

FREDERICKSBURG
ECONOMIC
DEVELOPMENT
AUTHORITY

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ECONOMIC DEVELOPMENT AUTHORITY (EDA) MINUTES

October 9, 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, October 9, 2023 beginning at 8:30 a.m. at the Executive Plaza, 601 Caroline St., Third Floor.

EDA MEMBERS PRESENT. Will Mackintosh Chair, presiding. Beth Black, Suzy Stone, Mitzi Brown, Kevin Hughes, Anita Crossfield and Susan Richey.

ABSENT. None.

ALSO PRESENT. Fredericksburg Parent: Leigh Ann Van Doren; **EDA Counsel:** Jackson Key; **Department of Economic Development and Tourism:** Bill Freehling, Director; MC Morris, Assistant Director of Tourism; Amy Peregoy, Economic Development Specialist; and Deb Cody EDA Assistant.

DETERMINATION OF QUORUM. Susan Richey.

AGENDA.

MOTION by Beth Black, seconded by Suzy Stone the agenda was approved: Ayes (7); Nays (0).

PUBLIC COMMENTS. None.

Chair Mackintosh introduced Deb Cody. She will be assisting Ms. Peregoy with EDA minutes.

APPROVAL OF MINUTES.

MOTION by Beth Black, seconded by Mitzi Brown the minutes from the September 11, 2023 regular meeting were approved: Ayes (7); Nays (0).

TREASURER'S REPORT. Ms. Black presented the August and September activity. Total cash balance is strong at \$475,000.00. Income is trending lower than anticipated. The EDA will need to be conservative with any funding requests. The budget and financial statement will be filed with the minutes.

Ms. Black informed the board a new line item for the Grant Program will need to be created on the budget.

MOTION by Beth Black, seconded by Susan Richey, to add a \$100,000 budget line item for the Grant Program to the budget. This line item will be deducted from General Funding under Operating Funds: Ayes (6); Nays (0); Abstain (1-Brown).

OLD BUSINESS.

- a. **Grant Program Discussion** - Chair Mackintosh presented background concerning the application.

If there should be an exception for businesses not physically located in 22401. There was a brief discussion. A consensus was reached to change the language on the application to prioritize businesses in 22401 and include businesses that are not physically located in 22401 that demonstrate an identifiable impact for 22401.

MOTION by Beth Black, seconded by Suzy Stone to change language to the EDA has the statutory authority from the Commonwealth of Virginia to provide loans, financial grants, and incentives to assist for-profit businesses, non-profit organizations, and governmental entities in or operating within the City of Fredericksburg 22401.

AMENDED MOTION by Mitzi Brown, seconded by Beth Black to add language if business is located outside 22401 they must provide specific economic impact to the City of Fredericksburg: Ayes (7); Nays (0).

Chair Mackintosh referred to Ms. Black's request to change language for a requirement of invoices or proof of expenditures.

MOTION by Beth Black, seconded by Suzy Stone to change language under Distribution of Funds to the EDA will require the submission of invoices and or proof of expenditures for elements specified in the application and pay such invoices upon completion of individual elements of the project, event or activity: Ayes (7); Nays (0).

Chair Mackintosh requested changes to the following: application due date, request of presentations, presentation time limit, and presentation schedule. There was a brief discussion.

MOTION by Suzy Stone, seconded by Beth Black the applicant must indicate yes or no to present to the EDA board and acknowledge the seven-minute time limit: Ayes (7); Nays (0).

AMENDED MOTION by Suzy Stone, seconded by Mitzi Brown to change language application must be submitted by the 15th of the month prior to the meeting when a presentation may or may not be made and the EDA may consider it at the next regular scheduled meeting: Ayes (7); Nays (0).

AMENDED MOTION by Mitzi Brown, seconded by Beth Black the presentation deadline will be included in the application: Ayes (7); Nays (0).

Chair Mackintosh noted an additional field to the application for additional information. There was a brief discussion.

AMENDED MOTION by Mitzi Brown, seconded by Kevin Hughes to add a field to the application creating a box requesting any additional information not covered in the application itself with a word limit of 500: Ayes (7); Nays (0).

Ms. Black stated a concern with zoning. There was a brief discussion. The current language will remain as is.

