

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

**Monday, December 14, 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, December 14, 2009, beginning at 12:28 p.m. in Conference Room 218 (second floor), City Hall, Fredericksburg, 715 Princess Anne Street, Fredericksburg, Virginia.

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

**Absent.** None

**Also Present:** UMW Foundation, Jeff Rountree; **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 and **New Economic Development Manager,** Richard Tremblay.

### **DETERMINATION OF A QUORUM.**

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

### **APPROVAL OF AGENDA.**

Chair Herlong asked for changes, additions, or deletions to the agenda. The following were added:

- Item 10a under New Business – Gary Graytop's idea of color coordination for downtown storefronts.
- Item 10b under New Business – Traffic information on the effects of the expansion at Quantico and Fort Belvoir

Ms. LaMarca made a motion to approve the agenda as amended. It was seconded by Ms. O'Neill and passed by the following recorded votes. Ayes (7). Dana Herlong, Joe Wilson, Mary Jane O'Neill, Rick Pullen, Chris Hornung, Chris Limbrick, and Amy LaMarca. Nays (0). None.

**APPROVAL OF MINUTES.**

***Regular Meeting Minutes of November 9, 2009.***

Mr. Wilson made a motion to approve the minutes as submitted. It was seconded by Mr. Limbrick and passed by the following recorded votes. Ayes (7). Dana Herlong, Joe Wilson, Mary Jane O'Neill, Rick Pullen, Chris Hornung, Chris Limbrick, and Amy LaMarca. Nays (0). None.

**CHAIRMAN'S REPORT.**

***Introduction of New Economic Development Manager*** – Chair Herlong welcomed Mr. Richard Tremblay who will be starting his new position as Economic Development Manager on January 11, 2010. She turned the meeting over to Mr. Tremblay who gave a brief history of his background.

***Approval of Consent Agenda – Ratification of Kybecca's Performance Agreement dated 4/9/09.***

Mr. Pullen made a motion to ratify the approval and execution of Kybecca's Performance Agreement dated April 4, 2009. It was seconded by Ms. O'Neill and passed by the following recorded votes. Ayes (7). Dana Herlong, Joe Wilson, Mary Jane O'Neill, Rick Pullen, Chris Hornung, Chris Limbrick, and Amy LaMarca. Nays (0). None.

***Jeff Rountree, University of Mary Washington Foundation (UMWF)*** – Chair Herlong introduced Mr. Rountree who gave an update on the Eagle Village Project. He pointed out the following on the project (attached is a copy of the power point presentation):

- UMWF brought 21.2 acres in December 2007 from Rosenfeld Company to be turned into a Mixed-Use University Village.
- Investment acquisition for UMWF
- Paid under \$19 million at the time
- Operate as income producing investment
- No student fees or state funds used
- UMWF will own, develop, and manage project
- Multiple phases – bridge and student housing first
- Benefits to the City – increased tax revenue (real estate, gross receipt tax, and sales tax)
- UMWF paid \$100,000 in taxes for FY09.
- Phase I will include three structures:
  - Pedestrian Bridge will go across Route 1 on the Martin Luther King weekend.

- Student Housing (named Eagle Landing) 156 two-bedroom, two-bath apartments
- Mixed Use Building that will have a 244,207 square-foot structured parking deck with retail and Class A office spaces.
- Eagle Village Phase II has not been master planned.
- Roger Dodger is the name of the LLC that owns the little shopping center called Park 'N' Shop Plaza (some of the stores are the Country Cooking and the Army/Navy).
- Current Tenant Mix
  - Restaurants (Quiznos – returning, Italian, Mexican, Pizza, Healthful Meals, Coffee House, and Ice Cream Shop).
  - Dry Cleaner (relocating)
  - Flower Store
  - Office: UMW, UMWF, IT Call Center, and Bank
  - Post Office (renewing lease) and ABC (indicated they would like to stay)
- Ms. Hedelt informed the Board that the Department of Economic Development and Tourism is proposing a Technology Zone for the Route 1 corridor that may benefit some of the IT or data center uses.

***EDA Advisory Committee*** – Chairman Herlong commented that she would like to move forward with setting up an EDA Advisory Committee. She asked the Board to come up with some suggestions of people to be on the committee. Discussion followed with Mr. Wilson stating that a concept needs to be defined before setting up a committee and should be discussed at the strategic planning session to be scheduled after the first of the year. Staff was directed to find one place in the state or in the United States where this concept has worked. Chair Herlong asked the Board to send her their thoughts or ideas about an Advisory Committee by January 5<sup>th</sup>.

