

FREDERICKSBURG
ECONOMIC
DEVELOPMENT
AUTHORITY

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ECONOMIC DEVELOPMENT AUTHORITY MINUTES (EDA)

August 9, 2021

8:30 a.m. • EDA Regular Meeting
Executive Plaza, 601 Caroline St., Third Floor
(Recorded Go to Meeting)

The Economic Development Authority of the City of Fredericksburg, Virginia met in regular session on Monday, August 9, 2021 beginning at 8:30 a.m. at the Executive Plaza, 601 Caroline St., Third Floor to include a recorded Go to Meeting.

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

ABSENT. Lee Murray.

ALSO PRESENT. **Mary Washington Healthcare:** Dr. Michael McDermott; **Virginia Black Business Directory:** Vernon Green and Board Members; **EDA Counsel:** Blanton Massey; **Department of Economic Development and Tourism:** Bill Freehling, Director; Amy Peregoy, Economic Development Specialist.

DETERMINATION OF QUORUM. Mitzi Brown.

AGENDA.

MOTION by Beth Black, seconded by Suzy Stone, the agenda was approved: Ayes (6); Nays (0); Absent from meeting: (1).

PUBLIC COMMENTS. None.

MARY WASHINGTON HEALTHCARE 10 YEAR VISION – Chair Mackintosh introduced Dr. McDermott. Dr. McDermott presented an update to include: history, current overview, regional market served, organizational overview, mission, vision, values “ I Care”, destination metrics, outstanding health experience, thriving health system, best place to work, healthy community, medical staff, volunteers, associates, commitments (safety, reliability, efficiency and excellence), leading healthcare to new heights, operating revenue statistics, projected utilization, and total primary service area market statistics. There was a brief question and answer segment. Chair Mackintosh thanked Dr. McDermott for his time and presentation.

VIRGINIA BLACK BUSINESS EXPO – Chair Mackintosh introduced Mr. Green. Mr. Green presented an update to include: directory background, overall introduction of the board members, mission, programs (expo, networking events, restaurant week, Black DMV magazine), community initiatives, analytics (website, Facebook, Instagram, mobile app users). There was a brief question and answer segment. The board discussed different ways to support the expo with the InvestFXBG program, workforce development, community awareness of the EDA and overall networking.

MOTION by Chair Mackintosh, seconded by Susan Richey, the board approved \$20,000 in support to assist in offsetting the costs for the Virginia Black Business Directory to be paid directly to the Fredericksburg Expo & Conference Center for rental and expenses for the Virginia Black Business Directory Expo with EDA advertising, a EDA InvestFXBG booth during the event and a final report from the Virginia Black Business Directory: Ayes (6); Nays (0); Absent from Meeting (1).

Ms. Perego informed Mr. Green City compliance would be required. Chair Mackintosh thanked Mr. Green for his time and presentation.

APPROVAL OF MINUTES.

MOTION by Suzy Stone, seconded by Mitzi Brown the minutes from the July 12, 2021 regular meeting were approved: Ayes (6); Nays (0); Absent from meeting (1).

TREASURER'S REPORT. Mr. Murray was not present. Chair Mackintosh noted Mr. Murray would like to thank Ms. Perego for her work with transferring the EDA accounts from Atlantic Union Bank to Community Bank of the Chesapeake. Chair Mackintosh gave a brief update. The budget and financial statement will be filed with the minutes.

OLD BUSINESS. None.

NEW BUSINESS.

- a. ***EDA-City Economic Development Strategic Plan*** – Chair Mackintosh noted he is working with Mr. Freehling and Ms. Perego on holding a retreat in October. The Strategic Plan needs to be updated by the EDA board. A consultant may be hired after an initial draft by the board. He stated he would like to meet with City Council once completed for a joint work session. The regular October meeting agenda will be clear to spend time on the Strategic Plan. Chair Mackintosh would like the current EDA Committees to align with the Strategic Plan with short and long term goals. The regular October meeting will be held on October 18 instead of October 11.

COMMITTEE REPORTS

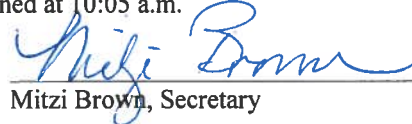
- a. ***Parking Improvement Committee*** – Ms. Stone stated the meeting was abbreviated due to a new City staffer. There were short discussions on paid parking and the 15-minute signs.
- b. ***Strategic Investments Committee*** – No update.
- c. ***Workforce Development Committee*** – Ms. Brown gave a brief report on the Peace in da Paint event. The EDA was recognized for their efforts with a plaque. She stated this was the beginning of the EDA's exposure to the community. The event was very beneficial for all.
- d. ***InvestFXBG Loan Committee*** – No update. The board would like an update on M-D Eats. There was a brief discussion on the program and other programs available to businesses.
- e. ***Chatham Bridge Rehabilitation Marketing Committee*** – No update.
- f. ***COVID Assistance Committee*** – No update. The board had a brief discussion on the American Rescue Plan funds that would be distributed to the City. Mr. Freehling noted the 2021 funds will be allocated by City Council. The EDA would need to draft a formal request to the City regarding the 2022 funds.

STAFF REPORT. Mr. Freehling noted a request by Downtown Greens for a mural. Chair Mackintosh asked about the Arts Commission and their budget for public art. Chair Mackintosh would like to discuss at a later date funds within the EDA budget for public art with the formation of a sub-committee.

CHAIR'S REPORT. None.

BOARD MEMBERS COMMENTS. Ms. Black noted there should be a Business Appreciation event and consideration of a higher budget line item for the event.

ADJOURNMENT. There being no further business to come before the Economic Development Authority at this time, Chair Mackintosh declared the meeting officially adjourned at 10:05 a.m.


Mitzi Brown, Secretary