



# Town of Vienna

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## Meeting Minutes Town Business Liaison Committee

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Thursday, May 8, 2025

5:00 PM

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

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### 1. Roll Call

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

*Members Present: Brenda Burns; Bill Comerford; Mark Lander; Bob Marsh; Jen Morrow; Preeti Penati*

*Members Absent: Najee Davis; Tracy McCarty*

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

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

### 3. New Business

#### April New Businesses

**Attachments:** [April New Businesses](#)

*Chairman Morrow noted the new business licenses for the month of April.*

#### Town Teams Up With Nova Parks to Explore Trail Initiative

**Attachments:** [Press Release Town Teams Up with NOVA Parks on Trail Initiative](#)

*Chairman Morrow called on Nicole Toulouse, Director, Economic Development, to present the Item. The initiative involves a partnership between the Town and NOVA Parks to build a visitors center at 125 Church St. NOVA Parks signed an option agreement with the Town to acquire both properties. Director Toulouse will draft a memo to Council expressing TBLC support for this initiative.*

*Plans to widen the W&OD Trail to accommodate both walkers and bike riders are also under consideration.*

### 4. Regular Business

#### Town Parking Study Discussion Follow-Up

**Attachments:** [Parking Study Recommendations Table](#)

*Comments by Committee Members included the following:*

- *Include items of common interest from parking study in W&OD Trail memo to*

Council;

- Suggest TBLC prioritize parking study recommendations; Share those that Committee deems important; TBLC input may assist Council with formulation of plan of action;
- Program changes can be addressed without change in policy.

Director Toulouse will draft the memo to include higher-level feedback regarding the parking study, highlighting areas of commonality. A list will be provided to the Committee to include areas of commonality and those of greatest disparity.

## Spring Awards Recap

Chairman Morrow provided a synopsis of the awards event.

- Structure future events to allow prior communication with Ms. Wolfand regarding recipient;
- Suggest inclusion of past recipients and brief history of awards;
- Recommend incorporation of these awards into Mayors Awards.

## Staff Update: Capital Campaign for Proposed Aquatics and Fitness Center

No report

## 5. Economic Development Department Updates

### Programs & Events

Ashley Curtis, Marketing & Business Engagement Specialist presented information on upcoming programs and events.

Post Restaurant Week impact report will be presented to Town Council on Monday, May 12, 2025;  
Ribbon Cuttings continue.

### Economic Development Week 2025

**Attachments:** [Press Release Town of Vienna Economic Summit](#)

Economic Development Summit planning continues. Registration stands at 80 participants. A review of the planned agenda included a brief discussion of the Legacy Awards, and the business visits. Members are encouraged to join in the visits. Director Toulouse will send an email with a schedule for participation.

The Corporate Park presentation to Council was reviewed. With two options on the table, the intent of this presentation is to inform Council for decision-making purposes. Committee comments included:

- Building has been vacant for over a decade;
- Option for residential would demonstrate greatest return to Town;
- Either Townhouses or corporate expansion would be preferable to leaving vacant;
- Vienna differs from other jurisdictions as it has little office space; Town looks to a more balanced tax base.

## 6. TBLC Chair's Report

*No report*

## 7. Meeting Adjournment

*Chairman Morrow called for a motion to adjourn at 8:00 PM.*

*Motion, Bob Marsh*

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