



Town of Vienna

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Meeting Minutes Town Business Liaison Committee

Thursday, March 13, 2025

7:00 PM

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

1. Roll Call

Members present: Brenda Burns; Bill Comerford; Najee Davis; Mark Lander; Tracy McCarty; Bob Marsh; Jen Morrow; Preeti Penati

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

2. Approval of the Minutes:

TBLC December minutes

Attachments: [Draft December 2024 Minutes TBLC](#)

The minutes of December 2024 were accepted as amended.

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

3. Regular Business

February new businesses

Attachments: [February new businesses](#)

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

Updates on capital campaign for proposed aquatics center

Chairman Morrow reported on a recent meeting with Town Manager Mercury Payton. The capital campaign remains pending until the Town Council vote on the meals tax in August, 2025.

The Item was tabled but will remain on the TBLC agenda.

The Committee was reminded that the proposed aquatics center project falls under the umbrella of the Parks and Recreation Department. Members are invited to attend the Parks Master Plan presentation on March 27, 2025.

Town parking study

Spring awards planning

With no nominations received for the Leggett and Wolfand Awards, the deadline will be extended to April 4, 2025. Should no nominations be received by that date the

TBLC will select the recipients. Following a brief discussion, Chairman Morrow reiterated that the goal is to remove the TBLC from administration of these awards.

Planning for Thrive Business Awards Ceremony

The Thrive awards are part of a larger program. Discussion included the value of the award to recipients, a more appropriate means of recognition, and a name for the event.

4. Economic Development Department Updates

Director Toulouse shared segments of her presentation to Town Council.

- The goal of Economic Development is to enhance the commercial tax base; All programming is intended to capture more sales for businesses as that equates to greater business license taxes; Primary efforts of department are business attraction to fill vacancies and business retention/expansion;*
- Proliferation of banks in the Town are of value because the State allows for taxing every dollar that goes through a bank; Specifically, the Town makes over \$1M each year from the 11 banks in Vienna;*
- Restaurant Week has 45 participating businesses; A post event report will be shared;*
- Listening Sessions continue on the first Thursday of every month;*
- The TBLC has one opening for a business representative;*
- Two ribbon cuttings are scheduled;*
- Economic Development Week events calendar is in final draft;*
- Economic Development Staff will attend the International Council for Shopping Centers event to engage with potential property owners; Committee members are urged to share suggestions for types of businesses to target;*
- Real estate study is ongoing to assess areas of opportunity along Maple Avenue; Purpose is to determine what is possible given current lot configurations and identify areas of potential lot consolidation;*
- Façade Improvement Grant Program provides for matching grants to undergo property facelift.*

5. TBLC Chair's Report

Chairman Morrow reported on an inquiry from the Bicycle Safety Committee regarding possible incentives from businesses for participants of community bike ride.

The Viva Vienna MOU has been amended to allow for reduced programmed tent fee for local impacted businesses; Businesses will also be allowed use of their parking lots for the duration; Street tents cannot be clustered in the center of the street due to fire department regulations.

6. Communications from the public and/or committee members

Chairman Morrow reminded the Committee of its role as advisor to Town Council. As the Committee is not allowed to communicate with the public during the meeting, a time will be allotted on the agenda to allow for public comment. It was determined that the format will mirror that of Council; three minute public comment period with no discussion. This Item will appear following Roll Call on the Agenda.

In response to a suggestion that the TBLC sponsor a job fair, Director Toulouse

noted Staff time constraints and recommended the resources available through Fairfax County (i.e. Work in Northern Virginia.com).

Meeting Adjournment

Chairman Morrow called for a motion to adjourn at 9:25 PM.

Motion, Committee Member McCarty; second, Committee Member Comerford.

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