

FREDERICKSBURG
ECONOMIC
DEVELOPMENT
AUTHORITY

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ECONOMIC DEVELOPMENT AUTHORITY MINUTES (EDA)

April 11, 2011

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, April 11, 2011, beginning at 8:30 a.m. in Conference Room 214 of City Hall.

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

ABSENT. Amy LaMarca and Michael Colangelo

ALSO PRESENT. The Free Lance-Star: Bill Freehling; Robert Carter (Term begins 5.1.11); Bill Beck; Tommy Pearson; **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.

Agenda was presented with no changes.

PRESENTATION.

Chairman Wilson turned the meeting over to Richard Tremblay, Manager of Economic Development, who introduced Ken Powell, Managing Director of Public Finance, Stone & Youngberg, LLC, Richmond, Virginia who gave a presentation on "Tax Increment Financing" and answered questions.

APPROVAL OF MINUTES.

Joint Meeting with EDA Citizens Advisory Group, February 14, 2011

Upon the motion by Chris Hornung, seconded by Mary Jane O'Neill, the minutes were approved as submitted: Ayes (4) Joe Wilson, Chris Hornung, Dana Herlong, and Mary Jane O'Neill. Nays (0). Rick Pullen abstained because he was not present at the meeting.

Regular Meeting Minutes February 14, 2011

Upon the motion by Mary Jane O'Neill, seconded by Dana Herlong, the minutes were approved as submitted: Ayes (4) Joe Wilson, Chris Hornung, Dana Herlong, and Mary Jane O'Neill. Nays (0). Rick Pullen abstained because he was not present at the meeting.

Bus Trip to Staunton, Virginia Main Street Program, March 14, 2011

Mary Jane O'Neill made a motion, seconded by Dana Herlong, to include in the minutes book notes from this educational bus trip to Staunton, to learn about its Main Street program. Ayes (4) Joe Wilson, Chris Hornung, Dana Herlong, and Mary Jane O'Neill. Nays (0). Rick Pullen abstained because he did not go on the bus trip.

CONSENT AGENDA.

Consent agenda was presented with no changes.

CHAIRMAN'S REPORT.

Chairman Wilson noted that Mary Jane O'Neill's and Rick Pullen's terms on the Board will expire on April 30, 2011. On behalf of the Authority, Chairman Wilson thanked Mary Jane O'Neill and Rick Pullen for their exceptional service on the Authority. He stated that presentation of commendations for their dedicated service to the EDA will be presented at the City Council meeting on April 26.

TREASURER'S REPORT:

Due to the absence of the treasurer, there was no treasurer's report.

OLD BUSINESS:

Rappahannock River Silt – Chairman Wilson recognized Doug Fawcett, Director of Public Works for the City of Fredericksburg, who gave a briefing on the "Rappahannock River Silt" and answered questions.

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Rick Pullen moved to approve Resolution No. 11-8 (attached), which expresses the EDA's support of City efforts to address the sedimentation of the Rappahannock River. It was seconded by Chris Hornung and passed by the following recorded votes: Ayes (5) Joe Wilson, Chris Hornung, Dana Herlong, Mary Jane O'Neill and Rick Pullen. Nays (0).

Frazier Associates, Downtown Facades and Streetscape Survey – Rick Pullen made a motion to approve Resolution 11-9 (attached) authorizing the Chairman to enter into a contract with Frazier Associates architects for an amount not to exceed \$10,000.00 in EDA funds for a façade and streetscape study of an area of downtown appropriate for a Main Street designation, as more fully set forth in the resolution. It was seconded by Chris Hornung and passed by the following recorded votes: Ayes (5) Joe Wilson, Chris Hornung, Dana Herlong, Mary Jane O'Neill and Rick Pullen. Nays (0).

The scope of the study covers 22 blocks along Sophia, Caroline, Princess Anne and William Streets.

NEW BUSINESS.

Review of JumpStart! Grant Applications Received March 1, 2011 – Chris Hornung reported that the Grant Committee met on Thursday, April 7, 2011 and reviewed the nine grant applications received on March 1, 2011. A copy of the Grant Application Summary was previously sent to the Board. The Grant Committee recommends eight grants totaling \$51,770 as detailed in the summary.

Richard Tremblay noted that the Arts Commission reviewed numbers 3, 4, 7, 8 and 9 and presented their recommendations to the EDA Grants Committee at the April 7th meeting.

Chairman Wilson turned the meeting over to Vice Chairman Hornung in order to discuss Fredericksburg's Gone to the Dogs Charity grant request. Vice Chairman Hornung recognized Mr. Wilson who asked the Authority to consider their full requested amount of \$5,000.00 instead of \$3,000.00 as recommended.

