



Leesburg Economic Development Commission
REGULAR MONTHLY MEETING
Town Hall – Council Chamber
November 6, 2024
7:00pm

- 1. Call to Order**
- 2. Roll Call**
- 3. Adoption of the Agenda**
- 4. Approval of Minutes**
 - a. October 2, 2024
- 5. Petitioners (10 minutes each)**
- 6. Liaison Comments (5 minutes)**
- 7. Liaisons to Other Commissions and Committees**
- 8. Staff Report**
- 9. Old Business**
 - a. Staff Progress Report – Technology and Tourism Zones
 - b. Status of Madison-Dale property and other hotel plans
- 10. New Business**
 - a. Opportunities for First Floor Businesses in the Brickyard Development
 - b. Planning Commission action on the Crescent Design District and potential business opportunities
 - c. Request to reschedule May 7, 2025 EDC meeting due to conflict with the Business Awards event
- 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
MONTHLY MEETING MINUTES
Town Hall – Council Chamber
October 2, 2024

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

Commission Members Absent: None

Remote Commission Members: Robert Cusack, Tony Tallent

Staff Liaisons Present: Mayor Kelly Burk

Staff Present: Russell Seymour, Director, Economic Development
Melanie Scoggins, Assistant Director, Economic Development

1. **Call to Order**
The meeting was called to order at 7:00p.m. by Chair Cunningham.
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 Remote Participation**
On a motion by Vice Chair McCray, seconded by Commissioner Pindell, remote participation in the meeting of Commissioners Cusack and Tallent was adopted.
5. **Approval of Minutes**
On a motion by Vice Chair McCray, seconded by Commissioner Pindell, the meeting minutes of September 4, 2024, were adopted.
6. **Petitioners**
None.
7. **Liaison Comments**
None.
8. **Liaisons to Other Commissions and Committees**
None.

9. Staff Report

- Big East Collegiate Cross-Country Championship will be held at Morven Park on November 1, 2024. Participating in the event will be approximately 222 runners from schools along the East Coast. Information on features of the downtown area will be provided to athletes and their families in advance of their visit.
- The Economic Development Department is working with the School Business Partnership/Loudoun Education Foundation to host a Workforce Development Summit on October 18, 2024.
- The Job for a Day event is planned for November 12, 2024. Responses are already being received from interested participants.
- The new Town of Leesburg Visitors Guide is featured in state welcome centers.
- The Harry Potter Forbidden Forest event at Morven Park will begin on October 26, 2024. DED has placed selfie stations at key locations downtown and a significant amount of social media advertising has been done for the event.
- On October 22, 2024, the Engineering Conference will be held at the Lansdowne Resort and include 150-170 participants. Buses will be available at the resort to transport participants to Downtown Leesburg for the evening. Information highlighting retail businesses that will remain open for the evening will be distributed and available to conference participants.
- Director Seymour provided financial statistics for townwide Tax Revenue and Meals Taxes.

10. Old Business

Director Seymour referenced the upcoming Council Work Session on October 7, 2024 which will focus on types of targeted industries on the technology and tourism side, as well as incentive programs. Commissioner Cusack mentioned that being part of a group of companies in a technology zone is something the federal government looks favorably upon and that will help us tremendously.

Director Seymour provided comments on improvements to the downtown district particularly regarding trash and aesthetic issues such as screening in alleyways. Suggestions will be sent to a larger group for discussion. Commissioner Cusack indicated he has spoken to residents of the Town who have noticed the problem of trash in alleyways. Commissioner Tallent mentioned he has noticed an improvement in the last few weeks.

Chair Cunningham suggested that commissioners review the Economic Development Strategic Plan and make recommendations to consider as a Commission. He mentioned that two items of interest are expedited review and tourism and technology zones. Chair Cunningham recommended the formation of a steering committee and others in Town to see if response time on applications can be shortened, and whether more people are needed or use of technology to respond to the frustrations expressed.

