

## ECONOMIC DEVELOPMENT AUTHORITY MINUTES (EDA)

**Monday, January 11, 2010**

**Fleming-Smith Room**

**Located in the Crowninshield Building at Historic Kenmore,  
1201 Washington Avenue, Fredericksburg, VA  
Fredericksburg, VA**

Ms. Becky Wood, Director of Restoration at Kenmore, provided a special perspective tour on Kenmore at 10:45 a.m.

The Economic Development Authority of the City of Fredericksburg, Virginia met in regular session on Monday, January 11, 2010, beginning at 12:12 p.m. in the Fleming-Smith Room, located in the Crowninshield Building at Historic Kenmore, 1201 Washington Avenue, Fredericksburg, Virginia.

**Present.** Dana Herlong, Joe Wilson, Mary Jane O'Neill, Rick Pullen, Chris Hornung, Chris Limbrick (left at 1:30 p.m.), and Amy LaMarca.

**Absent.** None

**Also Present: The George Washington Foundation,** William Garner President and Franklin Daniels, Senior Director of Ferry Farm and Historic Kenmore; **Attorney:** Blanton Massey; **Department of Economic Development and Tourism: Interim Director:** Karen Hedelt; **Economic Development Manager,** Richard Tremblay; and **Marketing and Information Specialist:** JoAnn Locklair.

### **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. Ms. O'Neill made a motion to approve the agenda 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.

### **APPROVAL OF MINUTES.**

*Regular Meeting Minutes of December 14, 2009.*

Mr. Hornung made a motion to approve the minutes as submitted. It was seconded by Mr. Pullen 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.**

*Approval of Consent Agenda* – None today.

***Report on Present Grant Projects*** – Chair Herlong reported on current grants and grant criteria. She stated there are a few changes that need to be made to the grant criteria. She said that the Grant Committee is finding that there are several misunderstandings concerning permits on building projects and asking for things that are not part of the approval of the grant issuance. She noted that the Grant Committee is going to meet in the next couple of days to make changes to the grant criteria to address these issues. Chair Herlong recommended the following for future applications:

- All permits and approvals must be submitted before being considered
- All work must be completed before reimbursement

There being no further discussion, Mr. Wilson moved to direct the Chair to write Huck's of Olde Virginia on the behalf of the EDA stating that the invoice received in November 2009 for payment of the fence installed at 623 Caroline Street was not an approved element of their grant application and would not be considered for payment under the grant. 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.

***Update on Phase One Study for the Interpretive Plan of George Washington's Boyhood Home at Ferry Farm and Historic Kenmore*** – ***William Garner, President and Franklin Daniels, Senior Director of Institutional Advancement of The George Washington Foundation*** – Chair Herlong introduced Mr. Garner and Mr. Daniels who gave an update on the Phase One Study for the Interpretive Plan of George Washington's Boyhood Home at Ferry Farm and Historic Kenmore.

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

Mr. Hornung noted that the financial statement for December 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 updated the Current Monetary Positions, Budget and EDA Expenditures, and CD Renewal Strategies.

The following were noted:

- Total of EDA's cash, CDs, and Money Market Accounts is \$1,124,811.43.

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- For FY 2010 Budget – At this point, \$193,467.31 has been committed of the budgeted amount of \$276,776.13, leaving \$83,308.82 for the rest of the fiscal year.
- CDs are up for renewal on February 17, 2010. Discussed combining these two CD's into one and adding around \$26,000.000 to make it \$246,000.00. Interest rates will be discussed at the February meeting.
- \$65,000.00 transferred to checking on 12.11.09
- \$50,000.00 paid to City of Fredericksburg for the Riverfront Park 12.14.09

Mr. Hornung noted the following checks for signature:

- Blanton Massey's retainer fee December 2009 in the amount of \$500.00
- Honeybaked Ham in the amount of \$146.17 for lunch meeting on January 11, 2010

**COMMITTEE REPORTS.**

***EDA Strategic Thinking/Planning Committee*** – Mr. Hornung reported that he met with Mr. Wilson and Mr. Tremblay to discuss the future planning session.

The following were discussed at the EDA meeting:

- Date for the planning meeting
- Locations suggested: Jepson Alumni Executive Center, Kenmore (Fleming-Smith Room), Fredericksburg Area Museum, and Downtown Marriott. Mr. Hornung will check on availability and costs of using the locations.
- Moderator
- Asked Mr. Tremblay to help find someone from another jurisdiction that is similar in nature to Fredericksburg to come and speak to the Board. Mr. Hornung suggested that he would like to bring in somebody from the outside who can talk about what has been done in other areas. Discussion continued.
- Mr. Tremblay recommended that the EDA set strategic goals for a period of time. He stated that he will be doing an overall survey on jurisdictions in Virginia to find out the following:
  - What they are doing presently
  - Resources they have
  - What are their current projects
  - What has been successful and what has not

He will present the outcome of the survey at the planning session. Mr. Hornung recommended the following jurisdictions: Charleston, South Carolina, Old Town Alexandria, and places that have a live and work area, and a tourism climate as well.

