



10300 Eaton Place, Conference Room B, Fairfax VA 22030

Commissioners Present:

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

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
Tara Borwey, Programs Manager, Economic Development Office
Andrew Wilson, Special Projects Manager, Economic Development Office

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1. Call to Order Commissioners
 - a. Meeting called to order at 6:18 pm.

 2. Adoption of February Meeting Agenda [VOTE] Commissioners
 - a. Authorization for remote participation for Vice Chair Paley.
 - b. Passes unanimously.
 - c. Moment of silence for former Mayor John Mason.

 3. Development Review Ombudsman Tommy Scibilia
 - a. Highlight's the position of an Ombudsman.
 - i. Meets with staff to identify processes that need fixing, identify communication barriers between departments, and work towards improving development processes overall.
 - ii. Highlights what the internal and external roles consist of, external is acting as a liaison to the city (residents, business owners, design professionals, etc.) for development questions. Internal consists of leading P Excel integration effort, ECA, and working on resolution state issues/hang-ups in the development review process.
 - iii. Discusses the spreadsheet tracks tasks such as zoning ordinances, management reports, and streamlining and modernizing the plan review process.
 - b. Future Plan:
 - i. Mentions taking on a project management role includes creating and maintaining project schedules, which gives applicants a clearer understanding of how long the overall process will take.
 - ii. Discusses the website redesign for the rest of Fairfax City.
 1. States that it included a centralized library of all permits and applications that are available from the city with descriptions.
 - iii. Mentions that Industry meetings are TBD.

 4. MEC MEC (Dawn)
 - a. MEC Budget:
 - i. Mentions that GMU has contributed \$14,260 in terms of staff salaries. MEC has generated \$51,000 in revenue.
 - ii. Highlights that the \$378,000 is the profit/yet to spend, and \$280,000 is the budget from in-kind sponsorships currently at \$74,000.

 5. FCED Nicole Toulouse

- a. Working to maintain the company fidelity, the total in-person and remote headcount is 160 employees and their total annual revenue is sitting at ~\$40 million per year.
 - i. Mentions the introduction of a new foundation to secure funding for workforce development projects focusing on youth employability.

6. Culinary Workforce Development

Tara & Natalie

- a. Updates from Natalie:
 - i. Mentions that the program will be named culinary careers collaborative, The Town of Vienna and Fairfax City are joining together for this program.
 - ii. Discusses the groundwork for the program, wants to meet the immediate needs of the food and beverage-based businesses.
 - iii. Will be working with GMU, the Virginia restaurant lodging, and the Travel Association.
- b. Updates from Tara:
 - i. Introduced a comprehensive four-day certificate program for local and regional residents/employees of food-based establishments within respective jurisdictions.
 - ii. States the initiative addresses the need for growing and fostering career opportunities in the local food industry.
 - iii. Three tracks:
 - 1. Newcomers, foundation skills for beginners.
 - 2. Beverage arts (special track) meant for bartenders and baristas.
 - a. Provides comprehensive training in the beverage industries current trends, licensing requirements, regulatory compliance, and customer service skills.
 - 3. Advancement management (general managers, restaurant managers, front of house, back of house).
 - iv. Hands-on training will take place at the public health nutrition kitchen located at GMU for the first two tracks.
- c. Goals from Natalie
 - i. Main goal is to provide Fairfax City and The Town of Vienna businesses with trained and skilled restaurant workers.
 - ii. Highlights that legal teams and elected officials are spoken to, and figure out the restaurant's perspective, as well as the student's needs.
 - iii. States that they are looking at 30 to 45 students total.
 - iv. Highlights that students who enter the first two tracks will be asked to obtain the CERF-SAFE certification in food handling and alcohol service.
 - 1. Would be an initial buy-in to the program, and will not take away time being spent in class. Would help improve their employability.
 - v. Emphasizes that the number of students is being negotiated and the courses are not finalized.
- d. Cost:
 - i. Prerequisite for all tracks is at \$3,600. Price may change.
 - 1. Food handler certificate is \$100 per student.
 - 2. Alcohol certificate is \$65 per student.
 - ii. Emphasizes that GMU and VRLTA will be paid \$19,000 to help design the curriculum.
 - iii. Fee for continuing to administer the support for the program would be \$380 to \$425 per student.
 - iv. Dollar amount for the program is \$30,000 will help to brand, market, and spread awareness of the program.
- e. Mentioned the possibility of a mini-grant agreement between students, them and the restaurants participating.
 - i. Ensures that there are terms and conditions set, if not then they would pay.
 - ii. States that this will be discussed more with legal teams.
 - iii. Highlights that there will be instructors that will be hired through partners and not directly.
- f. Program announcement:
 - i. States that the announcement date is hoped to be May of 2024, and when applications open up.
- g. Closing Comments:
 - i. States that future connections would like to be made in order to evolve and grow the program.
 - ii. Highlights that they want the students to be employable and retainable by the end of the program.
- h. Vote by thumbs up was asked by Chris to move forward with the program.
 - i. Thumbs up were unanimously given.

7. Budget Adjustment

Matt Easley

- a. Fiscal 2024 Budget:

- i. Proposing to create a miscellaneous line in the admin budget.
 - ii. Mentions that the executive director will be defunding by \$15,000 leaving it at \$35,000.
 - iii. States that the miscellaneous line will be added to bucket number six, with \$15,000.
 - iv. Mentions that there is \$475,000 in the previous year economic opportunity fund, would like to bring it over to the current year. Which would bring it to \$725,000.
 - v. Highlights that it brings the total budget to about \$1.7 million.
- b. Motion to adopt the fiscal year 2024 budget adjustment [VOTE]
 - i. Motioned by Commissioner Ross
 - ii. Passes unanimously.

8. Programs

Tara Borwey

- a. Restaurant Week
 - i. States that there are 24 participating restaurants.
 - ii. Central Fairfax Chamber of Commerce and the Old Town Fairfax Business Association are partners.
 - iii. Restaurant week will be extended by an additional week, this is optional for participating restaurants.
- b. RFP Updates:
 - i. States that they have received seven submission, Matt and Tara will be going through those submission and will move onto the scoring phase.
- c. Fairfax City Flex Card:
 - i. States that the report was generated using Yifty, 10,000 sold out in two days and 10,000 was put in again and that sold out in a couple of weeks.
 - ii. Mentions the total ROI for the investment in the BOGOs was 250%.
 - iii. Mentions that Yifty recommends doing more hands-on advertising of the program.
 - iv. Chris mentions a potential update to allow the flex card to allow for tap, as right now, printed papers and cards and being brought to participating businesses. This may allow for increased use. Has been postponed but it is a priority of theirs.

9. Public Updates

Bill Pitchford – Fairfax City Citizens for Smarter Growth

- a. Mentions the next development one-on-one workshop and a May timeframe, the workshop will be set around the recent trend of commercial and office space conversion to residential.
- b. Goal is to inform the city resident of the trend, and how it is going to affect current and future development in the city.
 - i. Highlights that the workshop will be worked closely with the EDA.
- c. Update on CFCC Strategic Session
- d. Voice approval of new Ombudsman

Jennier Rose – Executive Director CFCC
Doug Church – Chair CFCC

10. Approval of January Meeting Minutes [VOTE]

Commissioners

- a. Motioned by Commissioner Tom Ross.
- b. Passes unanimously.

11. Approval of New Meeting Agenda [VOTE]

- a. Motioned by Commissioner Tomm Ross.
- b. Passes unanimously.

12. Adjourn

Next Meeting: Wednesday March 6, 2023

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

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