

Town of Vienna, Virginia

Resolution

September 2021

Resolution: Revising the November 1, 1982 Town of Vienna, Virginia resolution establishing a Vienna Town Business Liaison Committee (TBLC)

Whereas, on November 1, 1982 the Town Council of Vienna, Virginia by resolution established a Town Business Liaison Committee to support the economic health of the Town, and

Whereas, the Town Council deems it in the public interest to modify and strengthen that resolution in order to more fully recognize the Town Business Liaison Committee as an important adjunct of the Town government, including appointing to it residents and businesspersons who have demonstrated leadership capability and interest in the Town of Vienna, and

Whereas, The Town Council continues to prioritize the high priority recommendations contained in that resolution to strengthen the Town Business Liaison Committee by (1) maintaining a structured and formal request-feedback mechanism; (2) ensuring comprehensive representation of the entire business community; and (3) reaffirming the contribution of businesses to the Town's vitality and unique sense of place, and

Whereas, the committee currently consists of up to seven members appointed by the Town Council to serve two-year terms; three of whom are general members – that is, citizens of the Town of Vienna with relevant expertise– and four of whom own or manage a business in the Town, and

Whereas, the manager of the Town's Economic Development Office-Department or its appointed representative is directed to serve as staff liaison/ex-officio on the Committee.

Now, therefore, be it resolved that the Town Council of the town of Vienna, Virginia, hereby:

- Revises the November 1, 1982 Resolution, as outlined in Attachment A.

Approved this ____ of ____, 2021

Linda Colbert, Mayor

Attest:

Town Clerk

DRAFT

~~September 2021~~August 2024

Attachment A
Town of Vienna
Town Business Liaison Committee (TBLC)

Vision

~~The Town Business Liaison Committee's (TBLC) vision is to advocate for the Town of Vienna's economic development includes supporting the Town's business community by providing it with a unique sense of place, thereby enhancing its long-term economic competitiveness representing its concerns and needs to Town Council, elected officials, staff, and residents at large. Furthermore, the Committee endeavors to help provide an economic environment that attracts new businesses representing the unique character of the Town and that supports talent attraction and retention and connects the talent to employment opportunities in the Town. Fulfilling this vision will enhance the quality of life for Vienna's residents. The TBLC, in close partnership with the Town's Economic Development Department, supports the Town of Vienna's economy and maintains its status as a vibrant place to live, work, visit, and do business.~~

The ~~TBLC~~Town Business Liaison Committee is an advisory body to the Town Council of Vienna, Virginia. It was established to provide the Town Council with guidance and recommendations on matters pertaining to attracting, retaining, and supporting businesses in the Town.

Mission: ~~The Town of Vienna's business environment has experienced significant change during the past decade.~~ The ~~TBLC's~~Town Business Liaison Committee's mission is to ~~help~~ inform the Town's leaders on the policies and programs needed to help the Town's business community succeed and to provide opportunities for these businesses to grow and prosper.

The Committee's primary responsibility is to study, analyze, evaluate, and offer recommendations; to advise the Town Council on matters of public policy that affect the Town's business community and the relationship of the business community to other segments of the Town and the surrounding communities of Northern Virginia; and to involve itself in economic development issues and goals

related to building a strong business community that reflects the unique character of the Town.

Objectives: The Committee may initiate discussions on business-related matters on its own or in collaboration with the Town’s Economic Development ~~Office~~ Department as well as in response to questions and concerns referred to it by the Town Council. The Committee’s primary objectives include the following:

1. Collaborate with the Economic Development Department in designing and executing new business-focused and economic development-related initiatives.
 2. Serve as a public forum where the Town's businesses and residents can meet to exchange ideas on issues that impact the business community.
 3. Advise the Town Council and offer recommendations on issues relating to business matters in the Town and Town policies.
 4. Facilitate outreach activities for new and existing businesses to celebrate milestones including grand openings, anniversaries, and special achievements.
 5. Work with the Economic Development Department to support and provide input regarding relevant chapters in the comprehensive plan as well as other EDD strategic planning or initiatives.
 6. Support the Economic Development Department’s marketing efforts to promote Town businesses on the Explore Vienna VA website, social media platforms, and email newsletter.
- ~~1. Work with the Economic Development Office to (1) craft and maintain a five-year comprehensive plan for economic development that reflects and enhances the unique character of the Town and (2) to advertise and coordinate business marketing opportunities and Town events.~~
 - ~~2. Design and execute initiatives that support and promote the Town’s business community, such as the holiday window dressing contest. These initiatives shall be coordinated with the Town’s Economic Development Office and other appropriate departments.~~
 - ~~3. Evaluate and advise the Town Council—in writing or in person—on issues and action items relating to business matters in the Town.~~
 - ~~4. Welcome new businesses and participate in business outreach activities, such as grand openings and ribbon cuttings.~~

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- ~~5. Serve as a forum where the Town's businesses, government, and education leaders can meet to debate and exchange ideas on issues that impact the business community.~~
- ~~6. Serve as a thought partner with the Economic Development Office in designing new business focused and economic development related public initiatives.~~

Membership Composition: ~~The TBLC's own Business Liaison Community's~~ membership shall consist of up to nine voting members who serve two-year terms and, with reappointment, no more than eight-six consecutive years, plus one ex-officio, non-voting member represented by a staff member from the Town's Economic Development Department. The Committee shall appoint yearly from its membership a chairperson as well as a second member to serve as vice-chair to fulfill the duties of the chair when he or she is not available.

