



**Leesburg Economic Development Commission**  
**REGULAR MONTHLY MEETING**  
**Town Hall – Council Chamber**  
**March 6, 2024**

- 1. Call to Order**
- 2. Roll Call**
- 3. Adoption of the Agenda**
- 4. Approval of Minutes**
  - a. February 7, 2024
- 5. Petitioners (10 minutes each)**
- 6. The Clothing Closet – Melissa Barton**
- 7. Crossroads Music Festival – Amy Bobchek (Presentation)**
- 8. Liaison Comments (5 minutes)**
- 9. Liaisons to Other Commissions and Committees**

Airport Commission	Planning Commission
Board of Architectural Review	Public Art Commission
Board of Zoning Appeals	Residential Traffic Commission
Diversity Commission	Technology and Communications Commission
Environmental Advisory Commission	Thomas Balch Library
Parks and Recreation Commission	Tree Commission
- 10. Staff Report**
- 11. Old Business**
  - a. Public Plaza/Open Space/Walkable Downtown
- 12. New Business**
  - a. Leesburg Movement Budget Item
  - b. 2024 Leesburg Business Awards
- 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 7, 2024**

**Commission Members Present:** Robert Cunningham, Robert Cusack, Jason Miller, Angel Miranda, Monica Pindell, Tony Tallent

**Commission Members Absent:** Linda McCray

**Staff Liaisons Present:** None

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

1. **Call to Order**

The meeting was called to order at 7:02p.m. 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 Miranda, the agenda was adopted.

4. **Approval of Minutes**

On a motion by Commissioner Tallent, seconded by Commissioner Pindell, the minutes of January 3, 2024 were adopted.

On a motion by Commissioner Tallent, seconded by Pindell, the minutes of the January 25, 2024 work session were adopted.

5. **Petitioners**

None.

6. **Liaison Comments**

None.

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

Nothing to report.

8. **Staff Report**

Melanie Scoggins reviewed upcoming events:

- **Leesburg Youth Career Expo** – February 20, 2024, at Loudoun County High School (6:00pm-8:30pm). Ms. Scoggins indicated that, to date, 45 employers have signed up to attend.
- **HUBZone** – The next meeting is scheduled for March 7<sup>th</sup>; Michelle Burnett, Executive Director – HUBZone, is scheduled to present.
- **2024 Leesburg Small Business Awards** – The event has been scheduled for May 1, 2024 from 6:30pm-8:30pm; the location of which is soon to be announced. A People’s Choice Award has been added to the usual six categories.

**Downtown Vacancies** – Director Seymour indicated there has been significant activity regarding downtown business locations and vacant space. He mentioned that a number of the smaller square footage locations have been filled and many changes will be seen in the upcoming weeks. Director Seymour indicated that a real estate advisor recently mentioned that “Leesburg is hopping.”

**Data Centers** - A special exception to allow use on the site near Wegmans will be presented to Town Council on February 27<sup>th</sup>.

Discussion Points:

- Data centers are a huge market (plusses and minuses to that)
- Positive cash impacts to the localities
- Wegman’s site is one of the few industrial sites
- Major overhead power lines run over the site
- Near Luck Stone Quarry – industrial uses
- Leesburg now pays the cost for those and not getting the benefit
- Facility looking to put a data center on that site has gone above and beyond in design

**Work Session Discussions – Selection of Events**

Director Seymour provided the EDC with a breakdown of the top selections of events discussed at the recent work session.

Top Selections	#1 Votes	#2 Votes	Total Votes
Two-Day Music Festival	2	3	5
Family Fun Day	1		1
Marathon	2	2	4
Roaring 20s Event	1		1
Food and Wine Festival	1	2	3

Discussion Points:

- A signature event: What shall we call it?
- How support can be provided to current businesses and sustain ongoing businesses
- Commissioner Cusack is in favor of “The Leesburg Experience”
- Something that can be presented to Town Council – a concept (“Leesburg – Experience It”)
- A slogan; a realistic concept
- Reference was made to slogans such as “Discover the Charm” and “Love It Like a Local”
- Allison Wood mentioned that slogans were added to the Locally Leesburg brand on roll-up banners and brochures
- Ms. Wood provided a review of brand kits and slogans
- Love It Like a Local -- 2025 Leesburg Music Festival (Ms. Wood believes that would then be the brand name as opposed to the slogan)
- Leesburg Lollapalooza; 2024 Music Festival; 2024 Leesburg Stomp – Love It Like a Local
- How to frame a slogan for an event to present to Council
- Reference to Leesburg in travel guides – where locals go to eat, etc.
- Begin a dialogue with Parks & Recreation
- Research the Parks & Recreation calendar to determine gaps
- Music Festival was a consensus
- The Crossroads Music Festival has always been a Saturday event
- This past year the additional Friday event attracted a number of people; with plans to do that again this year
- Feedback from local businesses was positive
- If the EDC wanted to have such an event, it should employ an event organizer or non-profit organization to go through the process for all things happening, i.e., town fees, cost of closing the street etc.).
- Director Seymour commented that the EDC’s role would not be to run an event, but to make a recommendation to Town Council
- Commissioner Pindell suggested presenting it to the Leesburg Movement who could present it to Town Council; and

