

## **ECONOMIC DEVELOPMENT AUTHORITY MINUTES (EDA)**

**Monday, October 19, 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, October 19, 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, Rick Pullen, and Joe Wilson.

**Absent.** Chris Limbrick

**Also Present: The Free Lance-Star:** Emily Battle; **Attorney:** Blanton Massey; **Department of Economic Development and Tourism: Interim Director:** Karen Hedelt; **Marketing and Information Specialist:** JoAnn Locklair

### **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. It was seconded by Mr. Pullen and passed by the following recorded votes. Ayes (5). Dana Herlong, Mary Jane O'Neill, Joe Wilson, Rick Pullen, and Chris Hornung. Nays (0). None.

### **Approval of Minutes.**

#### ***Regular Meeting Minutes of September 14, 2009.***

Mr. Pullen made the motion to approve the Regular Meeting Minutes of September 14, 2009 as corrected. It was seconded by Mr. Hornung and passed by the following recorded votes. Ayes (4). Dana Herlong, Joe Wilson, Rick Pullen, and Chris Hornung. Nays (0). None. Ms. O'Neill stated she did not attend the September 14th meeting and abstained from voting.

**CHAIRMAN'S REPORT.**

***Election of Officers.*** Vice Chair recalled that at the last meeting the Authority approved the revised by-laws that included changing the date for the election of officers. She said normally the EDA holds an election of officers in October but it was changed to the first meeting in June 2010 to be effective July 1, 2010. Vice Chair Herlong reported that a Chairman and Vice Chairman need to be elected before June 2010; therefore, she stated she is willing to accept the opportunity to serve as Chairman and Mr. Wilson has agreed to serve as Vice Chairman.

After discussion, Ms. O'Neill made a motion to approve the following slate of officers until June of 2010:

- Chairman – Dana Herlong
- Vice Chairman – Joe Wilson
- Secretary – Mary Jane O'Neill
- Assistant Secretary – Rick Pullen
- Treasurer – Chris Hornung

Motion was seconded by Mr. Pullen and passed by the following unanimously recorded votes. Ayes (5). Dana Herlong, Mary Jane O'Neill, Joe Wilson, Rick Pullen, and Chris Hornung Nays (0). None.

The elected officers assumed their duties.

Chair Herlong reported that Mr. Williams informed the EDA, he is unable to serve on the Authority due to his new professional focus and unpredictable travel schedule. She asked the Board to come up with some potential candidates to be presented to City Council.

Mr. Massey reminded the Board they have the ability to create a Citizen Advisory Committee to help come up with potential candidates. It was recommended this be a topic for the Strategic Planning Session to be held in the spring of next year. Chair Herlong appointed Mr. Hornung to Chair the session.

***Grant Applications.*** Staff passed out copies of three grant requests to the Board for their review. A committee consisting of one staff person and two board members will score the applications and make recommendations to the Board for approval on November 9th.

Chair Herlong suggested the Authority respond to Ms. Locklair by next week if they have any questions for the applicants or an opinion about the applications.

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***Virginians for High Speed Rail.*** Chair Herlong reported she received a letter from Daniel L. Plaughter, Executive Director of Virginians for High Speed Rail (see attached letter for the progress accomplished). Chair Herlong informed the Authority that Mr. Plaughter, in his letter, requested continued investment in their work. Chair Herlong asked the Authority for their consideration of a contribution.

After discussion, Ms. O'Neill made a motion to continue support of \$5,000.00 for the Virginians for High Speed Rail efforts. Motion was seconded by Mr. Pullen and passed by the following unanimously recorded votes. Ayes (5). Dana Herlong, Mary Jane O'Neill, Joe Wilson, Rick Pullen, and Chris Hornung Nays (0). None.

***2009 VBIA Conference (Virginia Business Incubation Association).*** Chair Herlong noted she would be attending the VBIA conference on October 26 and 27, 2009 in Staunton, VA. She stated she will report back to the EDA about business incubation and how to become engaged in the process.

***25<sup>th</sup> Annual Virginia Downtown Development Association Conference.*** Chair Herlong informed the Board of the 25<sup>th</sup> Annual Virginia Downtown Development Association Conference to be held in Fredericksburg on October 28 and 29, 2009 at the Downtown Courtyard by Marriott. Ms. Hedelt pointed out that David Holder is the keynote speaker, and his topic is "Uniquing Your Downtown". Chair Herlong noted she would be attending this conference in addition to Ms. Hedelt and Ms. Locklair. She stated if any EDA member would like to attend, please let her know. Mr. Hornung said that he would like to attend.

**TREASURER'S REPORT.**

Mr. Hornung noted that the financial statements for August and September 2009 were emailed to the members of the EDA. Chair Herlong directed Ms. O'Neill, Secretary of the EDA, to file the Treasurer's Statements with the minutes.

Mr. Hornung discussed update of Current Monetary Positions, EDA Expenditures, and Budget. The following were noted:

- Total of EDA's cash, CDs, and Money Market Accounts is \$1,193,222.55.
- Current MM account balance referenced \$305,672.27 and balance of September 2009 updated per financial statement.
- MediCorp Health System Series 2002B bond issuance fee for \$43,333.33 was deposited into the UB&T MM on 9/29/09.
- Rappahannock Area YMCA, Inc. Project (Series 2006) bond issuance fee for \$11,957.82 was deposited into the UB&T MM on 10/1/09.

