

ECONOMIC DEVELOPMENT AUTHORITY MINUTES (EDA)

Monday, July 13, 2009
Conference Room 218 (Second Floor)
City Hall
715 Princess Anne Street
Fredericksburg, VA

The Economic Development Authority of the City of Fredericksburg, Virginia met in regular session on Monday, July 13, 2009, beginning at 12:00 noon in Conference Room 218 (second floor), City Hall, Fredericksburg, 715 Princess Anne Street, Fredericksburg, Virginia.

Present. Dana Herlong, Mary Jane O'Neill, Chris Hornung, Chris Limbrick, Rick Pullen and Joe Wilson.

Absent. Todd Williams

Also Present: George Washington's Fredericksburg Foundation: Bill Garner and Franklin Daniels; **Eyeclops Studio/Apple Music:** Melissa Colombo; **Huck's of Olde Virginia Catering:** Stoney Pickett, Amanda Pickett, and Jenny Pickett; **A. Blanton Massey Office: Executive Assistant for Blanton Massey:** Karen Stramer; **Department of Economic Development and Tourism: Interim Director:** Karen Hedelt; **Marketing and Information Specialist:** JoAnn Locklair, and **Economic Development Manager:** Kimberly Schill.

Determination of a Quorum.

Ms. O'Neill, Secretary, determined that a quorum was present.

Approval of Agenda.

Vice Chair Herlong asked for changes, additions, or deletions to the agenda. Ms. O'Neill made a motion to approve the agenda as submitted. Motion was seconded by Mr. Limbrick and passed by the following recorded votes. Ayes (6). Dana Herlong, Mary Jane O'Neill, Chris Hornung, Chris Limbrick, Rick Pullen and Joe Wilson. Nays (0). None.

Approval of Minutes.

Regular Meeting Minutes of June 8, 2009.

Mr. Pullen made a motion to approve the June 8, 2009 regular meeting minutes. Motion was seconded by Ms. O'Neill and passed by the following recorded votes. Ayes (6). Dana Herlong, Mary Jane O'Neill, Chris Hornung, Chris Limbrick, Rick Pullen and Joe Wilson. Nays (0). None.

CHAIRMAN'S REPORT.

Vice Chair Herlong advised the Board that City Council appointed Mr. Todd Williams to the Economic Development Authority on June 23, 2009.

Grant Applications – Vice Chairman reported that the Authority has received multiple applicants and the grant committee has reviewed and determined recommendations to be proposed to the Board. Vice Chair Herlong turned the meeting over to Ms. O'Neill and Ms. Schill who presented the following recommendations:

Virginia Downtown Development Association – Grant Committee recommended giving the Association a grant in the amount of \$3,000.00.

Ms. O'Neill moved to approve a \$3,000.00 grant to the Virginia Downtown Development Association for their October 29, 2009 conference in downtown Fredericksburg. After discussion, the motion was amended to give the Virginia Downtown Development Association a grant of \$1,000.00. Motion was seconded by Mr. Hornung and passed by the following recorded votes. Ayes (6). Dana Herlong, Mary Jane O'Neill, Chris Hornung, Chris Limbrick, Rick Pullen and Joe Wilson. Nays (0). None.

Huck's of Olde Virginia Catering – Grant Committee recommended giving a grant in the amount of \$8,500.00, specifically for landscaping, removal of debris, and a fountain for the patio, detailed in their request.

Mr. Wilson addressed the ADA accessibility issue. Mr. Hornung proposed for discussion that the Board approve up to \$12,000.00 contingent upon installation of a handicap ramp. After discussion, the motion was restated by Mr. Hornung to approve a two-part grant: \$8,500.00 towards landscaping, removal of debris, and a fountain for the patio area recommended by Staff, and an additional, \$3,500 contribution towards the work items subject to the construction of an ADA compliance ramp within the next twelve months. Motion was seconded by Mr. Wilson and passed by the following recorded votes. Ayes (6). Dana Herlong, Mary Jane O'Neill, Chris Hornung, Chris Limbrick, Rick Pullen, and Joe Wilson. Nays (0). None.

