

FREDERICKSBURG
ECONOMIC
DEVELOPMENT
AUTHORITY

706 Caroline Street
Fredericksburg, VA 22401

(540) 372-1216
Fax (540) 372-6587

ECONOMIC DEVELOPMENT AUTHORITY MINUTES (EDA)

August 8, 2011
Suite 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, August 8, 2011, beginning at 8:30 a.m. in Suite 218 of City Hall.

EDA MEMBERS PRESENT. Joe Wilson, Chairman, presiding. Chris Hornung, Dana Herlong, Michael Colangelo, Bob Carter, Amy LaMarca and Tom Crimmins.

ABSENT. None

ALSO PRESENT. The Free Lance-Star: Bill Freehling; **Thalhimer:** Wilson Greenlaw; **Virginians for High Speed Rail:** Daniel Plaugher, Executive Director; **Department of Economic Development and Tourism:** Director, Karen Hedelt; Assistant Director, Richard Tremblay; Marketing and Information Specialist, Amy Peregoy.

DETERMINATION OF QUORUM. Amy LaMarca determined that a quorum was present.

AGENDA. Agenda was presented with no changes.

APPROVAL OF MINUTES. Regular Meeting Minutes July 11, 2011- The minutes were approved with one minor change requested by Tom Crimmins.

CONSENT AGENDA. Fiscal year items were discussed by the board and would be updated as necessary.

Upon the motion by Bob Carter, seconded by Tom Crimmins, the consent agenda was approved as submitted: Ayes (7); Nays (0).

CHAIRMAN'S REPORT. None.

STAFF REPORT.

Chairman Wilson requested that Karen Hedelt give her updates to the board due to a conflict with her schedule. Ms. Hedelt announced Richard Tremblay's promotion and his new title, Assistant Director of Economic Development. Ms. Hedelt updated the board on the current and future Downtown Maintenance & Streetscape Improvements. The City's budget for these items was addressed along with correspondence between Chairman Wilson and Mr. Beverly Cameron, City Manager, regarding the clean-up. A new letter will be drafted and sent to grant recipients by Chairman Wilson to request their efforts with this program.

TREASURER'S ACTION ITEMS.

Michael Colangelo reported to the board that the Virginia Commerce Bank CD #250386 has matured, it will need to be closed and the funds would be deposited into the Stellar One money market account. Also, a \$50,000.00 transfer was made to fund grant requests. Richard Tremblay informed the board that a majority of those funds were for the completion of grant requirements by Olde Town Steak & Seafood.

Upon the motion by Bob Carter, seconded by Dana Herlong, the Action Items were approved: Ayes (7); Nays (0).

Upon the motion by Chris Hornung, seconded by Amy LaMarca, Michael Colangelo was granted the authority for the closing of the CD and transfer of funds: Ayes (7); Nays (0).

OLD BUSINESS.

- a. ***Renewal of Membership – Virginians for High Speed Rail, Presentation by Daniel Plaucher, Executive Director*** – Daniel Plaucher presented a PowerPoint presentation to the board on Passenger Rail in Virginia; a question and answer segment followed. Chairman Wilson suggested that the board reach out to other jurisdictions for donations. Tom Crimmins will draft a letter and cc the FRA. The board then discussed and agreed to a donation of \$5,000.00.

Upon the motion by Tom Crimmins, seconded by Dana Herlong, the donation of \$5,000.00 was approved: Ayes (7); Nays (0).

COMMITTEE REPORTS.

- a. ***Main Street Exploratory Committee – Update, Wilson Greenlaw, Co-Chairman*** - Wilson Greenlaw presented the board with an update of the Main Street Exploratory Committee's meetings along with the budget request. After a brief discussion by the board regarding the public and City Council support and the sources of funding. The July – September 2011 budget for \$6,775.00 was approved. The next public meeting of the Main Street Exploratory Committee will be September 14, 2011.

Upon the motion by Chris Hornung, seconded by Tom Crimmins, the budget was approved: Ayes (7); Nays (0).

NEW BUSINESS.

