

FREDERICKSBURG
**ECONOMIC
DEVELOPMENT
AUTHORITY**

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ECONOMIC DEVELOPMENT AUTHORITY MINUTES (EDA)

September 9, 2019

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, September 9, 2019 beginning at 8:30 a.m. in the Suite at City Hall.

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

ABSENT. Chris Waller.

ALSO PRESENT. Fredericksburg VA Main Street, Inc.: Jennifer McGovern; Micah Ecumenical Ministries: Meghann Cotter, Fred Rankin, Lauren Dracoulas; EDA Counsel: Blanton Massey; Department of Economic Development and Tourism: Bill Freehling, Director; Angela Freeman, Business Development Manager; Amy Peregoy, Economic Development Specialist.

DETERMINATION OF QUORUM. Mitzi Brown.

AGENDA. Chair Black noted two changes: Item 7a after Item 4 and Item 8 after Item 7a.

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

PUBLIC COMMENTS. None.

OLD BUSINESS.

- a. **Fredericksburg Main Street, Inc. Loan Program Update** – Ms. McGovern distributed an update on the FVMS, Inc. Zero Loan Interest Program to include the loan pool funding and general information on three approved loans. One application has been declined. FVMS, Inc. expects more applications in the coming months.

NEW BUSINESS. *Micah's Workforce Development* – Chair Black introduced Ms. Meghann Cotter and Mr. Fred Rankin. Ms. Cotter presented the board with the following information: Micah's background; population numbers to include poverty level and needs; outcomes of programs; why people are homeless; building the wheel graphic to include: support system, basic needs, community resources, health, mental health, housing, income, education; internal workforce development research and education; vision: bridging to employment and EDA's possible assistance. Ms. Cotter ended her presentation with success stories. There was a brief question and answer segment. Chair Black requested Ms. Freeman discuss current workforce development plans. She stated the George Washington Regional Commission had received a GO Virginia grant for a regional economic development plan.

They will partner with the Fredericksburg Regional Alliance (FRA) and have retained services from an economic consultant group. There will be a three part series approach with conversations beginning in September. Chair Black asked Ms. Cotter if there were any funding requests for the EDA. Ms. Cotter stated they would like to partner with the EDA on future programs. Chair Black thanked Ms. Cotter, Mr. Rankin and Ms. Dracoulas for their presentation and time.

APPROVAL OF MINUTES.

MOTION by Suzy Stone, seconded by Lee Murray the minutes from the August 12, 2019 regular meeting were approved: Ayes (6); Nays (0); Absent from Meeting (1).

TREASURER'S REPORT. Mr. Murray questioned Mr. Massey if changes to the approved budget need to be brought to the board for approval. Mr. Massey stated approvals are required for budget expenditures not revenue. Mr. Murray informed the board bond fees from the Fredericksburg Stadium bonds 2019A and 2019B would be reflected on the FY2021 budget. The financial statement and budget report for August 2019 were filed with the minutes.

OLD BUSINESS - Continued.

- b. EDA Loan Program*** – Chair Black stated there were two objectives from the last meeting for the program, budget and mission statement.

Ms. Brown and Mr. Mackintosh noted the mission statement and goals were distributed in the meeting package. Mr. Mackintosh stated he would like to begin work on a public facing presence for the program for branding and marketing for InvestFXBG and also use _____ FXBG on other programs in the future. Chair Black requested any changes to the mission statement and goals with no changes stated the mission statement and goals were accepted by the board.

MOTION by Will Mackintosh, seconded by Suzy Stone the board approved the loan program mission statement and goals as presented: Ayes (6); Nays (0); Absent from Meeting (1).

Chair Black noted to remain within the city's branding timeline. The board discussed the timeline. Ms. Brown and Mr. Mackintosh would like to move forward with the branding and marketing process.

Chair Black noted within the budget under Opportunity Fund there is approximately \$60,000 and \$1.2 million overall. Chair Black stated the next step would be to meet with banks. Mr. Murray stated different loans would require different structures and interest rates depending on collateral and using bank funds over EDA funds. Ms. Freeman stated guidelines for loan loss reserves. Chair Black noted a request from the Fredericksburg Food Co-op of \$500,000. The board discussed different funding options using the request from the Fredericksburg Food Co-op as an example. The board discussed REDCO and VCC as a resource for the loan program administration as to not overload the EDT staff.

Chair Black requested Mr. Murray and Mr. Waller draft criteria for the program. Chair Black and Mr. Mackintosh will meet with REDCO regarding an introduction to the VCC representative and form loan documentation.

The board discussed different types of requests, interest rates, funding limits and terms with alignment to the program goals. They discussed the potential loan process steps and any conflicts of interest with applicants.

Mr. Mackintosh requested funding for branding InvestFXBG. The board discussed the timeline and funding.

MOTION by Will Mackintosh, seconded by Mitzi Brown the board approved to allocate up to \$1,000 in funding to begin the process of branding the EDA Loan Program as InvestFXBG: Ayes (6); Nays (0); Absent from Meeting (1).

COMMITTEE REPORTS.

- a. **Parking Improvement Committee** – Mr. Beck gave updates on current residential parking. Mr. Mackintosh suggested a staff level process on residential parking areas and not a City Council issue. Ms. Freeman remarked on an upcoming Downtown parking bank smart code program.
- b. **Branding Committee** – Chair Black and Mr. Mackintosh stated the committee met with the principal of HUB, Ltd, via Skype to discuss the next round of logos which would possibly include FXBG.
- c. **Strategic Acquisitions Committee** – No update.
- d. **Main Street Loan Program Committee** – Update given by Ms. McGovern.
- e. **Workforce Development Committee** – Ms. Brown noted a joint City Council and School Board meeting. They are now educated on a working group with a possible taskforce. The School Board sent a survey for a Parent Advisory Committee on workforce development. She mentioned the Micah and Brisben programs. Businesses will come here with the proper workforce.


STAFF REPORT. Mr. Freehling gave updates on the following: SlideFXBG event, use of EDA account for 2020 SlideFXBG, Tourism Study presentation to City Council, Thriving Art Exchange and planning a discussion for the joint work session with City Council.

Ms. Brown requested the EDA get proper endorsement for events, projects, etc.

CHAIR'S REPORT. Chair Black stated during the joint work session with City Council the main items of discussion would include the EDA loan program and workforce development. Chair Black stated working with City Council on the EDA selling surplus properties. Ms. Stone reviewed the possible process. Mr. Beck stated a discussion with City Council working with the EDA on the City's goals. The board further discussed selling surplus properties and the process. Chair Black will have a conversation with the Mayor regarding property and other EDA board members will have conversations with City Council members. Ms. Peregoy suggested a member from the Loan Committee and Workforce Committee be prepared to begin the discussions with City Council during the joint work session. Chair Black agreed with Ms. Peregoy. Ms. Brown and Mr. Murray volunteered from each committee. Mr. Murray requested the conversation with City Council on the loan program be the conduit for the surplus property discussion. The board agreed with Mr. Murray. Chair Black will open each discussion.

BOARD MEMBERS COMMENTS. None.

ADJOURNMENT. There being no further business to come before the Economic Development Authority at this time, Chair Black declared the meeting officially adjourned at 10:50 a.m.


Mitzi Brown, Secretary