

FREDERICKSBURG
ECONOMIC
DEVELOPMENT
AUTHORITY

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ECONOMIC DEVELOPMENT AUTHORITY MINUTES (EDA)

May 9, 2022

8:30 a.m. • EDA Regular Meeting
Executive Plaza, 601 Caroline St., Third Floor

The Economic Development Authority of the City of Fredericksburg, Virginia met in regular session on Monday, May 9, 2022 beginning at 8:30 a.m. at the Executive Plaza, 601 Caroline St., Third Floor.

EDA MEMBERS PRESENT. Will Mackintosh Chair, presiding. Lee Murray, Beth Black, Suzy Stone, Mitzi Brown, Chris Waller (8:57 a.m.) and Susan Richey (Go to Meeting).

ABSENT. None.

ALSO PRESENT. **EDA Counsel:** Blanton Massey; **Department of Economic Development and Tourism:** Bill Freehling, Director; Amy Peregoy, Economic Development Specialist; M.C. Morris, Assistant Director of Tourism; Ryan Cudahy, Tourism Marketing Assistant.

DETERMINATION OF QUORUM. Mitzi Brown.

AGENDA.

MOTION by Beth Black, seconded by Mitzi Brown, the agenda was approved: Ayes (6); Nays (0); Absent from Meeting; (1-Waller).

PUBLIC COMMENTS. None.

FILM OPPORTUNITIES IN FXBG – RYAN CUDAHY. Chair Mackintosh introduced Mr. Cudahy. Mr. Cudahy presented information on film production in Virginia to include economic impact and examples of film incentives to production companies and studios. He proposed a Film Incentives Fund for Fredericksburg. He stated lodging, catering, extras, travel, etc. as examples of incentives which would be offered. To earn incentives a production company must first apply through the Virginia Film Office and commercials going through an ad agency or PR firm. Any production or commercial will not portray Fredericksburg in a negative light and 50-60% of expenses must benefit local businesses. There was a brief question and answer segment.

MOTION by Mitzi Brown, seconded by Lee Murray, the board approved funding of \$50,000 for the Film Incentives Fund for productions in the City of Fredericksburg increasing economic impact: Ayes (5); Nays (1-Black); Absent from Meeting (1-Waller).

Chair Mackintosh thanked Mr. Cudahy for his presentation.

Mr. Waller joined the meeting.

APPROVAL OF MINUTES.

MOTION by Suzy Stone, seconded by Mitzi Brown the minutes from the March 21, 2022 regular meeting were approved: Ayes (7); Nays (0).

TREASURER’S REPORT. Mr. Murray presented the March and April activity. The budget and financial statement will be filed with the minutes.

OLD BUSINESS. Economic Development Strategic Plan – Mr. Freehling presented background on the 2017 strategic plan. He updated the ten goals with accomplishments for review by the board. Ms. Richey has issue with a joint City Council strategic plan due to the distinction between the EDA board and City Council. The board should still partner with City Council on projects. The EDA board needs to focus on the revenue stream so they may assist with projects, etc. which benefit the city. She suggested possibly changing the title of the EDA’s plan to reflect the board’s goals. Ms. Brown agrees with Ms. Richey’s statement and suggestions. Ms. Black discussed the responsibilities of the board as volunteer citizens and their support of the city. Ms. Brown stated the draft strategic plan does not reflect the board’s goals. Chair Mackintosh reviewed the three goals from the EDA retreat: revitalize corridors into the city, tourism promotion and rethinking relationship with the city. Along with finding other funding resources to generate long term fiscal stability. Chair Mackintosh stated he was proud of all the relationships the board has developed and should still focus on a joint plan with City Council. Ms. Stone agrees with Chair Mackintosh. Chair Mackintosh feels the board should adopt a strategic plan and present it to City Council. Ms. Richey suggested a shortened document explaining who the EDA is and what it does for the city. This document will be placed on the EDA’s webpage. Chair Mackintosh agreed with Ms. Richey as long as the document assists the EDT office. Mr. Freehling explained different resource documents the city uses as a metric for goals. Mr. Murray fundamentally agrees with points presented but overall the document does not matter as long as the board’s functions assist the city and EDT office. Mr. Waller agreed with Mr. Murray. Ms. Black referred to the draft document noting there was not assistance to the most vulnerable citizens and addressing the unemployment rate. During Ms. Black’s review she noted items to be removed and items to be combined. She requested the document be revised. Chair Mackintosh agreed to formulate a new document by taking into consideration the points made by the board. He and Mr. Freehling will meet to present a new draft during the June meeting.

NEW BUSINESS. EDA Board Nomination Committee – Chair Mackintosh requested Mr. Murray and Ms. Brown to present a slate of officers during the June meeting.

COMMITTEE REPORTS

- a. Parking Improvement Committee*** – Ms. Black stated there was a meeting scheduled for this evening. No meeting in April.
- b. Strategic Investments Committee*** – No update. Mr. Freehling provided updates on the following properties: Roxbury Mills, 2300 Fall Hill Avenue and the Renwick building. Ms. Stone requested information on new businesses opening in the city.
- c. Workforce Development Committee*** – Ms. Brown noted Germanna Community College will be eliminating non-instruction courses from FredCAT and it will be closed during the day.
- d. InvestFXBG Loan Committee*** – Mr. Waller stated no new activity. He would like to raise more awareness for the program. He suggested changing the lending caps and lending outside of 22401. Mr. Waller and Ms. Black will propose changes to the program.
- e. City Relations Committee*** – Mr. Murray stated conversations continue. Chair Mackintosh would like to stay involved with the outcome of the 2300 Fall Hill Avenue property.

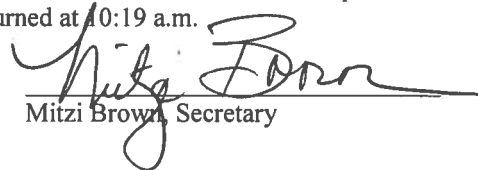
- f. **Tourism Committee** – Ms. Brown requested Ms. Morris present an update. Ms. Morris noted events upcoming in May such as the opening of Riverfront Park and the Marine Corps Marathon returning to the city. Mr. Murray presented an update on the Babe Ruth World Series regarding participating hotels.
- g. **Fredericksburg VA Main Street Committee** - Ms. Brown did not attend the last meeting. The new Executive Director has been hired. The board has done a fantastic job running Main Street during the absence of an executive director.

STAFF REPORT. Ms. Peregoy reviewed the budget for the Business Appreciation Event. Mr. Freehling thanked everyone involved in organizing the event and thanked the EDA for hosting. He requested the board change their EDA game night to May 24. Mr. Freehling stated the visioning work continues on the new Visitor Center. Over the next few months the proposed sale of the Visitor Center will be presented to City Council.

CHAIR'S REPORT. Chair Mackintosh thanked Ms. Peregoy for her time and work on the Business Appreciation Event. He felt it provided goodwill in the community.

BOARD MEMBERS COMMENTS. None.

ADJOURNMENT. There being no further business to come before the Economic Development Authority at this time, Chair Mackintosh declared the meeting officially adjourned at 10:19 a.m.


Mitzi Brown, Secretary