



**Leesburg Economic Development Commission**  
**REGULAR MONTHLY MEETING**  
**25 West Market Street**  
**Lower-Level Conference Room 2**  
**May 17, 2023 - 7:00p.m.**

- 1. Call to Order**
- 2. Roll Call**
- 3. Adoption of the Agenda**
- 4. Approval of Minutes**
  - a. April 5, 2023
  - b. April 24, 2023 Work Session
- 5. Petitioners (10 minutes each)**
- 6. Liaison Comments (5 minutes)**
- 7. Staff Report**
- 8. Liaisons to Other Commissions and Committees**

<ol style="list-style-type: none"><li>a. Airport Commission</li><li>b. Board of Architectural Review</li><li>c. Board of Zoning Appeals</li><li>d. Diversity Commission</li><li>e. Environmental Advisory Commission</li><li>f. Parks and Recreation Commission</li></ol>	<ol style="list-style-type: none"><li>g. Planning Commission</li><li>h. Public Art Commission</li><li>i. Residential Traffic Commission</li><li>j. Technology and Communications Commission</li><li>k. Thomas Balch Library</li><li>l. Tree Commission</li></ol>
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- 9. Old Business**
  - a. Community Foundation
- 10. New Business**
  - a. Main Street Program
  - b. Discussion - EDC Mission Statement
- 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**  
**April 5, 2023**

- Commission Members Present:** Robert Cusack, Marantha Edwards, Mirna Guzman, Linda McCray, Monica Pindell
- Commission Members Absent:** Jason Miller, Tony Tallent
- Staff Liaison Present:** None
- Staff Present:** Russell Seymour, Director, Economic Development  
Melanie Scoggins, Business Development & Retention Manager  
Allison Wood, Small Business Development & Tourism Specialist
- Petitioners Present:** Amy Owen, President - The Community Foundation of Loudoun and Northern Fauquier Counties
1. **Call to Order**  
The meeting was called to order at 7:05p.m. by Director Seymour.
  2. **Roll Call**  
Director Seymour asked for the Calling of the Roll; and stated that a quorum was present.
  3. **Adoption of the Agenda**  
Motion by Vice Chair McCray to adopt the agenda; seconded by Commissioner Cusack. Motion carried.
  4. **Approval of Minutes**  
Motion by Commissioner Pindell to adopt the meeting minutes of February 1, 2023; seconded by Commissioner Cusack. Motion carried.
  5. **Election of Officers**  
Motion by Vice Chair McCray to hold a vote for the position of EDC Chair; seconded by Commissioner Cusack. Nominations resulted in four votes for Commissioner Cusack and one vote for Commissioner Edwards. Motion by Vice Chair McCray for the election of Commissioner Cusack as EDC Chair. Motion carried.
  6. **Petitioners**  
Presentation by Amy Owen, President – The Community Foundation of Loudoun and Northern Fauquier Counties. Discussions ensued at the conclusion of the presentation.
  7. **Liaison Comments**  
None.
  8. **Staff Report – Director Seymour**  
Director Seymour thanked Vice Chair McCray and Commissioner Edwards for attending the Leesburg Boards/Commissions networking event. Director Seymour indicated plans to attend the April 6, 2023 Planning Commission meeting, a follow-up from the March 16<sup>th</sup> meeting dealing with zoning ordinance and how it relates to the data center market. Director Seymour mentioned:
    - Small Business Media Day - April 24<sup>th</sup> talk will highlight Leesburg as a small business destination, and lead into small business week.
    - Loudoun Coalition for Women & Girls (LCWAG) – The Town will sponsor Loudoun’s Entrepreneurial Women’s Business Seminar on Friday, May 5, 2023 at Ida Lee Park & Recreation Center. 80 to 100 participants are expected to attend.
    - A \$2,250 Visit Loudoun Marketing Leverage Grant for tourism-related activities was received; with a focus on updating tourism marketing collateral.

- Spring Break Staycation Campaign – March 7 through 31<sup>st</sup> (social media blitz)
  - Facebook outreach was up 205% over last year; visits were up 252%.
  - Instagram outreach was up 212% over last year; visits were up 176%.
  - Instagram followers was up 27%, with a sizeable uptick on website traffic.
  - Most popular Facebook posts were Catty Corner Café, Escape Room Loco, and Painted Tiger Art Studio.
  - Commissioner Pindell acknowledged the campaign and reported that Mocatinas was totally booked for the day.

**EDC Work Sessions**

Chair Cusack suggested that more informal work sessions be held, particularly to strategize and create thoughts/ideas regarding the Tiger Teams. Vice Chair McCray recommended postponement of the discussions until all EDC members are present. Commissioner Edwards expressed the concern for a delay, and the need to select important topics.

Vice Chair McCray introduced and welcomed Commissioner Guzman to the EDC.

