



CITY OF FALLS CHURCH

**City of Falls Church
Economic Development Authority Meeting
Tuesday, May 7, 2019
7:00 PM
George Mason High School Library
7124 Leesburg Pike
Falls Church, VA 22046**

1. **Call to Order** – Mr. Bob Young called the meeting to order at 7:11 PM
 - a. **EDA Board members present:** Mr. Bob Young, Chairman, Mr. Erik M. Pelton, Vice Chairman, Mr. Jim Coyle, Mr. Mike Novotny, Mr. Edward R. Saltzberg, Mr. John Sandoz, Mr. Brian Williams.
 - b. **City staff present:** Mr. Jim Snyder (Community Planning and Economic Development Director) and Ms. Becky Witsman (Division Chief – Economic Development), Carla Johnson (Senior Administrative Assistant, CPEDS).
 - c. **Other attendees:** Ms. Kathy Frazier, Principal at Frazier Associates, Ms. Letty Hardy - City Council, Ms. Lindy Hockenberry, and Mr. Tim Stevens from the Planning Commission.
2. **Approval of April 2, 2019 Minutes of EDA Meeting/Retreat:** Mr. Saltzberg made a motion to approve the minutes and Mr. Sandoz seconded the motion. The minutes were approved unanimously.
3. **Plaque Presentation for Rachelle Barimany;** Ms. Barimany was not able to attend so the plaque was not presented.
4. **Petitions from the Public (five minutes per petitioner);** none
5. **Petitions from the Board (5 minutes per petitioner);** none
6. **Quick update on the status of the City Park – Jim Snyder**
 - a. Mr. Snyder, CPEDs Director gave a brief update on the downtown park. The site is being excavated and leveled. The foundations will be poured for eight poles and trenching will be done for electrical conduit. Park furniture will be purchased at a cost of less than \$2000. The trashcan will be purchased under a different contract as a separate item. It is hoped that the park will be open the Thursday before Memorial Day.

7. Presentation by Kathy Frazier of Frazier and Associates in re: wayfinding

- a. Kathy Frazier, an Architect from Frazier and Associates discussed her proposed scope of work to develop a customized Wayfinding Master Plan for the City of Falls Church. Her presentation can be found at “- [https://www.fallschurchva.gov/DocumentCenter/View/11411/ Falls-Church-Wayfinding](https://www.fallschurchva.gov/DocumentCenter/View/11411/Falls-Church-Wayfinding)”

After discussion, a motion was made by Mr. Saltzburg to approve \$30,000 be spent on the Wayfinding Master Plan work proposed. Concluding that the study will yield estimates for additional work to include Task C - Sign System Programming and Existing Sign and Sign Removal, (approximately \$5000) and Task D - Construction Intent Documents and Task E - Bidding and Negotiation. Tasks A- D are anticipated to cost approximately \$50,000 to \$60,000. The motion was seconded by Mr. Coyle and the motion passed 6 to 1 with Mr. Williams opposing. Mr. Novotny noted that the motion was passed subject to clarification and an updated proposal being provided to the EDA.

8. Update on Falls Church marketing video – Brian Williams

- a. Earlier in the meeting Mr. Williams requested that discussion of the Falls Church marketing video be added to the agenda. He provided an update on the video and advised that the last interviews have occurred and the vendor has requested specific input or comments regarding gaps in context and other questions. Mr. Williams asked if any board members had any specific inputs or comments and offered that if they were comfortable, he would work on the remaining issues. EDA members indicated that they were comfortable with his concluding this work. Mr. Williams also noted that the video would come in four different lengths, one long video in addition to three shorter versions; live, work, play in the Little City. EDA members did not have any feedback to provide to Mr. Williams.

9. Updates on West Broad Street EDA projects – Mr. Bob Young and Ms. Becky Witsman provided an update on topics related to West Broad Street

- a. **Holiday tree trunk lighting** – Ms. Witsman said the next step is to determine the number of additional trees is desired to add to the existing tree lighting locations. Mr. Young said he would meet with City staff next week to discuss lights, benches and flower baskets and would present updates to the EDA members at a future date.
- b. **Flower baskets on street light poles** – Ms. Witsman said that Terra Landscaping will proceed with filling the flower baskets, but more baskets cannot be added because it is too late in the season. Also, the total cost of this year’s program is higher at \$25,000, so an expanded program would require additional funding.
- c. **Part-time park coordinator** – the part-time Park Coordinator job ad will be forwarded to HR for posting after the forms are signed by the City Manager.

Mr. Williams asked if food trucks will be allowed at the new downtown park and suggested he would like to sponsor an event with a food truck.

