



# Town of Vienna

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## Action Summary Town Business Liaison Committee

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Tuesday, March 12, 2024

6:30 PM

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

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### 1. Roll Call

*Roll Call: Members present: Brenda Burns; Tim Fricker; Joann Hazard; Peggy James; Tracy McCarty; Jen Morrow  
Absent: Mark Lander; Najee Davis; Preeti Penati  
Staff Present: Natalie Guilmeus, Director, Economic Development; Ashley Curtis, Marketing and Business Engagement Specialist, Economic Development*

### 2. Presentation

#### A. Comprehensive Planning Update

**Attachments:** [Proposed Comprehensive Plan Update Process Jan 2024](#)

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

*Chairman Morrow introduced Kelly O'Brien, Deputy Director, Planning and Zoning to present the Item. Deputy Director O'Brien recognized Deepa Chakrapani, Planning Commission.*

*Deputy Director O'Brien reminded the Committee that the Comprehensive Plan represents a long range plan for the Town. The document is required by the State of Virginia and must be reviewed every five years. She presented an overview of the process and timeline. The TBLC is challenged with rewriting the Chapter entitled Economic Development. The Committee was reminded that the current document was written prior to establishment of the Town Economic Development Department.*

### 3. New Business

**A. Meet New TBLC Members**

*Chairman Morrow introduced new member Bob Marsh.*

*A motion was made to revise the by-laws to add resident members to the Committee. Motion, Chairman Morrow; second Tracy McCarty. Motion carried unanimously.*

*A motion was made to add discussion of the Casino Proposal to the current Agenda. Motion, Tracy McCarty; second, Jennifer Morrow. Motion carried unanimously.*

*Chairman Morrow opened discussion on the Casino Proposal.*

*A coalition of communities (Reston, Great Falls, Vienna and Tyson's Corner) has been formed in opposition of the effort underway to build casino in Fairfax County. It is believed that eventually this bill will become a referendum. Vienna residents are encouraged to write letters, speak publically, take action in opposition to this bill.*

*Further discussion on TBLC involvement was tabled and referred to the subcommittee.*

**4. Approval of the Minutes:****A. February 2024 Meeting Minutes**

**Attachments:** [TBLC February 2024 Meeting Minutes](#)

*The minutes of the February meeting were approved as presented.*

**5. Regular Business****A. Carole Wolfand Award**

**Attachments:** [Wolfand Responses All 240308](#)

*The TBLC adjourned into closed session for discussion of nominations and final selection for the Robert Leggett Outstanding Service Award and the Carole Wolfand Community Service Award.*

**B. Robert "Bob" Leggett Award**

**Attachments:** [Leggett Award Responses All 240308 \(1\)](#)

**6. Economic Development Department Updates**

**A.** Economic Development Department Updates

**Attachments:** [2023 Q3 Q4 Vienna Economic Report](#)

*Chairman Morrow recognized Natalie Guilmeus, Director, Economic Development to present updates from the department.*

*Town Council meetings of importance to the Committee included:*

- *Economic Development budget presented at March 11, 2024 Town Council Meeting;*
- *Budget discussions continue Saturday, March 16, 2024;*
- *Proposed 2024-2025 Budget Public Hearings scheduled for April 8, 2024 and April 29, 2024;*
- *Parking Study presentation scheduled for April 8, 2024.*

*She also noted the publication of the Town of Vienna Biannual Economic Indicators Report.*

*Chairman Morrow encouraged Committee members to familiarize themselves with the Town of Vienna Biannual Economic Indicators Report. She emphasized the importance of developing a brief snapshot statement of the economic health of the Town to be shared whenever possible.*

**7. Subcommittee Meetings**

**A. Awards Subcommittee Meeting**

*The Leggitt, Wolfand and Thrive awards recipients must be decided by the next meeting.*

*A list of all businesses (commercial, nonprofit and homebased) that have reached the 20-year milestone was shared with Committee members. Following discussion, it was decided that a crystal award will be presented to businesses that have reached or exceeded the 50-year mark. Staff will research the potential for initiation of a perpetual award recognizing 20 year businesses. This plaque would potentially be displayed in Town Hall and each recipient would receive a certificate suitable for framing.*

*A motion was made to recognize 50-year business longevity with a crystal award and to investigate the potential for a perpetual award and individual recognition certificates for 20-year business longevity in the Town of Vienna.*

*Motion, Brenda Burns; second, Jen Morrow. Motion carried unanimously.*

*It was further determined that Staff will attempt to gather information on those Town businesses that have changed their name and/or location. Because this action would generate a new business license, the business would be listed as new.*

*Additional discussion was held regarding recognition for the 70-years Merle Norman remained as a Vienna business. Staff will investigate the potential for "special" award recognition.*

*Action Item: Staff will gather information on those Town businesses that have changed their name and/or location for consideration of a longevity award.*

*Action Item: Staff will investigate the potential for a "special" recognition award for the Merle Norman store.*

**B. Policy & Governance Subcommittee**

*New member Bob Marsh was assigned to the Policy & Governance Subcommittee.*

**8. VBA Updates**

*Chairman Morrow called on Peggy James to provide updates from the Vienna Business Association.*

**9. Meeting Adjournment**

*Chairman Morrow called for a motion to adjourn at 8:15 PM.*

*Motion, Tim Fricker; second, Bob Marsh.*

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