



Leesburg Economic Development Commission
REGULAR MONTHLY MEETING
Town Hall – Lower Level Conference Room 2
January 3, 2024 – 7:00p.m.

- 1. Call to Order**
- 2. Roll Call**
- 3. Adoption of the Agenda**
- 4. Approval of Minutes**
 - a. December 6, 2023
- 5. Petitioners (10 minutes each)**
- 6. Liaison Comments (5 minutes)**
- 7. Liaisons to Other Commissions and Committees**

<ol style="list-style-type: none">a. Airport Commissionb. Board of Architectural Reviewc. Board of Zoning Appealsd. Diversity Commissione. Environmental Advisory Commissionf. Parks and Recreation Commission	<ol style="list-style-type: none">g. Planning Commissionh. Public Art Commissioni. Residential Traffic Commissionj. Technology and Communications Commissionk. Thomas Balch Libraryl. Tree Commission
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- 8. Staff Report**
- 9. Old Business**
- 10. New Business**
 - a. 2024 EDC Chair and Vice Chair Election
 - b. Adoption of 2024 EDC Meeting Schedule
 - c. FY2024 EDC Budget Discussions
 - d. Review of opportunities to expand upon the Leesburg Flower & Garden Show
- 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
December 6, 2023**

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

Commission Members Absent: None

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. Chair Cusack introduced and welcomed Angel Miranda to the EDC.
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 Vice Chair McCray, seconded by Commissioner Cunningham, the Minutes of November 1, 2023, were adopted.
5. **Petitioners**
None.
6. **Liaison Comments**
None.
7. **Liaisons to Other Commissions and Committees**
Commissioner Cunningham indicated that the December 21st Zoning Commission meeting was rescheduled to December 19th and was driven by applications for consideration by the board.
8. **Staff Report**
Economic Development Strategic Plan
Director Seymour indicated the plan was presented to the Planning Commission on November 16th and added that the meeting and comments were very positive. Director Seymour mentioned that now that the DED Plan is in place, we must work to ensure that the Planning Commission considers the Plan as a part of their decision-making process.

Inc 5000 – 2023 Fastest Growing Companies in America

Director Seymour reviewed the list of companies on the Inc 5000 list that are located within the Town of Leesburg. A total of eight Leesburg-based companies made the list for 2023.

Main Street Program Christmas Market at the Courthouse

Director Seymour mentioned the successful Small Business Saturday event put together by the Leesburg Movement. The event featured 12 local vendors and included shopping for kids with gifts under \$25, and Santa Claus. Also featured was a passport program which included 15 Downtown businesses. Director Seymour added that significant positive feedback was received.

Wayfinding Signage

Director Seymour mentioned that the Town received a grant from the VDHC to work on wayfinding signs, and the goal of this project is to provide people with a better awareness of the businesses located in downtown Leesburg. He indicated that a consultant will be hired to work with Public Works to direct patrons to businesses off King Street. More uniform, historic, red and blue signs will replace the older signs, and a kiosk is being considered. To better capture market share, Vice Chair McCray urged that kiosk signage include wording in Spanish.

Business Assistance Team

Director Seymour mentioned a line item that will be presented to the Council at the December 11th Work Session. Director Seymour added that this team would include representatives from the Departments of Economic Development, Community Development, Utilities, Finance & Administrative Services, Police Department, and Public Works & Capital Projects. New marketing materials are being developed with additional items on the Economic Development website that will be geared towards those businesses.

Town Demographics

Director Seymour reviewed data regarding Town demographics. Commissioner McCray mentioned that this is great intel for those businesses that are here, for which we want to remain here and be successful, and to use as appropriately needed. Director Seymour indicated this information will be put into a slightly different format to be included in marketing and website information. Vice Chair McCray will provide Director Seymour with a past handout regarding the Town which may be of interest.

First Fridays – September 2022 and 2023

Director Seymour presented parking garage data for the month of September. Statistics were reviewed and discussed. At the request of Commissioner Pindell, Director Seymour will provide the EDC with data for Saturdays.

2024 EDC Budget

Director Seymour mentioned that remaining in the EDC FY2023 budget is a \$1,200 line item, funds for which the EDC may utilize at their discretion, and that funds must be allocated by May 2024. He noted that the FY2025 Budget will also include \$1,200.

On a motion by Chair Cusack, seconded by Commissioner Tallent, discussion of the FY2024 EDC Budget will be placed on the Agenda of the January 3, 2024 EDC meeting.

