



CITY OF FALLS CHURCH

ECONOMIC DEVELOPMENT AUTHORITY BUSINESS SUPPLY FUND COMMITTEE MEETING MINUTES

Virtual Meeting – <https://meet.lync.com/fallschurch-fallschurchva/ngoodwin/CM2RBJZZ?sl=1>
Wednesday, June 15, 2020 - 3:06 PM

NOTICE: The meeting for which this agenda has been posted 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 of the EDA's Business Supply Fund Committee were present at this meeting through electronic means. All members of the public may view this meeting on the City's website at <https://www.fallschurchva.gov>.

CALL TO ORDER at 3:06 PM AND READING OF VIRTUAL MEETING AND PUBLIC COMMENT NOTICE

1.

Roll Call:

EDA Business Supply Fund Committee Members Present: Chairman Erik Pelton, Jim Coyle, Erin Messner, Mike Novotny

City Staff Present: Naomi Goodwin, Joe Carter, Carol McCoskrie, James Snyder, Val Weiner, Becky Witsman

Public Attendees: Sally Cole, Letty Hardi

- Naomi Goodwin noted this is an emergency meeting in accordance with the Governor's meeting restrictions, convened only to discuss the EDA Business Supply Fund program.
- Naomi Goodwin then advised that no public comments had yet been received regarding this meeting.
- Committee Chair Erik Pelton opened the meeting by inviting members who believe they have conflicts of interest to state the conflict and their ability to still participate in a fair and unbiased manner. Chair Erik Pelton noted his conflict as his involvement in small businesses in the city. Erin Messner noted her conflict as a small business owner. Both pledged their ability to act fairly and in an unbiased manner on the matter of the business supply fund program.



CITY OF FALLS CHURCH

2. **APPROVAL OF JUNE 10, 2020 COMMITTEE MEETING MINUTES**

Erin Messner moved to approve the minutes. Chair Erik Pelton seconded the motion, which was approved unanimously. (Jim Coyle abstained)

3. **LEGAL ISSUES REGARDING EDA PURCHASING / GIVEAWAYS?**

Carol McCoskrie explained that neither the EDA nor the City have the authority to purchase items using public funds for private purposes according to the Virginia Public Procurement Act although the EDA do not have authority to make loans or grants (to individual businesses or organizations like the City or the falls Church Chamber of Commerce (which could then distribute items to individual businesses)) for economic development purposes (perhaps on a reimbursement basis to ensure monies were used for the purposes for which they were provided). She advised that purchasing items like hand sanitizing stations for use in public and posters for the proposed COVID-19 business pledge program would meet the Act's requirements however. Discussion ensued regarding implications of this.

4. **BUSINESS SURVEY**

Chair Eric Pelton invited discussion regarding the survey (intended to be sent to as many businesses in the City as possible). Survey design discussion ensued. Staff to provide revised draft survey to the Committee for comment as soon as possible.

5. **BUSINESS FORUM**

Chair Eric Pelton opened discussion regarding a possible business forum. It was decided to wait till feedback was received from the survey before a decision is made regarding holding a business forum in the future.

6. **CONTINUED DISCUSSION OF USE OF EDA FUNDS AND RESOURCES TO ASSIST LOCAL BUSINESSES WITH RECOVERY FROM DAMAGES SUFFERED DURING THE COVID-19 PANDEMIC DECLARED EMERGENCY**

Joe Carter emphasized the including messaging regarding the importance of hand washing in any messaging promoting the use of hand sanitizer.

Need to be located where there is a public right of way near businesses and out of those possible locations preference is to be given to where there are the highest numbers of people.



CITY OF FALLS CHURCH

Maintenance of hand sanitizer stations was discussed as being possibly undertaken as a community service activity by a community group, students or adjacent businesses or via a contract via a service provider if not able to be undertaken by city staff. Methodology to be determined at a later date.

Motion: Mike Novotny presented a motion that the sub-committee authorize up to a \$10,000 grant money to the City of Falls Church to immediately procure public sanitizer stations. The location, installation and maintenance of said stations to be determined by staff in conjunction with the sub-committee as quickly as possible. Chair Erik Pelton seconded the motion.

- **Unanimous approval by the Committee**

Discussion ensued regarding installation and maintenance of the hand sanitizer stations. Staff to investigate options and provide information to the Committee. Then moved on to poster design for the Safe Reopening Pledge / Poster Program. It needs to link to the Governors detailed reopening guidelines. ‘The ‘Safe’ Little City’ to be used for branding.

Motion: Chair Erik Pelton moved that the sub-committee authorize a grant of up to \$1,000 to the City of Falls Church for the design and printing of 500 posters for the Safe Reopening Pledge / Poster Program. Seconded by Jim Coyle.

- **Unanimous approval by the Committee**

The discussion then moved to signage. Staff then asked the Committee regarding their interest in producing ‘Open’ banners for City businesses. This was discussed and broadly supported by the Committee. Further work on this was put on hold to a later date to enable completion of work currently underway. Mike Novotny talked about sidewalk decals and other public space signage. ‘The proposed ‘Safe’ Little City’ logo was preferred for sidewalk decals. Staff will work on this as time permits.

7. **OTHER BUSINESS**

No other business was discussed.

8. **ADJOURNMENT at 4:53 PM**

As previously arranged the next meeting will be held on Thursday, 25 June, 2020, 3:00 P.M. – 4:30 P.M..