

August 2024

**Town of Vienna
Town Business Liaison Committee (TBLC)**

Vision

The Town Business Liaison Committee's vision for the Town of Vienna's economic development includes supporting the Town's business community by providing it with a unique sense of place, thereby enhancing its long-term economic competitiveness. Furthermore, the Committee endeavors to help provide an economic environment that attracts new businesses representing the unique character of the Town and that supports talent attraction and retention and connects the talent to employment opportunities in the Town. Fulfilling this vision will enhance the quality of life for Vienna's residents.

The Town Business Liaison Committee is an advisory body to the Town Council of Vienna, Virginia. It was established to provide the Town Council with guidance and recommendations on matters pertaining to attracting, retaining, and supporting businesses in the Town.

Mission: The Town of Vienna's business environment has experienced significant change during the past decade. The Town Business Liaison Committee's mission is to help inform the Town's leaders on the policies and programs needed to help the Town's business community succeed and to provide opportunities for these businesses to grow and prosper.

The Committee's primary responsibility is to study, analyze, evaluate, and offer recommendations; to advise the Town Council on matters of public policy that affect the Town's business community and the relationship of the business community to other segments of the Town; and to involve itself in economic development issues and goals related to building a strong business community that reflects the unique character of the Town.

Objectives: The Committee may initiate discussions on business-related matters on its own or in collaboration with the Town's Economic Development Department as well as in response to questions and concerns referred to it by the Town Council. The Committee's primary objectives include the following:

1. Work with the Economic Development Department to (1) support and provide input regarding the economic development in the comprehensive as well as other EDD

strategies or initiatives. craft and maintain a five-year comprehensive plan for economic development that reflects and enhances the unique character of the Town and (2) to advertise and coordinate business marketing opportunities and Town events.

2. Design and execute initiatives that support and promote the Town's business community, such as the holiday window dressing contest. These initiatives shall be coordinated with the Town's Economic Development Department and other appropriate departments.
3. Evaluate and advise the Town Council - in writing or in person - on issues and action items relating to business matters in the Town.
4. Welcome new businesses and participate in business outreach activities, such as grand openings and ribbon cuttings.
5. Serve as a forum where the Town's businesses, government, and education leaders can meet to debate and exchange ideas on issues that impact the business community.
6. Serve as a thought partner with the Economic Development Department in designing new business-focused and economic development related public initiatives.

Membership Composition: The Town Business Liaison Committee's membership shall consist of up to ten voting members who serve two-year terms and, with reappointment, no more than six consecutive years, and two ex-officio, nonvoting members. The Committee shall appoint yearly from its membership a chairperson as well as a second member to serve as vice-chair to fulfill the duties of the chair when he or she is not available.

Members of the Committee must have specialized business expertise. Membership shall be composed of seven representatives from businesses with a current business license or commercial occupancy permit in the Town of Vienna. Such representatives may include owners, managers, or another company designated employee. The remaining three members shall be non-business owners who represent the Town's residents.

The Board of Directors of the Vienna Business Association (VBA) shall appointment one person to serve as an ex-officio non-voting member to the Committee. The purpose of the member is to serve as a liaison between the VBA and the TBLC. The Town of Vienna Economic Development Director, or designated Economic Development Department staff member, shall also serve as an ex-officio non-voting member of the Committee. The purpose of the member is to serve as a liaison between the Town and the Committee.

No regular or ex-officio members of the TBLC is eligible to receive merit-based honors or awards. All regular members are eligible to receive a stipend from the Town of Vienna for their membership.

The Town Council shall consider business or organization type (i.e., nonprofit), number of employees, and geographic location within the Town to ensure a diverse representation of members on the TBLC.

Committee members shall be appointed by and serve at the discretion of the Town Council. It shall appoint and maintain a roster of members including the following information: (1) name; (2) business affiliation and title; (3) contact information; and (4) professional resume.

The Town Manager shall provide clerical assistance to the Committee to assist the chair in administering the Committee's functions, such as arranging the agenda for Committee meetings, keeping minutes of Committee meetings, and serving as custodian of its records.

Member Responsibilities: The Town's residents, business owners, and other business professionals who volunteer for the Committee are, according to State law, required to attend no less than 8 of 10 scheduled monthly Committee meetings each year, unless there is a medical reason that prevents them from doing so, and to provide advance notice to the chair if they are unable to attend a scheduled meeting. See attached Resolution and Policy on Electronic Participation of Members of the Town Business Liaison Committee of the Town of Vienna.

If a member fails to attend eight meetings in a year or two consecutive meetings, without providing advance notice to the chair or staff, or is unable to fulfill their committee obligations, the Town Council will determine the best path going forward. As a last resort, the Council may ask the individual to step down from his or her appointed position on the Committee. If at any time a member feels he or she is not able to serve on the Committee, he or she shall inform the chair and resign following a notice period of at least one month.

Members are expected to play an active role in executing Committee initiatives in support of the Town's business community, such as being willing to serve on subcommittees, and willing to attend Town business-related functions. The Committee chair shall appoint subcommittees and subcommittee chairpersons, as necessary, to accomplish specific missions or tasks. Members of the subcommittees

can include individuals who are not members of the full Committee but who are owners, managers, or business representatives in the Town of Vienna.

Meetings: The Committee shall hold no less than 10 meetings a year. The Committee shall establish and publish rules to govern its proceedings as well as a schedule of its meetings. All meetings shall be open to the public. Special advertised sessions may be held to accomplish the work of subcommittees as called for by the Committee chair.

- All meetings will comply with the Virginia Open Meeting requirements and the Freedom of Information Act.
- Agendas and meeting minutes will be made available to the public in a timely manner.
- Bylaws should be created that provide information on the conduct of meetings as well as communication protocols that will guide all members in their advisory group work.

Reporting to the Town Council: An annual report on key Committee activities and a workplan shall be forwarded to the Town Council during the annual budget process. The Committee may also be asked to provide input at Town Council meetings or work sessions. The chair or their representative shall be responsible for consulting and reviewing with the staff liaison the published public hearing schedules that require Committee presence.

Update of Charter: This charter shall be reviewed every two years and revised as needed to assure that it meets the Town Business Liaison Committee's evolving responsibilities and mission.