

FREDERICKSBURG
ECONOMIC
DEVELOPMENT
AUTHORITY

706 Caroline Street
Fredericksburg, VA 22401

(540) 372-1216
(540) 372-6587 Fax

ECONOMIC DEVELOPMENT AUTHORITY MINUTES (EDA)

January 22, 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 Tuesday, January 22, 2019 beginning at 8:30 a.m. in the Suite at City Hall.

EDA MEMBERS PRESENT. Bob Carter, Chair, presiding. Tom Crimmins, Beth Black, Hap Connors, Mitzi Brown and Will Mackintosh.

ABSENT. Bill Beck.

ALSO PRESENT. Citizen: Dr. Henry Cox; Virginia Polytechnic Institute and State University: David Sample, Emily Long; Friends of the Rappahannock: Kathleen Harrigan, Bill Micks; City of Fredericksburg: Tim Barood; Brenda Martin; 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 Carter noted one change: CRRL MakerLab Funding Request moved to February meeting.

MOTION by Beth Black, seconded by Tom Crimmins, the amended agenda was approved: Ayes (6); Nays (0); Absent from Meeting (1).

PUBLIC COMMENTS. None.

APPROVAL OF MINUTES.

MOTION by Hap Connors, seconded by Beth Black the minutes from the December 17, 2018 regular meeting were approved: Ayes (6); Nays (0); Absent from Meeting (1).

TREASURER'S REPORT. The financial statement and budget report for December 2018 filed with the minutes.

Mr. Crimmins noted the distribution of the final audit. No comments from the board.

OLD BUSINESS. None

NEW BUSINESS.

- a. **The Rappahannock River Eco Park Project Funding Request** – Chair Carter introduced Dr. Henry “Buck” Cox. Dr. Cox distributed reference materials and gave background on his previous presentation to the board. He requested funding for the educational research facility. He noted his personal contribution of \$100,000. The board requested Dr. Cox return with a more focused funding request after engaging the community and meeting with other counties and agencies within the region.
- b. **City of Fredericksburg Branding Funding Request** – Mr. Freehling briefed the board on the hire of HUB Collective Ltd. to create a new unified brand for the City. He noted the creation of a unified brand is a City Council priority and is also a key part of the Fredericksburg Economic Development Strategic Plan, which was adopted in 2017 by both the EDA and City Council. Goal #5 of that plan states: Rebrand the City of Fredericksburg and vigorously defend brand standards. The contract with HUB Collective Ltd. is for \$80,000. The Department of Economic Development and Tourism’s Fiscal Year 2019 Advertising budget includes \$50,000 for this work, which will take place over the next six months. The City would like to request the EDA and City split the cost of this work, which is consistent with the fact that rebranding is a joint goal of the two bodies. Mr. Freehling requested \$40,000 from the EDA for this project. After a brief discussion, the board approved to fund \$30,000.

MOTION by Tom Crimmins, seconded by Will Macintosh the board approved funding of \$30,000 for the City Branding: Ayes (6); Nays (0); Absent from Meeting (1).

COMMITTEE REPORTS.

- a. **Parking Improvement Committee** – No report
- b. **Branding Committee** – Update presented earlier on the agenda.
- c. **Strategic Acquisitions Committee** – Mr. Crimmins stated there were no updates.
- d. **Main Street Loan Program Committee** – Ms. Black stated only a few applications had been received for review and will be meeting with FVMS, Inc. this week. She requested the \$25,000 match in funding be held until her report during the February meeting.

STAFF REPORT.

Ms. Freeman stated the winner of the Hackathon held in September would like to present the findings of his project during the March meeting. Mr. Freehling noted Restaurant Week and the planning of the Potomac Nationals groundbreaking.

CHAIRMAN’S REPORT. Chair Carter encouraged the board to participate during Restaurant Week and noted Ms. Danelle Rose’s work in promoting the event with the website and advertising.

BOARD MEMBERS COMMENTS. None.

CLOSED SESSION.

Ms. Brown moved for adoption of Resolution 19-01 under Code of Virginia 2.2-3711(A)(39) for discussion of confidential memoranda, *working papers*, and *other* information related to economic development, related to the Liberty Place project *and to a confidential technology business prospect*, where disclosure of the information would adversely affect the financial interest of the City of Fredericksburg

MOTION by Mitzi Brown, seconded by Hap Connors: Ayes (6); Nays (0); Absent from Meeting (1).

Where upon the members went into closed session.

Upon coming out of closed session.

MOTION by Mitzi Brown, to adopt Resolution 19-02, certifying the proper conduct of the closed session. Seconded by Tom Crimmins; the motion was passed: Ayes (6); Nays (0); Absent from Meeting (1).

MOTION by Mitzi Brown, to adopt Resolution 19-03, the board approves up to a \$100,000 budget to attract a confidential business project with reporting of the expenditures of said project and developments of said project be reported to the Strategic Acquisitions Sub-Committee periodically. Seconded by Beth Black; the motion was passed: Ayes (6); Nays (0); Absent from Meeting (1).