***Informational Items*** – Chair Herlong reported that the Board received three thank you letters:

- 1) ***Virginia Downtown Development Association (VDDA)*** – letter from Jodi Gillette, VDDA Executive Director, thanking the EDA for their grant award of \$1,000.00 for sponsorship of the 2009 VDDA Annual Conference.
- 2) ***Fredericksburg Sister City Association, Inc.*** – letter from Judith Hansen, President, Fredericksburg Sister City Association, Inc., thanked the EDA for their grant awards in the amount of \$3,000.00 each for the American Music Festival and Giant Omelet Festival to be held in July 2010.

***January 11<sup>th</sup> Meeting*** – Chair Herlong reported that the EDA has received an e-mail from Franklin Daniels of The George Washington Foundation stating that the Phase One Interpretive Plan Study for Historic Kenmore and George Washington's Ferry Farm has been completed and would like to

update the Authority at their meeting on January 11<sup>th</sup>. He stated that they would like to provide the space for the meeting. Mr. Pullen made a motion for the EDA to hold their January meeting at Historic Kenmore, in the Fleming-Smith Room, located in the Crowninshield Building on Monday, January 11, 2010. It was seconded by Mr. Limbrick and passed by the following recorded votes. Ayes (7). Dana Herlong, Joe Wilson, Mary Jane O'Neill, Rick Pullen, Chris Hornung, Chris Limbrick, and Amy LaMarca. Nays (0). None.

#### **TREASURER'S REPORT.**

Mr. Hornung noted that the financial statement for November 2009 was e-mailed to the members of the EDA. Chair Herlong directed Ms. O'Neill, Secretary of the EDA, to file the Treasurer's Statement with the minutes. Mr. Hornung discussed update of Current Monetary Positions, update of Budget and EDA Expenditures, and CD Renewal Strategy.

The following were noted:

- Total of EDA's cash, CDs, and Money Market Accounts is \$1,164,411.82.
- Total CDs amount - \$926,972.29.
- Current UB&T MM account balance referenced \$255,513.79.
- Budget spreadsheet updated to include committed monies, remaining balances, and spent to date.
- \$12,875.00 deposited to UB&T MM from University of Mary Washington Bond Issuance for Student Housing Facility Revenue and Refunding Bonds (UMW Apartments Project) Series 2008.
- \$256.00 paid to Dana Herlong for reimbursements of VBIA.
- \$20,000.00 transferred to checking from UB&T MM on 11.4.09.
- \$20,000.00 paid to The Free Lance-Star for 2009 Grant.
- \$1,178.00 paid to "The Identity" for City of Fredericksburg Wayside Exhibit 2008 grant, 11.2.09.
- \$1,640.00 paid to Huck's Olde VA 2010 grant.
- CDs #390 and #404 closed at UB&T for a combined total of \$213,222.44 and was deposited into the UB&T MM on 11.19.09.
- New 12-month CD opened at VCB for \$246,000.00 on 11.23.09 with interest rate of 1.79% and APY of 1.80% (funds from MM used to open CD).
- \$9,460.99 deposited in UB&T MM from Hazel Hill apartments Series 2004 bond issuance fee.
- Payments of 2010 grants and donations were updated.

Mr. Hornung asked for authorization to execute a client representative letter from Robinson, Farmer, & Cox – EDA Auditors for the Financial Report for Fiscal Year Ended June 30, 2009. Discussion followed with Mr. Wilson expressing a concern that the auditors be local. Mr. Hornung said he would check with the City of Fredericksburg Fiscal Affairs Department on their

policy for selection of auditors. Mr. Wilson made a motion to authorize Mr. Hornung to execute a client representative letter from Robinson, Farmer, & Cox for the Financial Report for Fiscal Year Ended June 30, 2009. It was seconded by Ms. O'Neill and passed by the following recorded votes. Ayes (7). Dana Herlong, Joe Wilson, Mary Jane O'Neill, Rick Pullen, Chris Hornung, Chris Limbrick, and Amy LaMarca. Nays (0). None.

Mr. Hornung asked for approval of the following checks:

- City of Fredericksburg for the Riverfront Park in the amount of \$50,000.00.
- Carrabba's Italian Grill in the amount of \$324.00 for lunch meeting on December 14, 2009
- Blanton Massey retainer fee for November 2009 in the amount of \$500.00.

Mr. Pullen made a motion to approve the checks. It was seconded by Ms. O'Neill and passed by the following recorded votes. Ayes (7). Dana Herlong, Joe Wilson, Mary Jane O'Neill, Rick Pullen, Chris Hornung, Chris Limbrick, and Amy LaMarca. Nays (0). None.

#### **COMMITTEE REPORTS.**

***Update on Arts Commission*** – Ms. Hedelt reported that the Arts Commission is continuing to meet and is working on their Arts Festival to be held in September 2010. She stated the Commission has signed a contract with a firm that does street art projects and will be out in the community soliciting sponsorship and support of the event.