Vice Chairman Hornung turned the meeting over to the Assistant Secretary, Dana Herlong so that he might participate in discussions of other grant requests.

At the conclusion of discussions on grant requests, Mr. Hornung resumed as Acting Chair of the meeting.

Joe Wilson made a motion for the EDA to up the stipend from \$3,000.00 to \$5,000.00 for Fredericksburg's Gone to the Dogs Charity. For lack of a second, the motion did not pass.

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There being no further discussion on grant requests, Joe Wilson resumed as Chairman of the meeting.

Dana Herlong made a motion to approve the Grant Committee's recommendations as submitted (copy attached). It was seconded by Chris Hornung and passed by the following recorded votes: Ayes (5) Joe Wilson, Chris Hornung, Dana Herlong, Mary Jane O'Neill and Rick Pullen. Nays (0).

2011 Heritage Festival

Richard Tremblay informed the Authority that the Heritage Festival grant application will be coming to the EDA in the next cycle requesting \$7,000.00 for the 2011 Heritage Festival. Rick Pullen made a motion if the EDA receives an application by June 1 from the Heritage Festival Committee for a \$7,000.00 grant that the EDA approve it. For lack of a second, the motion did not pass with concerns noted that the vote must wait until the June meeting. There was general support for such a grant expressed by the individual members.

Business Appreciation Event, Wednesday, May 4, 2011 – Richard Tremblay informed the Board that the City's Business Appreciation Event is Wednesday, May 4th from 5:00 to 7:00 p.m. at the Snowden House. Mary Washington Healthcare is hosting the event again this year. He asked the EDA if they would approve up to \$1,600.00 to support the event.

Rick Pullen moved, seconded by Dana Herlong, to approve a budget up to \$1,600 for the 2011 Business Appreciation Event. It was passed by the following recorded votes. Ayes (5). Joe Wilson, Chris Hornung, Dana Herlong, Mary Jane O'Neill, and Rick Pullen. Nays (0). None.

Chairman Wilson turned the meeting over to Vice Chairman Hornung due to a prior commitment that required him to leave the meeting.

COMMITTEE REPORTS. None.

STAFF REPORT.

- a. ***Main Street Program, Next Steps*** – Richard Tremblay addressed the background information in the memorandum that was sent to the EDA on the Main Street Program concerning financial support for the start-up of a Main Street Program for downtown Fredericksburg. He stated that staff recommends that the EDA provide the necessary financial support for the start-up and operation of a Main Street Program over a 2-3 year period under a performance agreement with the to-be-formed Main Street Board of Directors, with this new organization transitioning to a long-term, sustainable funding plan in this time frame.

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After discussion, it was suggested to put this item on the agenda for next month to appoint an organizing committee for the Main Street Program.

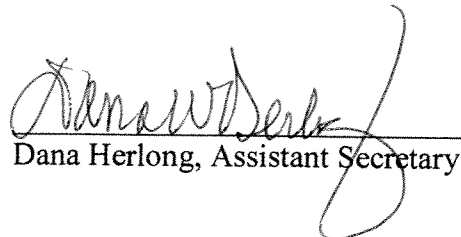
- b. Downtown Façade Improvement Matching Grant Program Criteria** – Richard Tremblay highlighted the criteria for the matching grant façade improvement program for commercial downtown buildings. Blanton Massey recommended the following correction to number three of the criteria: add at the end all applicants must be in good standing with the City with respect to taxes, codes, ordinances, and regulations.

Mary Jane O’Neill made a motion to approve the grant criteria with the change that Blanton Massey recommended. It was seconded by Rick Pullen and passed by the following recorded votes: Ayes (4) Chris Hornung, Dana Herlong, Mary Jane O’Neill and Rick Pullen. Nays (0).

- c. FY 2012 Budget** – Richard Tremblay informed the Board that he would be working with Joe Wilson, Chris Hornung, and Michael Colangelo on a draft budget for consideration at the May meeting.
- d. Third Party Assistance with EDA Administrative Tasks** – Richard Tremblay gave an informational report on contracting out some of the administrative work of the EDA to a third party. He reported that he met with Wesley Clark, Robinson, Farmer, Cox Associates, on how much they would charge to do the bonds, grants and budget tracking administrative work of the EDA. He stated that he received a proposal of an hourly fee of \$125.00 not to exceed \$1,000 a year. Staff will recommend this to be a line item in the budget at the May meeting.
- f. Virginia Industrial Development Authorities Institute (VIDA) Seminar** - Richard Tremblay reported that there will be a VIDA Seminar on May 17 – 18, 2011 in Staunton, Virginia. He stated he would send a link out in an e-mail for any one that might be interested in attending.

BOARD MEMBERS COMMENTS . None.

