



# CITY OF FALLS CHURCH

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**City of Falls Church  
Economic Development Authority Meeting  
Tuesday, January 7, 2020; 7:00 PM  
Dogwood Room, City Hall  
300 Park Avenue  
Falls Church, VA 22046**

**I. Call to Order – 7:16 PM**

**II. Roll Call:**

**EDA Board Members Present:** John Sandoz, Chairman Bob Young, Ed Saltzberg, Erik Pelton

**EDA Board Members Absent:** Mike Novotny, Brian Williams

**EDA Electronic Participation:** Jim Coyle

**City Staff Present:** Becky Witsman, James Snyder, Val Weiner

**Student Representatives Present:** Cole Tarter

**Student Representatives Absent:** Evan Jones, George Hoak

**Public Attendees:** Letty Hardi, Phil Duncan, Tom Clinton, Erin Messner

**III. Approval of January 7, 2020 Minutes of EDA Meeting - Postponed Until Quorum**

**IV. Petitions from the Public (5 minutes per petitioner)**

a. None

**V. Petitions from the Board (5 minutes per petitioner)**

a. None

**VI. Kaiser Update on DRAFT Addendum to City public parking Memorandum of Understanding and public parking signage proposal**

- a. Jim Snyder updated the EDA on a MOU proposed by Kaiser that extends the current parking agreement, which is month-to-month, to a 5-year agreement that can be terminated within 30 days of the end of any 1 of the 5 years. The proposal asked that the City provide at least three trash can receptacles near the garage entrances, as well as weekly trash pick-ups.
- b. Mr. Snyder recommended a counter to this proposal that extends this period of cancellation from every year to no sooner than the end of 3 years, and then each year after. The City will offer to provide two sets of trash cans 17 feet away from the garage entrance, based on a Department of Public Works staff recommendation. The proposed agreement term change is to recognize the City's financial investment in the trash cans, both paying for the upfront costs of the trash can receptacles and the ongoing service fees. He notes it is not necessary to amend the offer, because the goal is to ensure continuing use of the garage, but it is worth asking. Mr. Snyder noted that

Robert Goff from DPW has agreed to service the cans for \$40 a month (\$500 a year), and the cans themselves cost \$1,900.

- c. Mr. Snyder suggested the EDA wait to negotiate with Kaiser on the public parking signage, in light of cost, zoning and regulatory constraints, and to ensure the signage design compliments the rest of the wayfinding system. Mr. Snyder suggests staff and EDA not wait for the signage to be finalized to finalize the garage MOU.
- d. Mr. Snyder asked the EDA to endorse Staff's counter to Kaiser's approval; the EDA needed to wait for a quorum in order to vote.
- e. Mr. Sandoz suggested that the City emphasize Kaiser's generosity by including 'courtesy of Kaiser' on the signage near their building. He suggested we make sure to keep the area as clean as possible out of respect for Kaiser's willingness to make this deal. Mr. Saltzberg mentioned the value of the garage as a financial asset for the City.
- f. Becky Witsman mentioned that Kaiser has also been offered use of Mr. Brown's Park for a Wellness Event.
- g. Letty Hardi suggested a press release after extending the agreement, to publicize the new deal to the City and make it known that the City does have public parking in high traffic areas. It could also be a great co-branding/co-marketing opportunity.
- h. Valerie Weiner mentioned that Robert Goff with Department of Public Works offered to be the point of contact with Kaiser if Kaiser ever felt the need to call about a parking/trash issue.
- i. Chairman Young agrees the signs need a lot of work and that it is worth moving forward with the MOU separately.

**VII. Save the DATE for March 3, 2020** – In addition to this being the date of the next EDA meeting, we also plan to invite interested groups (VPIS, Chamber, Arts, Parks, Planning Commission, City Council) to an update on the wayfinding signage programming recommendations. This briefing was anticipated at this 2/4 meeting, but the consultants needed a little more time.

- a. Becky Witsman described the intention of the meeting is to go over the consultant's Wayfinding programming recommendations. The EDO sent a "save the date" e-mail two weeks prior, and each group is awaiting an official invite from the Clerk's office this week. Chairman Young suggested Council receive the Wayfinding pricing and sign information as soon as possible, and asked that Staff send it over to them once it is received from the consultants.
- b. The meeting has been moved to Laurel Room to accommodate another meeting in the Dogwood Room.
- c. Letty Hardi suggested we forward the invite to Danny Schlitt; Staff agreed to do so.

#### **VIII. EDA Retreat?**

- a. Chairman Young asked the EDA about whether they were interested in a retreat. Ed Saltzberg and John Sandoz see the value in it for setting goals and reflecting on the year. Both would rather do it on the weekend. Members will email Chairman Bob with ideas.
- b. The group agreed on a tentative retreat date of Saturday, March 14<sup>th</sup> in the morning. Staff will circulate last year's materials and put together a report of the entire previous year's accomplishments in order to create a new list of projects for the coming year. Staff will ask Susan Bell to facilitate and Brian Williams will be asked if the event can again be held at Viaget.