***EDA Strategic Thinking/Planning Committee*** – Chair Herlong asked if there are any updates or thoughts on the strategic planning session. Mr. Hornung stated that he had some discussions and questions about ideas for the future planning meeting. He asked if the Board was looking at doing the session on a Saturday or a week day, and if so, would the Board like to stay in town. The Board decided to have Mr. Hornung look into have the planning session at the Jepson Center at UMW. After further discussion, Mr. Hornung and Mr. Wilson will meet to discuss a list of ideas, programs, and a budget for the planning session to be distributed at the January 11<sup>th</sup> meeting for review and approval. Chair Herlong stated if anyone has any suggestions for the planning session, please e-mail their ideas to Mr. Hornung.

#### **STAFF REPORT.**

***Introduction of the Economic Development Manager*** – Ms. Hedelt noted that Mr. Tremblay has formally been introduced by Chair Herlong. She stated that Mr. Tremblay is a great hire for the city and is delighted to have him on board. She informed the Board that Mr. Tremblay will

be working on business expansion and retention. She stated that he is already meeting people in the community and is attending other events. He will be very active and wearing many hats.

***EDA Funding Support for the Fredericksburg Regional Alliance*** – Ms. Hedelt reported that the City is requesting EDA help with monetary support to the Alliance.

Ms. Hedelt noted that she has talked with the Authority several times about the EDA funding support for the Fredericksburg Regional Alliance. She noted the following:

- Three years ago the EDA paid the funding to the Fredericksburg Regional Alliance.
- For Fiscal Year 2010, the city paid the funding to the Alliance.
- For Fiscal Year 2011, the city is requesting that the Authority share 50% of the funding.

Mr. Pullen made a motion that the Authority fund 50% of the funding. It was seconded by Ms. O'Neill. Discussion followed with a recommendation to have Mr. Bailey, President of the Fredericksburg Regional Alliance, to come and speak on what the Alliance has done for the city. After discussion, the motion was withdrawn.

#### ***Update on EDA Logo***

***EDA Logo*** – Ms. Hedelt reported that the logo was e-mailed to the members of the Board. She noted that the Chair suggested a different color scheme (black, white, and red in the middle). Mr. Pullen suggested having another designer look at the logo. Mr. Limbrick made a motion to have another designer look at the logo. Motion was unanimously passed by the following recorded votes. Ayes (7). Dana Herlong, Joe Wilson, Mary Jane O'Neill, Rick Pullen, Chris Hornung, Chris Limbrick, and Amy LaMarca. Nays (0). None.

***Fredericksburg Roundtable*** – Ms. Hedelt reported that the next Fredericksburg Roundtable will be held on Tuesday, January 5, 2010, at the Courtyard by Marriott beginning at 8:00 a.m. She stated the speaker will be Dana Herlong, Chair of the Fredericksburg Economic Development Authority.

Ms. Hedelt noted that she sent an e-mail request to Ms. LaMarca asking if she would serve on a three-person committee to collect speakers for the next year.

***Residency*** – Ms. Hedelt reported that she checked with the City Attorney on residency requirements of EDA members. She informed Mr. Limbrick that the City Attorney's response was that he would still qualify to serve on the EDA until the end of his term on April 30, 2010.

#### **OLD BUSINESS.**

There was no old business at this time.

**NEW BUSINESS.**

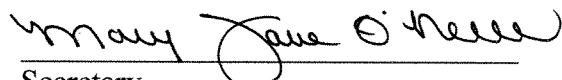
Ms. Hedelt reported that Gary Graytop, serving as Marketing Chair for the Downtown Retail Marketing Group (DRMI) is interested in visual cohesiveness in downtown. She stated that he is concerned about aesthetics and vacancies and would like to take one block of Caroline Street and do a color coordinated façade improvement to the buildings. Mr. Wilson suggested that the EDA consider expanding the JumpStart! program to include façade improvement projects that are put forth by shop owners, not necessarily building owners, where the EDA would match funds for the façade improvements. Discussion followed with Mr. Wilson stating that he would get back with the Board by e-mail after he meets with Gary Graytop and Bonnie DeLelys, President of DRMI, to get a more coordinated approach concerning the façade improvement project.

***Traffic Information on the effects of the expansion at Quantico and Fort Belvoir***

Mr. Pullen made a request to get traffic information on the effects of the expansion at Quantico and Fort Belvoir. Staff was directed to get this information from GRWC and provide it at the the next meeting.

**ADJOURNMENT.**

There being no further business to come before the Economic Development Authority, at this time, the meeting adjourned at 2:42 p.m.

  
Secretary