- Ms. LaMarca made the following recommendations:
  - Find a facilitator or moderator who specializes in team or meeting leadership
  - Find a professional from another community who can talk about what has been done in their area. She suggested selecting a facility that has a telephone set up for a teleconference with the professional.
- Have a discussion at the planning session on what can the EDA and city do to help retain businesses in the city.
- Discuss the EDA mission
- Request Sandra McNinch to attend the Planning Session to discuss the powers of Economic Development Authorities and financing.

After further discussion, Mr. Hornung stated that he would submit locations to include availability and costs, topics, and a budget to be distributed at the February 8<sup>th</sup> meeting for review and approval. Mr. Hornung stated if anyone has any suggestions for the planning session, please e-mail ideas to him.

#### **STAFF REPORT.**

***EDA Funding Support for the Fredericksburg Regional Alliance (FRA)*** – Ms. Hedelt reported that EDA discussed this item at the December 14<sup>th</sup> meeting, when staff was directed to confirm the information regarding past support from the EDA and recent city funding to the FRA. Ms. Hedelt gave background by stating when initially created, the agreement was \$1.38 per capita funding from each locality to the Alliance. She said the funding in the past ten years has been reduced to about \$1.00 per capita. In FY2008, the EDA fully funded the City contribution to the FRA, in the amount of \$20,000.00. In FY2009, the City paid the \$20,000.00 contribution to the FRA from the general fund. She stated that the FRA cannot continue operations without \$1.00 per capita public sector funding. This funding is essential to the ongoing operation of the Alliance. She reported that the City is respectfully requesting that the EDA share the \$1.00 per capita funding total of \$22,000.00, with \$11,000.00 from the city's general fund and \$11,000.00 from the EDA. This request is only for FY2011. After discussion, Mr. Hornung moved the adoption of the resolution with the change of adding "annual FY2011" to the resolution that Ms. Hedelt presented. It was seconded by Ms. O'Neill and passed by the following recorded votes. Ayes (5). Dana Herlong, Mary Jane O'Neill, Rick Pullen, Chris Hornung, and Amy LaMarca. Nays (0). None. Mr. Wilson abstained from voting because he serves on the Fredericksburg Regional Alliance Board of Directors.

***Update on Arts Commission*** – Ms. Hedelt reported that Via Colori Arts Festival (street festival) is going to be held on September 24 – 26, 2010. She stated that they have a local event coordinator, Sue Henderson, who is working on it. In addition, the Arts Commission has contracted with a franchise organization that conducts street painting festivals throughout the country. The festival will consist of street painting, performing arts, and other visual arts. She noted that the Arts Commission will present their Strategic Plan to City Council on January 26<sup>th</sup>. Discussion followed. Mr. Hornung suggested for the future to hire a photographer to take pictures of the different events to use as a marketing tool.

***Information on Advisory Committees*** – Ms. Hedelt reported that staff could not identify information on citizen advisory committees that other Authorities might have.

***Traffic Information on the Effects of the Expansion at Quantico and Fort Belvoir*** – Ms. Hedelt reported that Ms. Locklair has forwarded traffic information on the BRAC expansion to the EDA.

***Fredericksburg Roundtable*** – Ms. Hedelt reported that Dana Herlong was the speaker for the Fredericksburg Roundtable in January. She stated that Ms. Herlong made a presentation about the work of the EDA, which was very well received. She reported the next Fredericksburg Roundtable will be held Tuesday, February 2, 2010, at the Courtyard by Marriott beginning at 8:00 a.m. She stated the speaker will be Nick Cadwallender. Topic will be: The Print Plant Project in the Battlefield Industrial Park.

## **OLD BUSINESS.**

***Update on EDA Logo*** – Mr. Pullen stated that he should have logo samples to present next month.

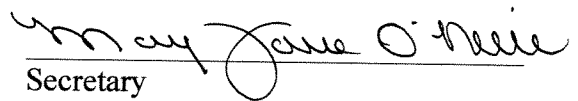
***Update on Downtown Façade Improvement Initiative*** - Mr. Wilson reported that he met with Bonnie DeLelys, President of DRMI, Gary Gratopp, serving as Marketing Chair for the Downtown Retail Marketing Group (DRMI), and Councilman Matt Kelly this morning to discuss façade improvement, JumpStart!, and Mr. Gratopp's idea for the color coordinated project downtown. He told the Board that Mr. Gratopp is going to take a section of a block on Caroline Street and do a diorama. He will do a before and a conceptual to be presented to the EDA at the next meeting for consideration.

**NEW BUSINESS.**

There was no new business at this time.

**ADJOURNMENT.**

There being no further business to come before the Economic Development Authority, at this time, the meeting adjourned at 2:00 p.m.

  
Secretary