

FREDERICKSBURG
ECONOMIC
DEVELOPMENT
AUTHORITY

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ECONOMIC DEVELOPMENT AUTHORITY (EDA) MINUTES

June 12, 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, June 12, 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, Chris Waller, Mitzi Brown, and Susan Richey.

ABSENT. Beth Black and Suzy Stone.

ALSO PRESENT. **Fredericksburg Free Press:** Chris Muldrow and Seth Silber (via phone); **Peace in da Paint:** Kentrale Washington, **Downtown Greens:** Larry Bramlette; **Public:** John Simms, **City of Fredericksburg Staff:** Kate Schwartz; **EDA Counsel:** Jackson Key; **Department of Economic Development and Tourism:** Bill Freehling, Director; Amy Peregoy, Economic Development Specialist; MC Morris, Assistant Director of Tourism; Victoria Matthews, Tourism Stadium and Sales Manager.

DETERMINATION OF QUORUM. Susan Richey.

AGENDA. Chair Mackintosh moved item 10. Old Business, Downtown Greens after item 7.

MOTION by Mitzi Brown, seconded by Susan Richey the amended agenda was approved: Ayes (5); Nays (0); Absent from Meeting (2-Stone, Black).

PUBLIC COMMENTS. None.

PRESENTATION. Fredericksburg Free Press. Chair Mackintosh introduced Mr. Muldrow and Mr. Silber. Ms. Brown recused herself and left the meeting. Mr. Muldrow explained the Fredericksburg Free Press, Inc. is a Virginia nonstock (not-for-profit) corporation established for the purpose of educating and informing the citizens of the Fredericksburg Region through all independent, nonpartisan, digital news service. He presented the following: employment, news operations, current state of the Free Lance-Star model, traditional advertising, modern advertising, goals, mission, vision, scope of coverage, Fredericksburg Today, Cardinal Press, Board of Directors, Journalism Advisory Council, and Board Advisory Council. Mr. Silber continued to present funding, funding model of corporate partners and EDAs and major individual donors. A request of a three-year commitment of funds from the EDA in the amount of \$25,000 per year. There was a question and answer segment. Mr. Key stated there was not a quorum due to Ms. Richey's being on the sub-funding committee for grants for the Fredericksburg Free Press.

Chair Mackintosh thanked Mr. Muldrow and Mr. Silber for the presentation.

PRESENTATION. Peace in da Paint. Chair Mackintosh introduced Mr. Washington. Mr. Washington stated there were two murders in the community. The event provides a time for kids to come together. He wants to

provide a feeling of safety. The City's police force is limited so Stafford's police force will be hired. The event will be held on July 22 from 10-2. There will be many different games, free giveaways, free food/beverages and vendors. Ms. Brown volunteered to staff an EDA booth during the event.

MOTION by Mitzi Brown, seconded by Lee Murray the board approved funding of \$5,000 for the Peace in da Paint event: Ayes (5); Nays (0); Absent from Meeting (2-Stone, Black).

Chair Mackintosh thanked Mr. Washington for the presentation.

PRESENTATION. Historic Preservation Incentive Fund. Chair Mackintosh introduced Ms. Schwartz. Ms. Schwartz stated she was presenting to the EDA to gain expertise and to further historic preservation goals for the city. The work she has been doing is building on City Council's goal 22 which is to explore best practices and consider strategies and resources to avoid "demolition by neglect", promote maintenance of historic structures, and incentivize preservation. She is working with a historic preservation consultant, Dan Becker, to review current programs. Once the reports are finalized for distribution Ms. Schwartz would like to work with the EDA to identify action steps and recommendations for Council review. An economic impact study will be conducted which will be specific to historic preservation. There was a brief question and answer segment. Ms. Schwartz looks forward to presenting to the EDA once the reports are distributed.

Chair Mackintosh thanked Ms. Schwartz for the presentation.

OLD BUSINESS. Downtown Greens. Chair Mackintosh introduced Mr. Bramlette. Mr. Bramlette briefed the board on the background of the April 17 presentation. Mr. Bramlette stated they were \$85,000 away from meeting their goal to purchase the property in the Battlefield Industrial Park. He requested \$10,000 in funding. There was a brief question and answer segment.

MOTION by Lee Murray, seconded by Susan Richey the board approved \$10,000 in funding to Downtown Greens: Ayes (5); Nays (0); Absent from Meeting (2-Stone, Black).

APPROVAL OF MINUTES.

MOTION by Mitzi Brown, seconded by Chris Waller the minutes from the May 8, 2023 regular meeting were approved: Ayes (5); Nays (0); Absent from Meeting (2-Stone, Black).