ADJOURNMENT. There being no further business to come before the Economic Development Authority at this time, Vice Chairman Hornung declared the meeting officially adjourned at 11:20 a.m.


Dana Herlong, Assistant Secretary

Resolution No. 11-8
Economic Development Authority of the City of Fredericksburg
Concerning Sedimentation of the Rappahannock River

Date: April 11, 2011

Proposed by: _____

WHEREAS, the EDA's Strategic Plan includes concern over the extent, implications and consequences of sedimentation buildup within the Rappahannock River, and

WHEREAS, the City has recently engaged the firm of Resource International to conduct a data gathering and a thorough review and evaluation of the sedimentation problem in the Rappahannock River, and

WHEREAS, Resource International expects to have a report to City Council by the end of June of this year,

NOW THEREFORE, BE IT RESOLVED that the EDA commends the City for initiating this independent study to explore the extent, implications and consequences of sedimentation buildup in the Rappahannock River, and in particular the increased flood risk and effect on navigation, and expresses the continuing support of the EDA on this issue.

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Resolution No. 11-9
Economic Development Authority of the City of Fredericksburg
Regarding Funding a Downtown Streetscape Study

Date: April 11, 2011

Proposed by: _____

WHEREAS, the Strategic Plan of the Economic Development Authority of the City of Fredericksburg, Virginia includes recognition of the importance of a economically vibrant downtown; and

WHEREAS, the EDA City has recently visited Staunton, Virginia to examine the effect of its Main Street program on downtown development and has heard presentations about the Main Street program success from numerous persons involved in the Virginia Main Street program, including the managers of the Staunton program and Harrisonburg program; and

WHEREAS, any adoption of a program for downtown revitalization must begin with an assessment of the needs of the downtown, including the condition of its buildings;

NOW THEREFORE, BE IT RESOLVED that the EDA authorizes its Chairman to spend up to \$10,000 in EDA funds for a streetscape study and presentation for the EDA and City Council of an area of downtown appropriate for a Main Street designation; and

FURTHER RESOLVED, that the EDA authorizes the Chairman to contract with Frazier and Frazier, Inc. trading as Frazier Associates, of Staunton, Virginia, for such a streetscape study and presentation as to the appropriate area and scope of such study substantially in accordance with the proposed Contract for Professional Services dated March 21, 2011, and attached letter dated March 16, 2011 and map presented by Frazier and Frazier, Inc. trading as Frazier Associates.

**City of Fredericksburg
Economic Development Authority Jumpstart! Grant Applications Summary
March 1, 2011 Cycle**

APPLICATION NO.	APPLICANT NAME/ CONTACT INFORMATION	DESCRIPTION OF APPLICATION	GRANT PROGRAM	PROJECT TOTAL COST	GRANT AMOUNT REQUESTED	GRANTS COMMITTEE RECOMMENDED GRANT AMOUNT	GRANTS COMMITTEE RECOMMENDED CONDITIONS
FOR-PROFIT 1	Castiglia's Italian Restaurant 324 William Street Luigi Castiglia, Owner (540) 842-4093 chiffello@aol.com	Outdoor Seating Expansion & Improvements <ul style="list-style-type: none"> • Awning with mister • Metal railing • New front door 	For- Profit	\$50,191.00	\$50,191.00	\$10,000.00	<ol style="list-style-type: none"> 1. Matching grant up to \$10,000.00 for the awning and metal railing. 2. Project completion within six (6) months. 3. Grant to be paid upon completion of the awning and railing as shown on the application and approved by the ARB. 4. All permits, inspections and fees, and evidence of payment to contractors/installers are required prior to grant payment. 5. Property and business must be in good standing with the City. 6. Display of JumpStart! banner or sign.
2	Longstreet's Restaurant 409 William Street David Hanlon, Operating Partner (540) 310-0842 dave@longstreetsva.com	Outdoor Seating Improvements <ul style="list-style-type: none"> • Awning with lighting • Railing • Tables, chairs, heaters, flower pots, signs and speakers 	For-Profit	\$19,200.00	\$19,200.00	\$5,000.00	<ol style="list-style-type: none"> 1. Matching grant up to \$5,000 for the awning, railing, and lighting. 2. ARB approval required prior to start of work. 3. Project completion within six (6) months. 4. Grant to be paid upon completion of the awning, railing and lighting per ARB approved plans. 5. All permits, inspections and fees, and evidence of payment to all contractors/installers are required prior to grant payment. 6. Property and business must be in good standing with the City. 7. Display of JumpStart! banner or sign.
SUB TOTAL - FOR-PROFIT				\$69,391.00	\$69,391.00	\$15,000.00	
NON-PROFIT 3	Fredericksburg Area Museum and Cultural Center 907 Princess Anne Street Ellen Killough, President/CEO (540) 371-3037 ekillough@famcc.org	American Music Concert Series May - September, 2011, 6 Concerts Market Square	Non-Profit	\$17,500.00	\$7,500.00	\$5,000.00	<ol style="list-style-type: none"> 1. Grant is to be paid upon written request of the applicant. 2. Display of JumpStart! banner and placement of JumpStart! logo on all promotional materials and website. 3. Event must be in good standing with the City.
4	Via Colori Fredericksburg 706 Caroline Street Kevin Bartram, Chairman Fredericksburg Arts Commission (540) 907-9215 kbartram@umw.edu	Via Colori Street Painting Arts Festival September 24-25, 2011 Sophia & Charlotte Streets and Riverfront Park	Non-Profit	\$38,158.00	\$5,000.00	\$5,000.00	<ol style="list-style-type: none"> 1. Grant is to be paid upon written request of the applicant. 2. Display of JumpStart! banner and placement of JumpStart! logo on all promotional materials and website.
SUB TOTAL - NON-PROFIT				\$55,658.00	\$12,500.00	\$10,000.00	

