

FREDERICKSBURG  
**ECONOMIC**  
**DEVELOPMENT**  
AUTHORITY

706 Caroline Street  
Fredericksburg, VA 22401

(540) 372-1216  
(540) 372-6587 Fax

**ECONOMIC DEVELOPMENT AUTHORITY (EDA) MINUTES**

January 9, 2023

8:30 a.m. • 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, January 9, 2023 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, and Susan Richey.

**ABSENT.** Chris Waller.

**ALSO PRESENT.** EDA Counsel: Jackson Key; Department of Economic Development and Tourism: Bill Freehling, Director; MC Morris, Assistant Director of Tourism; Amy Peregoy, Economic Development Specialist.

**DETERMINATION OF QUORUM.** Susan Richey.

**AGENDA.** Chair Mackintosh removed Hotel Operation, Branding Leverage and Market Position, Brian Cook, Palmer Gosnell Hospitality, LLC from the agenda. Chair Mackintosh will request Mr. Cook to present during the February 13 meeting.

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

**PUBLIC COMMENTS.** None.

**APPROVAL OF MINUTES.**

**MOTION by Beth Black, seconded by Suzy Stone the minutes from the December 12, 2022 regular meeting were approved: Ayes (6); Nays (0); Absent from Meeting (1-Waller).**

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

Mr. Murray requested Ms. Peregoy provide background on use of the Urban Slide account. The account will no longer be used to fund the event. The account is dormant. Mr. Freehling stated the remaining funds belonged to the EDA.

**MOTION by Lee Murray, seconded by Beth Black the EDA Urban Slide account will be closed at Community Bank of the Chesapeake: Ayes (6); Nays (0); Absent from Meeting (1-Waller).**

**OLD BUSINESS.** None.

**NEW BUSINESS.**

- a. **Visitor Center Listing Agreement** – Mr. Freehling stated 700 (parking lot) and 706 Caroline St. (Visitor Center) will be added to MLS. A listing agreement with Ms. Suzy Stone will need to be approved by the board. Ms. Stone stated she is currently working with Lando Massey Real Estate. The board discussed listing the building and adjacent parking lot separately. Ms. Stone stated there is an option for owner financing if the board would like to consider this option. The building and adjacent parking lot will be listed at \$1,575,600. The board discussed possible presentations from the proposed buyers on their use of the property.

**MOTION by Susan Richey, seconded by Lee Murray the board authorized the Chair to execute the listing agreement as presented with Lando Massey Real Estate, Ms. Stone will represent the EDA. Ms. Stone's commission is a \$375 reimbursement for listing photography. The listing agreement will be amended to reflect a listing price of \$1,575,600: Ayes (5); Nays (0); Abstain (1-Stone); Absent from Vote (1-Waller).**

- b. **City Council Meeting, January 24, 2023** – Chair Mackintosh will present a PowerPoint during the January 24 city council which will include the board's initiatives and funding during FY2022. Ms. Brown requested the board's attendance. Mr. Freehling stated Mr. Blanton Massey will receive a proclamation during the city council meeting for his 35 years of service as legal counsel to the EDA. Ms. Black noted branding and marketing needs to be a priority.

**COMMITTEE REPORTS**

- c. **Parking Improvement Committee** – Ms. Black stated there was not a January meeting. During the December meeting, Ms. Jackson felt the fee change has made an overall difference in the parking garage. Ms. Black requested the city's overall parking plan to present during the February meeting. Electric vehicle charging stations were discussed by the board.
- d. **Strategic Investments Committee** – No update.
- c. **Workforce Development Committee** – Ms. Richey stated the EDA was acknowledged in the Fredericksburg school system newsletter for their partnership efforts. Mr. Freehling stated there were ongoing discussions with Germanna Community College regarding workforce development.
- d. **InvestFXBG Loan Committee** – No update.
- e. **City Relations Committee** – Mr. Murray stated a meeting was held last week with Mayor Greenlaw, Councilman Duffy, Mr. Baroody, Chair Mackintosh, Mr. Freehling, Ms. Peregoy, and himself. The discussion included the following topics: upcoming meetings, Economic Development Strategic Plan, partnerships for workforce development, and the Visitor Center. Chair Mackintosh stated the Renwick building and sports tourism were discussed. On January 18 a meeting is scheduled with Dr. Paino, UMW President and Mr. Patrick Catullo, UMW Athletic Director to discuss a collaboration on sports facilities. UMW would like to host events and partner with the city on a broader scale. Mr. Murray discussed the types of outreach with types of team tournaments.

Ms. Brown asked if there is a possibility of a creation like the Spotsylvania Little League or youth baseball for the city. Mr. Freehling stated a partnership with Stafford due to the number of baseball fields. There could be the possibility to host similar little league events. A meeting with the Parks, Recreation and Events Director is today.

Chair Mackintosh discussed Mr. Baroody informing him of parking validation software and logistic issues with merchants. The new Visitor Center will validate parking if a certain number of dollars are spent at Downtown businesses. Mr. Baroody will research data on the new parking garage fee for a few months.

Chair Mackintosh discussed the EDA finding a location for workforce development with other opportunities to be considered. There is energy around opportunities. A meeting with Mayor Greenlaw and Councilman Duffy, and staff will be scheduled to discuss further city interests. Mr. Freehling has reached out to Germanna Community College (GCC). Chair Mackintosh would like to know the interest from GCC before discussing the opportunities.

- f. **Tourism Committee** – Ms. Richey stated there was some movement since the last board meeting. Ms. Morris presented information on the following: good response to match the \$10,000 funding from the EDA on the Black Tourism Project, Mr. Nick Minor, King George’s Director of Economic Development and Tourism, is interested in supporting the project with a promise of \$5,000 in funding. Mr. Minor will make efforts for regional support. Ms. Black noted she heard the organizers of the Pride event would like to have a larger presence in the city. Ms. Morris will speak with Ms. Danelle Rose to contact the event coordinator.
- g. **Fredericksburg VA Main Street Committee** – Ms. Brown updated the board on the following: Sip N’ Stroll we begin in February, and new Fredericksburg VA Main Street board has been elected. Ms. Brown spoke with Mr. Kelly on an event similar to the wedding parade on Caroline St. They discussed a Fat Tuesday type of event maybe a Tulip event and parade. A possible funding request from the EDA for the event.

**STAFF REPORT.** Mr. Freehling updated the board on the following: status of the Economic Development Strategic Plan, showings of Visitor Center, the Expo Center has begun improvements, and Vakos project status.

Ms. Morris stated the mural conversation is continuing. The Arts Commission is discussing a mural policy. Ms. Brown stated business owners are interested in the project. Ms. Black asked if the Arts Commission will ask the EDA for funding. Ms. Morris stated not at this time, the legal portion will come first with Ms. Dooley’s assistance. Ms. Black requested the EDA board be included in the conversations. Ms. Brown stated Mr. Kelly would look into mural grants. Ms. Morris stated she would prefer to gain interest from different entities first. Chair Mackintosh suggested work could begin with two individuals from the board, Main Street, Architectural Review Board, and city. Ms. Morris will report during the February meeting.

Mr. Freehling stated three architects will be interviewed for the new Visitor Center. A meeting with the space planner for the third floor EDT office is scheduled.

**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 Mackintosh declared the meeting officially adjourned at 9:34 a.m.

  
Susan Richey, Secretary