



Leesburg Economic Development Commission
REGULAR MONTHLY MEETING
Town Hall – Council Chamber
November 1, 2023 – 7:00p.m.

- 1. Call to Order**
- 2. Roll Call**
- 3. Adoption of the Agenda**
- 4. Approval of Minutes**
 - a. October 10, 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
- Discussion – Liaison Vacancies**
 - a. Motion to appoint Commissioner Cunningham as liaison to the Board of Zoning Appeals.
- 8. Presentation – Downtown Event Permitting**

Kate Trask, Assistant Town Manager and Linda Fountain, Events and Outreach Manager, Parks and Recreation
- 9. Staff Report**
- 10. Old Business**
 - a. Economic Development Strategic Plan Update
- 11. New Business**
- 12. Commissioner Comments (5 minutes)**
- 13. Chairman’s Comments (5 minutes)**
- 14. 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 2
October 10, 2023 - Rescheduled**

Commission Members Present: Robert Cunningham, Robert Cusack, Marantha Edwards, Monica Pindell, Tony Tallent

Commission Members Absent: Linda McCray, Jason Miller

Staff Liaisons 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 7:00pm by Director Seymour.
2. **Roll Call**
Director Seymour conducted the Calling of the Roll; and stated that a quorum was present.
3. **Adoption of the Agenda**
On a motion by Commissioner Tallent, seconded by Commissioner Pindell, the Agenda was adopted.
4. **Approval of Minutes**
On a motion by Commissioner Edwards, seconded by Commissioner Pindell, the Meeting Minutes of September 6, 2023 were adopted.
5. **Petitioners**
None.
6. **Liaisons to Other Commissions and Committees**
Commissioner Edwards mentioned the upcoming Joint Planning Commission/Town Council Work Session of October 19th and the Planning Commission Meeting of November 2nd.

Commissioner Cunningham expressed interest in one or two commissions and mentioned that the Zoning Board of Appeals is of particular interest. Director Seymour suggested that the appointment of Commissioner Cunningham to a specific commission be presented at the next EDC meeting.

7. **Crescent District Master Plan**
Richard Klusek, Senior Planner, Planning & Zoning, gave a presentation on the Crescent District Master Plan. Mr. Klusek worked on the Legacy Leesburg Town Plan, which led him to work on the Crescent District Master Plan. Mr. Klusek has been employed by the Town for six years. Commissioners and staff discussed the item.

Commissioner Edwards expressed concern regarding attainable housing costs; Mr. Klusek mentioned attaining a mix of different townhouses, houses, and more affordable housing. Commissioner Edwards mentioned costs to develop is driving up the property cost. Commissioner Pindell mentioned that families

who move into affordable homes in Leesburg must then deal with the school situation. Of great concern to Commissioner Edwards is aging in place in Leesburg, and clearly identifying a broad spectrum of needs. Mr. Klusek mentioned this is something that may be factored in for the future.

8. **Staff Report**

On a motion by Commissioner Tallent, seconded by Commissioner Pindell, Commissioners and Staff agreed to postpone the Staff Report to allow for review of the Economic Development Strategic Plan.

9. **Old Business**

None.

10. **New Business – Economic Development Strategic Plan**

Jason Godfrey, CEO of Better City, gave a presentation on the draft Town of Leesburg Economic Development Strategic Plan. Mr. Godfrey opened the floor for discussion on the draft Economic Development Strategic Plan, and, and mentioned that it was an important and challenging effort for Better City. He added that every word in the plan is intentional. Commissioners and staff discussed the item.

ACTION ITEM:

Staff and Better City will meet on October 12th to review the plan; October 13th a package will be sent to Council for its review. Chair Cusack is comfortable moving forward to Council with the suggested edits. Commissioner Tallent is comfortable with the proposed edits and mentioned the majority of the report was solid.

Director Seymour indicated that the Plan will be presented to Council at the October 23rd work session; and depending upon what transpires will be presented at the October 24th meeting to vote upon. Commissioner Pindell suggested that the draft Plan quantify data with a graph or pie chart to use as an example of another town that has attained huge success (parameters). Commissioner Edwards inquired as to where the Legacy Leesburg Plan falls in synchronizing this. Mr. Godfrey responded that nothing in the Plan conflicts with the Legacy Leesburg Plan.

On a motion by Commissioner Tallent, seconded by Commissioner Pindell, the Economic Development Commission recommended the draft Economic Development and Tourism Strategic Plan be sent to Town Council for approval, with suggested edits as discussed.

11. **Commissioner's Comments**

- Commissioner Tallent enjoyed both presentations, and believes it paves a good path forward.
- Commissioner Pindell indicated good feedback was received, and that we are definitely moving forward.
- Commissioner Edwards thought it was a great discussion.
- Commissioner Cunningham thanked all for welcoming him to the EDC, liked seeing the data, and was pleased to learn a lot about Leesburg.

12. **Chairman's Comments**

Chair Cusack thanked Jason Godfrey for his hard work on the draft Economic Development Strategic Plan and enjoyed the Crescent Design District Master Plan presentation.

13. **Adjournment**

On a motion by Commissioner Pindell, seconded by Commissioner Edwards, the meeting was adjourned at 9:40p.m.

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