



Leesburg Economic Development Commission
RESCHEDULED MONTHLY MEETING
Town Hall – Lower Level Conference Room 2
5:00pm – 7:00pm
July 2, 2024

- 1. Call to Order**
- 2. Roll Call**
- 3. Adoption of the Agenda**
- 4. Approval of Minutes**
 - a. June 5, 2024
- 5. Petitioners (10 minutes each)**
- 6. Liaison Comments (5 minutes)**
- 7. Liaisons to Other Commissions and Committees**
- 8. Staff Report**
- 9. Old Business**
- 10. New Business**
 - a. Expedited Review
- 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 – Council Chamber
June 5, 2024**

<u>Commission Members Present:</u>	Robert Cunningham, Jason Miller, Angel Miranda, Monica Pindell
<u>Commission Member – Remote:</u>	Linda McCray
<u>Commission Members Absent:</u>	Rubert Cusack, Tony Tallant
<u>Staff Liaisons Present:</u>	None
<u>Staff Present:</u>	Allison Wood, Small Business Development & Tourism Specialist Elaine Turney, Administrative Associate

1. Call to Order

The meeting was called to order at 7:03p.m. by Allison Wood.

2. Roll Call

Ms. Wood conducted the Calling of the Roll and stated that a quorum was present.

On a motion by Commissioner Miranda, seconded by Commissioner Pindell, approval was given for Vice Chair McCray to attend the meeting remotely.

3. Adoption of the Agenda

On a motion by Commissioner Miller, seconded by Commissioner Pindell, the agenda was adopted.

4. Approval of Minutes

On a motion by Commissioner Miranda, seconded by Commissioner Pindell, the minutes of May 9, 2024 were adopted.

5. Petitioners

None.

6. Liaison Comments

7. Liaisons to Other Commissions and Committees

Chair Cunningham mentioned that the next Board of Zoning Appeals meeting is scheduled for June 18th; no agenda items have been indicated.

8. Staff Report

Discussions ensued regarding:

- Business Assistance Team (a collaborative project among multiple Town departments); Melanie Scoggins is the team leader
- Brochure launching the Business Assistance Team
- Wayfinding Task Group working on Wayfinding assessments

- New standards on the Wayfinding signs
- May need to go to Council to discuss increasing the scope
- Where's Waldo Program – Birch Tree Bookstore
 - Program encourages tourism and residents to get out and hunt for Waldo
 - Bingo Cards featuring participating businesses will be provided
- 4th of July Parade – Birch Tree and other businesses will be included and dressed up as Waldo

9. **Old Business**

Crossroads Music Festival

EDC members discussed and agreed that the \$1,200 contribution would be a donation, not a sponsorship. Motion by Chair Cunningham that the EDC make a \$1,200 donation to the Crossroads Music Festival, seconded by Commissioner Miranda.

10. **New Business**

Chair Cunningham referenced the May 20, 2024 letter from Council Member Todd Cimino-Johnson encouraging community investment in downtown Leesburg. Also referenced was Council Member Cimino-Johnson's May 19, 2024 Community View article in Loudoun Now.

Expedited Review

Chair Cunningham expressed the importance of being responsive to the needs of the Leesburg business community. Chair Cunningham mentioned that anything the EDC can do to make it attractive for businesses to expand their operation and ease the burden for businesses to grow and thrive. Chair Cunningham is in favor of establishing a task force to research and ask questions. Commissioner Miller mentioned being very careful to avoid conflict, however, sometimes conflict is the fastest way to solve a problem.

- Ms. Wood referenced Council Member Cimino-Johnson's article
- Establishment of a tourism zone and a technology zone
- There is no downside in establishing a tourism zone
- Ways to collect data regarding number of zoning applications and how many are approved

11. **Commissioner's Comments**

Commissioner Pindell mentioned it was great that the EDC can find ways to work better for the community; and it was great about the Wayfinding signs.

Commissioner Miranda is in favor of the donation to the Crossroads Music Festival. He referenced the City of Frederick, Maryland and its "One Stop Shop" program for same day permitting which expedites the smallest requests. Commissioner Miranda would like to continue discussions on holding a community event. He thanked Ms. Wood for her great job.

Commissioner Miller mentioned it would be huge to help Town businesses with the permitting process; and believes there would be massive opportunities there. Commissioner Miller has heard that it is hard to do business in Leesburg and stressed the importance of a "bring your business here....we will help you" attitude.

Vice Chair McCray indicated the discussions were great and very important.

12. **Chairman's Comments**

Chair Cunningham mentioned he and Vice Chair McCray will provide feedback regarding the Boards and Commissions Network Event. Chair Cunningham mentioned the AAA Credit Rating of the Town, and the Town is fiscally prudent and financially sound. He mentioned interest in an October 13th race which is currently being evaluated by the Town. Chair Cunningham expressed his thanks to staff.

13. **Adjournment**

On a motion by Commissioner Pindell, seconded by Commissioner Miranda, the meeting was adjourned at 7:50p.m.

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

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