



**Leesburg Economic Development Commission
REGULAR MONTHLY MEETING
25 West Market Street
Town Hall - Council Chamber
April 6, 2022
7:00p.m.**

- 1. Call to Order**
- 2. Roll Call**
- 3. Adoption of the Agenda**
- 4. Approval of Minutes**
 - a. March 2, 2022
- 5. Petitioners (5 minutes each)**
- 6. Liaison Comments (5 minutes)**
- 7. Staff Report**
- 8. Liaisons to Other Commissions and Committees**
 - a. Airport Development Working Group
- 9. Old Business**
- 10. New Business**
 - a. Board and Commission Liaisons
 - b. Reporting for Projects, Task Forces, and Sub-Committees
- 11. Commissioner Comments (5 minutes)**
- 12. Chairman's Comments (5 minutes)**
- 13. Adjournment**

If you require any type of reasonable accommodation to attend and/or participate in this meeting due to a physical, sensory, or mental disability, please contact Russell Seymour at 703-771-6530. Three days advanced notice is requested.

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**Leesburg Economic Development Commission
REGULAR MONTHLY MEETING MINUTES
Town Hall – Council Chamber
March 2, 2022
7:00pm.**

Commission Members Present: Eric Byrd, Marantha Edwards, Jason Miller, Brittany Youkers

Commission Members Absent: James Choi, Britta Neel

Staff Liaison Present: None

Staff Present: Economic Development Director Russell Seymour
Business Development and Retention Manager Melanie Scoggins

Petitioners Present: None

1. **Call to Order**

The meeting was called to order at 7:02p.m. by Chair Byrd.

2. **Roll Call**

Chair Byrd asked for the Calling of the Roll by Director Seymour; Director Seymour stated that a quorum was present.

3. **Adoption of the Agenda**

Motion by Commissioner Edwards to adopt the agenda; seconded by Vice Chair Youkers. Motion carried.

4. **Approval of Minutes**

Motion by Vice Chair Youkers to adopt the meeting minutes of February 2, 2022; seconded by Commissioner Edwards. Motion carried.

5. **Petitioners**

None.

6. **Liaison Comments**

None.

7. **Staff Report**

Main Street Program Virtual Meetings – February 28 and March 1, 2022

Director Seymour reported on the Main Street Program virtual meetings. The 100 participants included a mix of businesses, residents, and property owners. A website link will be made available to access the meetings which will include videos/power point presentations.

Board and Commission Attendance Changes

Director Seymour referenced the Board and Commission Changes letter from the Town Manager and the adopted Ordinance, which included changes to Town Code Section 2-195 regarding attendance by members of Town Boards and Commissions. Chair Byrd mentioned that Council had concerns regarding attendance and noted that a commission retreat is *not* considered a regularly scheduled business meeting.

8. **Liaisons to Other Commissions and Committees**

- **COPA** - Nothing to report.
- **Murals on Private Buildings** - The pilot project theme is “Music in Leesburg.” Currently, the item is planned to go before Council in April.
- **Airport Committee** – Item will be placed on the Council calendar in April or May; a report will be provided to the EDC before taking it to Council.
- **Diversity Commission** – Nothing to report.
- **Planning Commission** - The next scheduled meeting is March 3rd.

9. **Old Business**

- Director Seymour provided updates on technology and tourism zones.
 - Priorities are (1) technology and (2) tourism

10. **New Business**

A Leesburg Economic Development Presentation was made by Director Seymour (presentation attached):

- 2023 Priorities (March 2, 2022)
- Proposed Fiscal Year 2023 Budget – Key Enhancements
- Technology Zone

Director Seymour requested support of the EDC for the FY2023 Budget Key Enhancements proposed by the DED to Council.

Chair Byrd opened the floor for questions and discussion.

- Commissioner Edwards is in favor of the key enhancements of the budget and sees potential for Council support. Regarding the strategic plan and a consultant, she hopes that could include an assessment of the work of the EDC and balance of everyone’s skills and talents. Commissioner Edwards inquired as to the amount of time for Council to move forward with the Main Street funding.
- Director Seymour indicated that the new position is *not* for a Main Street Manager but will be to help set up communication. Should the business community move forward with the program, they will set up the establishment of a 501c3, that will be responsible for managing the program..
- Director Seymour mentioned funding of the SBDC. He referenced talks with the County regarding the SBDC program including George Mason and mentioned Loudoun County is considering adding SBDC offices around the county. Chair Byrd recused himself from SBDC discussions.
- Chair Byrd is in favor of the strategic plan. Chair Byrd believes the new position will provide much needed support for the DED team.

Motion by Chair Byrd to approve the budget enhancements for the FY23 Economic Development budget for development of a Strategic Plan and to add a new position to the DED staff. Chair Byrd stated it is imperative to support DED in doing the work needed to support and grow the economy, and to help Town businesses. It is especially important to have sufficient staff to focus on initial Main Street program activities as well as tourism and technology zone events; seconded by Commissioner Edwards. Motion carried.

Motion by Vice Chair Youkers to add an addendum to include support of the SBDC office space as well as the key budget enhancements; seconded by Commissioner Edwards. Motion carried.

Chair Byrd mentioned the business personal property tax and whether it is a shared tax with the county. He indicated the Town controls the BPOL. Chair Byrd would like to ask the Finance Department to look at the types of businesses to determine what taxes those businesses are paying to determine what is available to them. Chair Byrd added that sometimes it is a joint factor depending upon space that is being looked at.

Commissioner Edwards inquired as to how the first step of defining a technology company is determined (research and development?).

Discussions ensued.

- Examples of who has done this and in what other areas
- What we currently have in Leesburg
- The technology companies, what are they doing, larger, smaller, in what are they involved
- Establish meaningful incentives
- Attract securities companies
- Whether grants could be tied into financing or workforce development funding to offset training costs
- Biotech areas

Vice Chair Youkers observed that numerous towns with Main Street programs also have zones. She mentioned that as liaisons are assigned, we may want to talk with the commissions to determine their wants, needs, and define those businesses. Chair Byrd mentioned looking at categories in the zoning ordinance to ensure alignment with tourism.

The EDC assigned point persons to lead various priority areas:

Economic Development Authority	Chair Byrd
Process/Project Templates	Vice Chair Youkers
Studies/Surveys	Commissioner Edwards
Zoning Ordinance Monitories	Commissioner Edwards
Main Street Program	Commissioner Miller
Small Business Support	Hold conversations with Commissioners Choi and Neel to seek interest

Small Business Awards

Chair Byrd mentioned the event planned for May 4, 2022, from 6pm-8pm and that Small Business Week will run from May 2 – 6, 2022.

11. Commissioner Comments

Commissioner Miller expressed his apologies for missing the EDC Retreat. Vice Chair Youkers is excited about the new staff position and mentioned that individual can be the collaborative bridge for the Main Street Program; she looks forward to kicking off the initiatives. Commissioner Edwards was happy to participate in the Main Street forum; and mentioned that Kyle Meyer did an excellent job in simplifying things.

12. Chairman's Comments

Chair Byrd thought the Main Street forum was informative and was presented well. He is looking forward to more sessions with businesses to obtain a realistic idea of what the program is. Chair Byrd was pleased with the diverse pool of companies and encourages the nomination of small businesses. Chair Byrd mentioned an EDC retreat will be planned for mid-year.

13. Adjournment

Motion by Chair Byrd to adjourn the meeting at 8:45p.m.; seconded by Vice Chair Youkers. Motion carried.