



Town of Vienna

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p. 703-255-6300
TTY 8111

Action Summary Town Business Liaison Committee

Thursday, February 8, 2024

7:00 PM

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

1 Roll Call

Members present: Brenda Burns; Tim Fricker; Peggy James; Mark Lander; Tracy McCarty; Jen Morrow; Preeti Penati

Absent: Joann Hazard

Staff Present: Natalie Guilmeus, Director, Economic Development; Ashley Curtis, Marketing and Business Engagement Specialist, Economic Development

2. Presentation

A. Culinary Careers Collaborative

Chairman Morrow called on Natalie Guilmeus, Director, Economic Development to introduce the speaker. Tara Borway, Programs Manager, Fairfax City Economic Development provided an overview of a new Culinary Careers Collaborative program. The pilot certificate granting program is an effort between the communities of Vienna and Fairfax in conjunction with George Mason University and the Virginia Restaurant, Lodging and Travel Association. A tentative launch is scheduled for mid-year 2024.

4. New Business

A. Elect TBLC Chair & Vice Chair

Chairman Morrow noted that her tenure as Committee Chairman has ended. She called for replacement nominations. A motion was made to nominate Jen Morrow as the new Committee chairman.

Motion, Tracy McCarty; second Preeti Penati. Motion carried unanimously.

Chairman Morrow called for nominations for Vice Chairman.

A motion was made to nominate Tim Fricker as Vice Chairman. Motion, Tracy McCarty; Second Brenda Burns. Motion carried unanimously.

Chairman Morrow commented on the value of building relationships with Town Council Members. It is of particular importance that Council Members "see" the business community as decisions are made for the Town. It was suggested that an event be scheduled between Council and the TBLC. A brief discussion was held regarding hosting a similar event between the business community and TBLC. To encourage attendance, these events should be held for assigned areas. A pilot event will be hosted by Mark Lander and Brenda Burns in the Mill Street District.

3. Approval of the Minutes:

A. January 2024 Meeting Minutes

Attachments: [TBLC Meeting Minutes January 2024](#)

A motion was made to approve the minutes of January 2024 as presented. Motion, Tim Fricker; second, Jen Morrow.

5. Regular Business

A. January 2024 Business License List

Attachments: [January 2024 Business License List](#)

Chairman Morrow distributed a list of four new business licenses.

6. Economic Development Department Updates

A. Economic Development Department Updates

a. Awards Subcommittee

Ashley Curtis provided a brief update of the Awards Subcommittee. The call for awards nominations postcard was shared with the Committee. Members were encouraged to distribute these within their areas. Award recipients will be selected at a meeting to be held on March 12, 2024.

Noting the value of direct marketing for reaching the Vienna business community, the subcommittee elected to expand the use of postcards in multiple marketing efforts. A semiannual postcard promoting TBLC events was approved.

b. Restaurant Week

Chairman Morrow called on Tracy Curtis to present the Item for consideration. Restaurant week will be held March 2, 2024 – March 10, 2024. Deadline for participation has been extended. Currently there are 30 restaurants participating.

c. Town Council Meeting Dates

Director Guilmeus noted Council meetings of importance to the TBLC. February 12, 2024 Council will be reviewing items held over from the Code Create process. Committee Members were urged to review these items and submit any comments to Council either prior to or following the February 12, 2024 meeting.

B. Economic Development Draft FY24-25 Budget

Attachments: [01 - Council Budget Review Schedule FY25](#)
[02 - Economic Development Non-Financials FY24-25](#)
[03 - Economic Development Financials](#)
[04 - Vienna Strategic Plan FY24-25](#)

Director Guilmeus presented the schedule for development of the FY24-25 Vienna

town budget. The Economic Development budget request will be presented Monday, March 11, 2024.

C. Comprehensive Plan Updates

Attachments: [Proposed Comprehensive Plan Update Process](#)

Director Guilmeus reminded the Committee of their commitment to update the Economic Development chapter in the Comprehensive Plan.

7. VBA Updates

Chairman Morrow called on Peggy James to provide an update on activities of the VBA including the following:

- February 15, 2024 VBA State of the Union
- February 20, 2024 Mixer
- March 2024 Breakfast mixer

The VBA will be stepping up their initiative with regard to marketing, branding and wellness.

8. Meeting Adjournment

With no further business Chairman Morrow called for a motion to adjourn at 8:55 PM.

Motion, Tracy McCarty; second Preeti Penati.

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