

FREDERICKSBURG
ECONOMIC
DEVELOPMENT
AUTHORITY

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ECONOMIC DEVELOPMENT AUTHORITY MINUTES (EDA)

September 10, 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, September 10, 2018 beginning at 8:30 a.m. in the Suite at City Hall.

EDA MEMBERS PRESENT. Bob Carter, Chairman, presiding. Beth Black, Tom Crimmins, Hap Connors (8:54), Mitzi Brown, Will Mackintosh and Bill Beck.

ABSENT. None.

ALSO PRESENT. Cox Business: Brandon Thalman; Reid Nicholson; Mary Washington Healthcare: Eric Fletcher; Muller Design Company: Kerrin Muller; EDA Counsel: Blanton Massey; Department of Economic Development and Tourism: Angela Freeman, Business Development Manager; Amy Peregoy, Economic Development Specialist; Clint Manning, Tourism Product & Event Developer.

DETERMINATION OF QUORUM. Mitzi Brown.

AGENDA.

MOTION by Tom Crimmins, seconded by Beth Black, the agenda was approved: Ayes (6); Nays (0); Absent from Meeting (1).

PUBLIC COMMENTS. None.

PRESENTATION BY MR. ERIC FLETCHER, SENIOR VICE PRESIDENT, STRATEGY & BUSINESS DEVELOPMENT, MARY WASHINGTON HEALTHCARE, UPDATE. Chair Carter introduced Mr. Fletcher. Mr. Fletcher presented the following updates on Mary Washington Healthcare: Mary Washington Hospital and Stafford Hospital beds, advanced services, number of associates/physicians, partnerships, net revenue, community benefit, notable medical decorations, recent/upcoming development activities, Epic electronic medical records system introduction video, and long term commitments A question and answer segment followed. Chair Carter thanked Mr. Fletcher.

APPROVAL OF MINUTES.

MOTION by Mitzi Brown, seconded by Tom Crimmins the minutes from the July 9, 2018 meeting were approved: Ayes (7); Nays (0).

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

Mr. Mackintosh requested an update on Liberty Place. Ms. Black stated leasing space was being secured for financing and no demolition date has been scheduled. Chair Carter noted all permits may not be in place.

Chair Carter informed the board the first payment from the city for the NBB, LLC agreement was deposited.

OLD BUSINESS.

- a. **Urban Slide Update** – Mr. Manning reported the event was a success with tickets sales two weeks before the event at 1,200. Partnership with the University of Mary Washington (UMW) for Eagle Nation Day 100 student tickets were sold for a grand total of 1,300 in ticket sales. There were eight sponsorships and with EDA funding approximately a \$30,000 profit to the EDA. The attendees and residents of the 900 block of Hanover St. were very pleased with the event. Possible two day event next year with approvals from the city and residents along with EDA funding and more sponsorships. There was a brief question and answer period. The EDA appreciated Mr. Manning's work on the project.
- b. **Main Street Loan Program Representative** – Ms. Freeman gave background on the Main Street revolving loan program which the EDA matched \$25,000. Main Street is now establishing a committee requesting an EDA board member attend the meetings. Main Street is completing documentation and formalizing the program. Ms. Black stated she was approached by Ann Glave, Director, to be the EDA representative. With the EDA's approval Ms. Black accepted. Ms. Black requested to be removed from the Riverfront Park Taskforce. Ms. Brown will now represent the EDA on this committee.

MOTION by Bill Beck, seconded by Will Mackintosh, Ms. Black will represent the EDA on the Main Street Loan Program Committee and Ms. Brown will represent the EDA on the Riverfront Taskforce Committee: Ayes (7); Nays (0).

Chair Carter requested Ann Glave attend the November meeting for an update on the program.

NEW BUSINESS.

- b. **Lafayette Station, 307 Lafayette Blvd., Façade Improvement Matching Grant Request** – Ms. Peregoy provided a list of the improvements and total budget breakdown on the \$10,000 grant request. Ms. Muller, who represents the property owner, answered questions from the board. Chair Carter turned the meeting over to Tom Crimmins, Treasurer. Chair Carter stated a major portion of the improvements would be considered property owner maintenance. If the building was unoccupied the EDA would consider the grant.

MOTION by Mitzi Brown, seconded by Bill Beck, the \$10,000 matching grant was denied: Ayes (7); Nays (0).

- a. **EDA Initiatives and Goals** – Mr. Beck and Mr. Mackintosh suggested a separate meeting for this discussion. The board discussed the suggestion. Chair Carter resumed the meeting from Mr. Crimmins. Chair Carter requested a special meeting be scheduled for September 20 beginning at 8 a.m. with a location to be determined.

COMMITTEE REPORTS.

- a. **Parking Improvement Committee** – Mr. Macintosh stated Mr. Fawcett is moving the committee to discuss Downtown parking and meters. The committee is dealing with issues from home-based businesses and churches regarding the permit parking at College Heights and College Terrace which began August 15. Mr. Beck noted the last meeting was very fascinating with five of the six members in attendance clearly agreed College Heights would be faulty and not accepted.

- b. Riverfront Park Taskforce** – Ms. Black informed the board City Council held a work session mid-August where 90% of the design plans were submitted. Public comments may be submitted through the website until September 12.
- c. Branding Committee** – Mr. Crimmins stated final interviews were in process with two candidates. The next step will be negotiations with the City Purchasing Officer. Ms. Black noted the committee met with five candidates and narrowed it down to two. The candidates originate from Tennessee and Portland, Oregon. The proposals were good with no preconceived notations and the amount of research to be completed outside of the City on the perspective of Fredericksburg. Chair Carter requested a timeline. Ms. Black informed the board final interviews were being setup and would be turned over to the Purchasing Officer within the next 90 days. Once the bid is announced it will possibly be a few months for research and branding may begin at the end of FY19.
- d. Strategic Acquisitions Committee** – Mr. Crimmins stated he and Mr. Mackintosh have not met recently due to scheduling. They have interviewed city staff on other issues. We believe we do not have the right objective at this point. The board needs to find the problem and discuss what might be possible and logical to accomplish.

STAFF REPORT.

Ms. Freeman updated the board on the following: strategic planning process with Streetsense who will meet tomorrow with City Council, Planning Commission and ARB and will hold a charrette beginning October 8 for five days she also offered Streetsense to address the board during a meeting; city staff has been working on a broadband initiative for approximately a year engaging with the Center for Innovative Technology to create a strategic plan; EDT has partnered with the Virginia Dept. of Transportation to present a Smarter Roads Hackathon, September 28 & 29 at FredCAT in Central Park. Mr. Connors offered information on the event and how it and other events of this nature can contribute to the City. He encouraged the board to attend.

CHAIRMAN'S REPORT. Chair Carter thanked the board for their valid ideas and is looking forward to the special meeting. A special thanks to Mr. Manning and city staff for the Urban Slide event. Chair Carter will not attend the October meeting.

BOARD MEMBERS COMMENTS. None.

ADJOURNMENT. There being no further business to come before the Economic Development Authority at this time, Chair Carter declared the meeting officially adjourned at 10:12 a.m.


Mitzi Brown, Secretary