



Town of Vienna

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TTY 8111

Meeting Minutes Town Business Liaison Committee

Thursday, April 10, 2025

7:00 PM

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

1 Roll Call

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

Members present: Brenda Burns; Najee Davis; Mark Lander; Tracy McCarty (ZOOM); Bob Marsh; Jen Morrow; Preeti Penati

Members absent: Bill Comerford

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

2. Communication from Citizens and/or Committee Members

3. Closed Session

Closed session to discuss spring TBLC awards

Attachments: [TBLC Awards Information](#)

Closed session report

It was moved that members of the Town Business Liaison Committee be polled to affirm that a Closed Session was held on April 10, 2025, at 7:00 PM, in accordance with Virginia Code, Section 2.2-3711, a(1), for discussion or consideration of personnel matters, specifically the discussion of nominations for the 2025 Robert Leggett Service Award and the 2025 Carol Wolfand Community Service Award.

It was further moved that the Certification Resolution be adopted in accordance with State Statutes, and that the Town Clerk is authorized to execute the Certification Resolution.

Motion, Committee Member Burns; second, Committee Member Marsh. Motion carried unanimously.

4. Approval of the Minutes:

TBLC January minutes

Attachments: [TBLC Meeting Minutes January 2025](#)

The minutes of January 2025 and February 2025 were accepted.

Motion, Bob Marsh; second, Najee Davis. Motion carried unanimously

TBLC February minutes

Attachments: [TBLC Meeting Minutes February 2025](#)

5. Regular Business

March new businesses

Attachments: [March New Businesses](#)

Chairman Morrow noted the new business licenses for the month of March.

Town parking study discussion

Attachments: [1 - Parking Study Recommendations Table \(1\)](#)
[2 - Vienna Parking Study Recommendations \(1\)](#)
[3 - Memo from PC to TC Vienna Parking Study \(1\)](#)
[4 - Memo summarizing TBLC comments \(2\)](#)

Ashley Curtis provided an update on the status of the recommendations from the parking study. Comments included the following:

- *Focus on Council identified “high interest” items; Items of greatest interest to Council more likely to move forward;*
- *Shared parking ranked “high interest” by Council; Represents low-cost initiative;*
- *No agreement on who should facilitate shared parking agreements; Business to business has been tried with no success;*
- *Important to inform Council of TBLC efforts; Remind Council of the need for their action; Power rests with Council;*
- *Committee must be prepared to respond whenever Council seeks input on an issue;*
- *Committee should develop plan of action for wayfinding initiative;*
- *Continuing conversations with NOVA Parks regarding parking along the W&OD Trail.*

It was recommended that the TBLC take no action at this juncture and wait until Council has ranked all the parking study recommendations. The May 2025 TBLC meeting can be used as a working session to draft a memo.

6. Economic Development Department Updates

Programs and events

Ribbon cuttings continue. Several businesses will be reaching milestones in the coming months.

The final report on Restaurant Week will be presented to Council at the May meeting.

Economic Development Week will carry the title of Vienna Economic Summit and will consist of a conversation of the state of the local economy and the impact of federal decisions. Also included will be a presentation by the Director of Economic

Initiatives, Fairfax County highlighting Regional Economic Strategies & Small Business Support.

Committee members are asked to attend at least one of the business visits taking place on May 12, 2025 from 9:00 AM-5:00 PM. Vienna Legacy Business Awards will be presented during the luncheon on May 15, 2025.

Outdoor dining approval fast track

Attachments: [Outdoor Dining Made Easy Fast Track Approval Effective 4-7-2025](#)

The Board of Architectural Review has authorized staff to review and approve applications related to exterior modifications for outdoor dining if specific criteria are met.

MOU for Viva Vienna and Oktoberfest

Attachments: [2025 Oktoberfest MOU VBA](#)
[2025 Viva Vienna MOU Rotary](#)

Economic Development Staff are working on action that would allow businesses to utilize their entire property during any event (including activation of all parking areas). An agreement has been reached with the Optimist Club to allow locally impacted businesses to rent a tent during Viva Vienna for the reduced fee of \$50.00. The Committee was urged to help get the word out to businesses.

Capital campaign update for proposed aquatics and fitness center

A work session is planned to discuss the potential for a capital campaign to fund the proposed aquatics center. A foundation would be established to receive donations. The goal is to reduce the duration of the increased meals tax.

Other department updates

*Staff will be attending a resource fair on April 16, 2025.
Accelerate Breakfast will be held April 11, 2025.*

7. Chair's Report

Chairman Morrow inquired about help from TBLC for Economic Development Week Activities. She also noted one open position on the Committee for a business representative.

8. Meeting Adjournment

*Chairman Morrow called for a motion to adjourn at 8:00 PM.
Motion, Committee Member Marsh; second Committee Member Penati.*

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