- d. **Parking study** – Ms. Witsman said that Mr. Saltzberg would be assisting with the parking study. First, a revised scope of work for the study will be completed. Then, bids for the work will be solicited. Mr. Snyder said that the cost for both a parking and wayfinding study should be about \$70,000. Mr. Young said that a funding decision will eventually need to be made to proceed with the parking study.
- e. **Kaiser signage and temporary parking signs** – Mr. Coyle had shopped for reasonably priced lighted marquee signs to use to direct people to parking. He found a sign for \$7,000 that can be programmed with a custom message. Ms. Witsman will research borrowing a sign from the Public Works Department to use on a trial basis at the Kaiser garage to see if it is worth it for the EDA to purchase a sign.
- f. **Milling and repaving/restriping of public parking lots** – Mr. Snyder advised the cost of paving and striping the parking lot adjacent to the downtown park is about \$32,000. It is hoped that parking spaces will not be lost with the restriping of the lot. The goal is to aim for after Memorial Day to complete this work. Mr. Novotny was opposed to the use of EDA money to do this work since he believes the work should be paid for using City maintenance funds. Mr. Pelton said that he concurred with Mr. Novotny’s statement. Mr. Sandoz said the use of EDA money for repaving of the lot sets a bad precedent and is not a good use of the EDA’s funds. Mr. Williams said that it is appropriate to use EDA monies to address blight, and the lot is next to the new park and looks terrible. Mr. Young said that he would work with City Staff to draft a letter to the City Manager to request that City general funds versus EDA funds be used to repave the lot.
- g. **New benches, trash receptacles, and bike racks** – Mr. Novotny suggested that commercial grade furniture should be ordered for the park. Mr. Williams made a motion that the \$2000 line item for park furniture be approved. Mr. Coyle seconded the motion. Later after consideration of the budget and procurement process at City Hall, Mr. Young asked if there could be a motion made to spend up to \$10,000 on the wall and \$5000 on the park furniture. Mr. Coyle made a motion to approve the \$15,000 and Mr. Williams seconded the motion. The motion passed unanimously.

10. EDA Budget – for discussion and approval -

- a. Ms. Witsman presented the EDA budget handout (Attachment 1) and advised EDA members that the budget can be amended after approval but Finance and the auditors need the official approval. Ms. Witsman noted that the \$19,000 in interest revenue is interest on the land-banking fund (Attachment 2). Mr. Coyle made a motion to approve the proposed budget and Mr. Novotny seconded the motion. The Board approved the motion unanimously.

11. EDA Member Reports; None

12. **Other Business;** None

13. **Adjournment** - the meeting was adjourned at 9:24 PM.

**EDA Approved Budget FY 2020
PROJECTED SOURCES AND USES OF FUNDS**

SOURCES OF FUNDS

Fund Balance as of June 30, 2019	\$	175,720
Easter Seals & Tax Analysts IRB Admin Fees (ES: \$2,679 - 7/1/18 & TA: \$12,500 - 6/30/19)		15,179
Interest Revenue		19,000
Other Sources of Funds		-
TOTAL SOURCES OF FUNDS		209,899

PROPOSED USES OF FUNDS FOR FY2020

Professional Services		
Outside Consulting Services (Wayfinding and Parking studies)		70,000
Other Outside Consulting Services		-
Special Activities		
Developer forums		-
Special Events (i.e. for special park meeting at Viget, retreat, etc.)		400
Conferences (NAIOP, ULI, other)		300
Awards - plaques, etc.		300
Advertising (of video, beyond \$500 included in Dande contract)		-
Printing		-
Branding & Marketing Initiative		-
All Other		200
TOTAL PROPOSED USES OF FUNDS		71,200

RESERVE FOR FUTURE USES **\$ 138,699**

01/01/17 - 04/01/19 EDA Expenditures OUTSIDE of City Park expenditures
Walter Phillips - Streetcape study
Dande films - EDA video
Terra Landscape - holiday tree lighting
Park/plaza special meeting at Viget & retreats
Maple Avenue centerline eradication
Dan Kain trophies
Misc.

Approved May 7, 2019

EDA Proceeds from Land Sale Account

As of 05/07/2019

Net Proceeds	\$	1,833,641
<u>Allocations</u>		
Downtown Public Plaza Grant to the City of Fall:		550,000
Net Amount Available for Future Use	\$	1,283,641

<u>Financial Update on the Public Plaza Project (more complete picture below)</u>		Munis project PR019
Total Allocations	\$	550,000
Expenditures through 04/24/2019		241,983
Outstanding Purchase Orders*		163,148
Net Available	\$	144,869

<u>*Outstanding Purchase Orders</u>		Balance	
Walter Phillips for Public Access Easement Plat		1,100	PO 170507
Centennial Contractors (repair brick wall & planter and replace center walkway at 120 W Broad)		3,525	PO 190613
Centennial Contractors (Construction for the Little City Plaza project)		158,523	PO 190766
		163,148	

Park Expenses realized and approved by the EDA

Original Downtown Plaza Budget		\$550,000.00
<i>Costs To Date</i>		
Staff Time		\$50,314.00
Original Plaza Design Effort		\$146,191.30
Phase 1 Centennial		\$43,866.00
Phase 2A Centennial		\$158,523.00
Phase 2B -landscaping		\$19,031.78
Furniture for park		\$5,000.00
Paint wall & sound system		\$10,000.00
		\$432,926.08
		\$550,000.00
		\$432,926.08
		Monies unallocated from original
As of 5/7/19		\$117,073.92 \$550,000