**City of Fredericksburg
Economic Development Authority Jumpstart! Grant Applications Summary
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SPONSORSHIPS							
5	Fredericksburg's Gone to the Dogs Charity 900 Burton Street, Unit 108 Fredericksburg, VA Buck Cox, President (540) 230-4717 bukcox@gmail.com	Fredericksburg Downtown Dog Fair October 1, 2011 Riverside Park	Non-Profit	\$17,575.00	\$5,000.00	\$3,000.00	1. Sponsorship grant to be paid upon written request of the applicant. 2. Display of JumpStart! banner and placement of JumpStart! logo on all promotional materials and website. 3. Event must be in good standing with the City.
6	Historic Inns of Fredericksburg Barbara Lucas, Event Coordinator (757) 880-1627 innkeeperfc1@aol.com	Downtown Bridal Open House May 1, 2011 Advertising Expenses	Event Sponsorship	\$1,057.00	\$1,000.00	\$0.00	No grant recommended.
7	Seven Hills Presents, LLC 14018 Riverdowns N Mews Midlothian, VA 23113 David Peterson (804) 307-8132 davidjpeterson@mac.com	Celebrate Virginia South Live Summer Concert Series April - September 2011 Celebrate Virginia South	Event Sponsorship	N/A	\$5,000.00	\$3,000.00	1. Grant to be paid upon written request of the applicant. 2. Display of JumpStart! banner and placement of JumpStart! logo on all promotional materials and website. 3. Event must be in good standing with the City.
SUB TOTAL - SPONSORSHIPS				\$18,632.00	\$11,057.00	\$6,000.00	

**City of Fredericksburg
Economic Development Authority Jumpstart! Grant Applications Summary
March 1, 2011 Cycle**

APPLICATION NO.	APPLICANT NAME/ CONTACT INFORMATION	DESCRIPTION OF APPLICATION	GRANT PROGRAM	PROJECT TOTAL COST	GRANT AMOUNT REQUESTED	GRANTS COMMITTEE RECOMMENDED GRANT AMOUNT	GRANTS COMMITTEE RECOMMENDED CONDITIONS
ARTS 8	Fredericksburg Arts Commission 706 Caroline Street Kevin Bartram, Chairman Fredericksburg Arts Commission (540) 907-9215 kbartram@umw.edu	Fredericksburg Arts Website Development	Arts	\$6,470.00	\$4,770.00	\$4,770.00	1. Grant is to be paid upon written request of the applicant. 2. Placement of JumpStart! logo on the website.
9	Stage Door Productions & Central Rappahannock Regional Library (CRRL) 1201 Caroline Street Roy Jarnecke, President (540) 760-4045 rjarneck@netzero.com	Improvements to existing 165-seat theatre in CRRL <ul style="list-style-type: none"> • Curtains • Lighting System • Sound System 	Arts	\$48,471.00	\$48,471.00	\$16,000.00	1. Grant is up to \$16,000 for actual project costs, with the priority being the curtains. 2. Letter from CRRL accepting responsibility for the care and maintenance of the curtains and equipment. 3. Grant is to be paid upon completion of the curtains. Any remaining grant funds to be paid upon completion of the other project element(s) up to one year from grant approval. 4. All applicable permits must be acquired. 5. Display of JumpStart! sign and placement of EDA JumpStart! logo on all promotional materials and website for at least one season.
SUB TOTAL - ARTS				\$54,941.00	\$53,241.00	\$20,770.00	
GRAND TOTAL				\$198,622.00	\$146,189.00	\$51,770.00	