



**Leesburg Economic Development Commission**  
**REGULAR MONTHLY MEETING**  
**Town Hall – Council Chamber**  
**May 9, 2024**

- 1. Call to Order**
- 2. Roll Call**
- 3. Adoption of the Agenda**
- 4. Approval of Minutes**
  - a. April 3, 2024
- 5. Petitioners (10 minutes each)**
- 6. Liaison Comments (5 minutes)**
- 7. 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
- 8. Presentation – Madison Dale Hotel**

Kevin Ash, President & CEO, EllisDale Construction LLC  
Remington Ash, Operations Manager, Madison Dale LLC
- 9. Staff Report**
- 10. Old Business**
- 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 – Council Chamber  
April 3, 2024**

**Commission Members Present:** Robert Cunningham, Robert Cusack, Linda McCray, Angel Miranda, Monica Pindell, Tony Tallent

**Commission Members Absent:** 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  
Elaine Turney, Administrative Associate

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.
3. **Adoption of the Agenda**  
On a motion by Vice Chair McCray, seconded by Commissioner Pindell, the agenda was adopted.
4. **Approval of Minutes**  
On a motion by Commissioner Pindell, seconded by Vice Chair McCray, the minutes of March 6, 2024 were adopted.
5. **Petitioners**  
None.
6. **Liaison Comments**  
None.
7. **Liaisons to Other Commissions and Committees**  
Nothing to report.
8. **The Leesburg Movement**  
In response to previous discussions, Director Seymour indicated that the Leesburg Movement is a separate organization from the Town; he added that the Main Street Program is both statewide and national. He mentioned that the program has continued to grow with Commissioners Pindell and Miller as members, along with a core group of businesses. Director Seymour indicated that the Main Street Program is presently focused on a multitude of opportunities.

Director Seymour mentioned that the Leesburg Movement is working with a Leesburg videographer to create a series of videos for social media to promote various downtown businesses. Director Seymour added that the Leesburg Movement's Retail Advisory Group established a Neighborhood Discount Program which will run from March through May.

**Lassiter Way Beautification Project**

Director Seymour mentioned that the Leesburg Movement continues to work with DED and various Town departments on the Lassiter Way beautification project. The Leesburg Movement is seeking a grant through the VDHCD, and the grant application is due by April 15th. The idea is to "spruce-up" the ally way, including additions of planters and lighting. Town administration and DED have provided letters of support for the Movement's grant application.

**Joint Meeting with Town Council**

Director Seymour mentioned the Joint Meeting between the Movement and Town Council at 7:00p.m. on April 18<sup>th</sup>, at Idea Lee Recreation Center. This meeting will provide an opportunity for the Leesburg Movement to update the Council on all they have been doing.

Commissioner Pindell provided an overview of the Leesburg Movement, including social media. She mentioned heavy presence in social media is important. Commissioner Pindell mentioned that the Leesburg Movement is not really mentoring but promoting. Discussions ensued.

**9. Staff Report**

**Wayfinding Task Group**

Director Seymour provided an update on the Wayfinding Task Group. DED has organized three focus groups designed to provide information to Frazier Associates, the consulting firm that is completing the study. On March 28, 2024, Frazier and Associates met with DED and Public Works to review the information and discuss next steps.

**Launch of the Leesburg Flower & Garden Week**

Director Seymour shared information regarding the new marketing campaign launched by DED to highlight Leesburg businesses with Flower & Garden themed events and promotions in the week leading up to Flower & Garden Festival. Parks and Recreation is also sharing this campaign on their social media, and on the Area Guide page of the website. Additionally, DED is sponsoring F&G bags again this year. Parks and Recreation will provide 500 extra, limited-edition colored bags to hand out to the participating businesses to attendees of their events/promos.

**Extended Sidewalk Dining**

Council has approved the Extended Sidewalk Dining Program for 2024, which will run from Friday, May 3<sup>rd</sup> through Friday, October 4<sup>th</sup> from 5pm to 9pm.

