The Economic Development Authority Meeting Agenda

Tuesday, March 2nd 2021 ❖ 6:00 pm

Virtual Meeting: https://teams.microsoft.com/l/meetup-join/19%3ameeting_OGQ4ZjI3NjctN2Y2Yy00YWNiLWI1MGQtZDRlMzM3Y2NiZGZi%40thread.v2/0?context=%7b%22Tid%22%3a%2273ba5b04-4ace-4ae3-a6b2-65cbc403418b%22%2c%22Oid%22%3a%22c0ccb9ec-7d9b-4f2b-a373-2bf4894593e2%22%7d

NOTICE: This meeting will be held pursuant to and in compliance with the Virginia Freedom of Information Act, Section 2.2-3708.2 and state and local legislation adopted to allow for continued government operation during the COVID-19 declared emergency. All participating members will be present at this meeting through electronic means. All members of the public may view this electronic meeting via the meeting link listed above and in the City's website calendar.

Public comments may be submitted to vweiner@fallschurchva.gov until 8:00 pm on March 1st, 2021. All comments will be provided to the Economic Development Authority members and comments received by the deadline will be read during the meeting.

PLEASE NOTE: This meeting will be conducted using Microsoft Teams. Don't have the Teams app? You can still join a Teams meeting. **See the instructions attached to this meeting agenda.** Please email vweiner@fallschurchva.gov if you need assistance with installation. During the meeting, staff will likely not be available to assist with installation.

1. **Call to Order**
2. **Reading of Virtual Meeting Notice**
3. **Roll Call**
4. **EDA Meeting (6:05-6:30 pm):**
   I. Approve Meeting Minutes:
      a. February EDA Meeting Minutes :
         https://www.fallschurchva.gov/DocumentCenter/View/14153/Draft-February-2021-EDA-Meeting-Minutes
      b. February 17th Special EDA Meeting Minutes:
         https://www.fallschurchva.gov/DocumentCenter/View/14152/Draft-February-17-2021-Special-Meeting-Minutes
   II. Update on current status of Special Exception primary criteria-APPROVED!
   III. Staff proposal for City Council/Board and Commission development review timelines (staff presentation anticipated in April/May):
        https://www.fallschurchva.gov/DocumentCenter/View/14137/Improving-Board-and-Commission-Review-Process
   IV. EDA Annual Report (Bob Young presented to City Council February 8th, 2021) (10 minute overview from staff):
        https://www.fallschurchva.gov/DocumentCenter/View/14125/EDA-Annual-2020-Report

The City of Falls Church is committed to the letter and spirit of the Americans with Disabilities Act. To request a reasonable accommodation for any type of disability, call 703-248-TTY711.

Reference documents from past year:
   a. Wayfinding Study: Updates on bids received
      i. Final Wayfinding Study:
         https://www.fallschurchva.gov/DocumentCenter/View/13502/Falls- Church-Wayfinding-_CID-FINAL
   b. Parking Study
      i. Final Parking Study:
         ii. https://www.fallschurchva.gov/DocumentCenter/View/12886/Final-EDA-Parking-Study-by-Walker-Consultants-
V. Vote to approve additional reserve fund of $10,000 for repairs on 302 Shirley St. property
VI. Election of Officers

5. **EDA Retreat (6:30-9:00 pm):**
   I. EDA budget/resources available
   II. Discussion of potential 2021 EDA projects/topics
      a. How do we target medical and/or office development in the city?
         i. What are the challenges and opportunities? i.e lack of Class A space and a metro accessible location
         ii. Future expert panel discussion for EDA meeting?
         iii. Financial incentives? Example, Commercial Real Estate Tax Abatement
      b. Marketing the City – website, videos, restaurant guide, etc.
         i. What do we want the site to be? Marketing/information on business assistance, attracting and retaining business, development, and/or marketing to visitors and ..?
         ii. Solutions to staffing concerns
         iii. Opportunities to connect with 'Virginia is for Lovers' marketing program:
            1. Link to website:
               https://www.virginia.org/?utm_source=google&utm_medium=cpc&utm_campaign=Brand_Fall_Local_Campaign&utm_content=Google_FY21_Virginia_Is_For_Lovers&gclid=Cj0KCQiAj9iBBhCJARIsAE9qRtAVAQ1NAYnt1D9Ww1TgL-IgzPTJ-T-BlQeRv5QiN-EisPjz6Durh14aAp4eEALw_wcB
         iv. Resources:
            1. EDO/EDA website under discussion:
               http://www.choosefallschurch.org/
      c. Public parking next steps
         i. Which items should we pursue and timing?
            1. Renting private parking spaces? Meters? Increased visibility? Mistall—parking lot monitoring system recommended in parking study report (https://mistall.com/)?
         ii. Resources:
            1. Final Parking Study (Solutions matrix on viii, with details starting page 51):
               https://www.fallschurchva.gov/DocumentCenter/View/12886/Final-EDA-Parking-Study-by-Walker-Consultants-

    d. **Affordable housing**

    e. **West End Proposed Amendments to the Comprehensive Agreement**

        i. Application materials are on the [webpage](#) under the **Special Exception Entitlement – Amendment and Special Exception Site Plan – Phase 1 (Second Submission, January 19, 2021)** header

    f. **How can the EDA support business reopenings post-COVID?**

        i. Increase visibility? Larger street number/address signs?

III. Other ideas

IV. Retreat wrap-up (Prioritization Matrix)

6. Adjournment –

Economic Development Authority Staff liaison: Valerie Weiner, 571-419-4651, vweiner@fallchurchva.gov

Instructions for joining a Microsoft Teams meeting:

[Click here to watch a video with instructions for joining a Teams meeting](#)

Join a Teams meeting on a phone or tablet

1. Click the meeting link provided.

2. **Download the Teams app for your device when prompted**:

   - Type in your name.

   - Choose the audio and video settings you want.

3. Select **Join now**.

4. Depending on meeting settings, you'll get in right away, or go to a lobby where someone in the meeting can admit you.

Join a Teams meeting on the web or through a web browser on a phone or tablet

Don't have the Teams app? You can still join a Teams meeting.

1. Click or copy and paste the meeting link provided.

2. You have two choices:

   - **Download the Windows app**: Download the Teams app.

   - **Join on the web instead**: Join a Teams meeting on the web.

3. Type in your name.

4. Choose the audio and video settings you want.

5. Select **Join now**.

6. Depending on meeting settings, you'll get in right away, or go to a lobby where someone in the meeting can admit you.