



CITY OF FALLS CHURCH

**City of Falls Church
Economic Development Authority
Meeting Minutes
Tuesday, April 2, 2019; 6:30 PM
Viget Labs, 105 W. Broad Street, 4th floor
Falls Church, VA 22046**

- I. **Call to Order** – Chairman Bob Young called the meeting to order at 7 PM

EDA Board members present: Mr. Young, Chairman; Mr. Pelton, Vice Chairman, Mr. Novotny, Mr. Sandoz, Mr. Coyle, Mr. Saltzberg

City staff present: Mr. Snyder, Ms. Witsman, Ms. Johnson

Other attendees: Ms. Bell, Mr. Benton, Mr. Stevens, Ms. Hardi, Ms. Hockenberry, Mr. Clinton, Mr. Tarter, Mr. Morales (a City business owner, who was recognized).

Mr. Young recognized Mayor Tarter, who asked to express his appreciation and thanks for the hard work of the EDA members, as well as anticipating the strong involvement of the EDA in the ongoing discussions about the West Falls Church project.

- II. **Approval of March 5, 2019 Minutes of EDA Meeting** – The draft minutes were approved with one abstention; Mr. Coyle, who was not yet a confirmed EDA member at the last EDA meeting.
- III. **Petitions from the Public (5 minutes per petitioner)** - None
- IV. **Petitions from the Board (5 minutes per petitioner)** – Mr. Pelton inquired as to the status of the EDA’s resolution in support of the conceptual plans for the West Falls Church Project (Special Exception Entitlement) that were presented to the EDA the previous month. The DRAFT resolution was finalized and provided to City staff and the City Council.
- V. **Retreat discussion** –
- 1. Review of prior year EDA goals and prioritizing expenditure recommendation possibilities for 1% transient occupancy tax monies designated for City commercial district areas** –

Ms. Bell and Mr. Young shared in facilitating the meeting, with Ms. Bell transcribing notes on large easel pad sheets that were posted. The first topic of discussion was to review progress on the goals and subgoals undertaken by the EDA in 2018. Those goals, subgoals and status of the goals were included in a document, entitled “2018 EDA Goals Review”. That document is included in these minutes below. Substantial progress has been made on two of the five goals - both the public plaza and the promotional video. Mr. Pelton and Ms. Hardi reported that their recent meeting with business owners located near the park, regarding the programming of the park, was very successful. Mr. Snyder has closely overseen and coordinated all aspects of the park, so it has made tremendous progress towards completion. An official grand opening of the park could occur in June. The promotional video for the City, coordinated by Mr. Williams in collaboration with a videographer (Dander films), should conclude film work by late April/early May. Promotion of the completed video will then proceed. The maintenance of the downtown/business districts was also a topic of a lot of discussion. It was generally felt that the EDA/transient occupancy tax monies should not be utilized for this purpose for an indefinite period. It was felt that adequate trash pick-up, power washing, maintenance of the City plaza/park and other items should be funded by City general funds.

The second document, entitled “EDA Priority Matrix – April 2, 2019”, was the focus of the next portion of the discussion. The document is found here: <https://choosefallschurch.org/DocumentCenter/View/588/EDA-Priority-Matrix-April-2-2019-V2Tabloid-FINAL>. The matrix details five new project possibilities that have received attention during the past year’s EDA meetings. Those possibilities include (1) whether/how to proceed with holiday tree lighting and street light pole planters (2) Improving parking in the 100/200 block of W. Broad (3) Downtown Appearance/Enhancement Improvements (4) Downtown Park Enhancements and (5) Marketing/promotional items.

There was a detailed discussion regarding all topics on the list, especially regarding programming of the downtown plaza, public parking issues and signage/wayfinding in the City. Regarding wayfinding, copies of and links to a wayfinding study conducted for the City of Fairfax by Frazier and Associates were provided. Mr. Snyder and Ms. Witsman had earlier that day spoken with Ms. Kathy Frazier, the principal of Frazier and Associates regarding the possibility of her firm conducting a similar wayfinding study as the one conducted in the City of Fairfax. Ms. Frazier has been invited to attend the next EDA meeting to talk about her firm’s qualifications and experience; she will also be asked to provide a proposal to do similar work for the City of Falls Church.

2018 EDA Goals Review - April 2, 2018

GOALS	SUB - GOALS	STATUS
Improving the downtown public parking situation		
	Improving public lots	Estimates for re-paving obtained; funding not available
	Improving signage for those lots	
	Investigate creating a parking app	
	Consider hiring a parking consultant	
Continue to strongly support the public plaza project		
	Continue to monitor and receive updates on progress	Kim/Al/Jim closely supervising progress and work
	Investigate creative ways to bring down the cost and maximize public parking	Significant progress on reducing cost via park renovation option; no public parking spaces ultimately lost
Walter Phillips/public infrastructure improvements		
	Adding more on street parking spaces	20+ new on street parking spaces created
	Improving sidewalks; brick where possible	Estimates obtained; Great Streets funds not accessible
	Adding biking, walkability, crosswalk improvements	Staff resources unavailable

2018 EDA Goals Review - April 2, 2018		
	Adding street furniture	Available funds for park/plaza; need EDA decisions on types
	Curb pullouts	
	Changing N. Maple/Park intersection alignment?	
	Undergrounding utilities	
Land banking		
	Be proactive on strategic land purchases	
	Bring in speakers to EDA meetings on this topic	
	Continue to monitor availability of properties on market	No strategic properties have been on market in past year.
Marketing/promotion video for City		
	To fill new office space in pipeline as well as existing space	New office in pipeline (Insight) has been delayed ...
	Attracting more visitors/customers to City	Promotional video almost complete!
	Keeping retail spaces filled	Retail vacancy rate continues to be low - 2.6%; monitoring, working with commercial brokers, keeping online City database of available space updated

VI. **Plaque Presentation – Mr. Young presented a plaque to Mr. Novotny to recognize his years of service to the EDA as Chair.**

VII. **Adjournment – the meeting was adjourned at 10:15 PM.**