George Washington's Foundation – Ms. Schill reported that the Grant Committee discussed the concern about funding a grant for a phase one interpretive plan for the George Washington's Boyhood Home at Ferry Farm and Historic Kenmore. The Committee checked with the Foundation on whether or not they had approached Stafford County for a similar grant. She stated the Committee felt there should also be a partnership with Stafford County since the plan would include both the City and Stafford. The Committee opened up this request for discussion.

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Mr. Garner, President of the George Washington's Fredericksburg Foundation, briefed the Board on Phase One of the Development of a Comprehensive Interpretive Plan. He stated the first phase is to identify what the opportunities are with both of the sites. Phase two and three are a year-long pair of phases, consisting of six months each, starting August 31 and ending September 1, 2010.

Mr. Daniels, Senior Director of Institutional Advancement of The George Washington's Fredericksburg Foundation, informed the Board that the Foundation is on the Stafford County Economic Development Authority's agenda on September 11, 2009 for Phase II of the study.

After discussion, Mr. Wilson made a motion to approve a grant in the amount \$25,000.00 for the George Washington's Foundation Phase One Study for the Interpretive Plan of George Washington's Boyhood Home at Ferry Farm and Historic Kenmore. Motion was seconded by Mr. Hornung and passed by the following recorded votes. Ayes (6). Dana Herlong, Mary Jane O'Neill, Chris Hornung, Chris Limbrick, Rick Pullen and Joe Wilson. Nays (0). None.

Eyeclopes Studios/Apple Music – Grant Committee recommended giving a JumpArt! grant in the amount up to \$15,000.00 for the new building façade and tenant build out to include upgrade of PA system in the recital space.

After discussion, Mr. Pullen made a motion to approve up to \$15,000.00 to Eyeclopes Studios/Apple Music to be used for the new building façade and tenant build out to include upgrade of PA system in recital space. Motion was seconded by Mr. Wilson.

Discussion followed with Ms. Colombo, representing Eyeclopes Studio/ Apple Music, asking if the Authority would consider paying for ADA compliance upgrades that have already been completed. After discussion, Mr. Limbrick made a substitute motion to increase the amount by \$7,500.00 for a total of \$22,500.00 in order to partially assist with the use of change from the standpoint that Eyeclopes were the pioneers in that area of the City in bringing the building up to code due to the timing of the project. Motion was seconded by Mr. Hornung. Motion failed. Ayes (3). Dana Herlong, Chris Limbrick, and Chris Hornung. Nays (3). Mary Jane O'Neill, Joe, Wilson, and Rick Pullen. Question was called on the original motion. Motion was passed by the following recorded votes. Ayes (6). Dana Herlong, Mary Jane O'Neill, Chris Hornung, Chris Limbrick, Rick Pullen and Joe Wilson. Nays (0). None.

Everything Gardening - Grant Committee recommended denying a grant in the amount of \$2,900.00 for a Flot-aire Floral Cooler.

Ms. O'Neill made a motion to deny Everything Gardening's grant request of \$2,900.00 for a Flot-aire Floral Cooler. Motion was seconded by Mr. Pullen and passed by the following recorded votes. Ayes (6). Dana Herlong, Mary Jane O'Neill, Chris Hornung, Chris Limbrick, Rick Pullen and Joe Wilson. Nays (0). None.

City of Fredericksburg, First Night Celebration – Grant Committee recommended a donation of \$1,000.00 for the fireworks display at the 2010 First Night Event.

After discussion, Mr. Pullen made a motion to donate \$1,000.00 for the fireworks display at the 2010 First Night Event. Motion was seconded by Mr. Limbrick and passed by the following recorded votes. Ayes (6). Dana Herlong, Mary Jane O’Neill, Chris Hornung, Chris Limbrick, Rick Pullen, and Joe Wilson. Nays (0). None.

The Gallery at 915 Lafayette Boulevard – Grant Committee recommended a JumpArt! grant up to \$7,000.00 for the Artist’s gate and fencing.

