

FREDERICKSBURG
ECONOMIC
DEVELOPMENT
AUTHORITY

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ECONOMIC DEVELOPMENT AUTHORITY MINUTES (EDA)

September 12, 2011
The Suite (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 8:31 a.m. in the Suite of City Hall.

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

ABSENT. Amy LaMarca

ALSO PRESENT. Vectec: Bill Muir, Executive Director; **Department of Planning & Community Development:** Ray Ocel, Director; **Department of Economic Development and Tourism:** Karen Hedelt, Director; Richard Tremblay, Assistant Director; Amy Peregoy, Marketing and Information Specialist.

DETERMINATION OF QUORUM. Chris Hornung determined that a quorum was present.

AGENDA. Agenda was presented with no changes.

APPROVAL OF MINUTES. *Regular Meeting Minutes August 8, 2011-* One minor change had been completed as requested by Bob Carter.

Upon the motion by Bob Carter, the minutes were approved as submitted: Ayes (4); Nays (0).

CONSENT AGENDA. The two Olde Town Steak & Seafood grant checks were discussed by the board. The removal of previous years grants from the current budget; these grants are tracked on a separate report. The budget will reflect FY2012 grants and will be updated as necessary.

The consent agenda was approved as submitted.

CHAIRMAN'S REPORT. None.

TREASURER'S ACTION ITEMS. None.

OLD BUSINESS. None.

NEW BUSINESS.

- a. **Presentation, Bill Muir, Executive Director, Vectec (Newport News) – Matching Grants to Small Businesses for Website/E-Commerce Development** - Bill Muir presented a PowerPoint presentation to the board on Vectec, a question and answer segment followed regarding Vectec's history, programs, matching grants and the possibility of partnering with local vendors.

COMMITTEE REPORTS.

- a. **Main Street Exploratory Committee – Update, Tom Crimmins** - The next public meeting of the Main Street Exploratory Committee will be September 14, 2011 which will update the attendees on the progress by the committee along with initiating a petition to support a Main Street program and a Business Improvement District (BID) to support the program. The committee has received one bank sponsorship commitment. Chairman Wilson requested that Mr. Crimmins brief the board on the meeting with Beverly Cameron regarding the program along with the implementation of a BID. The city's annual support of the program was also discussed during the meeting. Mr. Hornung questioned the proposed funding models which Mr. Crimmins and Mr. Tremblay addressed. Chairman Wilson also briefed the board on a meeting with Pierce & Associates, regarding the re-assessment now underway.

STAFF REPORT.

Richard Tremblay addressed the board on the upcoming request by the University of Mary Washington to refinance the student apartments at Eagle Village 2009 Series A bond to gain a better fixed rate. Since public notice is required and the University's Foundation meeting is October 19th, the University's bond counsel has requested a special meeting of the EDA for October 3rd. The October 17th regular meeting of the EDA does not allow time for the public notice.

NEW BUSINESS - Continued.

- b. **Presentation, Ray Ocel, Director, Planning & Community Development –Lafayette Boulevard Design Guidelines and Overlay District. Possible EDA façade grant program expansion area** – Ray Ocel presented a PowerPoint presentation to the board on the Lafayette Boulevard Design Guidelines outlining the difference between the guidelines and zoning regulations. A question and answer segment followed regarding the presentation. Ms. Herlong asked Mr. Ocel's suggestions on updating the 2010 JumpStart! guidelines. Mr. Ocel suggested that the economics be updated due to the current market conditions.

STAFF REPORT – Continued.

- a. **Possible EDA Initiatives for Discussion** – Karen Hedelt distributed the EDA Board Member Ratings for Possible EDA Initiatives per Richard Tremblay. Ms. Hedelt suggested the Vectec Web Design Matching Grants initiative be proposed next month. Mr. Carter also agreed to present and vote this coming month for the Vectec proposal. Mr. Hornung suggested that a list of approved local service providers be presented; Chairman Wilson and Ms. Hedelt suggested that Vectec make the selections for the local service providers with assistance from the businesses. Chairman Wilson requested the presentation from Mr. Carter.

Chairman Wilson moved onto the next initiative, Ms. Hedelt requested that one initiative be discussed and one initiative be presented at each future meeting.

Chairman Wilson requested Mr. Crimmins to address the board on the marketing plans for select JumpStart! projects along with any updates to the guidelines. Chairman Wilson suggested that a priority of the EDA should be to revisit the Strategic Plan process. Ms. Hedelt informed the board that the review of the Strategic Plan would take place in the first quarter of 2012 and will be distributed in November to the board. Chairman Wilson requested that the advisory committee be consulted during this review.

- b. ***Downtown façade improvement matching grant program – status report on “demonstration projects”*** – Karen Hedelt notified the board that seven proposals would be presented tonight at the ARB meeting with a presentation from Deneen Brannock with Frazier Associates. Two projects by Tommy Mitchell do not require ARB approval, two projects from the Pitts Foundation, two projects from the Sale properties, Du Jardin and Renato’s building.
- c. ***Prince Hall Masonic Lodge purchase – status report*** – Karen Hedelt informed the board that she didn’t have any current update on the purchase. John Nere is handling the closing and a closing date has not been set. Ms. Hedelt will keep the board aware of any updates. Chairman Wilson questioned any issues with closing, Ms. Hedelt & Mr. Colangelo confirmed that John Nere and Blanton Massey would handle any documentation regarding the pending closing.

BOARD MEMBERS COMMENTS.

Dana Herlong informed the board that she, Chris Hornung and Bob Carter are on the City’s UDO Steering Committee and meeting on September 28th. Ms. Herlong was unable to attend the Arts Commission meeting but Tom Crimmins did attend and introduced the Main Street program to the commission. Ms. Herlong will follow-up next month with updates.

Bob Carter requested an update on The Bavarian Chef, Ms. Hedelt stated that the clock had been delivered and was on schedule for installation. Mr. Carter suggested that the EDA assist with the completion of painting the train station. Ms. Hedelt will draft a letter for Chairman Wilson expressing concern regarding the issue and to offer a façade improvements grant of \$10,000.00 matching funds to the Mayor and City Council with a copy to the City Manager.

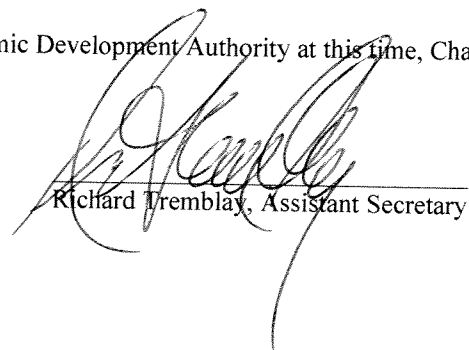
Upon the motion by Bob Carter, seconded by Dana Herlong, a letter will be drafted: Ayes (5); Nays (0).

Karen Hedelt commented on the EDA special meeting request for October 3, 2011. Dana Herlong suggested to also having the October 17, 2011 regular EDA meeting on the same day.

Upon the motion by Dana Herlong, seconded by Bob Carter, the EDA regular meeting will be moved to October 3, 2011: Ayes (5); Nays (0).

ADJOURNMENT.

There being no further business to come before the Economic Development Authority at this time, Chairman Wilson declared the meeting officially adjourned at 10:51 A.M.



Richard Tremblay, Assistant Secretary