- a. ***Performance and Incentive Agreement, Buttermilk & Olde Lace Restaurant – 623 Caroline Street*** – Richard Tremblay outlined the Performance and Incentive Agreement to the board recommending Resolution No. 11-16 be approved authorizing the Chairman to execute the agreement.

Upon the motion by Chris Hornung, seconded by Michael Colangelo, Resolution No. 11-16 was approved: Ayes (7); Nays (0).

STAFF REPORT CONTINUED.

- a. ***Possible EDA Initiatives for Discussion*** – Richard Tremblay addressed the board regarding the Vectec web design matching grant program for website development for small businesses in which Mr. Carter requested a presentation at the September EDA meeting by Vectec. Additional programs were presented: small home-based businesses transition into retail locations matching grants, STEM scholarships for JM graduates, Battlefield Industrial Park revitalization and marketing strategy and marketing plan for select JumpStart! projects. Mr. Tremblay will send an e-mail to request the board's comments & recommendations.
- b. ***Lafayette Boulevard Design Guidelines, and Overlay District to be adopted by City Council, August 23, 2011*** – Richard Tremblay reported to the board to establish a façade improvement matching grant program

and addressed the overlay initiatives. The criteria was discussed by the board and Chairman Wilson requested Ray Ocel provide a presentation at the September 2011 meeting.

- c. ***Downtown Maintenance & Streetscape Improvements*** – Addressed above by Karen Hedelt.
- d. ***Reduction of EDA Meeting Paper Packages*** – Chairman Wilson presented to the board that a PDF of the meeting package will be sent to all board members for their review and two (2) full hard copies along with individual agendas will be distributed at the meetings.

Richard Tremblay also addressed the board on the following: the Liberty Town performance agreement requirements that had been met and the check was distributed, Amy Peregoy will be attending Leadership Fredericksburg 2012 session and announced that seven applications were slated for review for the Downtown Facade Grant Program.

BOARD MEMBERS COMMENTS.

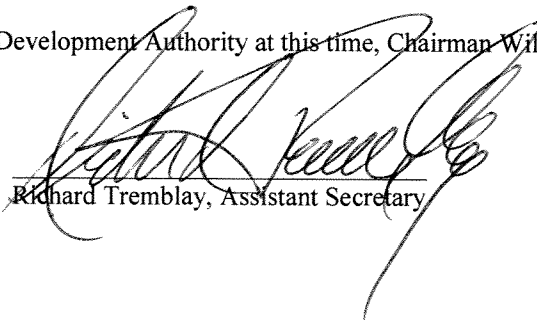
Chairman Wilson announced that he has asked Dana Herlong to be a member of the newly formed Waterfront Park Committee, Ms. Herlong accepted and will report back to the board.

- a. ***Board Member Priorities*** – Bob Carter addressed the board on the vacant lots and parking lots in the downtown area that need attention and encourage the owners for improvements and electronic sign for public events. Dana Herlong addressed the necessary corridor entrance and downtown improvements and the zoning ordinances and process. Amy LaMarca requested the support of the EDA for governmental contractors and businesses. Michael Colangelo requested focus on direct impact projects such as the Riverfront project, a gift card program, local HUBZone expansion and the Art In Place program. Ms. Herlong will update the board on the Art Commission as she attends the meetings. Mr. Colangelo requested the board help enhance and support events and businesses. Mr. Colangelo is on the board for the Fredericksburg Museum and has been tasked with memberships. They have a concept of mobile membership and would like to offer memberships to the participants and attendees of the Marine Corp Marathon. Then we could reach out with other events and visiting the city. All suggested priorities were discussed by the board. Mr. Wilson requested suggestions for the gift card program to be in place by Christmas. Ms. LaMarca suggested help from a non-profit in exchange for a donation instead of hiring. Chairman Wilson requested Mr. Colangelo draft a project/job description for further discussion.

Ms. Herlong requested information on the economic development program at the University of Mary Washington. Mr. Tremblay informed the board of a meeting at the University of Mary Washington on September 26, 2011 and more information would follow regarding the details of the meeting.

ADJOURNMENT.

There being no further business to come before the Economic Development Authority at this time, Chairman Wilson declared the meeting officially adjourned at 11:12 A.M.