- b. **Visitor Center Update** – Mr. Freehling stated the visitor center environmental testing was done last week. Results back in a week or two. The closing is set tentatively for January 8, 2024. The EDA will receive a rent check from the city December 1, 2023 for approximately \$10,000. In January 2024 the EDA will receive prorated rent based on the closing. The invitation for bids is posted for EDT offices at 601

Caroline St. The Visitor Center should be done a few months after the EDT offices. Good progress on all fronts.

NEW BUSINESS. None.

COMMITTEE REPORTS. Chair Mackintosh discussed changes to committee assignments and the structure of committees. Public meetings are attended by two committee members and Liaison meetings are attended by one committee member with a secondary assignment. Chair Mackintosh presented background on each committee. The agenda will now reflect Committee Reports and Liaison Reports for the next meeting.

The board discussed reassignments as follows:

Parking Improvement Liaison: Susan Richey & Kevin Hughes
Strategic Investments Liaison: Suzy Stone & Mitzi Brown
Workforce Development Liaison: Mitzi Brown & Susan Richey
InvestFXBG Loan Committee: Beth Black & Anita Crossfield
City Relations Committee: Mitzi Brown & Suzy Stone
Tourism Liaison: Mitzi Brown & Anita Crossfield
Fredericksburg Main Street Liaison: Mitzi Brown
Renwick Working Group will be added to future agendas with Beth Black as the liaison.

- a. **Parking Improvement Committee** –Ms. Black noted the October 9 meeting will center on St. Mary’s Catholic Church parking. Ms. Stone stated the meetings have been switched to quarterly.
- b. **Strategic Investments Committee** - No update.
- c. **Workforce Development Committee** - No update.
- d. **InvestFXBG Loan Committee** - Ms. Black stated one new application was received.

Ms. Black spoke with Mr. Dexter Mason detailing the following points: Mr. Mason agreed to pay all existing late fees with his October payment. He agreed to be responsible for the EDA’s attorney fees that are to be determined, payable in equal amounts with the November, December and January loan payments. He was informed that his due date would be moved from the first of each month to the fifteenth of each month. He agreed to the changes. Mr. Mason was informed that Amy Peregoy is a vessel but not a member of the EDA and as such it is inappropriate to show up at her office asking to speak with her. Mr. Mason wants to thank all members of the EDA for their support and this opportunity. Everyone is current on their loans except the one loan that the EDA is collecting late fees on: Haley’s Honey Meadery.

- e. **City Relations Committee** - No update.
- f. **Tourism Committee**

MC Morris stated the Arts Commission appointed a Public Arts Committee which appointed a Murals Sub-Group Committee which has had two meetings and the third is scheduled for the end of October. They are making good progress with three working groups: Best Practices, Policy, and Mural Locations. There was a brief discussion on murals and Art Attack.

Victoria Matthews ordered the Sports Tourism algorithm software which is funded from the \$100,000 budget line item.

Ms. Brown requested Ms. Matthews attend a meeting to explain how the algorithm software works.

The City of Fredericksburg will participate in the celebration of the 250th Anniversary of the Nation. Sam McKelvey the new Fredericksburg Area Museum President will organize the special committee. The

special committee will plan what the City's role will be in the celebration. In November the City Council agenda will have a line item appointing the committee and language to operate.

- g. Fredericksburg VA Main Street Committee* - Ms. Brown stated Downtown Affair event went very well. The event was sold out. There was a live auction and sponsorships went well. Chris Allen is doing a wonderful job as the Interim Executive Director.

STAFF REPORT. Mr. Freehling updated the board on the UMW Career Services and Internship program. Dr. Antoinette Jenkins is the new Professional Development & Career Services person at the University of Mary Washington; as well as heading up the Internship Program which is funded through the State of Virginia. The program interfaces with regional businesses to connect students with internships. EDT produced a video to promote the program. Dr. Jenkins requested city businesses participate in the program. The program is named V-TOP, the Virginia Talent + Opportunity Partnership. It includes high school and college students from the region. Mr. Freehling spoke to Dr. Jenkins regarding the possibility of hosting a job fair in a year.

Mr. Freehling notified the board of the Fredericksburg Regional Alliance annual meeting.

CHAIR'S REPORT. None.

BOARD MEMBERS COMMENTS.

The board members welcomed Deb Cody.

Ms. Black reminded the board of the unhoused population and possible relocation of Micah headquarters. There was a brief discussion.

ADJOURNMENT. There being no further business to come before the Economic Development Authority at this time, Chair Mackintosh declared the meeting officially adjourned at 10.11 a.m.


Susan Richey, Secretary