

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

706 Caroline Street  
Fredericksburg, VA 22401

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**ECONOMIC DEVELOPMENT AUTHORITY (EDA) MINUTES**

**January 29, 2024**

**8:30 a.m. • Regular Meeting**

**601 Caroline St., Third Floor**

**Fredericksburg, VA 22401**

The Economic Development Authority of the City of Fredericksburg, Virginia met in a regular session on Monday, January 29, 2024 beginning at 8:30 a.m. at 601 Caroline Street, Third Floor.

***EDA MEMBERS PRESENT.*** Beth Black, Interim Vice Chair presiding. Mitzi Brown, Kevin Hughes, Anita Crossfield, Susan Richey, Suzy Stone (via Go to Meeting), and Joel Griffin (8:35).

***ABSENT.*** None.

***ALSO PRESENT.*** Fredericksburg Parks, Recreation and Events; Todd Brown; Heather Hughes, **Historic Fredericksburg Foundation, Inc:** Danae Peckler; **Fredericksburg Advance:** Adele Uphaus, **EDA Counsel:** Jackson Key; **EDA Assistant,** Jordan Seurattan, **Department of Economic Development and Tourism:** Bill Freehling, Director; MC Morris, Assistant Director of Tourism; Amy Peregoy, Economic Development Manager; Victoria Matthews, Tourism Stadium & Sales Manager.

***DETERMINATION OF QUORUM.*** Susan Richey.

***AGENDA.***

**MOTION** by Mitzi Brown, seconded by Susan Richey, the agenda was approved: Ayes (6); Nays (0); Absent from Meeting: (1-Joel Griffin).

***PUBLIC COMMENTS.*** None.

***PRESENTATION. Fredericksburg Sports Tourism.*** Victoria Matthews introduced herself and acknowledged the work of their part-time employee, Hayley Backlund. Ms. Matthews reminded the board members that she and Ms. Backlund handle group tourism in addition to sports tourism. Ms. Matthews briefed the board on the status of group tourism events. With funding from the EDA, Ms. Matthews reported the purchase of an economic impact calculator. Ms. Matthews presented the idea of a Fredericksburg Area Museum tour, which would involve inviting sports rights holders in Fredericksburg, showing them the stadium, the Convention Center, maybe some hotels. The City may partner with Virginia Tourism. In an agreement with UMW Athletics, with funding of \$5,000 to UMW, has resulted in banners in their facilities and included Fredericksburg hotels on their websites. This agreement resulted in exponentially more clients coming from UMW Athletics than in years past. The Marine Corps Half event has come to the city the last three years; there is considerable interest in incentivizing them to continue hosting their events here. These talks have begun for 2024, but have not begun for 2025. Ms. Matthews stated she pitched a potential partnership with USA Wrestling. They have asked for \$30,000 to host their event in the City of Fredericksburg, which Ms. Matthews stated is too high. Ms. Matthews noted that the USA Wrestling event would bring in 2,500 athletes and coaches, about 1,400 room nights to the city. Matthews proposed the EDA offer the same

agreement made with the Babe Ruth Tournament to this client, \$10 per room per night for the client, place a cap of \$10,000, to see if is enough to book this client. Fredericksburg Hockey League, the Washington Capitals, and the City of Fredericksburg Parks, Recreation and Events Department partnered on creating a new inline hockey league in Central and Northern Virginia. She requested a letter in support of allowing EDA and Sports Tourism to make multi-year commitments with prospective clients. Ms. Matthews updated the board on the following sports tourism: 2022 economic impact of sports tourism in Virginia, EDA funding and budget, events, challenges, stadium parking, Fredericksburg Nationals statistics, baseball game economic impact, non-game events, Home Run Derby, and the Babe Ruth World Series.

***AMEND AGENDA.***

**MOTION by Mitzi Brown, seconded by Susan Richey the agenda was amended to move item 15, Closed Session before item 6, Fredericksburg Parks, Recreation and Events Grant Application Presentation: Ayes (7); Nays (0).**

***CLOSED SESSION.***

Ms. Richey moved for adoption of Resolution 24-01, the Economic Development Authority of the City of Fredericksburg, Virginia convene a closed meeting pursuant to Virginia Code 2.2-3711(A)(3) for the purpose of discussion and consideration of disposition of publicly held real property, specifically, the Visitor Center and parking lot located at 706 & 700 Caroline Street, and review bids received for its purchase, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the Economic Development Authority of the City of Fredericksburg, Virginia.

**MOTION by Susan Richey, seconded by Mitzi Brown: Ayes (7); Nays (0).**

Where upon the members went into closed session.

Upon coming out of closed session.

**MOTION by Susan Richey, to adopt Resolution 24-02, certifying the proper conduct of the closed session. Seconded by Mitzi Brown: Ayes (6); Nays (0); Absent from Meeting: (1-Kevin Hughes).**

**PRESENTATION.** Ms. Peregoy presented the application for Fredericksburg Parks and Recreation. The \$8,000 requested from the Economic Development Authority will be used to cover the upfront cost of a Fredericksburg Nationals-themed Jersey Night at the Virginia Credit Union's Stadium. A portion of the money received can go back to the EDA to recoup the \$8,000, and the rest of the funds will be put into a FUNd Parks Fund.

