

FREDERICKSBURG
ECONOMIC
DEVELOPMENT
AUTHORITY

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Fredericksburg, VA 22401

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ECONOMIC DEVELOPMENT AUTHORITY MINUTES (EDA)

March 21, 2022

8:30 a.m. • EDA Regular Meeting

Courtyard by Marriott Fredericksburg Historic District, Kenmore Board Room, 620 Caroline St.

The Economic Development Authority of the City of Fredericksburg, Virginia met in regular session on Monday, March 21, 2022 beginning at 8:30 a.m. at the Courtyard by Marriott Fredericksburg Historic District, Kenmore Board Room, 620 Caroline St.

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

ABSENT. None.

ALSO PRESENT. Germanna Community College: Dr. Janet Gullickson; Heather Diritto; Fredericksburg VA Main Street (FVMS): April Peterson; EDA Counsel: Blanton Massey; Department of Economic Development and Tourism: Bill Freehling, Director; Amy Peregoy, Economic Development Specialist; Alex Seitner, Economic Development Intern.

DETERMINATION OF QUORUM. Mitzi Brown.

AGENDA.

MOTION by Beth Black, seconded by Susan Richey, the agenda was approved: Ayes (7); Nays (0).

PUBLIC COMMENTS. None.

WORKPLACE LEARNING – GERMANNA COMMUNITY COLLEGE. Chair Mackintosh introduced Dr. Gullickson. Dr. Gullickson introduced Ms. Heather Diritto. Dr. Gullickson and Ms. Diritto updated the board on the following: GCC becoming a work-based learning college, the work-based learning progress tiers (Tier 1-Learn about work, Tier 2-Learn through work, Tier 3-Learn at work), employable interpersonal skills (soft skills: time management, communication, problem-solving, conflict resolution), what work-based learning can look like at GCC, UMW and Fredericksburg City Schools, Germanna's work-based learning college model, work-based learning mapping, implementing and purpose of work-based learning canvas modules. There was a brief question and answer segment. Chair Mackintosh thanked Dr. Gullickson for her time and presentation.

OTTERLY AMAZING – FREDERICKSBURG VA MAIN STREET. Chair Mackintosh introduced Ms. Peterson. Ms. Peterson reviewed the bronze otter art installation to include: purpose, goals (generate movement around river and downtown business district, provide fun family activity, utilize a friendly creature), Phase 1 locations (Riverfront Park, Near the Wolfe St. Parking Garage, Visitor Center,

Fredericksburg Area Museum, James Monroe Museum, Hurkamp Park), Why otters?, similar projects in various downtown communities (Greenville, SC; Johnson City, TN; Portland, OR), supporters of the project, Phase 1 projected cost (\$70K), Otter-ly Amazing board game, Otter coming out party on May 21st at 10:30 a.m. in Riverfront Park, Phase 3 (two additional otters, otter book, otter swag, conservation award). Chair Mackintosh thanked Ms. Peterson for her time and presentation.

APPROVAL OF MINUTES.

MOTION by Beth Black, seconded by Susan Richey the minutes from the February 14, 2022 regular meeting were approved: Ayes (7); Nays (0).

TREASURER'S REPORT. Mr. Murray presented the February activity. The budget and financial statement will be filed with the minutes.

OLD BUSINESS. Babe Ruth World Series Update – Mr. Murray updated the board on the following: tentative schedule, number of teams, hotel needs, Victoria Matthews' work on hotel RFPs, secured rooms at Hyatt Place.

MOTION by Lee Murray, seconded by Susan Richey the board approved \$37,500 to be allocated now with the remainder to be on a performance based allocation of \$50 per 22401 hotel rooms booked up to \$37,500: Ayes (6); Nays (0); Absent from vote (1-Waller).

NEW BUSINESS.

