

FREDERICKSBURG
ECONOMIC
DEVELOPMENT
AUTHORITY

706 Caroline Street
Fredericksburg, VA 22401

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

ECONOMIC DEVELOPMENT AUTHORITY MINUTES (EDA)

April 9, 2018

8:30 a.m. • EDA Regular Meeting
City Hall, The Suite
715 Princess Anne St.
Fredericksburg, VA

The Economic Development Authority of the City of Fredericksburg, Virginia met in regular session on Monday, April 9, 2018 beginning at 8:30 a.m. in the Suite at City Hall.

EDA MEMBERS PRESENT. Bob Carter, Chairman, presiding. Will Mackintosh, Beth Black, Tom Crimmins, Joe Wilson, Mitzi Brown and Bill Beck.

ABSENT. None.

ALSO PRESENT. Arts Commission: Preston Thayer; Department of Community Planning and Building: Charles Johnston; Mike Craig; EDA Counsel: Blanton Massey; Department of Economic Development and Tourism: Bill Freehling, Director; Angela Freeman, Business Development Manager; Amy Peregoy, Economic Development Specialist; Clint Manning, Tourism Product & Event Developer.

DETERMINATION OF QUORUM. Mitzi Brown.

AGENDA. Item 8b moved above Closed Session.

MOTION by Tom Crimmins, seconded by Will Mackintosh, the amended agenda was approved: Ayes (7); Nays (0).

PUBLIC COMMENTS. None.

APPROVAL OF MINUTES.

MOTION by Mitzi Brown, seconded by Bill Beck the minutes from the March 12, 2018 meeting were approved: Ayes (7); Nays (0).

TREASURER'S REPORT. The financial statement and budget report for March 2018 were accepted and filed with the minutes.

ACTION ITEMS. Operating account with debit card opened in the amount of \$35,000 for the Urban Slide event with Clint Manning of EDT staff as a signer.

OLD BUSINESS.

- a. **Public Art Update** – Chair Carter introduced Mr. Thayer. Mr. Thayer reviewed the previous public art with the board. Mr. Thayer requested \$12,000 for the next series of public art for six sites throughout the city. There was a brief comment, question and answer segment.

MOTION by Bill Beck, seconded by Will Mackintosh the EDA approved to allocate \$12,000 for the next series of public art: Ayes (6); Nays (1).

- b. **Urban Slide Update** – Mr. Freehling stated the promoter visited the city location footprint and met with Mr. Freehling, Mr. Manning, staff from the University of Mary Washington (UMW), Kim Herbert with the Department of Parks, Recreation and Events and Tom Crimmins. UMW staff suggested hosting the event in conjunction with Eagle Nation Day. Mr. Massey reviewed the event contract and presented a memo to the board with his comments and recommendations. The board discussed parking issues, weather conditions, insurance requirements and operating partners. The event is scheduled for September 1.
- c. **JumpstART Public Artwork Update** – Ms. Peregoy reviewed the EDA Public Art Sealed Bid Auction webpage with the board. The art will be displayed at the Fredericksburg Visitor Center. Ms. Brown spoke with Ms. Sara Poore regarding the paintings being placed on display at the Fredericksburg Area Museum. Ms. Peregoy will contact Ms. Poore regarding the paintings being on display during the first Sound of Summer concert. Mr. Freehling stated there would be a significant social media presence to advertise the auction.

NEW BUSINESS.

- a. **Germanna Community College (GCC) GO Virginia Grant Application** – Mr. Freehling stated GCC has requested to use \$50,000 of the existing EDA grant over the next two years as the required local cash match for the Go Virginia grant to establish a strong network of apprenticeship programs for their FredCAT facility.

COMMITTEE REPORTS.

- a. **Parking Improvement Committee** – Mr. Beck stated two public meetings are scheduled for the College Terrace and Heights areas to be held at the Dorothy Hart Community Center. He noted parking meters on Caroline Street were discussed during the last committee meeting. Mr. Wilson stated the meeting was non-productive. Parking meters should be experimental on College Avenue before Caroline Street.
- b. **Riverfront Park Taskforce** – Ms. Black informed the board a new design would be in front of City Council and she will update the board at the next meeting.
- c. **Branding Committee** – Mr. Crimmins stated results are in from the RFPs. The committee will review on Wednesday. It is well focused with an objective and participation.
- d. **Strategic Acquisitions Committee** – Mr. Mackintosh stated a meeting is setup with the City Manager. There will be more to report at the next meeting.

STAFF REPORT.

Ms. Peregoy gave an overview of the EDT Business Appreciation Social Media Blitz. Invitations for the EDA's Business Appreciation event will be sent this week. Gayla Lee, a local artist will be designing the awards. Mr. Freehling gave updates on the following: Planning Commission will be meeting on the rezoning of the Hylton Property and Mr. Wilson will remain on the board until his replacement has been chosen by City Council. The city will be hosting its annual Rappahannock United Way golf tournament. The City is requesting a donation.

MOTION by Joe Wilson, seconded by Bill Beck the board approved a \$100 hole sponsorship for the golf tournament: Ayes (6); Nays (1).

CHAIRMAN'S REPORT. Chair Carter thanked Ms. Peregoy for the addition of Upcoming Dates of Interest on the agenda.

BOARD MEMBERS COMMENTS. Mr. Wilson stated Curitiba Art Café will be opening this week. He gave a brief history of the location and historical finds discovered during the build-out.

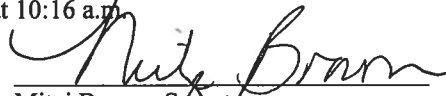
NEW BUSINESS – CONTINUED.

- b. Presentation and Discussion of the City's Request for Proposal ("RFP") Bid Number: 18-0112, Bid Title: Neighborhood Area Plans – Areas 1, 2, 4, 5, 7, 8, 9, and 10** – Ms. Freeman gave a brief overview of the project. Mr. Johnston distributed a memorandum regarding the budget of the small area plans. He reviewed the phases of the project. He stated negotiations will begin with consultants for a market study and to create the plans, policies and ordinance concepts for the remaining eight plans. Mr. Johnston made a request to the EDA for assistance with the funding. There was a brief question, answer and discussion segment. The board would like more time and did not allocate any funding at this time.

Mr. Mackintosh excused himself from the meeting.

CLOSED SESSION. Closed session was not held.

ADJOURNMENT. There being no further business to come before the Economic Development Authority at this time, Chair Carter declared the meeting officially adjourned at 10:16 a.m.


Mitzi Brown, Secretary