Pickleball Courts

Director Seymour indicated that two indoor pickleball courts are planned for the Village at Leesburg and believes this is a start to initiate the presence of the USTA in the Town.

9. **Old Business**

None.

10. **New Business**

Vice Chair Cusack indicated that he would step down as Chair of the EDC at the end of 2023. Director Seymour requested that nominations for positions of Chair and Vice Chair be submitted prior to the January 2024 meeting. Director Seymour will provide the EDC with further information regarding the process for electing the Chair and Vice-Chair for 2024.

Chair Cusack initiated discussions regarding the timeline to review and make comments on documents. Vice Chair McCray emphasized that the purpose of the EDC is to make recommendations to its liaisons and initiate discussions, but not to make changes. Discussions ensued regarding timeframes of 10 to 14 days. Director Seymour encouraged the EDC to be involved and provide recommendations well in advance of planned meetings.

- Define what you seek to review
- Personal recommendations may be made at Council meetings however, it may not be a recommendation of the EDC itself unless a full vote is taken.
- Become involved earlier in the process well before there is a document to review

Director Seymour mentioned it is important that the EDC focus on the zoning ordinance update currently underway. He added that this is one of the biggest things it can be involved in and will drive development for the future.

On a motion by Chair Cusack, seconded by Commissioner Cunningham, a quarterly report will be requested from the Zoning Commission.

Commissioner Cunningham initiated discussions regarding future Town special events and presented a list of national signature festivals. Discussions ensued regarding:

- Safety, logistics, traffic, and an airport signature event
- Criteria – ensure the event fits with the personality of the Town
- Building off the Flower and Garden Show (approximately 50,000 attendees)
- The sales tax impact of the Flower and Garden Show
- Data on festival attendees was 27% persons under 18 years of age; and 48% females
- Take advantage of the region’s world-class golf courses
- Event may be tied into the Leesburg Movement
- Sunday morning 5K kick-off event
- Running race in the middle of Town
- Musical concert to open or close a race
- A long-distance marathon races
- Initiate discussions with Parks & Recreation regarding the role of the Leesburg Movement
- Small steps are recommended
- Tie in ION International Training Center to the Leesburg Air Show

On a motion by Chair Cusack, seconded by Vice Chair McCray, the EDC will review opportunities on how to expand upon the Leesburg Flower & Garden Show.

11. Commissioner’s Comments

- Commissioner Pindell is pleased that the Wayfinding signs are moving forward; the event discussions are very important; and is in favor of a partnership between the EDC and the Leesburg Movement to grow the Flower & Garden Show.
- Chair McCray expressed her excitement about the prospect of expanding upon the Flower & Garden Show.
- Commissioner Cunningham mentioned that the demographic data was great and something to always think about.
- Commissioner Tallent is in favor of using the above ideas as a springboard for the Flower & Garden Show and things with ION.
- Commissioner Miller appreciated the data and information; and believes that thinking about small businesses and building upon their successes is how we grow.
- Commissioner Miranda welcomed the opportunity to join the EDC, is excited to help and serve the Town, and looks forward to exploring ways to bring people into Town and keeping them here.

12. Chairman’s Comments

Chair Cusack acknowledged the great discussions and expressed appreciation to the Economic Development staff for their work.

13. Adjournment

On a motion by Chair Cusack, seconded by Vice Chair McCray, the meeting was adjourned at 8:24p.m.



Leesburg Economic Development Commission

2024 REGULAR MONTHLY MEETING SCHEDULE

<u>Date/Time</u>	
Wednesday, 01/03/2024	7:00 PM - 9:00 PM
Wednesday, 02/07/2024	7:00 PM - 9:00 PM
Wednesday, 03/06/2024	7:00 PM - 9:00 PM
Wednesday, 04/03/2024	7:00 PM - 9:00 PM
Wednesday, 05/01/2024	7:00 PM - 9:00 PM
Wednesday, 06/05/2024	7:00 PM - 9:00 PM
Wednesday, 07/03/2024	7:00 PM - 9:00 PM
Wednesday, 08/07/2024	7:00 PM - 9:00 PM
Wednesday, 09/04/2024	7:00 PM - 9:00 PM
Wednesday, 10/02/2024	7:00 PM - 9:00 PM
Wednesday, 11/06/2024	7:00 PM - 9:00 PM
Wednesday, 12/04/2024	7:00 PM - 9:00 PM



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>