



Leesburg Economic Development Commission
REGULAR MONTHLY MEETING
25 West Market Street
Council Chamber
March 1, 2023 - 7:00p.m.

The March 1, 2023 meeting of the
Leesburg Economic Development Commission
has been cancelled.



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REGULAR MONTHLY MEETING
25 West Market Street
Council Chamber
March 1, 2023 - 7:00p.m.

- 1. Call to Order**
- 2. Roll Call**
- 3. Adoption of the Agenda**
- 4. Approval of Minutes**
 - a. February 1, 2023
- 5. Election of Officers for 2023 – Possible Hold**
- 6. Petitioners (5 minutes each)**
- 7. Liaison Comments (5 minutes)**
- 8. Staff Report**
 - a. Introduction of Better City Consultant Team
- 9. Liaisons to Other Commissions and Committees**

<ol style="list-style-type: none">a. Airport Commissionb. Board of Architectural Reviewc. Board of Zoning Appealsd. Diversity Commissione. Environmental Advisory Commissionf. Parks and Recreation Commission	<ol style="list-style-type: none">g. Planning Commissionh. Public Art Commissioni. Residential Traffic Commissionj. Technology and Communications Commissionk. Thomas Balch Libraryl. Tree Commission
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- 10. Old Business**
 - a. Main Street Update
 - b. DED Plan Update
- 11. New Business**
 - a. 2023 Small Business Awards
 - b. EDC By-Laws and Commission Statement
 - c. 2023 Boards/Commissions Networking Event
- 12. TIGER Teams**
- 13. Commissioner Comments (5 minutes)**
- 14. Chairman's Comments (5 minutes)**
- 15. 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
February 1, 2023
7:00p.m.

Commission Members Present: Robert Cusack, Marantha Edwards, Linda McCray, Jason Miller, Monica Pindell, Tony Tallent

Commission Members Absent: Mirna Guzman

Staff Liaison Present: Todd Cimino-Johnson

Staff Present: Russell Seymour, Director, Economic Development
Melanie Scoggins, Business Development & Retention Manager
Allison Wood, Small Business Development & Tourism Specialist

Petitioners Present: None

1. **Call to Order**
The meeting was called to order at 7:00p.m. by Director Seymour.
2. **Roll Call**
Director Seymour asked for the Calling of the Roll; and stated that a quorum was present. Director Seymour introduced Council Member Todd Cimino-Johnson.
3. **Adoption of the Agenda**
Motion by Commissioner McCray to adopt the agenda; seconded by Commissioner Cusack. Motion carried.
4. **Approval of Minutes**
Motion by Commissioner Cusack to adopt the meeting minutes of December 7, 2022; seconded by Commissioner McCray.
5. **Election of Officers**
Motion by Commissioner Cusack to hold a vote for the position of EDC Chair and Vice Chair; seconded by Commissioner McCray.
 - The election of Chair resulted in an even split for two commissioners.
 - Commissioner McCray expressed her desire to assume the role of Vice Chair with full agreement of commissioners.
 - The commissioners agreed that a subsequent vote for the role of Chair be held at the March 1, 2023 meeting.
6. **Petitioners**
None.
7. **Liaison Comments**
Council Member Cimino-Johnson expressed his thanks on his election to Council and looks forward to working with the EDC over the next two years.
8. **Staff Report – Director Seymour**
Director Seymour mentioned the Boards & Commissions Retreat planned for March 30, 2023, at the Ida Lee Recreation Center. Staff will work with the Chair and Vice Chair to prepare a five-minute presentation on what the EDC is doing.

Director Seymour referenced the Youth Career Expo planned for Sunday, March 26, 2023 from 12pm-3pm at Tuscarora High School. The Sunday date was chosen to avoid conflicts with Saturday events at the high school. Director Seymour mentioned that businesses have expressed their difficulty in finding employees.

9. **Liaisons for Other Commissions**

Two liaisons were present, with no updates available as of this meeting.

ACTION ITEM: Director Seymour will provide to the EDC a list of boards and commissions.