- \$50,000.00 transferred from UB&T MM to UB&T checking account 9/15/09.
- Budget spreadsheet updated to include committed monies, remaining balances, and spent to date.
- All expenses paid to date have been updated.
- Payments of '09 grants have been updated.
- Review of maturing November CD's
- Transfer of \$20,000.00 from the UB&T MM to UB&T Checking Account

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

- Blanton Massey - \$500.00 for October 2009 retainer fee.
- George Washington's Foundation in the amount \$24,992.00 for the Phase One Study for the interpretive plan of George Washington's Boyhood Home at Ferry Farm and Historic Kenmore Grant approved in July 2009
- Olde Virginia Catering for \$95.06

It was seconded by Mr. Pullen and passed by the following recorded votes. Ayes (5). Dana Herlong, Mary Jane O'Neill, Joe Wilson, Rick Pullen, and Chris Hornung Nays (0). None.

#### **COMMITTEE REPORTS.**

**Update on Arts Commission** – Mr. Pullen reported that he, Ms. Hedelt and Ms. Perry met and talked about the Charlottesville Arts Program. He described the program to the Board and said they are planning a site visit to Charlottesville in the very near future. Ms. Hedelt stated she envisions a partnership with the EDA and the City's Art Commission for this program. She also informed the Board the Arts Commission is working towards a fall 2010 event that involves street art. She will provide more information on this event at the next meeting.

Ms. Hedelt also informed the Board the Arts Commission will be presenting their program of work publicly in the next month or two.

**Update on Riverfront Task Force** – Ms. O'Neill and Ms. Hedelt updated the Board on the Riverfront. Ms. Hedelt stated the project is moving along, and the park will be ready for the Heritage Festival next year.

**Fredericksburg Roundtable** – Ms. Hedelt reported on the Fredericksburg Roundtable held on October 6th. She stated the speaker was Jeff Scott and his topic was "Strategy for Your Business". The next meeting is scheduled for Tuesday, November 3rd at the Courtyard by Marriott beginning at 8:00 a.m. Dr. Casey Reardon will speak on "Supporting the Body in Times of Stress".

**Downtown Events** – Ms. Hedelt reported on the following:

- Mark Newton Homecoming Pickin' Party financially was a great success and raised \$30,000.00 for James Monroe High School athletics program. Ms. Hedelt informed the Board that the organizers have not yet decided what their course of action is going to be and should know in a month or so what their plans are for future events.
- An Oktoberfest staff after meeting was held in which Matt Simmons from Capital Ale House attended. Mr. Simmons is looking for ways to enhance the event and is seeking out a possible partner to work with them on next year's event.

Ms. Hedelt stated the City is looking to encourage these types of activity for the future.

**Downtown Economic Development Commission Advisory Committee** – Ms. Hedelt reported the ADHOC group met last month to look at a proposed special events application and an ordinance and procedure manual that is being developed for events. She said it was a very helpful session. She stated she hopes that within the next six weeks a new economic development manager would be hired. The Manager would be in charge of reforming the Downtown Economic Development Commission and getting the group on a regular meeting basis.

**Surgi-Center Update** – Ms. Hedelt updated the Board on the progress of the Surgi-Center Project. She stated the partnership (GFA Holdings, LLC) has acquired the property and are filing their plans with the City. She stated there are some outstanding easement issues regarding stormwater and parking and also technical issues accompanying the project. She said by the end of this year there should be some activity at the site.

**Fredericksburg Regional Alliance** – Ms. Hedelt reported on the funding of the Fredericksburg Regional Alliance. She stated when the Alliance was formed there was an agreement between all of the localities that the funding would be \$1.50 per capita. Last year, due to budget challenges for FY 2010, the jurisdictions agreed to cut the funding to \$.50 per capita leaving the Alliance's reserve very low. She indicated that the jurisdictions have been in negotiations and are considering an agreement of \$1.00 per capita for FY2011. She noted she may request help from the EDA to assist with the City's portion.

Chair Herlong encouraged the Board to attend the Alliance's annual meeting on Monday, October 26, 2009, beginning 12:00 noon at The Jepson Alumni Executive Center. The topic is "2009 Economic Profile of the Fredericksburg Region".

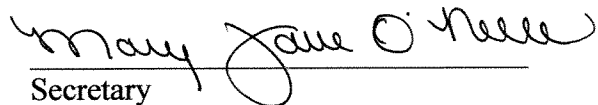
**OLD BUSINESS.**

*Quantico/Belvoir Regional Business Alliance, Inc., (Alliance)* – Ms. Hedelt recommended that the Board consider a two-star or three-star membership to the Quantico/Belvoir Regional Business Alliance. She stated the Alliance did share their budget figures requested by Mr. Wilson at the EDA meeting on October 19<sup>th</sup>. She reported to the Board that there was an article in the Free Lance-Star about the value the realignment is going to bring to our region.

After discussion, Ms. O'Neill made a motion that the EDA join the Quantico/Belvoir Regional Alliance at the three-star level in the amount of \$2,500.00. It was seconded by Mr. Pullen and passed by the following recorded votes. Ayes (5). Dana Herlong, Mary Jane O'Neill, Joe Wilson, Rick Pullen, and Chris Hornung Nays (0). None.

**Adjournment.**

There being no further business to come before the Economic Development Authority, at this time, the meeting adjourned at 1:12 p.m.

  
Secretary