**EDC Work Session**

Motion by Chair Cusack to schedule an EDC Work Session for Tuesday, April 24, 2023 from 5pm-7pm; seconded by Vice Chair McCray. Motion carried.

**Reschedule May EDC Meeting**

Due to a conflict with the Leesburg Business Awards Ceremony, motion by Chair Cusack to reschedule the May 3, 2023 EDC meeting to May 10, 2023; seconded by Vice Chair McCray. Motion carried.

**9. Tiger Teams Liaisons:**

Airport Commission	Vice Chair McCray
Board of Architectural Review	Commissioner Pindell
Board of Zoning Appeals	Commissioner Guzman
Diversity Commission	Vice Chair McCray
Planning Commission	Commissioner Edwards
Public Art Commission	Commissioner Pindell
Technology and Communications	Chair Cusack
Thomas Balch Library	Chair Cusack

**Remaining to be filled:**

- Environmental Advisory Commission
- Parks & Recreation Commission
- Residential Traffic Commission
- Tree Commission

**10. Old Business**

**DED Strategic Plan Update**

Director Seymour indicated that meetings have continued with local representatives and businesses. He mentioned the interesting meeting with a group of Loudoun County High School juniors and seniors a majority of which plan on seeking jobs in Leesburg, or attending school and returning back to the area. The top gathering/shopping destination mentioned was One Loudoun in addition to the Village of Leesburg.

**2023 Small Business Awards**

Director Seymour mentioned the event to be held on May 3, 2023 at the ION International Training Center (6:30pm – 8:30pm) and encouraged all EDC members to attend.

**Youth Career Expo – March 26, 2023 (Tuscarora High School)**

Highlights of the event were provided by Ms. Scoggins:

- 48 employers and three resource tables were featured.
- 80 students were in attendance (most from Tuscarora).
- Satisfied with the amount of marketing and advertising; team did its due diligence.
- Advertised at all high school career centers.
- Plan to include a work permit table at future events.
- Hires from the event were for EL Strategic and a possible hire for Custom Software Systems.

**Main Street Update**

Ms. Wood mentioned that the organization name is the “Leesburg Main Street Movement’ and that the organization has created an Instagram account with currently 226 followers. Presently a logo contest is going on to create outreach and engagement with the community. Ms. Wood mentioned a \$15,000 FY24 community vitality grant application due at the end of April for wayfinding signs,

which will be worked on in collaboration with the steering commission and department of public works.

**11. New Economic Development and Tourism Website**

Ms. Woods provided the EDC with a preview of the new ED website. Director Seymour mentioned that the website has not yet been made public and to kindly not share it at this time. Director Seymour indicated that of extreme importance is that the website be kept up to date, and staff will track hits and what pages are being viewed.

**12. Commissioner's Comments**

- Commissioner Pindell was pleased that several Tiger Teams were formalized; is very pleased with the website; was pleased to put a work session date on the calendar; and welcomed Chair Cusack to his newly elected position.
- Commissioner McCray welcomed Mirna Guzman to the EDC. She was impressed with the work of the ED staff and is eager to work as liaison to the Airport Commission.
- Commissioner Edwards was thrilled to review the website, recognized the great work that has been done on the Main Street movement, and looks forward to the productive months coming up. She expressed her congratulations on the appointments of Chair Cusack and Vice Chair McCray. Commissioner Edwards wishes to keep ears to the ground on attainable workforce so that Leesburg maintains sustainability as a place to live and focus.
- Commissioner Guzman is happy to join the EDC and provided a brief history of her business background as teacher and owner of the tax accounting firm of Guzman & Associates LLC.

**13. Chairman's Comments**

Chair Cusack thanked the EDC for its confidence in him and looks forward to a productive year with good group conversations. He expressed his gratitude to the Economic Development Department for all it is doing, particularly with the job fair and the Main Street Program.

Commissioner Edwards inquired as to the Public-Private Partnership Education Facilities & Infrastructure Act of 2022 (PPEF), the Liberty Street Parking Lot, and the Leesburg Airport safety of the tower. She inquired as to whether there is anything that the EDC can do in terms of rendering its thoughts on those two matters. Director Seymour indicated that the FAA wishes to relocate the tower to Georgia; and believes the Town will not be able to keep the remote tower. Director Seymour expressed the need to build an airport tower.

**14. Adjournment**

Motion by Vice Chair McCray to adjourn the meeting at 9:00p.m., seconded by Commissioner Edwards. Motion carried.



