



**Leesburg Economic Development Commission**  
**REGULAR MONTHLY MEETING**  
**Town Hall – Council Chamber**  
**September 6, 2023 – 7:00p.m.**

- 1. Call to Order**
- 2. Roll Call**
- 3. Adoption of the Agenda**
- 4. Approval of Minutes**
  - a. August 2, 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. Presentation - Loudoun County Public Schools, Dept. of Teaching & Learning –**  
Sharon L. Wright, Incoming Chair, SBP Council; Denise Rowell, Chair, SBP Council; Renée Dawson, Director, Teaching and Learning
- 9. Visit Loudoun Update –** Beth Erickson, President, Visit Loudoun, to provide an update on the local tourism and hotel market
- 10. Staff Report**
- 11. Old Business**
  - a. Approval of EDC Mission Statement
  - b. Liaisons to Other Commissions and Committees - Representation
- 12. New Business**
- 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**  
**August 2, 2023**

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

**Remote Participation:** Robert Cusack

**Commission Member Absent:** Mirna Guzan

**Staff Liaison Present:** None

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

**1. Call to Order**

The meeting was called to order at 7:00p.m. by Director Seymour.

**2. Roll Call**

Director Seymour conducted the Calling of the Roll; and stated that a quorum was present.

Motion by Vice Chair McCray to permit remote participation of Chair Cusack; seconded by Commissioner Tallent. Motion carried.

**3. Adoption of the Agenda**

Motion by Commissioner Tallent to adopt the agenda; seconded by Commissioner Pindell. Motion carried.

**4. Approval of Minutes**

Motion by Commissioner Pindell to adopt the meeting minutes of July 6, 2023; seconded by Commissioner Tallent. Motion carried.

**5. Petitioners**

None.

**6. Liaison Comments**

None.

**7. Liaisons to Other Commissions and Committees**

Commissioner Edwards referenced the July 20<sup>th</sup> presentation for consultants on zoning ordinance updates and plans. A focus group is planned for August 17<sup>th</sup>, with continued updates on zoning issues over the next several months. She asked that any specifics on ordinance issues, topics, or roadblocks be sent to her.

**Crescent Design District**

Motion by Commissioner Edwards to invite Rich Klusek to attend an EDC meeting and provide an update on the Crescent Design District; seconded by Chair McCray. Motion carried.

**Airport Commission**

Vice Chair McCray mentioned opportunities for efforts to promote the airport are going very well and that Airport Director Scott Coffman is eager for any opportunity to collaborate.

Director Seymour indicated that the former airport tower is officially closed, and an on-site, temporary tower is now operational. The Town is moving forward with plans to obtain funding to build a standing Tower. No negative impacts to flights or airport operations are expected.

**8. Staff Report**

**Main Street Program**

Director Seymour indicated Articles of Incorporation have been created which will take the program from a committee to a 501c3 organization. The organization has been named *The Leesburg Movement* (logo forthcoming) and added this will be presented to Council on August 7<sup>th</sup>.

Director Seymour mentioned that the Main Street Program will host a booth at the upcoming *Taste* event; gift cards will be given from 19 participating restaurants; \$550 has been donated for a raffle. Located outside of Mocatinas, the booth will welcome residents and seek names/email addresses for notification of future Town events.

**2023 HUBZone Conference**

Director Seymour referenced the 2023 HUBZone Conference on August 21 – 24 at the National. On the first evening, a reception area will feature Town businesses displaying their products and providing information. Director Seymour added shuttle buses will be running to Town. Director Seymour, Mayor Kelly Burk, Chair Phyllis Randall, and Buddy Rizer will give welcome announcements.

**Update on ED Plan**

Director Seymour indicated the Plan is scheduled to be presented to the Council in October. Currently being looked at is better access and utilization of social media, and both communication from the Town and from people coming in. Referenced were advertising opportunities at events such as *Taste*, and other events with the airport, with social media being the primary outlet. Branding will be a feature, as well as information.

**Dog Friendly Campaign**

Director Seymour indicated that many positive remarks were received regarding the campaign and mentioned that Allison Wood’s efforts resulted in increased business participation and a strong marketing opportunity for the Town.

### **Economic Development Dept.**

Director Seymour mentioned the new role of Melanie Scoggins as Assistant Director of Economic Development and expressed his appreciation for her efforts as a strong supporter of the local business community.

### **Sidewalk Dining**

Director Seymour indicated the expanded sidewalk dining program was created in response to the Pandemic. He added that several zoning regulations were relaxed, and that once the state of emergency ended the intention was to return to the previous program. Director Seymour mentioned the positive impact to the Town of the street closures. Commissioner Miller mentioned looking at the parking garage traffic. Discussions ensued.

## **9. Old Business**

### **EDC Mission Statement**

The revised Mission Statement wording will be provided for review at the September meeting.

## **10. New Business**

### **Downtown Street Closures and Downtown Parking**

Motion by Vice Chair McCray to add the following items to the September agenda; seconded by Commissioner Talent. Motion carried.

- Cost of closing the street. Is there a way to determine all costs to the Town for closing the street?
- Parking Garage. Obtain a vehicle count and compare it to when the street is closed vs. when it is open?
- Other Town Commissions:
  - Check whether we may schedule representatives from the other Town Commissions to update the EDC.
- Speak with Planning and seek whether a representative from its office would attend an EDC meeting to discuss the Catoclin Redevelopment plan.
- Inquire from the Fire Marshall the process of closing the road and seek whether a representative from its office would attend an EDC meeting.
- Ask Beth Erickson to present a report to the EDC.

### **Children's Activities**

Motion by Commissioner Pindell to bring back the Harry Potter event for the holidays; seconded by Vice Chair McCray. Motion carried. Vice Chair McCray expressed interest in arranging more children's activities (i.e., Cornhole).

## **11. Commissioner's Comments**

Commissioner Edwards expressed her deep sadness at the loss of Kevin Malone. She mentioned the Crossroads Music Festival on September 16<sup>th</sup>.

Commissioner Miller looks forward to all the discussions. He is reassured that the Town is investing in infrastructure to keep up what it has; not just what it wants.

Commissioner Tallent expressed his appreciation for the Leesburg Dogs program, and mentioned his pleasure at seeing people who have animals accessing Downtown comfortably.

Commissioner Pindell mentioned that we are moving in the right direction in getting details out on the Main Street movement.

**12. Chairman's Comments**

Chair Cusack thanked all for a productive meeting.

**13. Adjournment**

Motion by Vice Chair McCray to adjourn the meeting at 8:35p.m., seconded by Commissioner Pindell.  
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 purpose of the Commission shall be to advise the Leesburg Town Council on policies and activities that promote economic development and tourism and foster economic vitality and stability in the Town. The Commission advises Town Council on actions to enhance economic development and tourism, including review of Town regulations and procedures as they relate to economic development. All the Commission's efforts are guided by their strategic plan, commonly known as the EDC Map.



## Leesburg Economic Development Commission

### FOR DISCUSSION EDC COMMISSION LIAISON VACANCIES

<b>Commission</b>	
Airport Commission	Vice Chair McCray
Board of Architectural Review	Commissioner Pindell
Board of Zoning Appeals	<b>VACANT</b>
Diversity Commission	Vice Chair McCray
Environmental Advisory Commission	<b>VACANT</b>
Parks & Recreation Commission	Commissioner Miller
Planning Commission	Commissioner Edwards
Public Art Commission	Commissioner Pindell
Residential Traffic Commission	<b>VACANT</b>
Technology & Communications	Chair Cusack
Thomas Balch Library	Chair Cusack
Tree Commission	<b>VACANT</b>