



**Leesburg Economic Development Commission  
REGULAR MONTHLY MEETING MINUTES  
Town Hall – Lower Level Conference Room 2  
September 7, 2022  
7:00pm.**

<b><u>Commission Members Present:</u></b>	Eric Byrd, Robert Cusack, Marantha Edwards, Linda McCray, Jason Miller, Britta Neel, Brittany Youkers
<b><u>Commission Members Absent:</u></b>	None.
<b><u>Staff Liaison Present:</u></b>	None
<b><u>Staff Present:</u></b>	Russell Seymour, Director, Economic Development Melanie Scoggins, Business Development & Retention Manager Allison Wood, Small Business Development & Tourism Specialist
<b><u>Petitioners Present:</u></b>	None

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1. **Call to Order**  
The meeting was called to order at 7:00p.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 Commissioner McCray. Motion carried.
4. **Approval of Minutes**  
Motion by Commissioner Neel to adopt the meeting minutes of August 3, 2022; seconded by Vice Chair Youkers. Motion carried.
5. **Petitioners**  
None.
6. **Liaison Comments**  
None.
7. **Staff Report**  
Director Seymour introduced Allison Wood to the Commission and mentioned that Ms. Wood will focus on the Main Street Program, tourism, and promoting local businesses.

**Main Street Program**

- Officially a Tier 2 Main Street Community.
- Forthcoming is the Governor’s signature on the \$7,000 Community Vitality Grant application.
- Allison Wood and Stephanie Slocum will begin an outreach process as part of the Main Street Program Designation.
- A presentation will be made to Council in January 2023 on whether to move forward with the program.
- Manager Scoggins will provide to the EDC a copy of the Community Vitality Grant Application.

### **Leesburg Airshow**

Director Seymour mentioned that the Economic Development team will have a booth at the event. The focus of the booth will be to guide day-trippers and residents alike to Leesburg's many restaurants after the airshow, particularly those in Village at Leesburg and Compass Creek. Additionally, the team will be handing out brochures from the Town's various attractions to market to visitors to plan a return trip to Leesburg.

### **Small Business Saturday**

Director Seymour indicated this event will tie in with Black Friday and expects a positive impact. A gift-wrapping facility for purchases made in Town is being considered (located at either Town Hall or the Log Cabin).

### **Economic Development Strategic Plan**

Director Seymour indicated the RFP is scheduled to go out on September 15, 2022, and that a quick turnaround is expected.

### **Economic Development Website**

Manager Scoggins indicated a new work team has been established, and site and development photos are presently being worked on.

### **Incentive Zones**

Director Seymour discussed Virginia technology companies, rebates, and an expedited review process. The goal is to speak with businesses and assess their needs, with focus on how the Town can help them. Director Seymour will prepare a draft Technical and Tourism Plan for discussion at the October EDC meeting for recommendation to Council.

Director Seymour mentioned things to ponder:

- How localities define technology and tourism companies
- Zoning/Finance classifications
- Options of areas in Town to be included
- Differentiate between new or existing businesses

### **Compass Creek**

Vice Chair Youkers opened the floor for discussions regarding a recommendation to Council for a special exception (self-storage). Director Seymour indicated that this issue will be presented to the Planning Commission in a few months. Discussions ensued.

- Assess requirements of the U.S. Tennis Association for recommendation to Council.
- A Boutique Hotel would be valuable to downtown (presently no application).
- Meadowbrook – going through rezoning/special exemption for senior living.
- RFP to Council for Liberty Lot, parking garage, and senior living.
- Whether building two senior living centers would be an advantage to the Town.

### **Liberty Lot**

Director Seymour expanded upon a retirement center vs. performing arts center; a \$31m investment for the Town in addition to the property. He indicated that Council did not refuse but seek a better idea. Negotiations are continuing for the Liberty Parking Lot.

Commissioner Edwards inquired about where information may be obtained regarding the number of hotels and how many are in the pipeline. Director Seymour indicated the Visit Loudoun Report provides hotel usage information. Commissioner McCray inquired about a complex like Ida Lee in the South of Leesburg. Commissioner Miller believes a boutique hotel in Town would flourish (day trippers). Chair Byrd mentioned 85% of occupants are business travelers. A boutique hotel is for a different audience, and a conference hotel for a different audience still. Director Seymour mentioned hotel occupancy is back to pre-covid numbers, and indicated the need for extended stay, conference space, luxury/business class hotels in Leesburg.

Vice Chair Youkers opened the floor for discussions on the Liberty Street parking lot redevelopment proposals and the suggested senior living center, conference center, theater, restaurant space, and parking garage. It was noted that public meeting attendees were in favor of a performing arts center.

Action items to keep on radar:

- Meadowbrook (Sept. 14<sup>th</sup> application/present to Planning Commission Oct.20<sup>th</sup>)
- Boutique Hotel
- Compass Creek rezoning

### **Downtown Hotel**

Director Seymour mentioned discussion regarding the hotel including planning, building height, and storm water management was held and noted an alternate path of retail/residential may be considered. He added that Kevin Ash, President of Ellisdale Construction

and Development, is focused on developing that site.

Motion by Commissioner Edwards to invite Kevin Ash to attend the October EDC meeting; seconded by Commissioner McCray. Motion carried.

**JLMA Annexation**

As stated in the 9/7/22 LoudounNow article, the Council will discuss the JLMA annexation.

**8. Liaisons for Other Commissions**

- Commissioner Edwards mentioned the next COPA meeting is September 12th and is unable to attend.
- Chair Byrd mentioned that legal actions are continuing between the two FBOs at the airport.
- Vice Chair Youkers indicated Council will discuss the Liberty Lot remediation in November.
- Commissioner Miller reported that the Virginia Village Mural was approved last month.

**9. Old Business**

**Tiger Team Reports**

- Due to relocating of the SBDC office, Chair Byrd was unable to work on the Economic Development Authority question.
- Commissioner Edwards indicated that a Crescent Design District scope of work update from Planning is on the October Council agenda. She mentioned that Betsy Arnett is updating a proffer system which may be of interest to the EDC.
- Vice Chair Youkers initiated discussions regarding the EDC Project Point Template to evaluate redevelopment projects. The process standardizes how we evaluate what the commission is doing, is a great way to document share, and will provide a future commission with a standardized process.

**10. New Business**

Chair Byrd introduced and welcomed Robert Cusack to the EDC. Mr. Cusack is Vice President and COO at Custom Software Systems, Inc.

**11. Commissioner Comments**

Commissioners welcomed Mr. Cusack and expressed their gratitude for a productive meeting. Chair Byrd will discuss with Mr. Cusack a Tiger Team to share.

**12. Chairman's Comments**

Chair Byrd mentioned that the Small Business Development Centers (SBDC) moved its offices to 15 North King Street, a shared space with the Economic Development Department.

**13. Adjournment**

Motion by Vice Chair Youkers to adjourn the meeting at 8:51p.m.; seconded by Commissioner Neel. Motion carried.