

FREDERICKSBURG  
**ECONOMIC**  
**DEVELOPMENT**  
AUTHORITY

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**ECONOMIC DEVELOPMENT AUTHORITY MINUTES (EDA)**

**December 12, 2011**  
**Courtyard by Marriott**  
**620 Caroline Street**  
**Fredericksburg, VA**

The Economic Development Authority of the City of Fredericksburg, Virginia met in regular session on Monday, December 12, 2011, beginning at 8:30 a.m. at the Courtyard by Marriott.

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

**ABSENT.** None

**ALSO PRESENT. EDA Counsel:** Blanton Massey; **Department of Economic Development and Tourism:** Karen Hedelt, Director; Richard Tremblay, Assistant Director for Economic Development; Amy Peregoy, Marketing and Information Specialist.

**DETERMINATION OF QUORUM.** Dana Herlong determined that a quorum was present.

**AGENDA.** Agenda was presented with no changes.

**PUBLIC COMMENTS.** None

**APPROVAL OF MINUTES. Regular Meeting Minutes November 14, 2011** - Minutes were approved as presented.

**CONSENT AGENDA. EDA Budget Update and Financial Statement, November, 2011** – Richard Tremblay informed the board of the status of the EDA Grants balance for the FY2012 third cycle; general grants, \$80,312.00 and arts grants, \$17,033.00.

Upon a motion by Bob Carter, seconded by Chris Hornung, the consent agenda was approved: Ayes (6); Nays (0).

Amy LaMarca joined the meeting.

**CHAIRMAN'S REPORT.**

Chairman Wilson acknowledged DRMI and City Council on extending the 4-hour public parking for the holiday season. Karen Hedelt and the city were commended for the downtown holiday decorations and new trash receptacles. Ms. Hedelt noted that the seasonal parking would be revisited for 2012. Chairman Wilson thanked Amy Peregoy for her work with the EDA and presented her with downtown dollars that were donated personally by the board.

**TREASURER'S ACTION ITEMS.** None

**OLD BUSINESS.** None

**COMMITTEE REPORTS.**

- a. **Main Street Exploratory Committee Report – Tom Crimmins** – Tom Crimmins presented the committee’s final report and highlighted the sustainable funding concerns and the need for volunteers. Mr. Crimmins thanked the board for beginning the process for a Main Street program and thanked the public for their time and input regarding the program. The Exploratory Committee will remain in place to assist the Formation Committee and follow developments. Chairman Wilson distributed a letter from Scarlett Pons & Paul Cymrot dated December 8, 2011 that was sent to downtown businesses and property owners regarding the formation of a Main Street board of directors. Mr. Crimmins noted that the Formation Committee will need to submit a FY2013 funding request to City Council for the city’s contribution to the program. Karen Hedelt noted that the Department of Economic Development and Tourism has requested \$45,000 as a placeholder number in the FY2013 budget.

Chairman Wilson commented on the lack of public support for a business improvement district as a funding mechanism and suggested the exploration of a retail sales tax funding mechanism. Mr. Tremblay informed the board that there is no provision for a sales tax overlay by the state. Chairman Wilson suggested a request to the General Assembly for a special provision for a 1% sales tax. Mr. Crimmins requested the funding issue be tabled to give the Formation Committee an opportunity to explore the funding options for the program.

**STAFF REPORT.**

- a. **Update of JumpStart! Report, market analysis** – Mr. Tremblay requested the item be deferred to the January 2012 meeting.
- b. **River silt study update** – Mr. Tremblay updated the board regarding the contract with Resource International and the city to investigate the river silt issues and possible remedies. In June, City Council received an interim report outlining preliminary findings and the need for further work by the Corps of Engineers. A Corps of Engineers scope of work for the study is expected in February 2012. After a brief discussion, Chairman Wilson reminded the board of their primary objective for the improvement and development of the riverfront and the support of City Council.

**NEW BUSINESS.**

- a. **Consider Resolution No. 11-21 approving the Performance Agreement with Fork & Pint Company, 314 William Street for tax incentives in the Downtown Tourism Zone** – Chairman Wilson directed the board to the staff package.

Upon a motion by Bob Carter, seconded by Chris Hornung, the board approved Resolution No. 11-21: Ayes (7); Nays (0).

- b. **Stackable Parking – Blanton Massey** – Mr. Massey informed the board of his meeting with an engineer that specializes in stackable parking. Chairman Wilson requested Mr. Massey to forward information to the board for review before a meeting would be scheduled.

Dana Herlong excused herself from the meeting due to an appointment.

- c. **Discussion on possible changes to the EDA’s grants programs** – Chairman Wilson offered the board

his appreciation of the board's comments regarding the EDA's grant program. After a discussion of the criteria for façade improvement grants, the board requested proposed guidelines be drafted by EDT staff for review by the board at the January meeting.

Chairman Wilson summarized a letter received from Carole Green, 1122 Caroline Street, regarding her façade matching grant. After a brief discussion of the criteria and qualifications of the grant program, Chairman Wilson requested Mr. Tremblay respond in writing to Ms. Green's concerns.

***BOARD MEMBERS COMMENTS.***

Michael Colangelo requested quarterly progress reports be provided to the board on the riverfront/park development plans from the City Council appointed group.

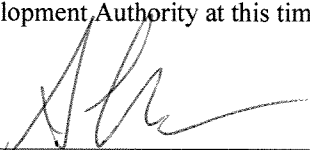
Karen Hedelt addressed the board on the benefits of updating the JumpStart! report, the construction of the new courthouse and the use of the former Masonic Lodge riverfront property as a construction staging area.

Chairman Wilson and Bob Carter commended Mr. Colangelo on his recent honor from the Chamber of Commerce.

Bob Carter recommended a reorder of agenda items be considered for future meetings.

***ADJOURNMENT.***

There being no further business to come before the Economic Development Authority at this time, Chairman Wilson declared the meeting officially adjourned at 10:45 a.m.

  
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Amy LaMarca, Secretary

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**MOTION:** Bob Carter

**December 12, 2011**

**SECOND:** Chris Hornung

**Regular Meeting**

**Resolution No. 11-21**

**AUTHORIZING THE CHAIRMAN TO EXECUTE A PERFORMANCE AGREEMENT WITH FORK & PINT COMPANY, INC., 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: December 12, 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**, Fork & Pint Company, Inc. is establishing a restaurant at 314 William Street with indoor seating for approximately 60 people in substantial accordance with its

Incentive Application dated November 3, 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 Fork & Pint in exchange for operation of the restaurant; and

**WHEREAS**, City Council adopted Resolution No. 11- 100 at its November 22, 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 Fork & Pint, 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 Fork & Pint Company, Inc.” on behalf of the EDA, in substantially the form submitted for approval.

**Votes:**

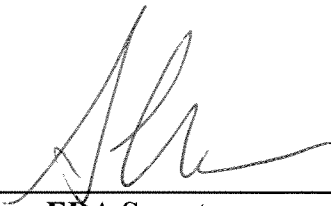
**Ayes: 7**

**Nays: 0**

**Absent from Vote: 0**

**Absent from Meeting: 0**

**CERTIFIED COPY:** \_\_\_\_\_



**EDA Secretary**