10. **Old Business**

a. **Main Street Update**

Allison Wood indicated that on January 9, 2023, the Economic Development staff provided a presentation to Council on the Main Street Program and mentioned that Council voted to support the program. Vision and Mission statements are being defined, and a consultant will be coming on board. Commissioner Pindell mentioned that headway is being made and that the steering committee is being expanded to seven members.

b. **DED Plan Update**

Director Seymour is awaiting approval and signing of the contracts and referenced a recent meeting with Better City, LLC, the consultant group. A timeline was provided and is expected to hit the ground running this month, with deliverable by early September. Director Seymour plans for Better City to present to the EDC at a future meeting. Discussions ensued and topics consisted of:

- Deliverables.
- Action Plan.
- What the community engagement process looks like.
- Meetings with partners, Visit Loudoun, and outside organizations.
- The opportunity for Better City to talk to the EDC as a group.
- How may the EDC assist Better City?
- ED strategy and the inclusion of any marketing changes.
- No plan is identical.
- Better City strives to know the customer, the area, the details, and develop a plan based on that information.
- The initial meeting was for information gathering.

a. **HUBZone Update**

Melanie Scoggins presented an updated HUBZone map and reviewed its legend. Ms. Scoggins indicated that the HUBZone has been reduced in size and changes will go into effect on July 1, 2023.

- HUBZone businesses in the redesignated area may operate as usual for three years, and they must reapply if they wish to maintain their status.
- A quarterly HUBZone online and in-person meeting was attended by 30 people.
- Much interest was expressed in resuming the quarterly meetings.
- Commissioner Cusack's business met with other HUBZone businesses and created a Leesburg consortium.
- Discussions included the new map and available HUBZone office space in general.
- The available workforce positions appear to consist of two areas – highly skilled technical and administrative hourly positions.
- The HUBZone was established to raise income in certain areas.
- Programs to assist in training through the Workforce Resource Center.
- The challenge of finding people that live within the HUBZone.
- Businesses may operate on existing contracts or apply for new.
- Commissioner Cusack was asked to speak to the National HUBZone Panel.
- Commissioner Edwards mentioned the Mason Enterprise Center (MEC).

11. **New Business**

a. **Small Business Awards – May 3, 2023**

Director Seymour indicated that award descriptions were adjusted according to comments received from the EDC. He indicated that a press release for the event will be issued, and he strongly encourages all Council and EDC members to attend.

12. **Tiger Teams**

Discussions and assignments of the Tiger Teams was postponed and will be added to the March 2023 EDC Agenda.

13. **Commissioner Comments**

- New Commissioners introduced themselves and provided a brief history to the EDC.
- Commissioner Miller welcomed the new EDC members and mentioned that the Commission can say a lot of what goes on in the Town; the momentum of the Main Street program becoming a reality is more than ever; and all involved are in favor and are positive about what is happening with the project.
- Commissioner Tallent expressed his thanks and indicated that, for seven years, he has watched the development of downtown Leesburg and the impact on students at Tuscarora High School. He expressed the desire for families to raise their level of access

to quality paying jobs and looks forward to what the EDC can do for the qualities of the family and the outcome to the entire community.

- Commissioner Edwards expressed her excitement to see a full EDC and mentioned the wonderful opportunity to serve on the Commission. She is pleased to see that Council strategic plan interest seems to be with the Main Street Program and small business support. She looks forward to meeting Better City and finding out the strategy.
- Commissioner Cusack expressed his thanks for an informative meeting, and he looks forward to 2023 to be a good year for the Town.
- Commissioner McCray is excited to begin this new chapter with everyone, and thanked Staff and the Commissioners for a great meeting.

ACTION ITEM:

A review of EDC By-Laws and Commission Statement will be added to the agenda of the March 2023 meeting.

14. Chairman's Comments

None.

15. Adjournment

Motion by Commissioner Cusack to adjourn the meeting at 8:15p.m., seconded by Commissioner Miller. Motion carried.