Chair Cunningham mentioned the idea of the Plaza Town Square concept, i.e., the wrought iron fencing at the Courthouse. Director Seymour indicated the process of an annual update to the strategic plan is being done and will present it to the EDC in the coming months.

11. New Business

- a. Director Seymour reviewed with the EDC the implementation of the **Town of Leesburg Title VI Demographic Survey**.
- b. **EDC Post Election Appointment Process** - Director Seymour mentioned that commissioner terms of Vice Chair McCray, Commissioner Miller, Commissioner Miranda, and Commissioner Pindell are due to expire in December 2024. He informed the EDC that any commissioner who wishes to continue to serve on the EDC is required to complete a new application.
- c. **FY2026 Budget** – The Town is in the process of putting together the FY2026 Budget. Director Seymour indicated that the EDC has a line item of \$1,200 to spend at its discretion and mentioned that the EDC consider something of interest in the future for which additional funds may be requested.

Chair Cunningham inquired as to whether the EDC should set up a booth at the future Leesburg Flower & Garden Show. Discussions were held regarding advertising for new businesses, and the use of social media to tie them to tourism events. Chair Cunningham suggested possible funding to be considered for Job for a Day. Director Seymour mentioned working with Loudoun County on job fairs. Chair Cunningham is thinking about possibilities within the budget and strategic plan, with focus on attracting businesses.

12. Commissioner's Comments

Commissioner Miranda mentioned the good information in Director Seymour's staff report, and he looks forward to the future downtown events, particularly with the holiday season. He is in favor of the EDC helping in any way it can. Commissioner Miranda is pleased that a Letter of Support was sent from the EDC to Council regarding the development of a Tourism Zone and a Technology Zone. Commissioner Miranda looks forward to working more with the EDC in the future.

Commissioner Tallent mentioned the progress at the old Delirium location, and really thinks addressing the trash issues will help the Town greatly.

Commissioner Pindell expressed her thanks for sharing the BPOL and meal tax information. She thanked staff for its report on upcoming events and looks forward to Harry Potter exhibition. She mentioned that the Saturday afternoon teas at Mocatinas have been a great success.

Commissioner Miller was appreciative for the BPOL and meal tax numbers. He indicated that, with the numbers provided, sales per unit are up 15% from 2019 to 2023, and is a move in a healthy direction. He hopes that businesses have a plan for their trash, and he is in favor of screening in the alleyways.

Commissioner Cusack expressed the importance of Technology Zones in Leesburg, especially for federal contractors. He was pleased to see the trash cleanup in the Town. Commissioner Cusack is appreciative of working with a great group such as the EDC.

Vice Chair McCray thanked Director Seymour for the BPOL and meals tax statistics provided and found them extremely helpful. She mentioned that six events are coming up in the next five weeks, and thanked staff for all their background work on these events. As a suggested budget expenditure, Chair McCray suggested entrepreneurship type events for our youth, which presents challenges. She mentioned that the Technology and Tourism Zone work is a step in the right direction and is appreciative that the EDC is doing important work.

13. Chairman's Comments

Chair Cunningham mentioned that the Crossroads Music Festival was great, and he was pleased that the EDC supported the event. Chair Cunningham believes the upcoming Big East Cross-Country Championship event at Morven Park is going to be great. He referenced the progress on the Madison Dale boutique hotel, which will be a tremendous asset to the Town. Chair Cunningham looks forward to an update on the Economic Development Strategic Plan. He thanked Mayor Burk for attending the meeting and expressed his thanks to staff.

14. Adjournment

On a motion by Commissioner Miranda, seconded by Vice Chair McCray, the meeting was adjourned at 8:00p.m.

EDC Commission Members

	<u>Term Ends</u>
Robert Cunningham, Chair	2026
Linda McCray, Vice Chair	2024
Robert Cusack	2026
Jason Miller	2024
Angel Miranda	2024
Monica Pindell	2024
Tony Tallent	2026
Todd Cimino-Johnson, Council Liaison	2026