

FREDERICKSBURG
ECONOMIC
DEVELOPMENT
AUTHORITY

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ECONOMIC DEVELOPMENT AUTHORITY MINUTES (EDA)

January 9, 2012
Council Chambers
City Hall, 715 Princess Anne Street
Fredericksburg, VA

The Economic Development Authority of the City of Fredericksburg, Virginia met in regular session on Monday, January 9, 2012, beginning at 8:30 a.m. at City Hall, Council Chambers.

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

ABSENT. Michael Colangelo, Amy LaMarca and Tom Crimmins.

ALSO PRESENT. The Free Lance-Star: Bill Freehling; **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. Carole Green, 1122 Caroline Street, presented a summary of comments regarding her façade grant application approved for \$2,500 by the EDA on November 14, 2011. She requested that her grant be reconsidered during the next cycle of grant submissions in March 2012 for an additional amount. Chairman Wilson thanked Ms. Green for her comments.

APPROVAL OF MINUTES. Regular Meeting Minutes December 12, 2011 - Minutes were approved as presented.

Upon a motion by Bob Carter, seconded by Chris Hornung, the minutes were approved: Ayes (4); Nays (0).

TREASURER'S REPORT.

Bob Carter presented the financial statement, accepted with no changes.

Mr. Carter presented the budget with special attention to the footnote on outstanding grant liabilities. Mr. Tremblay made the board aware of the city's interest note payment on the Prince Hall Masonic Lodge property is due February 2012.

Action Items. None

CHAIRMAN'S REPORT.

Chairman Wilson acknowledged the success of the Window Wonderland contest. Karen Hedelt and staff will be meeting with the Free Lance-Star to streamline the contest for 2012. Ms. Hedelt thanked the board for its \$4,000 grant for prizes.

Chairman Wilson commented on the need for vacant storefront business owners partnering with the arts community in the downtown area to display art.

Chairman Wilson suggested a letter be sent to storefront business owners to make an effort to keep storefront displays lit during the evening hours.

Chairman Wilson announced the upcoming election of officers. Ms. Hedelt stated the slate would be set for May and the election would take place in June. Chairman Wilson will not be seeking another term as chair due to the By-Laws stating the chair serves for two terms, his term ends in June.

Chairman Wilson stated the need for a planning session of the EDA to discuss the Strategic Plan and to invite the citizen advisory members to attend. After a brief discussion, the meeting will be scheduled for April 9th.

Chairman Wilson brought up for discussion the development of the Riverfront Park and Sophia Street. Ms. Hedelt briefed the board on the last meeting of the Riverfront Committee. Ms. Herlong assured the board she would keep the board aware of the committee's meeting discussions. Ms. Hedelt requested the EDA to consider a discussion of the committee makeup during the EDA planning session in April.

Chairman Wilson requested the EDA continue to give special attention and stressed the importance of the sediment issue of the river. There will need to be support from citizens and Stafford County. Chairman Wilson asked for regular updates on the silt study.

COMMITTEE REPORTS.

Mr. Tremblay updated the board on the Main Street Formation Committee's plans to establish a board under the guidance of Scarlett Pons and Paul Cymrot. Chairman Wilson stated the importance of establishing a stable funding source for Main Street.

STAFF REPORT.

- a. ***Update of JumpStart! Report, retail market analysis update*** – Mr. Tremblay proposed a cooperative investment by the city and the EDA to contract a consultant for a retail analysis and strategy along with a retail marketing piece for the EDT website and for general retail inquires. A total budget of \$35,000 with \$10,000 from the EDA for the update of the retail portion of the JumpStart! Report. After a brief discussion, the board approved its support of the cooperative study and inclusion of funding in its FY2013 budget with the bulk of the funding to be included in the city's adopted FY2013 budget.

Upon a motion by Bob Carter, seconded by Dana Herlong, a \$10,000 FY2013 budget item was approved: Ayes (4); Nays (0).

- b. ***Proposed guidelines for the review of façade matching grants applications*** – Mr. Tremblay presented suggested program revisions and general review criteria. The program changes are a.) addition of Lafayette Boulevard to the Blue and Gray Parkway and b.) limiting grants for painting and maintenance only projects to \$5,000 and not more than one-third of the total cost. There were no questions on the two changes. Board members made suggestions for modifying the proposed grant review criteria. Mr. Tremblay will update the proposed review criteria for adoption at the February meeting. The EDT website will be updated and the program changes and review criteria will apply to the next cycle of façade matching grants, March 2012.

Upon a motion by Bob Carter, seconded by Chris Hornung, the two program changes were adopted: Ayes (4); Nays (0).

Chairman Wilson asked that in future grant cycles, the board members provide their comments and questions to the grants review committee up front rather than waiting to bring them up at the voting meeting.

OLD BUSINESS.

The board agreed for Carol Greene to resubmit her façade matching grant application for additional funding in the next grant cycle. Mr. Tremblay will meet with Ms. Green.

NEW BUSINESS. None

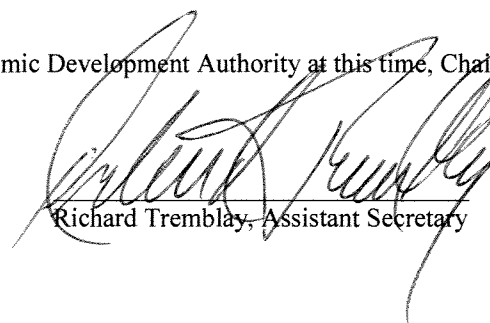
BOARD MEMBERS COMMENTS.

Bob Carter requested the arts community be contacted to possibly paint murals on the train station overpass every 6 months. Chairman Wilson suggested painting the overpass. Mr. Tremblay stated the train station is not owned by the city.

Chris Hornung commented on the parking information the board received from Blanton Massey. The pricing of each space was discussed along with future parking options for the downtown area.

ADJOURNMENT.

There being no further business to come before the Economic Development Authority at this time, Chairman Wilson declared the meeting officially adjourned at 10:29 a.m.



Richard Tremblay, Assistant Secretary