- a. ***Virginia Black Business Expo Funding Request*** – Chair Mackintosh noted background on the February presentation. Chair Mackintosh was e-mailed by Ms. Hall to request funding of \$10,000. Ms. Black noted the projected budget identifies a \$50,000 profit.

MOTION by Beth Black, seconded by Suzy Stone the EDA board approved \$1,500 in support of the Virginia Black Business Expo in exchange for a place in the directory and booth to recruit new businesses to the City during the event: Ayes (7); Nays (0).

- b. ***Economic Development Strategic Plan*** – Chair Mackintosh stated to the board Mr. Freehling used the minutes from the October 18, 2021 meeting and conversations with city council to update a draft of the Strategic Plan. Chair Mackintosh requested the board members to send Mr. Freehling their comments via e-mail.

COMMITTEE REPORTS

- a. ***Parking Improvement Committee*** – Ms. Black stated the Sophia Street Parking Garage was a big subject. She stated the garage has 297 total spots, 100 are always reserved for the Marriott. On Saturdays & Sundays, public cost is \$2 for the day (after the first 4 hours). Because 100 spots are reserved for the Marriott, there is often a false narrative that the spots are available or the garage isn't being used. Because of its current price structure, parking is not a revenue generator for the city. Ms. Black will bring the board's concerns on the parking garage to the committee along with advocating for a higher fee to park.
- b. ***Strategic Investments Committee*** – To be discussed during closed session.
- c. ***Workforce Development Committee*** – No additional information.
- d. ***InvestFXBG Loan Committee*** – Mr. Waller stated he spoke with a prospect.
- e. ***City Relations Committee*** – To be discussed during closed session.
- f. ***Tourism Committee*** – Ms. Brown noted excitement surrounding tourism.

- g. Fredericksburg VA Main Street Committee** - Ms. Brown reviewed information from a presentation given by Fredericksburg VA Main Street during the Economic Development breakfast to include: 2021 projects, recipient of the 2021 Virginia Main Street Merit Award, results of downtown business survey numbers, business' greatest needs (rehiring or hiring qualified staff, help with technology needs and/or training, mental health resources), business attitude and outlook for 2022 (almost all respondents reported being cautiously optimistic or very optimistic looking forward into 2022), looking forward – 2022 (Hiring a New Executive Director, continue working with the City to install bike racks, Otter-ly Amazing, First Friday Sip & Stroll on April 1.

STAFF REPORT. Mr. Freehling updated the board on the following: May 3rd Business Appreciation event, May 13th EDA Fredericksburg Nationals game night, Frazier Associates has been hired to design the first floor Visitor Center space at 601 Caroline St., a draft of a contract and lease have been prepared for the current Visitor Center, a new Visitor Center video is being created to tell the story of FXBG, Victoria Matthews new title of Tourism Stadium and Sales Manager and an update on FXBG.com.

CHAIR'S REPORT. None.

BOARD MEMBERS COMMENTS. Ms. Black updated the board on her conversation with Meghann Cotter regarding stretching the funding for the homeless to stay at hotels ends June 1.

CLOSED SESSION.

Ms. Brown moved for adoption of Resolution 22-05, for the purpose of discussion or consideration of the acquisition of real property for a public purpose, specifically, the acquisition of an existing commercial lot and building situate thereon located in Ward 2 of the City of Fredericksburg, Virginia, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the Economic Development Authority, under Virginia Code 2.2-3711.A.3.

MOTION by Mitzi Brown, seconded by Beth Black: Ayes (7); Nays (0).

Where upon the members went into closed session.

Mr. Waller excused himself from the meeting.

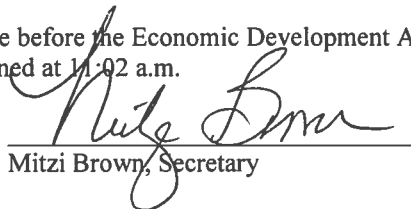
Upon coming out of closed session.

Mr. Freehling and Ms. Perego returned to the meeting.

