

Town of Vienna Business Liaison Committee

Meeting Minutes

January 8, 2026 | 7:30 PM | Charles Robinson Jr. Town Hall, 127 Center Street South, Vienna, VA

Chair	Jen Morrow
Clerk	Nicole Toulouse
Recording	Meeting was recorded.

1. Call to Order and Roll Call

Present: Jen Morrow, Tracy McCarty, Brenda Burns, Bob Marsh, Nash Cook, Nicole Toulouse (staff)

Absent: Bill Commerford, Najee Davis, Mark Lander, Pret Pinati

Note: The Committee noted that the membership list posted online should be updated to reflect current membership.

2. Communications

No citizens or commissioners were present for public comment.

3. New Business

A. December 2025 Business Licenses and Ribbon Cuttings

Staff reviewed December business licenses and identified the following new businesses:

- Texas Donuts
- Art Medica Aesthetics
- Gaston Clooney Law Office
- Tastique
- Charming Nail Spa, LLC

Staff reported that ribbon cuttings had already been completed for Tastique and Texas Donuts and that outreach would continue to the remaining businesses.

The Committee discussed how business longevity is tracked for recognition purposes, including Vienna 250 and other anniversary-related recognition. Members noted that continuity can be difficult to determine when ownership changes, licenses are amended, or a business is rebranded. Staff explained that business license records do not always clearly show continuity, and the Committee agreed that the issue may need to return as a future agenda item.

B. January 30, 2026 Church Street Business Information Session

Staff reported that the January 30 Church Street business meeting would be held at Coco Vienna in the back room from 8:30 a.m. to 10:00 a.m.

- The meeting should be framed as an informational session focused on the 2026 event calendar, road closures, and business impact awareness.
- Parks and Recreation staff will present event schedules, closure maps, and general logistics for the year.
- The meeting should not become a forum for debating unrelated topics such as parking, property acquisition, or whether events should occur.

- Opening remarks should acknowledge prior business feedback and briefly note changes already made in response to that feedback.
- Businesses should be told where and how to raise event-specific concerns outside the meeting.
- Committee members supported using future TBLC meetings as recurring opportunities for event-specific business input at more appropriate times of the year.
- A Zoom option was suggested if feasible.
- Staff will send an email invitation and calendar invite; Committee members offered to help socialize the meeting using a one-page handout for nearby businesses.

4. Regular Business

A. Explore Vienna Blog and “4 in 4” Contributor Updates

- Staff provided an update on the Explore Vienna blog and the “4 in 4” concept (four things to do in four hours).
- David Baldacci agreed to contribute a post.
- Tracy McCarty volunteered to write a post.
- Additional contributor ideas were discussed, including community figures and local influencers.
- Staff noted that the concept is established, but broader strategy and promotion will improve once the vacant staff position is filled.

B. Parking Study Follow-Up

Staff summarized the history of the Town parking study and noted that although TBLC and Town Council had previously ranked parking priorities, little implementation had followed.

Potential next steps discussed by staff included:

- Exploring after-hours parking agreements with private property owners, including the dentist office on Church Street.
- Considering greater flexibility for shared parking arrangements for businesses such as Bear Branch Tavern.
- Studying placemaking and pedestrian improvements near the private drive between Church Street and Maple Avenue.
- Continuing outreach to the post office regarding parking availability and related property concerns.
- Continuing discussions with owners of underused private lots, including the property at 415 Maple.
- Reviewing use of the public lot near the train station, particularly employee use from nearby industrial businesses.

Committee discussion emphasized the need to move from analysis to action. Members also raised concern that newer residential and mixed-use development patterns may intensify parking pressures when guest parking is limited and demand spills into nearby commercial areas. The Committee supported preparing a focused memo that identifies priority parking actions and requests a response from the Town.

C. Upcoming Town Council Agenda Items

Staff reviewed upcoming Town Council work session and meeting topics, including Council procedures for staff direction, new budget initiatives, annual Council priorities, the midyear financial review, e-bike and scooter education, economic development updates, NOVA Parks, Comprehensive Plan matters, and the aquatics and fitness center project management contract.

Staff advised that the upcoming budget year is expected to be tight and that few, if any, new budget requests are likely to be funded. Members asked whether public input is permitted in support of budget items, and staff confirmed that residents and business owners may communicate their views directly to Council.

5. Economic Development Department Updates

A. Vienna Restaurant Week

Staff reported that Vienna Restaurant Week will run from February 27 through March 8, 2026, covering two full weekends. Sign-ups had begun, with approximately 10 restaurants registered at the time of the meeting. Staff expressed confidence in the contractor supporting this year's effort.

B. Holiday Shopping Ad Campaign

Over 11,000 new website views through the ad campaign. Complete analysis when sales data comes through.

6. Committee and Administrative Updates

Outdoor Dining Letter

Tracy McCarty reported that she would be meeting with a Planning Commissioner to discuss the best approach for drafting a letter related to outdoor dining.

Committee Membership

The Committee discussed upcoming vacancies due to member departures and noted that at least two seats will need to be filled. Staff advised that both resident and business applications are in process and will inquire whether Council would like Committee input during appointments.

Home-Based Business Survey

Members noted that Pret Pinati and another member had exchanged information on the home-based business survey. The matter will return for discussion when Pret is present.

Staff Vacancy

Staff reported that the vacant position formerly held by Ashley had been posted, with interviews expected after the posting closes at the end of the month.

7. Action Items and Follow-Up

Topic	Action	Lead
Online membership list	Update the online membership roster to reflect current TBLC membership.	Staff
January 30 information session	Finalize agenda, invitation materials, and business outreach for the Coco Vienna meeting.	TBLC / Staff
Parking study	Prepare a focused memo identifying priority parking actions and requesting Town response.	TBLC / Staff
Blog contributors	Follow up with identified contributors for Explore Vienna blog participation.	Staff
Committee vacancies	Continue recruitment and appointment process for open member seats.	Council

8. Adjournment

With no further business, the meeting adjourned.

Prepared in formal minutes format based on the January 2026 agenda and meeting transcript provided.