After discussion, Mr. Pullen made a motion that the Authority deny the application as submitted due to the lack of a business plan. Please note in the letter back to the applicant that the deadline for the next grant cycle is October 1st. Motion was seconded by Mr. Wilson and passed by the following recorded votes. Ayes (6). Dana Herlong, Mary Jane O’Neill, Chris Hornung, Chris Limbrick, Rick Pullen, and Joe Wilson. Nays (0). None.

Downtown Retail Merchants, Inc. (DRMI) – Grant Committee recommended a donation in the amount of \$3,885.000 for new and reusable Moravian stars for the 2009 holiday season.

After discussion, Mr. Limbrick made a motion to approve a donation of \$3,885.00 for new and reusable Moravian stars for the 2009 holiday season. Motion was seconded by Mr. Wilson and passed by the following recorded votes. Ayes (6). Dana Herlong, Mary Jane O’Neill, Chris Hornung, Chris Limbrick, Rick Pullen, and Joe Wilson. Nays (0). None.

Vice Chair Herlong strongly encouraged the Authority to send comments about grant applications to the Grants Committee before the Committee meets. Mr. Wilson suggested that the EDA members rank the applications and turn in to staff by a certain date for the Committee to make a recommendation to the Board.

Grant Criteria Modification – Staff was directed to modify the grant criteria and score sheet to be presented at the next meeting on September 14, 2009 for approval. The following are to be included:

- A cover sheet to include specific things to be addressed
- Business plan for new business operations
- Event Grant name be changed to Event Sponsorship Grant
- Signage to be displayed should be part of the agreement for a grant
- Add information about JumpStart!

- A written request be submitted if the owner wants their financial information or any other information in their application to be proprietary.
- Create new score sheets for each grant and add “points” for ADA compliance

Any additional comments and suggestions should be emailed to Ms. Schill in the next couple of weeks to be included in the grant criteria modification.

Thank You Letter from the Fredericksburg Heritage Festival Committee - Vice Chair
Herlong reported that the EDA received a letter from Roberta Gold, Heritage Festival Event Coordinator, thanking the Authority for their grant award. The Heritage Day 4th of July 2009 fireworks were spectacular.

Leadership Fredericksburg 2010 Class – Vice Chair Herlong informed the members of the Board that due to the EDA grant provided to the Leadership Fredericksburg Program, the Board can send one participant to the 2010 class. She asked if anyone from the Board would like to participate or make a recommendation for someone to attend. Mr. Wilson remarked that this program is an opportunity for young people to become leaders in the community. Vice Chair asked the Board to send recommendations to her. Application for the program needs to be submitted within the next 10 days.

Fredericksburg Museum – Vice Chair Herlong told the Board she received a letter from Lindsay McIntee, Coordinator for the Fredericksburg Area Museum and Cultural Center Brick Program, stating the brick that the EDA bought has been delivered and placed in the walkway surrounding the new Catherine W. Jones McKann Center.

Treasurer’s Report.

Mr. Hornung noted that the financial statement for May 2009 was emailed to the members of the EDA. Vice Chair Herlong directed Ms. O’Neill, Secretary of the EDA, to file the Treasurer’s Statement with the minutes.

Mr. Hornung discussed Bonds and updates on Current Monetary Positions, EDA Expenditures, CD Renewal Strategy, and Final Budget. The following were noted:

- Total of EDA’s cash, CDs, and Money Market Accounts is \$1,012,760.94.
- Since the financial statement of May 2009, the following bond issuance fees have been received:
 - MediCorp Health Systems Series 2007 Bond Issuance Fee of \$79,555.00 and deposited in the UBT MM on 6/22/09.

- University of Mary Washington Series 2009A Bond Issuance Fee of \$88,475.00 and deposited in UBT MM on 6/30/09. University of Mary Washington Series 2009B Bond Issuance Fee of \$22,762.50 and deposited in UBT MM on 6/30/09. Total received for Eagle Village: \$111,237.50.
- PNC MM closed and final balance of \$101,023.53 was transferred to the UBT MM on 6/11/09.
- Current UBT MM balance as of 6/30/09 is \$538,478.95.