**Ribbon Cuttings**

Director Seymour mentioned the following ribbon cutting events:

March - Cucinamore 10<sup>th</sup> Anniversary; Virginia ABC Store; Spitz Mediterranean Street Food

April - Old Dominion National Bank; CRAFT Art & Craft Shop; Prejuvenation Aesthetics Medical Spa

**10. Old Business**

Chair Cunningham indicated that whatever the EDC recommends to the Council will have to be incremental; and views the First Friday determination as a win. Chair Cunningham wishes to continue the EDC's brainstorming ideas and hopefully get to another increment beyond the Friday evening (talks about 5K run if not in Town, but perhaps at the Villages).

**Madisondale Hotel**

Discussions ensued regarding the development of the hotel in downtown Leesburg. Director Seymour indicated that an invitation would be extended to Kevin Ash, of Ellisdale Construction and Development, to attend the May 2024 EDC meeting.

**11. New Business**

**Commercial Vacancies**

Director Seymour provided the EDC information pertaining to the current commercial real estate market. The EDC discussed the information and commented on the limited amount of commercial space remaining in the Town.

Director Seymour mentioned the opportunity to speak to Mr. Devine regarding the Delirium vacancy. Mr. Devine was pleased to report there are a number of prospects looking at the property and that things are progressing well.

Regarding the Black Shutter property, Director Seymour noted that the property has been sold and is going through the Town permitting process for renovation. The high-end restaurant project plus meeting space is scheduled to be completed this year.

Director Seymour provided an overview of the CoStar commercial real estate information, analytics and news platform which allows tracking of market rate, asking rent rate, vacancy rate. Director Seymour provides quarterly reports to the Council. Discussions ensued.

**2024 Leesburg Business Awards**

Director Seymour mentioned the Leesburg Business Awards will take place from 6:30pm – 8:30pm on Wednesday, May 1, 2024, at the Home2 Suites by Hilton, 420 Fort Evans Road, Leesburg. 19 nominations for the six existing award categories were received. New this year is a Non-Profit/Philanthropic Award and a People’s Choice Award. The new People’s Choice Award has received over 600 votes. Voting for the event has been completed. Staff is currently working on social media posts to highlight each nominee.

**Boards and Commissions Networking Event**

Director Seymour indicated that the annual Boards and Commissions Network Event will take place on April 29, 2024, at the Idea Lee Recreation Center. Each group is requested to make a three-minute presentation highlighting current activities. Director Seymour will coordinate with Chair Cunningham on the presentation.

**12. Commissioner’s Comments**

Commissioner Miranda was pleased to hear about Flower & Garden week and looks forward to figuring out the next event to promote. He expressed his thanks to staff for putting together the statistical information.

Commissioner Tallent was also pleased for Flower & Garden week. He was happy to learn the number of businesses that are moving into Town (97% of products is taken up/3% remaining). He mentioned it may be better to rezone things to commercial if there is nothing available.

Commissioner Pindell inquired as to whether statistics are available to compare the national and state vacancy rates. She is pleased that the Wayfinding Signs project is moving forward and that signs are planned for the Outlet Center.

Commissioner Cusack thanked Chair Cunningham for a great job and is happy that the Leesburg Movement is taking off. Commissioner Cusack thanked Director Seymour for providing the vacancy statistics and is looking forward to the Flower & Garden Show.

Vice Chair McCray expressed appreciation for the effort and patience of the Leesburg Movement. She would like to take the Flower & Garden show to the next level with TV network advertising and national exposure, to include a parade and race in the long term.

**13. Chairman's Comments**

Chair Cunningham reiterated his wish to extend the invitation for Kevin Ash to attend the next EDC meeting. He is appreciative of Staff, and he believes the work they do is behind the scenes is sometimes easy to be taken for granted. He thanked Commissioner Pindell for her overview of the Leesburg Movement.

**14. Adjournment**

On a motion by Vice Chair McCray, seconded by Commissioner Pindell, the meeting was adjourned at 8:23p.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>