

FREDERICKSBURG
ECONOMIC
DEVELOPMENT
AUTHORITY

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ECONOMIC DEVELOPMENT AUTHORITY MINUTES (EDA)

March 8, 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, March 8, 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. **Public Sculpture Project:** Preston Thayer; **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.

MOTION by Suzy Stone, seconded by Will Mackintosh, the 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.

APPROVAL OF MINUTES.

MOTION by Mitzi Brown, seconded by Suzy Stone the minutes from the February 8, 2021 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.

- a. **Public Sculpture Project** – Chair Black introduced Mr. Preston Thayer. Mr. Thayer presented background and current project information. He noted due to COVID-19 it was difficult to find sponsors. Mr. Thayer requested \$4,100 for two sculptures for the 2021/2022 project year. There was a brief question and answer segment.

There was a motion by Will Macintosh to fund \$2,000 of the Public Sculpture Project. There was not a second.

Chair Black thanked Mr. Thayer for his work on the project.

- b. **FXBG Tourism Video Funding Request** – Chair Black stated brief points from an executive summary about the campaign she received before the meeting. The increase in awareness of the City to local consumers as well as consumers around the City, all media channels combined totaled 5.4M impressions resulting in thousands and thousands of visitors to the City since the campaign began in November. She introduced Mr. Bill Freehling and Ms. Danelle Rose. Mr. Freehling noted the success of the first campaign. Ms. Rose shared a two-minute video which was released last week. The production of the next video for the campaign will be shortened to thirty seconds offering the viewer to click over to a longer video. The campaign will total \$50,000 and the request of the EDA is \$25,000 with the additional \$25,000 coming from the EDT budget. She stated the video would be aired on live streaming, etc. hoping to receive approximately 1.2M impressions. The video will also be used in programmatic display such as blogs, news, etc. hoping for approximately 5.4M impressions. There was a brief question and answer segment.

MOTION by Suzy Stone, seconded by Will Macintosh the board approved an allocation of \$25,000 for the FXBG Tourism Video marketing campaign: Ayes (7); Nays (0).

COMMITTEE REPORTS

- a. **Parking Improvement Committee** – No update.
- b. **Strategic Investments Committee** – Mr. Waller stated the property is still under contract with two months remaining on the initial deposit. The committee is working very closely with the listing broker on a number of prospects. City staff is working on the layout for the expanded city shop to finalize necessary acreage. The committee is optimistic the industrial market will remain strong.
- c. **Workforce Development Committee** – No update.
- d. **InvestFXBG Loan Committee** – Ms. Stone noted one loan application has entered the underwriting process. One loan application is pending due to additional information.
- e. **Chatham Bridge Rehabilitation Marketing Committee** – Chair Black stated the beams are in place and working towards an October completion date.
- f. **COVID Assistance Committee** – Ms. Richey noted the fitness program was launched. Mr. Freehling gave an update of the overall program with twelve businesses signing up. Planet Fitness launched the program with eleven weeks remaining for each business to be featured weekly.

STAFF REPORT. Mr. Freehling updated the board on the following: noise ordinance, Lafayette Boulevard roundabout, FredNats May 11th opening day, Chatham Bridge construction, Riverfront Park timeline, and William Square construction.

Ms. Freeman updated the board on the following: City Council's receipt of the police audit with a brief staff presentation late March and a final presentation in April with Councilor Kelly hosting a survey for further input. The General Assembly has declared that racism is a public health crisis in Virginia with further information over the next

six months to a year. Also, the General Assembly has taken up the renaming of Jefferson Davis Hwy. In late February the Senate approved its resolution with the General Assembly formally approving the renaming with localities renaming their portions of the highway taking place before January 1, 2022.

CHAIR'S REPORT. Chair Black stated it was International Women's Day and thanked Ms. Brown. Ms. Stone. Ms. Richey, Ms. Freeman and Ms. Peregoy for their work with the EDA and for the community. She thanked female business owners as well for making the City a great place to work, live and play.

After speaking with EDT staff the EDA may meet in person in April. She will contact each board member on their thoughts.

BOARD MEMBERS COMMENTS. Ms. Brown noted this EDA may be the first in the state to have a majority of woman on the board. Mr. Murray noted he may have a funding request in April with a possible large return for the City.

ADJOURNMENT. There being no further business to come before the Economic Development Authority at this time, Chair Black declared the meeting officially adjourned at 9:28 a.m.


Mitzi Brown, Secretary