

Town of Vienna Business Liaison Committee

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

Present	Jen Morrow; Tracy McCarty; Brenda Burns; Bill Commerford; Najee Davis; Pret Pinati; Nash Cook; Nicole Toulouse (staff)
Absent	Robert (Bob) Marsh
Also Present	Kathy Hardman (VBA observer); Other (Resident observer)

1. Roll Call

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

2. Communication from Citizens and/or Commissioners

The Chair opened the floor for citizen communications. Comments included the following:

- A resident observer stated they were attending to learn more about Town committees and potential service opportunities.
- A resident shared appreciation on behalf of Trace Zero Waste for the Town's help clearing snow from affected business areas and suggested recognizing the Madison crew for its work.
- Members noted that the agenda posting appeared incomplete on the public-facing site, though materials had been distributed by email.

3. New Business

January New Business List

The Committee reviewed the January new business list and discussed notable openings and the reporting format.

- Northern Virginia Pediatric Orthopedics was highlighted as a significant addition to the business community, and outreach regarding a ribbon cutting was encouraged.
- Staff explained that the report had been received in a new format and that a meeting with Finance was planned to standardize future reporting.
- Members discussed businesses in the Church Street Northeast / Mill-Dominion corridor and possible ways to improve public awareness of services located there.

5. Regular Business

April Awards: Robert Leggett Outstanding Service Award and Carole Wolfand Community Service Award

The Committee discussed award criteria, timing, outreach, and coordination with the Mayor's Volunteer Reception scheduled for April 21, 2026.

- Members noted ongoing confusion between the two awards and agreed that clearer nomination language is needed, particularly distinguishing an owner-focused award from an employee-focused award.
- The nomination deadline was confirmed as April 3, 2026, with the Committee expecting to review nominations at its April 9 meeting.
- The Committee discussed updating nomination forms, preparing social media copy, and distributing flyers to businesses and community locations.
- Members also discussed better communicating the legacy and purpose of the Carole Wolfand award during the presentation process.

Home-Based Business Survey Review

Bill Commerford and Pret Pinati presented a draft framework for a home-based business survey intended to identify needs, barriers, satisfaction with Town services, and opportunities for support.

- Members agreed the framework was useful but expressed concern about issuing a formal survey without a clear plan for response, follow-up, and Town authority to act on the results.
- Discussion emphasized that some home-based business issues intersect with zoning, enforcement, parking, and neighborhood impacts and should be approached carefully.
- Several members favored a lower-key approach, such as one or more roundtable discussions during Economic Development Week, rather than launching a formal survey immediately.
- The Committee tentatively supported planning a first home-based business roundtable during Economic Development Week in May.

Outdoor Dining Zoning Letter

The Committee received an update on the draft outdoor dining letter and follow-up discussions with Planning and Zoning.

- The letter raises concerns about how outdoor dining regulations are currently written and applied, especially near residential properties.
- Staff reported that some affected projects are governed by separate MAC provisions rather than the general temporary outdoor dining code, complicating a simple code fix.
- The Committee discussed sending a short letter to Town Council stating that outdoor dining remains an active issue and should be addressed before the next outdoor dining season rather than deferred until fall.

6. Economic Development Department Updates

Vienna Restaurant Week

Staff reported that Vienna Restaurant Week will run from February 27 through March 8, 2026.

- Forty-two participants had signed up, including first-time participants.
- Members complimented the year's promotional design and encouraged Committee members to help promote reservations and participation.

Small Business Week / Economic Summit

Staff provided advance notice that Economic Development Week will run May 11–15, with the Economic Summit scheduled for May 14, 2026.

- The Committee discussed using that week for the first home-based business roundtable and additional business outreach visits.

Upcoming Council Agenda and Related Updates

Staff reviewed upcoming Town Council and work session items relevant to the business community and broader Town policy discussions.

- Nova Parks / Center of Town update: staff reported favorable reception at Council and indicated that support exists to continue advancing the planning work.
- Economic indicators: staff reported that Vienna continues to perform strongly relative to the region, including very low commercial vacancy rates.
- Code updates: a public hearing on proposed zoning amendments is scheduled for February 23, and members were encouraged to submit comments if desired.
- Parks and Recreation event agreements, including Viva Vienna-related items, are expected at an upcoming Council meeting.
- Aquatics and Fitness Center: Council is scheduled to consider award of a project manager contract; staff noted that the concept and funding direction have already been approved, though additional implementation votes remain.
- Outdoor lighting, Comprehensive Plan, and strategic planning items are expected at the April 20 work session.
- State legislation: staff discussed Senate Bill 717 and ongoing concerns regarding its impact on local land use authority.
- Staff also summarized the current status of casino legislation affecting Tysons.

7. TBLC Chair's Report

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

- The recent Church Street business meeting at Coco Vienna was viewed as productive and generally well received.

- Members suggested sending the event resource document from that meeting to the broader business distribution list.
- The Committee discussed calendaring recurring event-specific discussion windows during the year so businesses have predictable opportunities to raise questions related to major events.
- Members also discussed looking farther ahead on Council calendars so the Committee can plan agenda topics more proactively.

Action Items / Follow-Up

Lead	Follow-Up Item	Timing
Staff	Update award nomination forms and prepare clearer public-facing descriptions for both awards.	Before next meeting
TBLC / Staff	Prepare flyers and draft social media outreach for April award nominations.	March 2026
Committee	Refine the home-based business outreach approach and plan for a possible May roundtable during Economic Development Week.	Spring 2026
Staff / Committee	Consider a short Council letter regarding outdoor dining timing and code review.	Before outdoor dining season
Staff	Distribute the Church Street event resource document to the broader business contact list.	By staff before next meeting

8. Adjournment

A motion to adjourn was made, seconded, and approved. The meeting was adjourned.