



Town of Vienna

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Meeting Minutes

Town Business Liaison Committee

Thursday, October 9, 2025

7:30 PM

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

1. Roll Call

Present: Bill Comerford; Najee Davis; Tracy McCarty; Jen Morrow

Absent: Brenda Burns; Mark Lander; Bob Marsh; Preeti Penati

Staff Present: Nicole Toulouse, Director, Economic Development; Ashley Curtis, Marketing and Business Engagement Specialist

2. Communication from Citizens and/or Commissioners

Chairman Jen Morrow called the meeting to order at 7:30 PM.

Chairman Morrow introduced Craig Burns, Director, Vienna Business Association.

The VBA has been approached by various small businesses for assistance with Town Council. As the VBA does not currently have advocacy as part of their mission, a resolution must be passed before this effort can be undertaken. The following items were presented as part of this action.

- *Create a resolution to amend the VBA mission statement to include advocacy;*
- *Ask Council for a six month review of the meals tax and its impact on local businesses;*
- *Ask Council to take action on the cell phone/internet desert along Mill St., Church St. and Dominion Rd;*
- *Ask Council to consider communication with business community anytime they might be affected by planned infrastructure projects;*
- *Prior to randomly removing public parking, affect due process and notify businesses;*
- *Consider a zoning resolution to reaffirm the restriction of no residential development in Mill/Dominion area; Preserve as commercial.*

Mr. Burns indicated that once affirmed, documents will be shared with TBLC.

Comments by Committee Members included the following:

- *Consider looking at the land use map for Mill/Dominion;*
- *With change in mission of VBA to include advocacy, request their active advocacy on the No Casino issue;*
- *Invite VBA to attend meetings of the TBLC that would have overlapping agenda items.*

Chairman Morrow noted that it is encouraging to see businesses reaching out to Town organizations such as VBA and TBLC.

3. Presentations

Presentations

Department of Planning and Zoning: Comprehensive Plan update

Staff presented an overview of the Comprehensive Plan. A public hearing before the Planning Commission is scheduled November 2, 2025 to discuss the draft.

The following includes a summary of comments.

- *Document is actionable;*
- *Some discussion has been held with regard to replacing the Church St. Vision;*
- *Land use map under assessment to assure feasibility of future projects;*
- *Specific areas of Town require closer assessment;*
- *Input provided by Economic Development;*
- *General sense that Vienna wants to retain current character;*
- *Light industrial area most open for development and new business attraction;*
- *Difficult to measure success of document goals; Generally more quality rather than quantity.*

Action Item: Will research if any Towns along W&OD Trail track riders who stop and shop. Information would provide baseline to feed into Welcome Center. Committee Members are encouraged to redline the document. Public comment will be accepted through December 1, 2015. A Town Council Work Session is scheduled for February 2026. Comments and suggestions will be forwarded to Planning and Zoning.

4. Approval of the Minutes

None

5. New Business

New businesses licensed in September

A list of all new business licenses was distributed for review.

TBLC Annual Report plan

Several additional items were suggested for inclusion in the report. Chairman Morrow will present to Town Council.

TBLC feedback on Town event timing

Committee members noted that timing of Town events impacted businesses differently, depending on the type of business. Most critical is that the impact on business be considered comparative to the event.

TBLC Business Engagement

The next planned meeting with businesses is scheduled for either October 23, 2025 to include the Mayor, or October 24, 2025 to include TBLC Committee Members only. Following discussion, it was determined that business owner/managers were more likely to speak freely if the meeting included TBLC members only. Members stressed that the visits should be appointment based and representatives should be targeted to the type of business whenever possible.

Brainstorming business engagement for home-based businesses

Bill Comerford circulated a draft document addressing the challenge of engaging home based businesses. He stressed the need for development of an objective for this effort. Staff was asked to provide any information available on this demographic. Committee Member Comerford will present this data at the November meeting. The Committee has not yet committed to taking on this effort.

Outdoor dining code enforcement

Concern has been expressed by various restaurants about inconsistent enforcement of the outdoor dining code. It was suggest that the Committee review the ordinance, and based upon concerns expressed by businesses, red line to better accommodate these businesses. This document will be sent as a recommendation to the Zoning Administration who in turn will recommend to Council.

Committee Member Comerford agreed to track issues under revision through Planning and Zoning.

6. Regular Business

Relevant upcoming Town Council agenda items

Director Toulouse shared important Town Council meeting dates.

October 20, 2025 - Senator Salim and Delegate Seibold will be present to discuss the legislative items.

CIP Work Session – TBLC letter resulted in moving up of streetscape project.

October 27, 2025 - ACE Hardware signage appeal will be heard before Council; Vote on CIP.

October 29, 2025 – Halloween Parade.

November 10, 2025 Halloween Parade awards presented.

7. Economic Development Department Updates

Discussions have begun for Small Business Saturday.

Town Council has recommended more specific takeaways from the Parking Study report. Staff is reviewing the document for stronger language and more significant recommendations.

8. TBLC Chair's Report

Chairman Morrow suggested the concept of a panel discussion cohosted by TBLC, VBA and SBBC. This would allow TBLC to connect businesses with subject matter specialists.

Committee recruitment continues. Should consider medical, property owner, or representative from financial institution.

Must take up discussion of attendance at next meeting. The restriction remains in the by-laws; State Code indicates that all public bodies must have an attendance requirement although there is a difference between the designation of Town and City.

9. Meeting Adjournment

Chairman Morrow called for adjournment at 9:20 PM.

THE TOWN OF VIENNA IS COMMITTED TO FULL COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT STANDARDS. TRANSLATION SERVICES, ASSISTANCE OR ACCOMMODATION REQUESTS FROM PERSONS WITH DISABILITIES ARE TO BE REQUESTED NOT LESS THAN 3 WORKING DAYS BEFORE THE DAY OF THE EVENT. PLEASE CALL (703) 255-6304, OR 711 VIRGINIA RELAY SERVICE FOR THE HEARING IMPAIRED.

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