After discussing the updates, Mr. Hornung made a motion to update and amend the Fiscal Year 2010 Budget in compliance with the Expenditures sheet. Motion was seconded by Mr. Pullen and passed by the following recorded votes. Ayes (6). Dana Herlong, Mary Jane O'Neill, Chris Hornung, Chris Limbrick, Rick Pullen, and Joe Wilson. Nays (0). None.

Mr. Hornung reported next month he will have a sheet that actually tracks the budget and what has been spent.

Mr. Hornung made a motion to approve the following checks:

- Blanton Massey - \$1,000.00 for June and July 2009 retainer fees at \$500.00/each
- Poppyhill Tuscan Kitchen - \$110.00 for today's lunch

Motion was seconded by Mr. Pullen and passed by the following recorded votes. Ayes (6). Dana Herlong, Mary Jane O'Neill, Chris Hornung, Chris Limbrick, Rick Pullen, and Joe Wilson. Nays (0). None.

Committee Report.

Update on Arts Commission – Mr. Pullen stated that he is planning on attending the August 2009 to explain the EDA grant program to the Commission.

Ms. Hedelt reported that it is her understanding from her staff that attends the Commission meetings that there is a desire for the commission to be very purposeful in developing their plan and strategies. Ms. Hedelt stated that the Department of Economic and Development Tourism office has funded a first phase of an event planner effort for an Arts Festival. The Commission will be coming to the EDA for sponsorship.

Mr. Pullen indicated that he would like to see the Commission involvement in helping the EDA with art projects around the city and work the City Council.

Ms. Hedelt noted the Commission is going to be involved in the development of an arts and cultural district.

Staff Report.

Fredericksburg Roundtable – Ms. Schill reported that the next meeting is scheduled for Tuesday, August 4th, at Sunken Well. The guest speaker will be Ann Little from the Fredericksburg Clean and Green Committee.

VECTEC - Ms. Schill reported to the Authority that she heard recently that VECTEC had some funding issues and had to lay off some people. She asked that this item be tabled until she can find out the status of VECTEC.

Old Business.

Review of the By-Laws Revision – In Mr. Massey's absence, Vice Chair Herlong noted the following proposed revisions of the by-laws. A draft revision of the by-laws is attached:

- Ordinance No. 04-33 adopted by City Council on January 11, 2005, changing the name of the Authority to the Economic Development Authority of the City of Fredericksburg
- Several basic changes were made in Section 15.1 to 15.2.
- Added information including FOIA references and how the EDA conducts business
- Section 4 changed annual meeting and election to June, effective July 1
- Changed some Public Notices in Article IV from 24 hours to three working days notifications.
- Reworded on how we do things with Robert's Rules of Order.
- Recommended Annual Meeting to be held in June instead of October.

Vice Chair asked the members of the Board to review and email any changes or recommendations to Ms. Locklair by August 14th for final document to be prepared for approval at the September 14th meeting.

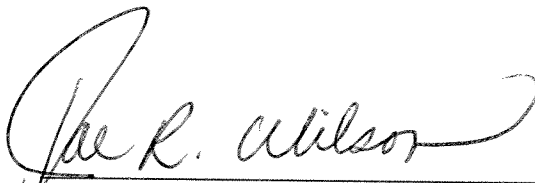
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New Business.

Donation Request from Fredericksburg Area Museum – Vice Chair Herlong reported that the Board received a donation request from the Fredericksburg Area Museum in the amount of \$5,000 to support the First Annual Fredericksburg Homegrown Festival to be held on October 10, 2009. Since the request was received after the grant deadline, the committee recommended the Board not act on the request for this grant cycle. After discussion, the Board decided not to consider the request because it missed the grant deadline.

Adjournment.

There being no further business to come before the Economic Development Authority at this time, the meeting adjourned at 2:05 p.m.


Assistant Secretary