

## Town of Vienna Business Liaison Committee

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*Draft Meeting Minutes | Thursday, March 12, 2026 | Charles Robinson Jr. Town Hall*

<b>Present</b>	Jen Morrow, Tracy McCarty, Brenda Burns, and Bill Commerford; Nicole Toulouse (staff)
<b>Absent</b>	Preeti Penati and Nash Cook

### 1. Roll Call

The Chair called the March TBLC meeting to order and conducted roll call.

### 2. Communication from Citizens and/or Commissioners

No comments from the gallery.

### 3. Regular Business

#### Remote Participation Resolution:

The committee adopted the electronic participation resolution and policy.

- Motion: Bill Commerford
- Second: Brenda Burns

Passed 4–0.

#### TBLC Member Goals and Priorities

Discussion of member goals and priorities was introduced by Chair Jen Morrow, who said she wanted members to share what they were committed to and passionate about as members of the TBLC.

Because newer members were absent, the committee agreed to postpone the discussion until April and ask all members to come prepared to discuss their goals.

### 4. Economic Development Department Updates

#### Restaurant Week & Economic Development Week Updates

During the Restaurant Week discussion, Staff provided an update and said the campaign received generally positive feedback, with some participating restaurants reporting increased traffic, especially those that actively promoted their own participation.

- Members discussed need for stronger menu submissions, better post-event follow-up, the value of owner quotes and customer photos, and the possibility of improving future marketing and organization.
- Members also discussed how branding and visibility affected participation.

- Staff noted that the “22180” branding resonated with local audiences but may not have connected as strongly outside Town.
- Committee members discussed Fairfax City overlap, influencer outreach, kickoff event structure, social media visibility, and ways to better involve local officials and businesses throughout the week rather than only at the launch event.

### Center of Town Project Update:

Staff then provided an update on the proposed “Center of Town” project, including the potential acquisition of the bank and visitor center properties, available grant funding, and a planned public survey. She explained that Council had received the presentation well and there appeared to be support to move forward with the acquisition.

- Members emphasized the importance of clearly explaining the available grant funds, the project purpose, and community benefits before the survey goes public.
- During that discussion, members also weighed possible branding and naming for the broader project area. The phrase “Center of Town” raised questions, and alternatives such as “Central Historic District” were suggested and discussed as potentially clearer and more meaningful.

### Upcoming Council Agenda and Related Updates

Staff also gave updates on upcoming budget work sessions, including staffing proposals, one-time capital requests, and discussion of possible water and sewer rate changes affecting high-volume users.

- Members discussed how those changes could affect businesses, especially smaller operators, and raised concerns about communication, carve-outs, or phased implementation.

Additional council and project updates included planning items, a pending outdoor dining letter, a donated showmobile, and a planning matter involving Bear Branch Tavern and basement event space parking. Members raised concerns about parking consistency and broader business impacts.

## 5. TBLC Chair’s Report

The Chair and members discussed several follow-up and committee process items:

- Stopping Practice of Business Welcome Cards:
  - The Chair raised the idea of ending the business welcome card practice, noting that similar information is already being sent by the Mayor’s office and Economic Development.
  - Members generally agreed the committee could instead focus on more meaningful in-person engagement with businesses, with further discussion to continue when goals and priorities are reviewed.
- ViVa Vienna Meeting:
  - The Chair also reported on a meeting involving Church Street businesses and Rotary regarding ViVa Vienna, describing it as unproductive because business owners had expected a working session but instead attended a regular Rotary meeting with limited time for discussion.

- She noted several business owners were frustrated and members discussed the need for a smaller, more practical follow-up conversation focused on actionable solutions and better coordination with Rotary and Town staff.

Before adjourning to closed session, members briefly discussed a possible home-based business roundtable, with members Bill and Preeti agreeing to prepare ideas and circulate information by email for discussion at a future meeting.

### Action Items / Follow-Up

Lead	Follow-Up Item
Committee	Bill and Preeti will work on preparing a home-based business roundtable event.

## 6. Adjournment