrictions and code regarding retail spaces.
 - 2. N29 WillowWood Plaza Residential Phase I (10306 Eaton Place), N29 WillowWood Plaza Residential Phase II (10300 Eaton Place) – Upcoming Council vote 5/7/2024.
 - 3. TDC Acquisitions, LLC at Davies Property (4131 Chain Bridge Road) – Submission was withdrawn.
 - 4. The Ox Fairfax Block A (4020 University Drive) – Ongoing conversation with property owner about potential tenants and commercial activation.
 - 5. Tommy's Carwash (9917 Fairfax Blvd) – Engaged with previous tenant to find a new home.
- b. Major employer mailer
 - i. Shares outreach plan- This campaign will consist of a letter sent from the Mayor and FCED Director Bruno to each company's decision maker thanking them for having their business here in Fairfax City as well as an invitation to meet with our team.
 - 1. What have we netted from meetings in the past?
 - a. We've scheduled 25-30 meetings so far in that past fiscal year. Those have had mixed results.
 - 2. How broad or deep is this outreach? Top 50. 100-125 companies. We've done outreach already to about 100 companies. This is more phase 2.
 - 3. Is this a 2nd touchpoint with he Mayor's name on it?
 - a. Yes, but it also includes a mailer.

6. Operations Update Matthew Easley
- a. Virginia Association of Government Procurement Spring Conference
 - i. Attended the VAGP Spring Conference where the Assistant Director Easley participated in training sessions, educational programs, and grew an understanding for the procurement process as a whole.
 - b. Virginia Contracting Associate Course
 - i. Shares details about an upcoming associate procurement contracting course, which will allow Assistant Director Easley to purchase and procure up to \$100,00 for the EDA.
 - ii. Assistant Director Easley to be publicly listed as the Freedom of Information Officer and he will be responsible for responding to all the Freedom of Information Act requests. also sharing that information with you as appropriate and coordinating with the city and the city attorney as well as well as Economic Development Council too.
7. Request for Additional Funds contingent on availability for the Façade Interior Improvement Grant Program
- a. Executive Director Bruno requests an additional \$100,000 to be reallocated for an interim continuation of the program, if available.
 - b. Shares success of program. Nearly all of the \$300,000 initial investment has been awarded already.
8. Public Comment (5mins)
- a. Figure out name
 - i. Shares information on upcoming workshop regarding unused commercial space in the city and seeks future conversations with the EDA about retail transformation.
 - b. Center for Chamber of Commerce- Doug Church
 - i. Discusses upcoming Economic Summit
 - ii. Expresses appreciation of EDA support
 - iii. Briefly shares success of Women's History Month events
 - iv. Requests EDA assistance regarding the Independence Day breakfast location.
 - c. Fairfax Business Association- Tess Rollins
 - i. Shares details regarding upcoming festival, including number of vendors, expected attendance, and advertisement locations. Sunday, May 19th
9. Other Business
- a. Secretary Ross- Expresses concern regarding location of a public works staging area
 - i. An email will be sent to determine its purpose and next steps.
 - b. Staff Updates
 - i. Assistant Director Easley- Introduces new FCED associate Jordan Locke.
 - ii. Director Bruno recognizes staff for excellent work.
 - iii. The council officially elevated the Economic Development Office to the Economic Development Department, which gives staff a different

- platform to work across other departments in achieving some of the city's goals.
- c. The new city manager, Laszlo Palko, will start April 29th
- d. Requests an additional volunteer for the marketing strategy sub-committee.
 - i. Secretary Ross volunteers

10. Adoption of March Meeting Minutes [VOTE]

Commissioners

- a. Motioned by Secretary Ross
- b. Seconded by Commissioner Hermann
- c. Abstained by Commissioner Paley.
- d. Passes.

11. Adjourn

- a. Meeting adjourned at 7:17

*****Next Meeting: Wednesday May 1, 2024*****

6pm, 10300 Eaton Place Small Conference Room Fairfax, Virginia 22030

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