



**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>	Robert 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 due to illness.

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.