**Leesburg Economic Development Commission  
WORK SESSION MINUTES  
Town Hall – Lower-Level Conference Room 2  
April 24, 2023**

**Commission Members Present:** Robert Cusack, Marantha Edwards, Mirna Guzman, Linda McCray, Monica Pindell

**Commission Members Absent:** Jason Miller, Tony Tallent

**Staff Liaison Present:** None

**Staff Present:** Russell Seymour, Director, Economic Development  
Allison Wood, Small Business Development & Tourism Specialist

1. **Call to Order**  
The meeting was called to order at 5:21p.m. by Director Seymour.
2. **Roll Call**  
Director Seymour asked for the Calling of the Roll; and stated that a quorum was present.
3. **Adoption of the Agenda**  
Motion by Commissioner Edwards to adopt the agenda; seconded by Vice Chair McCray. Motion carried.
4. **Petitioners**  
None.
5. **Brainstorming Session to Improve the Town’s Economic Vitality**
  - a. By crafting collective goals
  - b. Exploring business opportunities by collaborating with other Commissions
  - c. Collaborating with other Commissions

Chair Cusack prefers less formal work sessions to keep informed of what is being presented.

Vice Chair McCray read aloud the EDC Mission Statement. Discussions ensued.

“The purpose of the Commission shall be to advise the Leesburg Town Council on policies activities that promote economic development and tourism and foster economic vitality and stability of the Town.”

Director Seymour elaborated on the EDC Mission Statement, the EDC Map, and EDC By-Laws, and mentioned that the EDC is an advisory commission to Council, not to the Planning Commission. He mentioned past EDC member experience with making Planning Commission recommendations. Director Seymour emphasized that the EDC look at all commissions equally.

Commissioner Edwards provided a brief history of the EDC Map and things which tie back to budget (goals, objectives, and performance measures). Director Seymour reviewed how to work, attain, expand business, and mentioned that the EDC, as an advisory commission, may make recommendations to Council. Commissioner Edwards mentioned public projects, when they go to the Planning Commission, and that the Planning Commission is tied to the Town Plan. Commissioner Edwards is of the belief that the primary Planning Commission goal is for land use. Commissioner Edwards referenced the Town Development Activity Report and Map. The location of the website link to the Leesburg Town Development Activity Report was brought to the attention of the EDC.

Vice Chair McCray requested that the EDC be informed when an item(s) is being presented to Council and/or the Planning Commission. She further suggested that, once an agenda item is published, that a link be provided to the EDC. Vice Chair McCray, Chair Cusack, and Commissioner Edwards agree with this approach. Vice Chair McCray suggested that the EDC be informed of status/changes

regarding preapproved, approved, or existing planning applications. Commissioner McCray would like to request a timeline from the Planning Commission.

Commissioner Pindell suggested each member be responsible for their Tiger Team commission by reading the agenda, attending/watching the meeting, and discussing what is going on in their bundle of information. Commissioner Pindell suggested that the EDC be provided with information on any specific meetings.

Chair Cusack suggested that Staff provide the EDC with a Planning Commission link to view three days prior to information to be posted on the website; said link may be included in a calendar invitation.

Motion by Chair Cusack to request staff to provide the status of preapproved, approved, and existing development applications for which the EDC should be made aware; seconded by Commissioner Edwards. Motion carried.

Director Seymour elaborated on how Planning Commission projects and their relationship with staff works and indicated that the EDC's decision comes down to the Tiger Teams and the person that represents it. He suggested that commissioners read the agenda, attend the meeting, and make its recommendation.

Motion by Commissioner Pindell for the EDC Mission Statement to remain as is for the present time and be discussed at the next EDC meeting; seconded by Vice Chair McCray.

6. Director Seymour urged the members to reach out Victoria Masotti, of Better City, to schedule their interviews.
7. Tiger Teams - EDC assignments to Commissions and Committees will be discussed at the next EDC meeting.
8. Discussions ensued regarding the Locally Leesburg Videos. Vice Chair McCray wondered if it would be beneficial for members of Council be part of the Locally Leesburg Videos and perhaps interview the businesses. Director Seymour indicated that the videos are designed to be an Economic Development feature with the focus being on the business.
9. Discussions ensued regarding Zoning Ordinance Changes and the number of hotel rooms in an inn. Commissioner Edwards is of the belief that more than 11 rooms are needed for a boutique hotel and inquired as to whether the EDC will have an opportunity to provide an opinion to Council. Director Seymour indicated that further conversations on the subject will be held and mentioned that the meeting packet is available online.
10. Commissioner McCray initiated discusses on the Main Street Program, the Liberty Lot, hotel rezoning, Crescent Design District and data centers. Discussions ensued.
11. Commissioner Edwards mentioned that Amy Owen, President of the Community Foundation of Loudoun and Northern Fauquier Counties, is willing to have a conversation regarding the grants and learning more about how they work.

Motion by Vice Chair McCray to approve further conversations with Amy Owen; seconded by Commissioner Pindell. Motion carried.

12. Motion by Vice Chair McCray to cancel the EDC meeting of May 10, 2023 and reschedule to May 17, 2023; seconded by Commissioner Edwards.
13. **Adjournment**  
Motion by Vice Chair McCray to adjourn the meeting at 6:30pm., seconded by Commissioner Pindell. Motion carried.