

FREDERICKSBURG
ECONOMIC
DEVELOPMENT
AUTHORITY

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ECONOMIC DEVELOPMENT AUTHORITY MINUTES (EDA)

March 9, 2020

8:30 a.m. • EDA Regular Meeting
City Hall, The Suite
715 Princess Anne St.
Fredericksburg, VA

The Economic Development Authority of the City of Fredericksburg, Virginia met in regular session on Monday, March 9, 2020 beginning at 8:30 a.m. in the Suite at City Hall.

EDA MEMBERS PRESENT. Beth Black Chair, presiding. Will Mackintosh, Lee Murray, Suzy Stone, Mitzi Brown and Bill Beck.

ABSENT. Chris Waller.

ALSO PRESENT. CTP+ Marketing & Consulting: Gordon Duncan; Fredericksburg Regional Alliance: Curry Roberts; Public Sculpture Project Director: Preston Thayer; Free Lance-Star: Cathy Jett; City of Fredericksburg: Charles Johnston, Sonja Cantu; EDA Counsel: Blanton Massey; Department of Economic Development and Tourism: Bill Freehling, Director; Angela Freeman, Business Development Manager; Amy Peregoy, Economic Development Specialist; Danelle Rose, Visitor Center Manager.

DETERMINATION OF QUORUM. Mitzi Brown.

AGENDA. Chair Black requested Item 12F after Item 5.

MOTION by Bill Beck, seconded by Will Mackintosh, the amended agenda was approved: Ayes (6); Nays (0); Absent from Meeting (1).

PUBLIC COMMENTS. None.

APPROVAL OF MINUTES.

MOTION by Mitzi Brown, seconded by Bill Beck the minutes from the February 10, 2020 regular meeting were approved: Ayes (6); Nays (0); Absent from Meeting (1).

PRESENTATION BY PRESTON THAYER, DIRECTOR, PUBLIC SCULPTURE PROJECT, FUNDING REQUEST 2020-21. Chair Black introduced Mr. Thayer. Mr. Thayer gave a brief overview of the following: sponsorship found for two art locations, four permanent art locations, two artists have donated art, two pieces of art purchased, Parks, Recreation and Events have included a page in their catalog for the art, and signs were produced for each piece of art located at each site. Mr. Preston requested \$4,000 for two installations of art. The board briefly discussed the art and an arts trail.

MOTION by Suzy Stone, seconded by Bill Beck the board approved \$4,000 for two installations of art: Ayes (6); Nays (0); Absent from Meeting (1).

COMMITTEE REPORTS.

- f. **Chatham Bridge Rehab Committee** – Ms. Brown informed the board the committee along with Danelle Rose and Sonja Cantu have been in discussions with CTP Marketing & Consulting regarding a campaign when the Chatham Bridge closes. Ms. Brown briefly discussed the campaign (see below).

PRESENTATION BY CURRY ROBERTS, PRESIDENT, FREDERICKSBURG REGIONAL ALLIANCE (FRA), FRA UPDATE AND REGIONAL INDUSTRIAL FACILITIES AUTHORITY (RIFA) Chair Black introduced Mr. Roberts. Mr. Roberts updated the board on the following: statics, job growth, population growth, cost of doing business, metrics, projects, assisted localities, announcements, Workforce Study 2019, Updated Cluster Analysis and their marketing calendar. He informed the board on the Regional Industrial Facility Authority (RIFA). (Please request presentation from the Economic Development & Tourism office.). There was a brief question and answer segment.

COMMITTEE REPORTS – CONT'D.

- f. **Chatham Bridge Rehab Committee** – Mr. Duncan gave an overview of CTP Marketing & Consulting along with he and his partner's backgrounds. He reviewed the closing of the Chatham Bridge. He introduced his "We build the bridge" campaign. He informed the board on the following: advertising, promotion, publicity, public relations, sales, communication and marketing. CTP would enlist the businesses as Bridge Builders. CTP will handle seasonal promotions and social media. Their partnership with the EDA's Chatham Bridge Rehab Committee, Danelle Rose and Sonja Cantu will create each month's marketing campaign. The services will cost \$41,250. There was a brief question and answer segment.

MOTION by Bill Beck, seconded by Suzy Stone the board approved \$41,250 for the marketing campaign presented by CTP Marketing & Consulting.: Ayes (6); Nays (0); Absent from Meeting (1).

PRESENTATION BY CHARLES JOHNSTON, DIRECTOR, COMMUNITY PLANNING AND BUILDING, PARKING CODE UPDATE. Chair Black introduced Mr. Johnston. Mr. Johnston updated the board on the following: Comprehensive Plan Policies, Creation of New Maker Districts, Walker Parking Action Plan, Achieving Walkable Mixed-Use Urban Places, Smart Code Model, Shared Parking Factor, Required Number of Spaces (residential, lodging, office, urban, retail), and Downtown Parking District (change boundaries, transit/bicycle facilities, allow purchase of 100% of spaces at higher rate). There was a brief question and answer period.

TREASURER'S REPORT. Mr. Murray presented the February 2020 budget and financial statement. They were filed with the minutes.

OLD BUSINESS. None.

NEW BUSINESS.

- a. **InvestFXBG Marketing** – Mr. Mackintosh met with Pete Morelewicz owner of Print Jazz. They discussed designs for window decals, banner ad for the Chamber of Commerce website and brochures. The cost will be \$300.

MOTION by Will Mackintosh, seconded by Mitzi Brown the board approved \$300 for the InvestFXBG design work: Ayes (6); Nays (0); Absent from Meeting (1).

- b. **EDA Business Appreciation Event** – Ms. Peregoy gave a brief overview of the 2019 event. The 2020 event will be held on either May 7 or May 4 at the Courtyard by Marriott. Business Appreciation awards will be discussed during the April meeting. Ms. Peregoy will handle all details for the event.

COMMITTEE REPORTS – CONT'D.

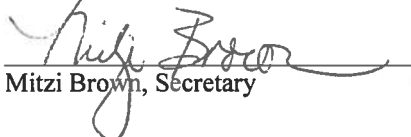
- a. **Parking Improvement Committee** – Mr. Mackintosh reviewed discussions on the electrical charging stations.
- b. **Branding Committee** – No update.
- c. **Strategic Acquisitions Committee** – Mr. Mackintosh updated the board on a tour of 2300 Fall Hill Ave. If the building was purchased it could be repurposed for James Monroe High School classes and FredCAT could move after their lease expires in Central Park.
- d. **Workforce Development Committee** – Ms. Brown stated their focus is on 2300 Fall Hill Ave. with discussions with the school board. She sees a great use for a regional CTE site to also include Germanna Community College and the University of Mary Washington. Ms. Freeman noted discussions of work related experiences for students with Fredericksburg City Schools.
- e. **Loan Committee** – Mr. Murray stated there were two loan applications moving forward with one loan application denial.

STAFF REPORT. Mr. Freehling gave updates on the following: City Council work session for the expansion of the Arts & Cultural District. He stated EDT had met with the owner and staff of Funland regarding a remodel of their mini-golf to include a Fredericksburg theme.

CHAIR'S REPORT. None.

BOARD MEMBERS COMMENTS. Mr. Mackintosh questioned any action by the board regarding RIFA in Mr. Roberts' presentation. Ms. Freeman discussed the Go Virginia grant request for RIFA. She will draft a letter of support for RIFA.

ADJOURNMENT. There being no further business to come before the Economic Development Authority at this time, Chair Black declared the meeting officially adjourned at 10:30 a.m.


Mitzi Brown, Secretary