TREASURER'S REPORT.

a. EDA Budget Update and Financial Statement, May 2023 – Mr. Murray reviewed the May activity. The budget and financial statement will be filed with the minutes.

b. Draft FY24 EDA Budget – Mr. Murray thanked Mr. Freehling, Ms. Peregoy and Ms. Black for their assistance. He presented the draft FY24 budget with the following recommended amendments: decrease Opportunity Fund to \$31,905.51 and add a line item titled "Carry Forward: Fund Balance from FY23" for \$50,000.

On the draft FY24 EDA budget there are new line items: \$100,000 for sports tourism as income and funding, added \$75,000 for InvestFXBG Loan Program, removed Film Incentive for \$75,000, and the Visitor Center owner financing and closing.

Chair Mackintosh asked why there weren't amounts by the FRA Entrepreneurial Ecosystem and Mustang Group. Mr. Murray stated amounts were not in place due to non-commitments.

Ms. Richey requested to release \$1,000 in expenses allocated for workforce development grant writing. Germanna Community College will not move forward with the grant.

Mr. Freehling asked about the "Carry Forward: Fund Balance from FY23" with the board's funding today

and Ms. Richey's \$1,000 removal.

Mr. Murray amended the draft budget by the following: Opportunity Fund to \$31,628.26 and "Carry Forward: Fund Balance from FY23" for \$50,000 and remove the \$1,000.

MOTION by Mitzi Brown, seconded by Susan Richey the draft FY24 amended budget was approved: Ayes (5); Nays (0); Absent from Meeting (2-Stone, Black).

Mr. Murray made a recommendation to open two Certificates of Deposit with Community Bank of the Chesapeake. The first at \$100,000 for four months at 5.08% with a one-time penalty fee for withdrawal and the second at \$100,000 for six months at 5%. Mr. Murray noted the interest rate on the money market account is increased from .25% to 1%.

MOTION by Lee Murray, seconded by Chris Waller the board approved to open two Certificates of Deposits for \$100,000 each at 5.08% and 5% with funds from the money market/operating accounts the Community Bank of Chesapeake: Ayes (5); Nays (0); Absent from Meeting (2-Stone, Black).

c. Draft FY24 Sports Tourism Budget – Chair Mackintosh introduced Ms. Matthews. Ms. Matthews presented an overview of the categories explaining the budget line items. The Tourism Committee will review each request from staff.

MOTION by Susan Richey, seconded by Mitzi Brown the board approved the draft FY24 sports tourism budget with the review procedure of allotting funds by the Tourism Committee and staff: Ayes (5); Nays (0); Absent from Meeting (2-Stone, Black).

NEW BUSINESS.

a. Board Nomination Committee Slate of Officers – Ms. Richey proposed the slate of officers as follows: Chair, Will Mackintosh; Vice Chair, Suzy Stone; Secretary, Susan Richey; Treasurer Beth Black.

b. Election of Officers – Chair Mackintosh called for a motion.

MOTION by Mitzi Brown, seconded by Lee Murray the proposed slate of officers was approved and elected: Ayes (5); Nays (0); Absent from Meeting (2-Stone, Black).

c. Committee Reassignments – Chair Mackintosh tabled the discussion until the two new board members are present.

COMMITTEE REPORTS

a. Parking Improvement Committee – Chair Mackintosh stated he and the City Manager discussed the time of the EDA board members be used effectively. The meetings may meet semi-annually or annually.

b. Strategic Investments Committee – No update.

c. Workforce Development Committee – No update.

d. InvestFXBG Loan Committee – Ms. Peregoy noted one application is in the underwriting process and payments are current.

e. City Relations Committee – No update.

f. Tourism Committee – Ms. Morris stated a Murals Committee or Working Group is being established to include Sophia Constantine and Melanie Johnson.

g. Fredericksburg VA Main Street Committee – Ms. Brown stated Brendan Kelly, Executive Director has resigned from Main Street. The board met to discuss an interim director.

STAFF REPORT. Mr. Freehling noted the final EDA board candidates will be appointed on June 27. He presented updates on tourism events and the work with the architect on the new Visitor Center.

CHAIR'S REPORT. Chair Mackintosh stated City Council is moving forward with a working group for the Renwick building. Council requested an EDA board member join the working group. Chair Mackintosh appointed Beth Black.

Chair Mackintosh thanked Mr. Murray and Mr. Waller for serving on the EDA board.

BOARD MEMBERS COMMENTS. Mr. Freehling thanked Mr. Murray and Mr. Waller for their outstanding commitment and work on the EDA board.

Mr. Murray thanked the board, Mr. Freehling, Ms. Peregoy, and Ms. Morris for their work and assistance.

Mr. Waller thanked the board.

ADJOURNMENT. There being no further business to come before the Economic Development Authority at this time, Chair Mackintosh declared the meeting officially adjourned at 10:39 a.m.


Susan Richey, Secretary