



Leesburg Economic Development Commission
REGULAR MONTHLY MEETING – Revised Agenda
Town Hall – Council Chamber
August 2, 2023 – 7:00p.m.

- 1. Call to Order**
- 2. Roll Call**
- 3. Adoption of the Agenda**
- 4. Approval of Minutes**
 - a. July 6, 2023
- 5. Petitioners (10 minutes each)**
- 6. Liaison Comments (5 minutes)**
- 7. Liaisons to Other Commissions and Committees**
 - a. Airport Commission
 - b. Board of Architectural Review
 - c. Board of Zoning Appeals
 - d. Diversity Commission
 - e. Environmental Advisory Commission
 - f. Parks and Recreation Commission
 - g. Planning Commission
 - h. Public Art Commission
 - i. Residential Traffic Commission
 - j. Technology and Communications Commission
 - k. Thomas Balch Library
 - l. Tree Commission
- 8. Staff Report**
- 9. Old Business**
 - a. Approval of EDC Mission Statement
 - b. Address Liaison Vacancies
- 10. New Business**
 - a. Downtown Street Closures
 - b. Downtown Parking
 - c. Children’s Activities
- 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 – Lower-Level Conference Room 1
July 6, 2023 – 5:00pm**

<u>Commission Members Present:</u>	Robert Cusack, Marantha Edwards, Linda McCray, Jason Miller, Tony Tallent
<u>Commission Member Absent:</u>	Monica Guzman
<u>Commission Member Remote Participation:</u>	Monica Pindell
<u>Staff Liaison Present:</u>	None
<u>Staff Present:</u>	Russell Seymour, Director, Economic Development Melanie Scoggins, Business Development & Retention Manager Allison Wood, Small Business Development & Tourism Specialist
<u>Guest Speakers:</u>	Michelle Burnette, National HUBZone Council Jason Godfrey and Serra Gullu, Better City LLC

1. **Call to Order**
The meeting was called to order at 5:04p.m. by Director Seymour.
2. **Roll Call**
Director Seymour asked for the Calling of the Roll; and stated that a quorum was present. Motion by Chair Cusack to permit remote participation of Commissioner Pindell; seconded by Vice Chair McCray. Motion carried.
3. **Adoption of the Agenda**
Motion by Chair Cusack to adopt the agenda; seconded by Vice Chair McCray and Commissioners Edwards, Tallent, and Miller. Motion carried.
4. **Approval of Minutes**
Motion by Vice Chair McCray to adopt the meeting minutes of June 7, 2023; seconded by Commissioner Tallent. Motion carried.
5. **Petitioners**
None.
6. **Liaison Comments**
None.
7. **Liaisons to Other Commissions and Committees**
Vice Chair McCray mentioned her meeting with the Leesburg airport manager which was fruitful and added there is much room for opportunity for the EDC. Commissioner Edwards will provide a Planning Commission update at the August meeting.
8. **New Business**
 - a. **National HUBZone Council Presentation – Michelle Burnett, Executive Director of the HUBZone Council**
The tentative agenda was presented by Ms. Burnett. Director Seymour indicated that the Town is in favor of holding the conference in Leesburg and will provide whatever support is needed. Vice Chair McCray mentioned the conference is an opportunity to showcase the Town’s attributes (parks, etc.) and events. Discussions ensued.
 - b. **Presentation - Dept. of Economic Development Plan, Better City LLC – Jason Godfrey, CEO and Serra Gullu**
Director Seymour introduced the Better City team and provided an update on the progress of the project. Analysis and recommendations to the EDC on the Leesburg Strategic Plan were made by Better City. Discussion topics included:

- Economic Development Tourism Plan
- Entrepreneurship is critical for the long-term health of the Town
- Amazing insights were provided by Loudoun County high school students
- The fantastic quality of life in Leesburg (kids, sports teams, school systems, safety of downtown)
- Land use and permitting - overall evaluation
- The reputation piece is critical
- Economics of retail in Leesburg are horrible
- Better City is not in favor of incubators
- Leesburg is a welcoming Town with a phenomenal (plantation) under-society culture. People with a fantastic quality of life on the backs of people that have terrible lives (where do they live and how do they live?)
- Tourism visits to Leesburg – Town/Outlets visits and cross pollination possibilities
- Attract a Boutique Hotel with a multi-use event space (importance of walkability)
- More than 1,000 conference centers in Virginia; only two in Loudoun County
- The need in Leesburg of a high-capacity conference center (a 17,000 sq. ft. room/approx. 1,800 people)
- Removal of psychological barriers such as County/Town fences and gates
- An autonomous EV Shuttle
- The need to retain customers in Town with more retail and experiences
- The need for day tripper walking tours that are not historic; more people in the streets with focus on user-experience
- Clinging on to the past is a disaster
- Main Street Program

Commissioner Edwards mentioned the Town’s “cool and hip” factor gained over the last 15 years, and the importance of multi-cultural diversity (missing diversity in the people shopping downtown).

Vice Chair McCray believes the Town is segmented, and referenced the live entertainment provided at the Outlets where people can visit and sit down in a family-oriented atmosphere with no need to go to downtown. How can that cycle be broken?

Commissioner Pindell mentioned that Mocatinas customers include those from Maryland, West Virginia, DC, Tysons, Alexandria, and Bethesda; and believes that downtown provides a different historic experience, which is family-oriented and authentic.

9. Approval of the EDC By-Laws

Motion by Commissioner Tallent for approval of the EDC By-Laws; seconded by Commissioner Edwards. Motion carried.

10. Old Business

Motion by Chair Cusack to move the following agenda items to the August meeting; seconded by all commissioners. Motion carried.

- a. Downtown Street Closures
- b. Downtown Parking
- c. Children’s Activities

11. Virginia Freedom of Information Act (FOIA) Annual Awareness Training Video

12. Commissioner’s Comments

None.

13. Chairman’s Comments

Due to time constraints, Chair Cusack stated that there was no new business to discuss before the August meeting.

14. Adjournment

Motion by Chair Cusack to adjourn the meeting at 7:42p.m., seconded by Commissioner Miller. Motion carried.



Leesburg Economic Development Commission

MISSION STATEMENT

The Economic Development Commission consists of seven members who are either residents of the Town, Town property owners, business owners, or those employed in the Town and are appointed by the Leesburg Town Council. The Leesburg Economic Development Commission's mission is to ensure the economic vitality and stability of the Town of Leesburg. The Commission works to retain and expand existing businesses, attract and recruit desirable new businesses, and enhance economic activities that will benefit local businesses and residents. All the Commission's efforts are guided by their strategic plan, commonly known as the EDC Map.