

ECONOMIC DEVELOPMENT AUTHORITY (EDA) MINUTES

Monday, August 16, 2010
Conference Room 214 (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, August 16, 2010, beginning at 8:30 a.m. in Conference Room 214 of City Hall.

EDA MEMBERS PRESENT. Joe Wilson, Chairman, presiding. Chris Hornung, Amy LaMarca, Rick Pullen and Michael Colangelo.

ABSENT. Dana Herlong and Mary Jane O'Neill.

ALSO PRESENT. **The Free Lance-Star:** Bill Freehling; **EDA Counsel:** Blanton Massey; **Department of Economic Development and Tourism:** Director, Karen Hedelt; Economic Development Manager, Richard Tremblay; and Marketing and Information Specialist, JoAnn Locklair and Joyce Lombardo, Minutes Taker.

DETERMINATION OF QUORUM. Ms. LaMarca, Secretary, determined that a quorum was present.

AGENDA. The following item was added: Item 9a – Downtown Courthouse and New Fire Station.

Amy LaMarca made a motion to approve the agenda as amended, seconded by Rick Pullen, and passed unanimously by the following recorded votes: Ayes (5) Joe Wilson, Chris Hornung, Michael Colangelo, Rick Pullen and Amy LaMarca. Nays (0). None.

CONSENT AGENDA. Michael Colangelo reported that CD#386 at the Virginia Commerce Bank is up for renewal and recommended that money be added to bring the CD up a total of \$246,000.

APPROVAL OF REGULAR MEETING MINUTES OF JULY 12, 2010. Upon the motion of Amy LaMarca, seconded by Rick Pullen and passed by the following unanimously recorded votes, the minutes were approved as submitted: Ayes (5) Joe Wilson, Chris Hornung, Rick Pullen, Michael Colangelo and Amy LaMarca. Nays (0). None.

EDA Regular Meeting 8/16/10

CHAIRMAN'S REPORT.

Chairman Wilson introduced Joyce Lombardo as the new minutes taker and recognized Karen Hedelt on becoming the Director of Economic Development and Tourism.

Special Events Survey for Downtown Fredericksburg – The survey was approved by the EDA and conducted by Harvey Gold. The results were 58% supported closing Caroline Street for Oktoberfest, 32 % did not support it; 10% gave a qualified answer and the remainder did not have an opinion.

September 13th Meeting – Mr. Tremblay reported that the EDA meeting on September 13th will be held at the UMW Foundation Conference Room at Eagle Village. The Regular Meeting will be from 8:30 a.m. to 10:30 a.m. The rest of the day (until 3:30 p.m. – 4:00 p.m.) will be devoted to strategic planning.

Downtown Improvements – Chairman Wilson recommended that the EDA focus on the direction it wants to take on an initiative to dredge the river and other initiatives to be discussed at the next meeting.

Visit to Charlottesville – Chairman Wilson recommended that the EDA take a bus trip in October to Charlottesville to see the Visitor's Center and observe their programs, learn about Art in Place and talk with the Economic Development Department.

Commonwealth Attorney, LaBravia Jenkins, will speak about conflict of interest at the September 13 meeting. Chairman Wilson suggested that Economic Development members complete the state course and be certified.

Arts Commission – There was discussion and consensus that arts grant applications would first be screened by the Arts Commission prior to consideration by the EDA, effective with the October 1 applications. Chairman Wilson appointed Dana Herlong and Chris Hornung to make the appropriate changes to the grant application guidelines.

E-mail Archival – Chairman Wilson asked the staff to set up an E-mail archival for the EDA.

TREASURER'S ACTION ITEMS:

New signatures – It was recommended to confer with the City Attorney about the length of term for members of the EDA. In addition, the bylaws should be checked as to whether the City Council can waive the length of term.

EDA Regular Meeting 8/16/10

OLD BUSINESS.

June 1 Grants Tabled from the July 12th Meeting

Downtown Retail Merchants, Inc. – Amy LaMarca made a motion to approve a grant request up to \$3000.00 for the purchase of additional Moravian stars and for the installation and removal of stars in the 100-400 blocks of Caroline Street. The motion was seconded by Rick Pullen and passed by the following unanimously recorded votes: Ayes (5) Joe Wilson, Chris Hornung, Rick Pullen, Michael Colangelo and Amy LaMarca. Nays (0). None.

Economic Development and Tourism – Karen Hedelt explained the bus-wrapping proposal for the Department of ED&T. There was a discussion, but no motion regarding the request as made.

NEW BUSINESS.

Storefront improvements – A matching dollar program for downtown façade improvements was discussed. Richard Tremblay stated he would discuss with the City Attorney and the Commissioner of the Revenue changes to the City Code for a 5-year tax abatement provision associated with façade improvements.

Courthouse and Fire Department – There was discussion of relocation of the new courthouse and fire station. Chairman Wilson suggested looking at a regional courthouse location.

COMMITTEE REPORTS. None

STAFF REPORT.

Downtown Management Communities – Karen Hedelt suggested visits to other communities with established downtown management organizations and recommended travel to Staunton and Roanoke, which seem to have strong programs.

Arts and Cultural District – Richard Tremblay reported that an outline for the Arts and Cultural District ordinance for downtown has been done and plans future talks with the City Attorney then presentation to the Arts Commission. The outline sets forth economic incentives and permit fee waivers for dance studios, art studios, museums and theaters.

Economic Development and Tourism Newsletter – Richard Tremblay reported that the Department of ED&T is working on a digital newsletter and expects the first issue to be out October 30. There will be a page on Economic Development Authority actions and news.

EDA Advisory Committee Responses – Richard Tremblay reported the count for applicants to serve on the Advisory Committee was 24.

EDA Regular Meeting 8/16/10

EDA/Council Joint Meeting, October 12, 2010 – Richard Tremblay informed the Board that a joint work session with City Council has been scheduled for October 12, 2010 at 6:00 p.m. in the large conference room at City Hall.

CLOSED SESSION.

Ms. LaMarca moved, seconded by Mr. Hornung, to go into Closed Session under Section §2.2-3711.A3 for the discussion of the Acquisition of Real Properties. The motion passed unanimously.

Chairman Wilson reconvened the meeting.

Ms. LaMarca made the motion, seconded by Mr. Hornung, to adopt Resolution 10-06 dated August 16, 2010. The motion passed unanimously.

Chairman Wilson reconvened the meeting.

Ms. LaMarca moved, seconded by Mr. Hornung, to go into Closed Session under Section §2.2-3711.A5 for the discussion of a Prospective Business. The motion passed unanimously.

Ms. LaMarca made the motion, seconded by Mr. Hornung, to adopt Resolution 10-08 dated August 16, 2010. The motion passed unanimously.

BOARD MEMBERS' COMMENTS. Amy LaMarca suggested that the EDA approach regional entities to allocate more funds for regional tourism advertising and marketing.

ADJOURNMENT. There being no further business to come before the Economic Development Authority at this time, Chairman Wilson declared the meeting officially adjourned at 11:45 a.m.



Amy LaMarca, Secretary