

**FREDERICKSBURG
ECONOMIC
DEVELOPMENT
AUTHORITY**

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ECONOMIC DEVELOPMENT AUTHORITY MINUTES (EDA)

January 16, 2019

12:00 p.m. • EDA Special Meeting

Billiken's Smokehouse

623 Caroline St.

Fredericksburg, VA

The Economic Development Authority of the City of Fredericksburg, Virginia met in special session on Wednesday, January 16, 2019 beginning at 12:00 p.m. at Billiken's Smokehouse, 623 Caroline St.

EDA MEMBERS PRESENT. Bob Carter, Chairman, presiding. Will Mackintosh and Beth Black.

ABSENT. Tom Crimmins, Hap Connors, Mitzi Brown and Bill Beck.

ALSO PRESENT. HUB Collective Ltd.: Krista Kinder; Jennifer Guibord, Bryan Brooks; **Citizen:** Jazz Jackson; **City of Fredericksburg:** Brenda Martin, Sonja Wise; **EDA Counsel:** Blanton Massey; **Department of Economic Development and Tourism:** Bill Freehling, Director; Angela Freeman, Business Development Manager; Amy Peregoy, Economic Development Specialist; Danelle Rose, Visitor Center and Tourism Services Manager.

INTRODUCTIONS.

Ms. Wise announced the luncheon meeting was scheduled for the EDA board members to meet the members of HUB Collective Ltd. and discuss City branding.

ITEMS OF DISCUSSION.

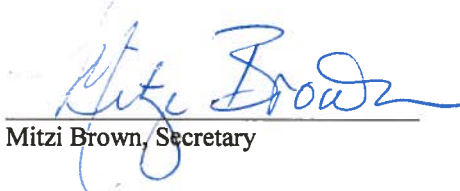
- What is Fredericksburg?
- Location
- Commuting
- Lifestyle
- Population
- Challenges
- Sense of Community
- Demographics
- Iconic Image
- Unique Identity
- Vision
- Engagement
- Rappahannock River
- Embracing City/Region
- Destination

Page 2 of 2
EDA Meeting – 1.16.19

- Experience vs. Educational
- History
- Vibrant Small City
- Logos
- Previous meetings

HUB Collective Ltd. conducted a few marketing exercises.

The attendees were invited on a tour of the City.



Mitzi Brown, Secretary