



**Leesburg Economic Development Commission
REGULAR MONTHLY MEETING MINUTES
Town Hall – Council Chamber
May 11, 2022
7:00pm.**

Commission Members Present: Eric Byrd, James Choi, Jason Miller, Britta Neel, Brittany Youkers

Commission Members Absent: Marantha Edwards

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 7:02 p.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 Neel to adopt the Agenda; seconded by Commissioner Choi. Motion carried.

4. **Approval of Minutes**

Motion by Vice Chair Youkers to adopt the meeting minutes of April 6, 2022; seconded by Commissioner Neel. Motion carried.

5. **Petitioners**

None.

6. **Liaison Comments**

None.

7. **Staff Report**

Main Street Program Update

- A Community Vitality Grant of \$7,000 was submitted
- The grant requires a match from the Town
- A consulting firm will be brought in to work with local business owners
- An experienced volunteer will speak to local businesses within a few weeks

2022 Leesburg Business Awards

Director Seymour referenced the successful Leesburg Business Awards event held on May 4, 2022.

Economic Development Position Approved by Council

- Role will focus on small businesses, particularly entrepreneurs
- Some work on the Main Street Program
- Tourism (day trippers)

Inc. 5,000 List

Director Seymour mentioned the Inc. 5,000 event which recognized the Top 5,000 small businesses in the area.

8. Liaisons for Other Commissions

- **Public Art Commission** – Commissioner Miller mentioned a meeting to review the first application for a mural at Virginia Village and added that the expected flurry of activity was not seen.
- **Diversity Commission** – Commissioner Neel was unable to attend due to a conflict with the EDC meeting.
- **Planning Commission** – Vice Chair Youkers mentioned the following hearings:
 - May 5th - Mural Zoning Ordinance
 - May 18th - Outdoor Dining Survey results
 - June 2nd - Food Truck public hearing
 - June 16th - Outdoor Dining public hearing
- **Airport Commission** – A presentation was made to Council; recommended approval be given to the Town Manager to move forward with seeking a consultant.

9. Old Business

Reporting for Projects, Task Forces, and Sub-Committees

Chair Byrd initiated discussions of projects on which commissioners wanted ownership. Chair Byrd is in favor of researching the pros, cons, and benefits to the Town of establishing an Economic Development Authority.

Vice Chair Youkers compiled redevelopment project templates for review, with the goal of creating consistent, standard operating procedures. Chair Byrd is in favor of a presentation from Planning at the June meeting regarding redevelopment hotspots.

10. New Business

a. Board and Commission Liaisons

Commissioners present at the meeting were appointed as liaisons to guide the EDC. Chair Byrd will speak with Commissioners Edwards and McCray to determine on which commission they wish to join.

Airport Commission	Eric Byrd
Board of Architectural Review	Jason Miller
Board of Zoning Appeals	
Diversity Commission	Britta Neel
Environmental Advisory Commission	
Parks and Recreation Commission	James Choi
Planning Commission	Brittany Youkers
Public Art Commission	Marantha Edwards
Standing Residential Traffic Commission	Britta Neel
Technology and Communications Commission	Eric Byrd
Thomas Balch Library Commission	James Choi

b. Outdoor Dining Survey – Presentation by Director Seymour

- May 19th - Results will be presented to the Planning Commission
- June 16th - Public hearing
- Survey was communicated to local businesses by the Town PIO office
- Planning Commission requested a list of businesses
- Making permanent changes to zoning ordinances
- Request for unused parking areas for outside tables
- Businesses are unwilling to return to pre-Covid initiatives
- Necessity of tables being six feet apart
- Extending boundaries to make this feasible for businesses
- Tents, canopies, heaters
- Outdoor dining should be year-round or seasonal
- Provide information to Planning for discussion/analyze data
- Encourage discussions with local businesses on the importance to them of outdoor dining
- Urge businesses to attend public hearings

Vice Chair Youkers wishes to add Outdoor Dining to the July agenda for draft recommendations to Council. Chair Byrd mentioned having a Planning staff member at the June meeting would be useful.

- Each business has been allocated a certain number of parking spaces
- Impact if restaurant patrons infringe upon shopping center space
- Chair Byrd indicated clarification will be gained in May when Planning Commission talks to staff
- Commissioner Miller indicated it is a misconception that restaurants are presently fine, and discussions be held now to make it permanent (not a recovery plan)
- Chair Byrd mentioned that anything that can be done for an additional period to help businesses recover
- Zoning ordinance would have to be across the table
- New developments required to take on new parking rules
- Staff position created to work on zoning piece

Vice Chair Youkers will take on the lead of an Outdoor Dining Commission and welcomes anyone who wishes to work with her to populate a document for presentation at the June meeting.

11. Commissioner Comments

- Commissioner Choi looks forward to the rest of the year.
- Vice Chair Youkers expressed her gratitude to Staff for their work on the Business Awards; suggested that the categories be expanded; and believes that the redevelopment template will provide tangible items to leave behind when commissioners depart the EDC.
- Commissioner Neel thanked staff for their work; extended congratulations to Chair Byrd for winning a business award; and thanked Vice Chair Youkers for compiling the redevelopment template.
- Commissioner Miller expressed his thanks to the EDC.
- Director Seymour encouraged the EDC to review the business award categories and start over with the future EDC brand in mind.

12. Chairman's Comments

Chair Byrd thanked the commissioners for taking the time to participate in the meeting. He mentioned numerous great comments were received on the business awards and expressed his thanks to Staff for a job well done.

13. Adjournment

Motion by Chair Byrd to adjourn the meeting at 8:35pm; seconded by Commissioner Choi. Motion carried.