ADJOURNMENT. There being no further business to come before the Economic Development Authority at this time, Chair Carter declared the meeting officially adjourned at 10:45 a.m.


Mitzi Brown, Secretary

**Resolution 19-01 for Economic Development Authority to Hold Closed Meeting Under
The Virginia Freedom of Information Act**

Date of Adoption: January 22, 2019

Proposed by: Brown
Seconded by: Connors

Vote: Ayes: 6; Nays: 0; Absent from Meeting: 1

Resolved that the Economic Development Authority convene a closed meeting under the Virginia Freedom of Information Act in order to discuss:

Personnel – specific City officers, appointees, or employees, for the purpose of considering such person’s assignment, appointment, promotion, performance, demotion, salary, disciplining, or resignation, under Virginia Code §2.2-3711.A.1

Real Property -

the acquisition of real property

for the purpose of discussing acquisition of real property for a public purpose, specifically, the expansion of an existing recreation facility, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the Economic Development Authority, under Virginia Code 2.2-3711(A)(3).

the disposition of publicly held real property,

Prospective Business -

a prospective business or industry, [OR

the expansion of an existing business or industry,]

Closed Meeting under Code of Virginia 2.2-3711(A)(39) for discussion of confidential memoranda, *working papers*, and *other* information related to economic development, related to the Liberty Place project *and to a confidential technology business prospect*, where disclosure of the information would adversely affect the financial interest of the City of Fredericksburg.

Legal Matters -

actual litigation specifically, _____

with legal counsel, where such consultation in open session would adversely affect the negotiating or litigating posture of the Economic Development Authority, **OR**

probable litigation with legal counsel, staff, or consultants, where (1) litigation has been specifically threatened or on which the Economic Development Authority or its counsel has a reasonable basis to believe will be commenced by or against a known party, and (2) such consultation in open session would adversely affect the negotiating or litigating posture of the Economic Development Authority, **OR**

legal matters, _____, with counsel, where such matters require the provision of legal advice, under Virginia Code §2.2-3711.A.7.

Other – (Specify subject matter, purpose of discussion, and applicable Code Section)

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RESOLUTION 19-02
CERTIFICATION OF CLOSED MEETING

IT IS HEREBY RESOLVED by the Economic Development Authority of the City of Fredericksburg, Virginia, as follows:

WHEREAS, the Authority has convened a closed meeting under Virginia Code §2.2-3711.A.39, pursuant to an affirmative recorded vote and in accordance with the provisions of the Virginia Freedom of Information Act, upon conclusion of which closed meeting the Authority has just returned to an open meeting ; and

WHEREAS, §2.2-3712.D of the Code of Virginia requires a certification by this Authority that such closed meeting was conducted in conformity with Virginia law;

NOW, THEREFORE, BE IT RESOLVED that the Authority hereby certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law (Chapter 37 of Title 2.2) were heard, discussed or considered in such closed meeting, and (ii) only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed or considered in the closed meeting by the Authority.

Date of Adoption: January 22, 2019

AYES: 6

NAYS: 0

ABSENT FROM MEETING: 1

CERTIFICATION: Secretary's Certificate

I, the undersigned, certify that I am the Secretary for the Economic Development Authority of the City of Fredericksburg, Virginia, and that the foregoing is a true copy of Resolution 19-02 duly adopted at a meeting of the Economic Development Authority held on January 22, 2019, at which a quorum was present and voted.

Given under my hand and the official seal of the Economic Development Authority of the City of Fredericksburg, Virginia.

Date: Feb 11, 2019


Secretary, EDA

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RESOLUTION 19-03

Date: January 22, 2019
Regular EDA Meeting

MOTION by: Mitzi Brown
SECONDED by: Beth Black

ACTION: APPROVED: Ayes: 6; Nays: 0; Absent from Meeting: 1

RE: Confidential Business Project

WHEREAS, the staff of the Department of Economic Development & Tourism reported to the Economic Development Authority (the "EDA") of the City of Fredericksburg, Virginia (the "City"), in closed session that a certain business has expressed an interest in locating in the City which project has not been publically identified and which business has requested that its interest be kept confidential, and

WHEREAS, the staff of the City's Department of Economic Development and Tourism is charged with supporting and working with the such interested businesses, especially when they are likely to develop and use underutilized parcels of land in the City;

NOW, THEREFORE, BE IT RESOLVED, that the EDA hereby approves a budget of up to \$100,000 to attract this confidential business to place its project in the City and authorizes staff to expend funds within the budgeted amount for advancement of the project in the City based on periodic reporting by staff to the EDA's Strategic Acquisitions Committee (the Committee"), to include reporting of the expenditures of said project and developments of said project to the Committee periodically.

This Resolution is effective immediately.

Clerk's Certificate

I, the undersigned, certify that I am the Secretary of the Economic Development Authority of the City of Fredericksburg, Virginia, and that the foregoing is a true copy of Resolution No. 19-03 duly adopted at a meeting of the EDA held January 22, 2019, at which a quorum was present and voted.