**MOTION by Mitzi Brown, seconded by Suzy Stone, to fund Jersey Night at the Fredericksburg National's stadium to benefit the Fredericksburg Parks and Rec and that the Economic Development Authority will recoup the \$8,000 loan through proceeds. Ayes (6); Nays (0); Absent from meeting (1-Kevin Hughes).**

***APPROVAL OF MINUTES***

**MOTION by Suzy Stone, seconded by Anita Crossfield. Ayes (3); Nays (0); Abstain (3-Joel Griffin, Susan Richey and Mitzi Brown; Absent from Meeting (1-Kevin Hughes).**

**TREASURER'S REPORT:** In Mr. Hughes absence Ms. Peregoy stated the budget reflects what was spent in December. All loan payments were received.

**OLD BUSINESS.** None.

**NEW BUSINESS, Grant Program Application.** Ms. Peregoy presented earlier in the meeting.

**COMMITTEE & LIAISON REPORTS.**

- a. *City Relations Committee* - No update.
- b. *InvestFXBG Loan Committee* - Vice Chair Black stated one payment was NSF. Ms. Peregoy has been in contact. Ms. Peregoy noted one initial application for an event space has gone to underwriting.
- c. *Parking Improvements* - No update.
- d. *Strategic Investments* - No update.
- e. *Workforce Development* - Ms. Richey noted the Rappahannock Work and Learn Coalition is busy trying to put together a software platform so that throughout the region employers can post openings that they have for interns. This has to do with the paid internship program that the state funded.
- f. *Tourism* - Ms. Crossfield stated Huntly's event was postponed. Estimated 6,000 attendees. Mr. Freehling noted a new date has yet to be announced, however the aim is to reschedule during March.
- g. *Main Street*: Ms. Brown stated Chris Allen has been moved from the interim to the permanent director. A Strategic Planning Retreat is being planned.
- h. *Renwick Working Group* - Vice Chair Black stated there is no longer a Renwick Working Group.

***STAFF REPORT.***

Mr. Freehling stated the build-out is in progress for the EDT offices with an expected completion date in June. The Visitor Center will follow within approximately three months, September or October timeframe. Vice Chair Black questioned the location of the EDA meetings due to construction. The EDA meetings will be moved temporarily moved to City Hall.

***CHAIR'S REPORT.*** None.

***ADJOURNMENT.*** There being no further business to come before the Economic Development Authority at this time, Interim Vice Chair Black declared the meeting officially adjourned at 10:55 a.m.

  
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Susan Richey, Secretary

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**RESOLUTION 24-01**  
**CERTIFICATION OF CLOSED ECONOMIC DEVELOPMENT AUTHORITY**  
**OF THE CITY OF FREDERICKSBURG. VIRGINIA MEETING**

Proposed by: Richey  
Seconded by: Brown

**RE: RESOLUTION FOR ECONOMIC DEVELOPMENT AUTHORITY OF THE CITY OF FREDERICKSBURG, VIRGINIA TO CONVENE A CLOSED MEETING UNDER THE VIRGINIA FREEDOM OF INFORMATION ACT TO DISCUSS AND CONSIDER DISPOSITION OF THE VISITOR CENTER AND PARKING LOT.**

**WHEREAS**, the Virginia Freedom of Information Act authorizes public bodies to hold closed meetings for certain limited purposes.

**NOW THEREFORE, BE IT RESOLVED** that the Economic Development Authority of the City of Fredericksburg, Virginia convene a closed meeting pursuant to Virginia Code 2.2-3711(A)(3) for the purpose of discussion and consideration of disposition of publicly held real property, specifically, the Visitor Center and parking lot located at 706 & 700 Caroline Street, and review bids received for its purchase, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the Economic Development Authority of the City of Fredericksburg, Virginia.

**DATE OF ADOPTION: January 29, 2024**

**VOTES: AYES: 7 NAYS: 0**

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***Secretary's Certificate***

*I, the undersigned, certify that I am the Secretary of the Economic Development Authority City of Fredericksburg, Virginia, and that the foregoing is a true copy of Resolution No. 24-01 duly adopted at a meeting of the Economic Development Authority meeting held January 29, 2024, at which a quorum was present and voted.*

Date: \_\_\_\_\_

Susan M. Richey  
Secretary, Economic Development Authority  
of the City of Fredericksburg, Virginia

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**RESOLUTION 24-02**  
**CERTIFICATION OF CLOSED ECONOMIC DEVELOPMENT AUTHORITY OF THE**  
**CITY OF FREDERICKSBURG, VIRGINIA MEETING**

Proposal by: Richey

Seconded by: Brown

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

**WHEREAS**, the Authority has this date convened a closed meeting under Virginia Code 2.2-3711(A)(3), pursuant to an affirmative recorded vote adopting **Resolution 24-01** 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: January 29, 2024**

**VOTES: AYES: 6 NAYS: 0**  
**ABSENT FROM MEETING: 1-**  
**HUGHES**

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***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 24-02 duly adopted at a meeting of the Economic Development Authority held on January 29, 2024, at which a quorum was present and voted.*

Date: \_\_\_\_\_

  
\_\_\_\_\_  
Secretary, Economic Development Authority  
of the City of Fredericksburg, Virginia