MOTION by Mitzi Brown, to adopt Resolution 22-06 certifying the proper conduct of the closed session. Seconded by Beth Black: Ayes (6); Nays (0); Absent from Meeting (1-Waller).

MOTION by Mitzi Brown, seconded by Beth Black, to authorize the Chair to submit letter of interest on 2300 Fall Hill Avenue to the City Manager: Ayes (6); Nays (0); Absent from Meeting (1-Waller).

ADJOURNMENT. There being no further business to come before the Economic Development Authority at this time, Chair Mackintosh declared the meeting officially adjourned at 11:02 a.m.


Mitzi Brown, Secretary

**Resolution 22-05 for Economic Development Authority to Hold Closed Meeting Under
The Virginia Freedom of Information Act**

Date of Adoption: March 21, 2022

Proposed by: Brown

Resolved that the Economic Development Authority convene a closed meeting under the Virginia Freedom of Information Act in order to discuss:

Personnel – specific City officers, appointees, or employees, for the purpose of considering such person’s assignment, appointment, promotion, performance, demotion, salary, disciplining, or resignation, under Virginia Code §2.2-3711.A.1, more particularly, the performance of the Director of the Department of Economic Development & Tourism of the City of Fredericksburg, VA.

Real Property -

the acquisition of real property

for the purpose of discussion or consideration of the acquisition of real property for a public purpose, specifically, the acquisition of an existing commercial lot and building situate thereon located in Ward 2 of the City of Fredericksburg, Virginia, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the Economic Development Authority, under Virginia Code 2.2-3711.A.3.

the disposition of publicly held real property,

Prospective Business -

a prospective business or industry, OR

the expansion of an existing business or industry,

for the purpose of holding a discussion concerning: _____, where no previous announcement has been made of the business or industry’s interest in locating or expanding its facilities in the community, under Virginia Code §2.2-3711.A.5.

Legal Matters -

actual litigation specifically, _____

_____ with legal counsel, where such consultation in open session would adversely affect the negotiating or litigating posture of the Economic Development Authority, **OR**

probable litigation with legal counsel, staff, or consultants, where (1) litigation has been specifically threatened or on which the Economic Development Authority or its counsel has a reasonable basis to believe will be commenced by or against a known party, and (2) such consultation in open session would adversely affect the negotiating or litigating posture of the Economic Development Authority, **OR**

legal matters, _____, with counsel, where such matters require the provision of legal advice, under Virginia Code §2.2-3711.A.7.

Other – (Specify subject matter, purpose of discussion, and applicable Code Section)

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RESOLUTION 22-06

CERTIFICATION OF CLOSED MEETING

IT IS HEREBY RESOLVED by the Economic Development Authority of the City of Fredericksburg, Virginia, as follows:

WHEREAS, the Authority has convened a closed meeting under Virginia Code §2.2-3711.A.3, pursuant to an affirmative recorded vote and in accordance with the provisions of the Virginia Freedom of Information Act; and

WHEREAS, §2.2-3712.D of the Code of Virginia requires a certification by this Authority that such closed meeting was conducted in conformity with Virginia law;

NOW, THEREFORE, BE IT RESOLVED that the Authority hereby certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law (Chapter 37 of Title 2.2) were heard, discussed or considered in such closed meeting, and (ii) only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed or considered in the closed meeting by the Authority.

Date of Adoption: March 21, 2022

AYES: 7

NAYS: 0

CERTIFICATION: Secretary's Certificate

I, the undersigned, certify that I am the Secretary for the Economic Development Authority of the City of Fredericksburg, Virginia, and that the foregoing is a true copy of Resolution 21-06 duly adopted at a meeting of the Economic Development Authority held on March 21, 2022, at which a quorum was present and voted.

Given under my hand and the official seal of the Economic Development Authority of the City of Fredericksburg, Virginia.

Date: 5/9/2022 
Secretary, EDA