Richard Tremblay, Assistant Secretary



MOTION: Christopher Hornung

August 8, 2011

SECOND: Michael Colangelo

Regular Meeting

Resolution No. 11-16

AUTHORIZING THE CHAIRMAN TO EXECUTE A PERFORMANCE AGREEMENT WITH SUNI MCMATH, BUTTERMILK & OLDE LACE RESTAURANT (BUTTERMILK), THE CITY OF FREDERICKSBURG AND THE FREDERICKSBURG ECONOMIC DEVELOPMENT AUTHORITY, FOR TAX INCENTIVES IN THE DOWNTOWN/PRINCESS ANNE STREET TOURISM ZONE

ACTION:

DATE OF ADOPTION: August 8, 2011

WHEREAS, the City Council adopted Ordinance 07-31 on July 10, 2007, establishing the "Downtown/Princess Anne Street Corridor" as a Tourism District, as amended by Ordinance 10-33 adopted by City Council on October 26, 2010, by authority of Virginia Code §58.1-3851. The purpose of the District is to provide economic incentives and regulatory flexibility for eligible business entities which will attract visitors from the Fredericksburg region, make a substantial investment, and create new jobs. The new and expanded businesses that participate in this Tourism Zone will enhance the revitalization efforts in the historic heart of the City;

WHEREAS, Fredericksburg Comprehensive Plan (2007) identifies the Downtown as a "Key Area," "critical to the economic health and well-being of Fredericksburg." The Comprehensive Plan's Downtown Goals include the protection of the character of Fredericksburg's historic area and city center environment, to preserve a sense of place, promote economic strength, and ensure the City's continuing appeal to residents, business people, and visitors. The Comprehensive Plan includes a Downtown Policy to encourage development of "destination" activities and unique uses downtown, and a Downtown Initiative to pursue innovative financing strategies to encourage and facilitate development in the downtown, including the establishment of the tourism zone;

WHEREAS, Ms. Suni McMath is establishing a restaurant at 623 Caroline Street in the "Chimney's" building in downtown Fredericksburg, Virginia to be named Buttermilk & Olde

Lace, with seating for approximately people 90 indoors and 30 outdoors in substantial accordance with its Incentive Application dated June 10, 2011 (“the Restaurant”). This location lies within the City’s Downtown/Princess Anne Street Corridor Tourism District;

WHEREAS, the City Manager has negotiated a proposed Performance Agreement (“Agreement”), whereby the City and the Fredericksburg Economic Development Authority (EDA) will provide certain incentives to Buttermilk in exchange for operation of the restaurant; and

WHEREAS, City Council adopted Resolution No. 11-66 at its July 12, 2011 meeting which authorizes the City Manager to execute, deliver and carry out the terms of the Agreement on behalf of the City of Fredericksburg, and

WHEREAS, the EDA wishes to authorize the Chairman to execute the Agreement for Buttermilk, with the EDA functioning as the conduit for the performance grant as provided in the Agreement.

NOW, THEREFORE, BE IT RESOLVED that the EDA authorizes the Chairman to execute, deliver and carry out the terms of the Agreement entitled, “Performance Agreement, City of Fredericksburg, Fredericksburg Economic Development Authority and Buttermilk & Olde Lace, LLC” on behalf of the EDA, in substantially the form submitted for approval.

Votes:

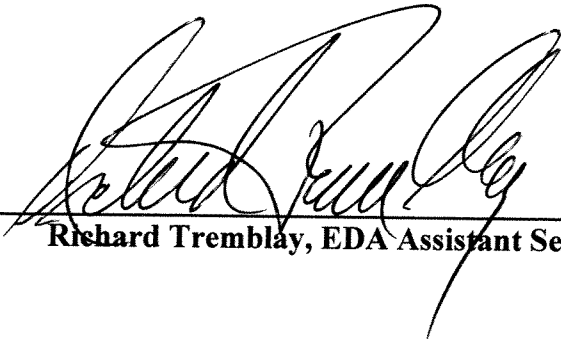
Ayes: 7

Nays: 0

Absent from Vote: 0

Absent from Meeting: 0

CERTIFIED COPY:


Richard Tremblay, EDA Assistant Secretary