#### **IX. Mr. Brown's Park updates – Erik Pelton**

- a. Erik Pelton updated the group on a meeting attended by himself Letty Hardi, Naomi Goodwin, and Becky Witsman. Mr. Pelton is excited about all that Naomi Goodwin has planned already for the park. They would like to make sure the mural moves forward quickly and they are hoping to finalize the park sign as soon as possible, in time for the 2020 park re-opening. They are also hoping to move forward with a park storage shed
- b. Mr. Snyder mentioned staff has ordered a Spring banner to replace the Fall banner, and staff is planning to wrap the Dominion Power electrical "switch" box with art.
- c. Letty Hardi would like to see the alley used for programming in addition to the park. She would like Staff to engage with Dogwood to try to figure this out.
- d. Erik Pelton mentioned Naomi Goodwin is looking into securing the domain name for Mr. Brown's Park that would direct people to the Park's calendar of events.
- e. Chairman Young asked to see an update on the Park's financials as soon as possible, to see whether the EDA designated park fund can afford to pay for all of the anticipated remaining park improvements.

- f. Letty Hardi suggested getting a letter from Jeff Jeffrey (property owner), to be reviewed by Carol McCoskrie (City Attorney) agreeing to installation of the mural.

#### **X. EDA Member and other Reports/Updates**

- a. Ed Saltzberg updated the group on the Commercial Parking Study. There was a call with Staff, Mr. Saltzberg, and the consultant the first week in February. The consultant is working on the first task, establishing existing conditions. They have collected the parking data, and staff has asked for an interim memo describing their data collection process, results and a range of possible parking maximization solutions they are preliminarily considering, so that we can possibly eliminate some options that may not be worth further investigation. Mr. Saltzberg noted that the consultant is on time to finish the study in early-mid June.
- b. Chairman Young mentioned he had a meeting with Wyatt about the Bedo's easement situation. The City is moving forward to proceed with negotiations with Bedo's and if necessary will condemn the easement. The easement was promised in the site plan in 1995 and never implemented. The missing promised improvements cause a safety hazard and an ADA violation and will be addressed soon. Robert Goff has agreed to do the work with salvaged bricks, so it could be fixed as soon as negotiations are finished.

#### **XI. EDA Election of Chair and Vice Chair**

- a. Chairman Young moved the EDA approve the electronic participation by Jim Coyle in tonight's meeting for personal reasons, pursuant to the policy on participation of meetings through electronic meetings as adopted by the EDA on April 5<sup>th</sup> of 2016. Seconded by John Sandoz. Approved unanimously. Jim Coyle could not attend as he was at the National Institutes of Health in Bethesda, Maryland with his wife
- b. Ed Saltzberg nominated Bob Young to another term as chairman, seconded by John Sandoz. Unanimously approved. Chairman Bob Young nominated Erik Pelton for Vice Chair, seconded by Edward Saltzberg, unanimously approved.

#### **XII. Other Business**

- a. Chairman Young moved to approve the minutes; unanimously approved.
- b. John Sandoz moved and Mr. Saltzberg seconded that the EDA approve a total of \$5,000 for the two sets of trash receptacles and \$500 a year for the Kaiser MOU. Unanimously approved.
- c. Letty Hardi asked how decisions are made as regards TOT funds versus EDA funds. She believed that downtown Transient Occupancy Tax funds need to be approved by Council if above a certain amount. Staff will look into how this will work moving forward. She suggests the EDA make a case for more City funds dedicated to the downtown area, considering greater traffic due to the park, and/or for the wayfinding signage for example. She suggests to get ahead of the budget season and make a case for increased budget funds.
- d. Chairman Bob Young asked Staff to create a proposed package of costs and potential budget items for the next EDA meeting for EDA's approval and review. This package would include the cost and location of more or replaced benches and trash cans as well as the cost for Wayfinding signs.
- e. Ed Saltzberg made a motion to authorize staff to pay for the Park's art, shed, and mural up to \$45,000 contingent on the sign being complimentary to the wayfinding sign designs. John Sandoz made an amendment to the motion to approve funding for the shed and mural and to wait to approve the sign. Chairman Young suggested the EDA approve all the funding—\$30,000—except for the sign that will be considered at a future meeting. Unanimously approved.
- f. Staff distributed a DRAFT 'How to Start or Relocate Your Business Guide' for comments; EDA members are asked to provide comments within two weeks. Letty Hardi suggested staff also pursue methods to drive traffic to the City Economic Development web site where the "guide" will be uploaded.
- g. Chairman Young would like the EDA to return to posting regular Op-Eds in the Falls Church News Press to update the City on economic development advances within the City.

#### **XIII. Adjournment 8:15**