that the EDC could sponsor one of their events with budgeted funds

- Commissioner Miller inquired as to whether the EDC could invite the Flower & Garden and Crossroads to discuss their events
- Commissioner Pindell inquired as to the fee for EDC to sponsor Crossroads (\$3,500)
- Ms. Wood indicated that the EDC sponsorship of Crossroads was to make the Friday night event happen
- Director Seymour recommended the EDC talk to the management of Crossroads to obtain information on how they are planning to market; what they are doing for their event; other ideas from an economic development perspective on how the EDC may support those moving forward
- Ms. Wood mentioned to consider ways to help engage businesses during the concert
- Second place vote was for a 5K running race
- Ultimate recommendation to Town Council is for a signature event
- Possibly build off Crossroads with a running race

#### **Recommendation**

Chair Cunningham suggested that representatives from Crossroads and a sports management company that specializes in running events be invited to present to the Commission. Chair Cunningham mentioned the sports management company of Colonial Running Club. Director Seymour will reach out to both groups.

#### **9. New Business**

- a. Due to a conflict with the Leesburg Small Business Awards, the May 1, 2024 meeting has been rescheduled to May 9, 2024.
- b. Due to a conflict with the July 4<sup>th</sup> Holiday, the July 3, 2024 meeting has been rescheduled to July 2, 2024.
- c. FY2024 EDC Budget Discussions – Focus on utilizing the remaining FY24 funds to possibly sponsor the Crossroads Music Festival.

Chair Cunningham mentioned he will meet with Director Seymour regularly to organize thoughts on what will be included in an upcoming meeting agenda. Chair Cunningham will send an email out to the EDC soliciting their ideas before he meets with Director Seymour.

#### **10. Commissioner's Comments**

- Commissioner Pindell indicated that it was a great work session, and much was accomplished. She mentioned there is much they can do as commissioners to get conversations going. Of importance to her is to analyze and find out details of what can be improved upon or added to events. Commissioner Pindell is in favor of a two-day music festival and layering something on during summertime; thinks food and wine festival would be great; bringing in wineries here in Town would be great. She thanked Staff for their input and ideas; and appreciates being a part of the EDC.
- Commissioner Tallent echoed thoughts on Crossroads and building on something that trending successful. He thanked Staff for all of the time they put in.
- Commissioner Miller mentioned that, as a business owner, he sees more people at night than during the day which translates to a lack of business downtown. He expressed hope that this new influx of businesses coming to town will fill in some of those daytime gaps.
- Commissioner Cusack thought the work session was great, believes that great ideas were discussed, and appreciates being a part of a good energy group.
- Commissioner Miranda thought the work session was successful, was very pleased with the progress made, and believes that there is a clear thought of what the EDC is supposed to be doing.

#### **11. Chairman's Comments**

Chair Cunningham mentioned regular Friday walks through Town around 1:30pm where he observes foot traffic. He indicated that if he were a business owner who relied on foot traffic during the day it would be worrisome. Chair Cunningham believes that part of the EDC's charge is to attract/help businesses to be vibrant and thrive. He expressed appreciation to Director Seymour for all the background work that he does to keep the EDC on track and added that he runs a top-drawer economic development operation. Chair Cunningham expressed his thanks to the ED staff.

#### **12. Adjournment**

On a motion by Commissioner Pindell, seconded by Commissioner Tallent, the meeting was adjourned at 8:24p.m.

# 2024 EDC MEETING SCHEDULE

## (Revised)

Wednesday, 01/03/2024 7-9pm

Wednesday, 02/07/2024 7-9pm

Wednesday, 03/06/2024 7-9pm

Wednesday, 04/03/2024 7-9pm

\*Thursday, 05/09/2024 7-9pm

Wednesday, 06/05/2024 7-9pm

\*Tuesday, 07/02/2024 \*5-7pm

Wednesday, 08/07/2024 7-9pm

Wednesday, 09/04/2024 7-9pm

Wednesday, 10/02/2024 7-9pm

Wednesday, 11/06/2024 7-9pm

Wednesday, 12/04/2024 7-9pm



Leesburg Economic Development Commission  
2024 EDC Liaisons to Other  
Commissions and Committees

<b>Commission</b>	
Airport Commission	Linda McCray
Board of Architectural Review	Monica Pindell
Board of Zoning Appeals	Robert Cunningham
Diversity Commission	Linda McCray
Environmental Advisory Commission	<b><i>Vacant</i></b>
Parks & Recreation Commission	Jason Miller
Planning Commission	<b><i>Vacant</i></b>
Public Art Commission	Monica Pindell
Residential Traffic Commission	<b><i>Vacant</i></b>
Technology & Communications	Robert Cusack
Thomas Balch Library	Robert Cusack
Tree Commission	<b><i>Vacant</i></b>