

ECONOMIC DEVELOPMENT AUTHORITY MINUTES (EDA)
Monday, December 13, 2010
Conference Room 214 (Second Floor)
City Hall
715 Princess Anne Street
Fredericksburg, VA

The Economic Development Authority of the City of Fredericksburg, Virginia Regular Meeting was held on Monday, December 13, 2010, beginning at 8:30 a.m. in Conference Room 214 of City Hall.

EDA MEMBERS PRESENT. Joe Wilson, Chairman, presiding. Chris Hornung, Dana Herlong, Michael Colangelo, and Mary Jane O'Neill.

ABSENT. Amy LaMarca and Rick Pullen

ALSO PRESENT. Patch.Com: Michael Theis; **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.

DETERMINATION OF QUORUM. Dana Herlong, Assistant Secretary, determined that a quorum was present.

AGENDA.

There being no changes to the agenda Chris Hornung made a motion to approve the agenda as submitted. The motion passed unanimously.

APPROVAL MINUTES:

Public Hearing and Regular Meeting Minutes of November 8, 2010

Ms. O'Neill moved to amend the minutes of the November 8, 2010 meeting regarding the closed session. It was seconded by Chris Hornung. The motion passed unanimously.

CONSENT AGENDA.

Mary Jane O'Neill moved and Dana Herlong seconded to approve the consent agenda. The motion passed unanimously.

CHAIRMAN'S REPORT.

- ***New Fredericksburg Economic Development & Tourism Newsletter.*** Chairman Wilson complimented the staff on the newsletter and asked if hard copies of the newsletter were going to be available. Richard Tremblay reported that the newsletter is on the City's

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website and later this month a mass e-mail would be sent out to approximately 500 business contacts including local government officials in the surrounding area.

- **Potential Educational Field Trips** – Chairman Wilson reported that Richard Tremblay sent out information on three potential trips that the EDA members could consider taking for educational purposes. They are as follows:
 - Staunton to learn about the Main Street Program
 - Clarendon area of Arlington County, with the Planning Commission, to visit a successful mixed-use development
 - Williamsburg to learn about the James City County Business and Technology Incubator

Educational field trips were planned for January 10 to Williamsburg to study the James City County Business and Technology Incubator and in March to Staunton to learn about its Main Street Program.

Karen Hedelt reported that she and Richard Tremblay would be meeting with Jeff Sadler, who is the Regional Coordinator for the Virginia Main Street Programs, on December 20, 2010. She stated that he has also been asked to come to the February meeting to present to the EDA the programs they offer.

- **Discussion on Changing Meeting Time** – Based on the consensus of the Board, Chairman Wilson stated that the Authority's meeting time will remain the morning schedule from 8:30 a.m. – 10:30 a.m. on the second Monday of each month.

TREASURER'S REPORT:

Michael Colangelo noted that the financial statements for October 2010 were e-mailed to the members of the EDA. Chairman Wilson directed, Dana Herlong, Assistant Secretary of the EDA, to file the Treasurer's Statement with the minutes.

Michael Colangelo moved, seconded by Mary Jane O'Neill, that the EDA open a two-year CD at StellarOne bank for 1.65% in the amount of \$250,000.00. The motion passed unanimously.

OLD BUSINESS:

- **Adoption of the 2011-2015 Strategic Plan and Next Steps** – After discussion, Chairman Wilson tasked individual EDA Members with responsibilities for follow-up work on Strategic Plan priorities:

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1. Michael Colangelo and Chris Hornung – tourism marketing and new event(s).
2. Dana Herlong – arts and cultural business support and art-in place program.
3. Joe Wilson – downtown revitalization, façade improvement program and evaluation of the issues associated with silt in the river.
4. Amy LaMarca – Main Street program. Mr. Wilson thanked Ms. LaMarca for her assistance on the silt issue.
5. Rick Pullen and Mary Jane O’Neill are to assist with certain aspects of these priorities.

Blanton Massey stated that he would donate his time for facilitation on the Main Street Program.

Karen Hedelt reported that she, Richard Tremblay and Kevin Bartram will meet on Wednesday, December 14 to discuss art-in-place. Chris Hornung agreed to work with the City and the Arts Commission on the process of getting sites approved for art-in-place projects.

Chris Hornung made a motion, seconded by Mary Jane O’Neill, to designate Dana Herlong as the EDA representative to the Arts Commission. The motion passed unanimously.

Karen Hedelt briefed the board concerning the steps that Amy LaMarca took on the silt issue. She reported that Amy talked with Jim Webb’s Chief of Staff to begin exploration of what the Army Corps of Engineers could be asked to do to help the City remediate the silt issues in the river.

Michael Colangelo asked why the Battlefield Industrial Park is not in a designated HUB Zone. Richard Tremblay addressed his question and stated that he will inquire about the next update of the HUB Zone maps (based on the 2010 Census) and the possibility of adding the industrial park. He said he will send the members of the Authority links to the city’s HUB Zone maps, general information on the program and a list of the HUB Zone certified small businesses in the city.

There being no further discussion on the 2011-2015 Strategic Plan and Next Steps, Chris Hornung moved, seconded by Mary Jane O’Neill, to send the Strategic Plan goals report to City Council as a final draft for its input prior to EDA adoption in January. The motion passed unanimously.

NEW BUSINESS. None.

COMMITTEE REPORTS. None

STAFF REPORT.

Richard Tremblay recommended that the EDA invite someone from President Hurley’s office to attend the educational field trip on January 10 to Williamsburg.

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Richard Tremblay passed out handouts on meetings that he attended in recent months and gave a brief report on each:

- Virginia Business Incubation Association Annual Conference, October 25 and 26. Staunton's Main Street program was visited while there. The James City County/College of William & Mary, Technology and Business Incubator was discussed at the conference.
- Virginia Downtown Development Association Annual Conference, November 3 and 4, 2010, Charlottesville

He reported on the following:

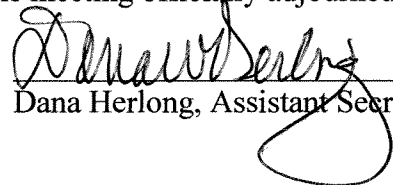
- *E-Newsletter Update* - A newsletter will go out on February 15th covering 4th quarter.
- *Tourism Zones Amendments* – As approved by City Council on October 26, 2010.
- *Art & Cultural Ordinance* – An ordinance is to be adopted on December 14 by City Council to establish an Arts and Cultural District in the downtown area.

BOARD MEMBERS COMMENTS.

Chris Hornung made the following recommendations for the future:

- The EDA should encourage perpendicular business signs, possibly with EDA grant assistance.
- Start regional lobbying efforts to limit the Virginia Small Business Development Authority's bonds to not-for-profits. Chris Hornung will draft a letter to the Economic Development Departments in Planning District 16 and ask for their support in getting one of the legislators to support legislation to help with this issue.
- Dana Herlong reported that she, Karen Hedelt and Richard Tremblay would be meeting with Dan Finnegan of LibertyTown next week.

ADJOURNMENT. There being no further business to come before the Economic Development Authority at this time, Chairman Wilson declared the meeting officially adjourned at 10:15 a.m.


Dana Herlong, Assistant Secretary