



# Town of Vienna

127 Center Street S  
Vienna, VA. 22180  
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TTY 8111

## Meeting Minutes

### Town Business Liaison Committee

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Thursday, November 13, 2025

7:30 PM

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

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#### 1. Roll Call

*Present: Brenda Burns; Bill Comerford; Najee Davis; Preeti Penati; Tracy McCarty;  
Bob Marsh; Jen Morrow*

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

*Chairman Morrow welcomed newly elected Town Council Member Nash Cook.*

#### 2. Communication from Citizens and/or Commissioners

*Chairman Morrow welcomed Kathy Georgen, 243 Church St. Ms. Georgen shared information on an upcoming event sponsored by the Vienna Business Association in collaboration with One Neighbor Foundation and the Virginian Restaurant. A Thanksgiving Community Dinner will be served on November 27, 2025 from 1:00 PM-5:00 PM at the Virginian Restaurant, to those across the community who are in need. She asked that Members help to get the word out to the community.*

#### 3. Approval of the Minutes:

##### A. September TBLC Minutes (DRAFT)

*A motion was made to accept the minutes of September 2025 and October 2025 as presented.*

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

##### Review Latest Draft of Comp Plan

*To be discussed under Regular Business.*

#### 4. Presentations

##### A. Outdoor dining presentation by DPZ staff

*Chairman Morrow called on Sharmaine Abaied, Planner, Department of Planning and Zoning, to present the latest draft of Chapter 3 (Land Use) and Chapter 4 (Economic Development) of the Comprehensive Plan for consideration by the Committee.*

*Committee comments included the following:*

- *Since 2024 Zoning Code rewrite no restaurant has been rejected for outdoor dining; Members have ability to request another review of the language;*
- *Consider streamlining outdoor dining application process for outdoor events/festivals (one application to cover all events);*

- Consider offering a one-day permit;
- Restaurants are governed by three entities (State, County, and Town); Process is cumbersome;
- Businesses not required to go before BAR were generally happy with process;
- Suggest a Work Session to discuss this further.

*Bob Marsh, Tracy McCarty and Najee Davis volunteered to redline the draft.*

## 5. New Business

### A. New businesses licensed in Town of Vienna in October

*The list of new businesses licensed in October was presented. Postcards continue to be sent.*

*A new business license officer has been hired which should help provide more accurate data. Past information may have included some businesses who did not actually have a license in hand.*

## 6. Regular Business

### A. TBLC feedback on Comp Plan update

*Chairman Morrow opened the discussion by providing a summary of recommendations and edits. Among the comments by Committee Members were the following:*

- Consider adding “pedestrian and bicycle friendly” to second goal in the Economic Development section;
- Reconsider use of the phrase “locally owned businesses”; Change to “local businesses”;
- Reconsider use of term “services”; Change to “serve”;
- Consider adding goal specific to the industrial park area;
- Include “rising rent costs” as a challenge to local business development;
- Significant economic benefit garnered from shoppers outside of the 22180 area code; This data should be prominent in the report;
- The focus for land use should be on revitalization; Once commercial property is converted it is difficult to return space to commercial;
- Consider adding a goal to update the Church Street Vision;
- Include information on national retailers; Property owner investment serves as catalyst for attraction;
- Consider adding language that supports recruiting additional national brands that in turn anchor small business;
- Consider statement in support of home based businesses;
- Add language addressing streetscape (Chapter 4, Economic Development);
- Consider greater generalization regarding “small area plan” or remove reference entirely;
- Question use of term “business center”;
- Add language addressing change in landscape (due to tree loss) where Corporate backs to Residential;
- Town proactively helps businesses but in turn makes it harder for private institution land use businesses to fulfill plans.

*Chairman Morrow and Tracy McCarty will review and edit Chapter 3 (Land Use).*

**B. Engaging with home-based businesses**

*Chairman Morrow called on Bill Comerford to comment on the prepared report.*

*It is incumbent on the Committee to determine whether the TBLC should engage with this business sector. The report provides an outline for implementation.*

**C. TBLC Annual Report**

*Chairman Morrow will present the TBLC Annual Report before the Town Council at the next meeting.*

**D. Relevant Upcoming Town Council Agenda Items**

*Ashley Curtis presented the upcoming agenda items relevant to the TBLC.*

*November 10, 2025 Town Council approved issuance of bond;*

*November 10, 2025 Discussion of Navy Federal monetary advance and appropriate language; This represents a no interest monetary advance for the design phase of the aquatics facility;*

*December 2, 2025 Bond sale*

*December 8, 2025 Discussion of a revised noise ordinance proposal;*

*December 8, 2025 Quarterly Economic Development Report;*

*January 2, 2026 Town Council Swearing in ceremony.*

**7. Economic Development Department Updates****8. TBLC Chair's Report**

*Chairman Morrow opened the floor for discussion of the upcoming Small Business Saturday and Church Street Stroll. The Church Street Stroll began 29 years ago as a celebration ending construction along the major thoroughfare. It provided an opportunity for merchants to bring customers back into their establishments. This year, as in last, most merchants plan to do something for the event, however they have expressed concern about the lack of engagement from Staff and inconsistency of messaging. The TBLC has an opportunity to be more active among businesses.*

*Comments from the Committee included the following:*

- Events have a compounding effect; A successful event sets the stage for others to come;*
- Should add a January agenda Item that identifies all upcoming events; Consider providing an update every quarter;*
- Consider hosting strategy session for Church St. businesses to discuss the upcoming special events;*
- Any discussion of this idea with Council will likely come back to staffing and bandwidth; Best to approach with caveat that "Lily needs more support because...."; Include problems and missed opportunities with events.*

*Chairman Morrow will contact Lily Widman, Superintendent of Events and Culture, to discuss.*

**9. Meeting Adjournment**

*With no additional business, Chairman Morrow called for a motion to adjourn at 10:05 PM.*

*Motion, Preeti Penati; second Najee Davis.*

*THE TOWN OF VIENNA IS COMMITTED TO FULL COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT STANDARDS. TRANSLATION SERVICES, ASSISTANCE OR ACCOMMODATION REQUESTS FROM PERSONS WITH DISABILITIES ARE TO BE REQUESTED NOT LESS THAN 3 WORKING DAYS BEFORE THE DAY OF THE EVENT. PLEASE CALL (703) 255-6304, OR 711 VIRGINIA RELAY SERVICE FOR THE HEARING IMPAIRED.*

Draft