



**CITY OF FAIRFAX ECONOMIC DEVELOPMENT AUTHORITY**  
**MEETING MINUTES**  
**June 5, 2024 6:00 pm**  
**In Person at Economic Development Facility**

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10300 Eaton Place, Conference Room B, Fairfax VA 22030

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**Commissioners Present:**

Chair Beth Young  
Vice Chair Kathleen Paley  
Secretary Tom Ross  
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  
Brittany Jones, PR & Marketing Manager, Economic Development Office  
Andrew Wilson, Special Projects Manager, Economic Development Office  
Jordan Locke, Economic Development Associate, Economic Development Office

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1. Call to Order *Chair Young*
  - a. Meeting called to order at 6:00pm.
2. Convene for Closed Session with Legal Counsel *Commissioners*
  - a. Session closed at 6:26pm.
3. Adoption of June Meeting Agenda [**VOTE**] *Commissioners  
Director Bruno*
  - a. Requests to remove "Presentation on FY2025 Draft Budget" from agenda
  - b. Secretary Ross motions
  - c. Vice Chair Paley seconds
  - d. Passes unanimously.
4. Formation of Nominating Committee for FY'24 EDA Officers (5 mins) *Commissioners*
  - a. Chair Young nominates herself.
5. Mason Enterprise Center – Fairfax (15 Mins w/ Q&A) *Center Director Hill*
  - a. Occupancy Updates
    - i. Current occupancy rate is 50%
    - ii. Eneytics (MD), an AI application for CRE building systems is a new member.
  - b. Marketing Initiatives & Improvement Plan
    - i. Continues an online presence on LinkedIn and evaluates other advertisements through Google.
    - ii. New website updates are pending, expected this fall.
    - iii. Aims to increase occupancy rate to 65% through increased advertisements, website updates. Additional information will be discussed at a later date.
      1. How many clients are needed to achieve this goal?
        - a. 10 clients are needed.
    - iv. Discusses series for government contracting companies and other in-person events that

will start in the next fiscal year, which will draw attention to the MEC.

- c. The MEC will bring on a new intern for operational improvements and system identification.
  - d. A virtual client won the Accelerate Small Cities Innovation Challenge and was highlighted by Governor Wes Moore.
6. Business Investment Update
- a. Northern Virginia Community College Workforce Program
    - i. City Manager Palko has approved a certification program with Northern Virginia Community College (NOVA) for in demand certifications such as AWS, CompTIA+, various medical licensures, HVAC certifications, etc. for Fairfax City residents and Fairfax City businesses employees.
      - 1. Is there an application process?
        - a. NOVA will create an application process for it. Our role is largely marketing this as a city supported program.
    - ii. This program in Fairfax City will receive a reallocated fund of approximately \$55,000.
  - b. Small Business Administration Government Contracting Partnership
    - i. Fairfax City is also partnering with the Small Business Administration (SBA) to help local businesses meet contracting targets with large primes like Boeing and Lockheed. A priority will be given to Fairfax City businesses in one-on-one meetings.
    - ii. Discusses recent conversations and upcoming partnership with the US Navy, who is interested in holding events for direct contracts and potentially pitch events for innovative technologies.
  - c. Raytheon Defense Innovation Symposium
    - i. Fairfax City recently co-hosted an event with Raytheon and the Apex Accelerator to connect small businesses with Raytheon's procurement team. There were about 100 participants attended, with 80 being small businesses from Northern Virginia, and the event included one-on-one meetings to explore potential contracts.
  - d. Real Estate Updates & Event
    - i. An economic impact analysis and needs survey for the Ox Hill Development project in Old Town Fairfax is being conducted by Carp Strategies to assess its feasibility and economic benefits.

*Senior Assistant Director Toulouse*

7. Operations Update

- a. ~~Presentation on FY2025 Draft Budget~~
- b. FCED RW RFP23.1 Update

*Director Bruno & Assistant Director Easley*

- i. The Fairfax City Restaurant Week Committee, comprised of three economic development staff members, a city restaurant owner, an economic development commissioner, the executive director of the Old Town Fairfax Business Association, and the Executive director of the Central Fairfax Chamber of Commerce, has selected Joy Riot, LLC, to furnish the services of the Restaurant Week Program for the upcoming fiscal year.
    - c. Process for selection of an Auditing Firm
      - i. Discusses meeting with Treasurer McGruder and a McGruder group staff member to discuss the best process for soliciting an auditing firm.
- 8. Programs Update
  - a. Women’s Entrepreneur Grant Opportunity **[VOTE]**
    - i. Changes vote to a consensus until the Fiscal Year 2025 budget is approved.
- 9. Public Relations and Marketing Update
  - a. Rebranding Update
    - i. Fairfax City Economic Development has officially rebranded as of Friday, May 31<sup>st</sup>. Phase one of the website has launched. Additional web pages will go live next month along with a static map of the city.
    - ii. All social media channels and the website are now branded as Go Fairfax City.
  - b. Discussions Involving Ad Buys
    - i. Plans to explore more digital and radio options for advertising in efforts to stray away from print media.
    - ii. Shares details regarding current conversations with several media outlets, WSA9, 106.7 The Fan, WAMU 88.5, and GMU Athletics, and recent appearance on “Living Local DMV” with Director Bruno.
  - c. New iHeart Radio Ads
    - i. FCED Staff and iHeart Media launched a 6-month ad campaign set to air on DC101. Two 60-second ads will be aired this month about financial assistance opportunities for Fairfax City Business.
    - ii. A new URL is being made to measure the effectiveness of the ads.
  - d. PR Update
    - i. Introduces the new PR & Marketing intern, Caitlyn.
    - ii. Shares details regarding the press release for Genetics IQ, a biotechnology company that is coming to Fairfax and efforts to have it featured in the Washington Business Journal
- 10. New Business
- 11. Public Comment (5 Mins)
- 12. Adoption of May Meeting Minutes **[VOTE]**

*Director Bruno on behalf of Programs  
Manager Borwey*

*PR & Marketing Manager Jones*

*Commissioners*

*Public*

*Commissioners*

- a. Secretary Ross motions.
  - b. Vice Chair Paley seconds.
  - c. Passes unanimously.
13. Adjourn
- a. Meeting adjourned at 7:19

*Chair Young*

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**\*\*\*Next Meeting: July 3, 2024\*\*\***  
**6 pm, 10300 Eaton Pl. Fairfax, Virginia 22030**  
**Subject to Change. Please Check [gofairfaxcity.com](http://gofairfaxcity.com) for more information.**