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AUTHORITY

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ECONOMIC DEVELOPMENT AUTHORITY MINUTES (EDA)

January 11, 2021

8:30 a.m. • EDA Regular E-Meeting

Recorded Go to Meeting

The Economic Development Authority of the City of Fredericksburg, Virginia met in regular session on Monday, January 11, 2021 beginning at 8:30 a.m. via recorded Go to Meeting.

Chair Black read the following statement, this meeting is being held electronically by Go to Meeting, pursuant to City Council Ordinance 20-05, an Ordinance to Address Continuity of City Government during the pendency of a Pandemic Disaster.

EDA MEMBERS PRESENT. Beth Black Chair, presiding. Will Mackintosh, Suzy Stone, Mitzi Brown, Chris Waller, Lee Murray and Susan Richey.

ABSENT. None.

ALSO PRESENT. Fredericksburg VA Main Street: Ann Glave; Alpha Media Group: Amy Houston; EDA Counsel: Blanton Massey; Department of Economic Development and Tourism: Bill Freehling, Director; Angela Freeman, Diversity, Equity and Economic Advancement Officer; Amy Peregoy, Economic Development Specialist; Danelle Rose, Visitor Center Manager.

DETERMINATION OF QUORUM. Mitzi Brown.

AGENDA. Chair Black requested item 9b. moved under item 5.

MOTION by Mitzi Brown, seconded by Will Mackintosh, the amended agenda was approved: Ayes (7); Nays (0).

PUBLIC COMMENTS. Chair Black asked Ms. Peregoy if there were any public comments submitted prior to today's meeting via the instructions on the published agenda. Ms. Peregoy stated, no public comments were received.

NEW BUSINESS.

- b. **Fredericksburg VA Main Street (FVMS) Digital Campaign Funding Request** – Chair Black introduced Ann Glave. Ms. Glave introduced Ms. Rose and Ms. Houston. Ms. Rose presented background on FXBG Fun in 2021. Ms. Houston presented background on Alpha Media Group and the digital marketing campaign to include: partnership commitment, audience development, audience profile, developing customer base, mobile polygonning, social device ID integration (Facebook and Instagram), campaign goals/objectives (branding, increased traffic, recognition lift), reporting, digital advertising media planner, projected market reach, push/pull marketing, coverage maps, new morning show host, and frequency

package. Ms. Glave reviewed the FXBG Fun partnership and the funding. There was a brief question and answer segment.

MOTION by Will Mackintosh, seconded by Suzy Stone the board approved an allocation of \$10,000 for the FVMS digital marketing portion of FXBG Fun in 2021 partnership: Ayes (7); Nays (0).

APPROVAL OF MINUTES.

MOTION by Suzy Stone, seconded by Lee Murray the minutes from the December 21, 2020 regular meeting were approved: Ayes (7); Nays (0).

TREASURER'S REPORT. Mr. Murray presented account activity. The budget and financial statement are filed with the minutes.

OLD BUSINESS. None.

NEW BUSINESS - CONTINUED.

- a. ***Commemorative Observances Months*** – Chair Black gave a brief overview of her request from last month's meeting for the City to highlight and support businesses during the months with commemorative events. Mr. Freehling reviewed meeting highlights with the EDT staff. The marketing plan will be through the months of February to June. The plan is based on the Humans of New York series and Councilman Jason Graham's profile of City employees. Every week during this five-month series we will profile two City businesses that are owned by an individual/s falling into the following categories (to mark the category of people being highlighted that month).

- February: Black-owned businesses
- March: Women-owned businesses
- April: Minority-owned businesses
- May: Small businesses
- June: LGBTQ-owned businesses

Ms. Lily Eghtessad has started the research on these businesses and will handle the push out of the social media posts. She will also be coming up with an overall name and logo for the series, in addition to promotional materials. Mr. Jim Gaston will compile a video for each category at the end of each month.

Chair Black mentioned Mr. Massey's research and work on John De Baptiste and asked if this story would be told during the month of February. Ms. Freeman stated the story would not be told but agreed it was an incredible story. The City has plans to tell more inclusive stories and has begun to gather data. Ms. Freeman stated the wayfinding panel to be installed on Canal Street is being held up by the removal of a tree. She stated so far the City's overall efforts for Black History month in particular focuses more on highlighting some stories related to the City as an organization and the development of the City with little known facts and features on people that really are not being told overall. For example, Police Officer Dyson that patrolled the Mayfield area in the City. He was the first African American that was hired and has a heroic history with his military service career. As an organization from the City's main website we link to what others are doing throughout the City like EDT or Parks and Recreation if they have equivalent programming. It includes looking into isolating and identifying other opportunities to create alignment.

Ms. Brown once again mentioned the story of John De Baptiste and taking the effort and time to tell it with all the resources. Ms. Freeman stated EDT might tell this story.

MOTION by Mitzi Brown, seconded by Suzy Stone, the board approved to allocate a marketing budget of \$5,000 for the commemorative observance months campaign: Ayes (7); Nays (0).

COMMITTEE REPORTS

- a. **Parking Improvement Committee** – Ms. Stone stated the 15-minute pick-up parking spaces were extended through March with discussion of locations. The Walker study was discussed and the need for it to be redone. Also, the new garage, the loss of three parking lots and to locate new free parking lots.
- b. **Strategic Investments Committee** – Mr. Waller updated the board on the Battlefield Industrial Park property which is under contract. He stated the deposit had been completed, due diligence and marketing have started to include a listing broker and pricing. The broker will be contacting current prospects. Mr. Mackintosh mentioned the work with the engineer, the conservation group and beginnings of the appraisal. The timeline and zoning were also discussed per Mr. Murray. Mr. Murray would like to start preliminary talks with banks regarding the purchase.
- c. **Workforce Development Committee** – No update.
- d. **InvestFXBG Loan Committee** – Mr. Waller noted one prospect. Ms. Peregoy added the prospect needs to complete their finances for the project.
- e. **Chatham Bridge Rehabilitation Marketing Committee** – No update.
- f. **Business Assistance Committee** – No update.
- g. **COVID Assistance Committee** – No update.

STAFF REPORT. Ms. Peregoy presented brief updates on the Outdoor Dining Grant Program and the Gift Card Program.

Ms. Freeman stated during City Council’s last meeting discussions included the economy, the City’s Covid response, business assistance and equity moving into the future. Interest was expressed in exploring what opportunities existed for minority business and better understanding the small business climate for minority enterprise. Recently the Community Foundation has started to focus on diversity, equity and inclusion. Their initial work will start in late January.

Mr. Freehling briefed the board on staff conversations with the University of Mary Washington to construct a new swim facility. There would be a possible partnership with Spotsylvania County. The facility would be used for swim meets and competitions which lends to sports tourism. The first stage would be a feasibility/market analysis costing \$30,000. Mr. Freehling requested the EDA allocate \$10,000. There was a brief question and answer segment. Mr. Mackintosh made a motion to allocate \$2,500. There was not a second. Mr. Freehling will revisit this as an agenda item in February.

CHAIR’S REPORT. None.

BOARD MEMBERS COMMENTS. None.

ADJOURNMENT. There being no further business to come before the Economic Development Authority at this time, Chair Black declared the meeting officially adjourned at 10:13 a.m.



Amy Peregoy, Assistant Secretary