



Town of Vienna

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Meeting Minutes Town Business Liaison Committee

Thursday, June 12, 2025

7:00 PM

Charles Robinson Jr. Town Hall, 127 Center
St. South

1 Roll Call

Call to Order: Chairman Jen Morrow called the meeting to order at 7:00 PM.

Members present: Brenda Burns; Bill Comerford; Najee Davis; Jen Morrow; Preeti Penati

Members absent: Mark Lander; Tracy McCarty; Bob Marsh

Staff present: Nicole Toulouse, Director, Economic Development

2. Communication from Citizens and/or Committee Members

None

3. Approval of the Minutes:

A motion was made to approve the minutes of the March, April and May meetings as presented.

Motion, Bill Comerford; second, Brenda Burns.

Motion carried unanimously.

TBLC March Minutes

Attachments: [March Minutes Draft](#)

TBLC April Minutes

Attachments: [April Minutes Draft](#)

TBLC May Minutes

Attachments: [May Minutes Draft](#)

4. New Business

May New Businesses

Attachments: [May New Businesses](#)

Chairman Morrow noted the new business licenses for the month of May. Postcards will be sent.

TBLC Meeting Time Change

Chairman Morrow proposed a start time change for future TBLC meetings from 7:00 PM to 5:00 PM.

Following a brief discussion, a motion was made to move subsequent meetings of the TBLC to the second Thursday of the month at 5:00 PM.

Motion, Bill Comerford; second, Najee Davis. Motion carried unanimously.

Review Latest Draft of Comp Plan

Attachments: [DRAFT Chapter 3 Land Use](#)
[DRAFT Chapter 4 Economic Development](#)

Chairman Morrow called on Director Toulouse to present the Item for discussion.

Comments included the following:

- *Document is mandated by State to guide the community; Utilized as a Staff guiding document;*
- *Historical information in document is of value to developers;*
- *What matters is the plan; Code typically follows plan.*

The current draft will be made available for committee review. Feedback should be provided prior to the September meeting or at the time of discussion. Committee members are advised to review the 2021 Economic Development Plan prior to making recommendations.

Parks Master Plan

Chairman Morrow commented on contradictions between the goals of the Parks Master Plan and those of the business community noting, as an example, the Liberty Amendments parade that shuts down Maple Avenue.

Comments by Committee Members are summarized as follows:

- *Any event that provides for quality of life in Vienna also affects economic development;*
- *Does not appear that Town's priorities are in sync;*
- *Business tie-ins are not as readily considered as other issues; Maude Robinson Land use example in Parks Master Plan presented idea of combining passive space with outdoor gathering place – an opportunity to benefit business as well as quality of life;*
- *Placemaking overlaps with Parks and Recreation.*

5. Regular Business

Review memo in support of Town of Vienna/NOVA Parks initiative

Attachments: [NOVA Parks Support Letter - DRAFT 6.4.25](#)

Chairman Morrow opened the discussion. Committee comments included the following:

- *Committee supports project, with caveat that existing parking is preserved;*
- *Consider including language to support use of old bank building by Historic Vienna; Opportunity to generate income until space is renovated.*

Review Memo on Town Parking Study Recommendations

Kelly O'Brien, Deputy Director, Planning and Zoning recommended postponing discussion until consultant recommendations received. Item will be moved to the September agenda.

Follow: Town Council Re-Visiting Proposed Meals Tax Increase in August

Chairman Morrow noted that Fairfax County has recently voted to levy a 4% food and beverage tax. Vienna is exempt from the county tax.

- *Restaurant owners continue to oppose temporary Vienna meals tax increase;*
- *Suggest private entity to build and operate aquatics facility; Contradicts Council desire to provide affordable facility for all residents;*
- *Failure to approve temporary meals tax increase would not necessarily end aquatic/fitness center project; Project would revert to CIP;*
- *Capital Campaign designed to allow for establishment of Foundation to support parks and recreation; Serve as collection entity for aquatics center donations;*
- *Town of Vienna uses meals tax to pay for all capital improvements; conservative approach;*
- *Businesses more likely to support a project that directly benefits their operation.*

Committee determined that no further action was required as Council is aware of business community opinions. Committee members are encouraged to send additional comments to Council directly.

6. Economic Development Department Updates

Recap of Vienna Economic Summit and Legacy Awards

Director Toulouse reported on the May 15, 2025 Economic Summit. The following observations were presented:

- *Attendance reflected about half of registrants;*
- *Question and answer period participation was effective;*
- *Conversation topics included need for improved cell service in primary areas of Town; Potential exists for NOVA Parks to work with Dominion Power for cell tower placement along W&OD Trail; Memo to be drafted;*
- *Committee members are encouraged to gather feedback from businesses regarding this issue.*

The Legacy Awards presentation should be reevaluated for next year. Summit attendees left the event prior to presentations.

Other Economic Development Department Updates

Staff reported on meeting with light industrial business owners regarding NOVA Parks partnership. Future plans to widen the W&OD Trail could involve loss of parking spaces, an eventuality wholly unacceptable to business owners. Given the continual zoning changes the general perception is that this type of business is unwanted in the Town.

7. TBLC Chair's Report

Post-Viva Vienna Observations

Comments from the Committee included the following:

- *Vendor mix has changed dramatically from origin; Artisans have been replaced by industry representatives;*
- *Local businesses continue to suffer loss of traffic due to tent placement;*
- *Trash presents a significant problem;*
- *Certain businesses appeared to have custom event supported signage; Should provide this option to all businesses;*
- *Stage placement design was not effective.*

Staff will organize a meeting with Gunner Stafford, Chairman, Viva Vienna to discuss these observations.

How Vienna is Celebrating America's 250th

TBLC will provide a ribbon cutting for the VA250 Mobile Museum Experience opening on July 10, 2025. The exhibit will be located at the Vienna Elementary School parking lot through July 12, 2025. Hours are 10:00 AM-6:00 PM daily.

The opening parade is organized by First Baptist Church. Lily Widman, Parks and Recreation has been asked to send an email outreach to local businesses in addition to the letter from First Baptist Church. Committee Members voiced concern with the overall lack of communication regarding this event (street closures).

Economic Development Staff have requested preparation of a calendar by Parks and Recreation Staff to include all anticipated road closures throughout the coming year. The calendar would be available in January of each year.

Engaging with Bicycle/Pedestrian Safety Committee on Parking Discussions

Chairman Morrow expressed a need for the Committee to be more vocal about issues related to pedestrian safety in the business district. She plans to attend the next meeting of the Bicycle/Pedestrian Safety Committee.

8. Meeting Adjournment

With no additional business, Chairman Morrow called for a motion to adjourn at 9:30 PM.

Motion Preeti Penati; second, Najee Davis.

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