



Town of Vienna

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Action Summary - Final Town Business Liaison Committee

Thursday, March 9, 2023

7:00 PM

Vienna Police Department, 215 Center St.
South

1. Welcome New Members

Chairman Jennifer Morrow welcomed new members Preeti Penati and Jahangir Parandeh and guest, Bill Comerford.

2. Roll Call

Members present: Jennifer Morrow; Tim Fricker; Peggy James; Brenda Burns; Jo Ann Hazard; Preeti Penati; Stephen Oh.

Absent: Mark Lander, Jahangir Parandeh

Staff Present: Natalie Monkou, Director, Economic Development; Hallie Willis, Economic Development

3. Approval of Minutes

Accept February Meeting Minutes

Attachments: [Feb Meeting Minutes](#)

The minutes of February 9, 2023 were approved as presented.

4. Regular Business

New Businesses

Attachments: [TBLC New Business File \(3\) March](#)

A. New Business Contact

Chairman Morrow referenced a list of newly licensed businesses in Vienna and reviewed resources available to assist these businesses. The targeted business website is now active and available to all and the new business welcome packet is in development. A welcome postcard, as discussed at the last meeting, will be included. Until the packet is available, the committee discussed the use of personal telephone calls. It was recommended that a checklist of talking points be developed for use with the phone calls. An updated list will be provided to committee members. Members are advised to maintain record of which businesses have been contacted, when and by whom, to be compiled into a master list. It was further suggested that new business contacts be reported to the committee at large during monthly meetings.

B. Carol Wolfand Award

Director Monkou reminded the Committee that the Carol Wolfand Award is scheduled for presentation at the Mayor's Volunteer Reception on April 18, 2023. The award is given to a Vienna business that has enhanced life in the Town (donated time, staff, money or efforts).

Following discussion, the Committee nominated five businesses for the award: Ben and Jerry's; Bikes @ Vienna; Foster's Grill; Long and Foster's; and United Bank. With a show of hands, Bikes @ Vienna was selected as the recipient of the award for 2023.

Committee members discussed the potential for adding a monthly meeting agenda item that would allow Committee members to identify local business who are particularly active on behalf of the Town. These businesses could also be promoted for their efforts through social media.

Director Monkou indicated that it would be valuable to compile a list of all past winners of this award as well as to create a list of criteria.

5. Report from the Economic Development Director

Chairman Morrow called on Natalie Monkou, Director, Economic Development to provide an overview of departmental activities.

Director Monkou shared a list of Town Council and Conference Session meetings that would potentially provide information for the Committee. Meetings are available online.

The Biannual Economic Indicators Reports are available for review on the business website.

Director Monkou reminded the Committee that the parking study, designed to provide information to address current parking needs and anticipate future needs, is currently ongoing. The second component of the study, the survey, has been completed, drawing 733 responses. Responses are currently being analyzed and a summary will be available for the April meeting.

6. Recess for Subcommittee Groups

Chairman Morrow called for a recess into Subcommittees at 8:13 PM.

7. Subcommittee Reports

Code Create Commerical Engagement

Subcommittee on Code Create Commercial Engagement

Chairman Morrow called on Tim Fricker to provide the report.

Article five of the Vienna Town Zoning Code was reviewed. Given the complexity of the Code the Subcommittee has requested that Planning and Zoning staff provide an overview of the article.

Business Appreciation Month Event Programming

Chairman Morrow provided the subcommittee report.

The event will be held on May 18, 2023. Businesses with a ten year or greater longevity will be recognized in five year increments. Three awards will be given; small business; midsized business; and large business. The Bob Leggett award will be addressed at the April meeting.

8. Meeting Adjournment

With no further business Chairman Morrow called for a motion to adjourn the meeting at 8:20 PM.

Motion, Brenda Burns; second Tim Fricker.

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