~~Membership shall be composed of representatives from businesses with a current business license or commercial occupancy permit of the Committee must work for, own, or manage a business or be a resident of in the Town of Vienna and have specialized business expertise. Additionally, Up to two members shall be non-business owners who represent the Town's residents can apply for membership. The remaining TBLC membership should never exceed three residents, shall be business owners or managers of businesses from but not limited to the following — the art community; independent/small businesses; economic/financial or banking institutions; real estate firms; health/medical firms; restaurants; and technology companies. The Town Council will look to the following specific business areas when vetting volunteers for membership on the Committee:~~

The TBLC membership shall be representative of all business types, sizes, industries and geographic locations to the extent possible within the Town. The goal is to maintain a comprehensive view regarding Town business matters. Resident members should have a background in business or comparable knowledge of the Town's business community.

All voting members are eligible to receive an honorarium stipend from the Town of Vienna for membership. Ex-officio members are not eligible to receive an honorarium stipend.

<u>Business Type</u> <small>(Based on town code)</small>	<u>Business Size</u> <small>(Employee base)</small>	<u>Business Location</u> <small>(Based on zoning code and titles)</small>
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Financial, real estate and professional	2,500+	General Commercial
Repair, personal and other service	1,000-2,499	Industrial Park
Retail merchant	500-999	Local Commercial
Restaurant	250-499	Limited Industrial
Art Community	100-249	Pedestrian Commercial
Contractors/Developers	50-99	Special Commercial
	1-49	Maple Avenue Commercial

~~Committee members shall be appointed by and serve at the discretion of the Town Council. It shall appoint and maintain a roster of members including the following information: (1) name; (2) business affiliation and title; (3) contact information; and (4) professional resume. Membership on the Committee shall be staggered. The goal should be to balance existing skill sets on the Committee.~~

~~**Ex-Officio Membership:** The Executive Director / President of the Vienna Business Association shall serve as ex-officio, nonvoting member of the Committee. The Economic Development Office Manager, or a designated EDO staff member, also shall serve as an ex-officio member and Town liaison to the Committee.~~

The Town Manager shall provide clerical assistance to the Committee to assist the chair in administering the Committee’s functions, such as arranging the agenda for Committee meetings, keeping minutes of Committee meetings, and serving as custodian of its records.

Committee members shall be appointed by and serve at the discretion of the Town Council. It shall appoint and maintain a roster of members including the following information: (1) name; (2) business affiliation and title; (3) contact information; and (4) professional resume. Membership on the Committee shall be staggered. The goal should be to balance existing skill sets on the Committee.

Member Responsibilities: ~~The Town’s residents, business owners, and other business professionals who volunteer for the Committee~~All members appointed to the Committee are, according to State law, required to attend no less than eight (8) of ten (10) regularly scheduled monthly Committee meetings each year, unless

there is a medical reason that prevents them from doing so, and to provide advance notice to the chair if they are unable to attend a scheduled meeting. ~~(See attached “Resolution and Policy on Electronic Participation of Members of the Town Business Liaison Committee of the Town of Vienna.”)~~

If a member cannot attend a meeting, they shall provide advance notice to the Chair and Economic Development Department. Members are permitted to attend one meeting via electronic participation.

See attached “Resolution and Policy on Electronic Participation of Members of the Town Business Liaison Committee of the Town of Vienna.”

If a member fails to attend eight meetings in a year or two consecutive meetings, ~~without providing advance notice to the chair or staff~~, or is unable to fulfill his or her Committee obligations, the Town Council, in coordination with the Chair and the Economic Development Department will determine the best path going forward. As a last resort, the Council may ~~remove the individual from the TBLC~~ or ask the individual to step down from his or her appointed position on the Committee. If at any time a member feels he or she is not able to serve on the Committee, he or she shall submit a resignation letter to the Chair and Town Clerk ~~inform the chair and resign~~ following a notice period of at least one month.

Members are expected to play an active role in executing Committee initiatives in support of the Town’s business community, such as ~~being willing to serve~~ ing on subcommittees, and ~~willing to attend~~ ing Town business--related ~~function~~ events. The Committee chair shall appoint subcommittees and subcommittee chairpersons, as necessary, to accomplish specific missions or tasks. Members of the subcommittees can include individuals who are not members of the full Committee but who are owners, managers, or business representatives in the Town of Vienna.

Meetings: The Committee shall hold no less than 10 meetings a year. It shall meet once a month during the calendar year, ~~with the exception of~~ except for July and August, or as needed to adequately fulfill its role and responsibilities as outlined in this charter. The Committee shall establish ~~and publish rules to govern its proceedings as well as~~ a schedule of its meetings. All meetings shall be open to the public. Special advertised sessions may be held to accomplish the work of subcommittees as called for by the Committee chair.

- All meetings will comply with Virginia Open Meeting requirements and the Freedom of Information Act.

- Agendas and meeting minutes will be made available to the public in a timely manner.
- ~~Bylaws should be created that provide information on the conduct of meetings as well as communication protocols that will guide all members in their advisory group work.~~

Reporting to the Town Council: An annual report of ~~fi~~ key Committee activities and a workplan shall be forwarded to the Town Council during the annual budget process. The Committee ~~also~~ may also be asked to provide input at Town Council meetings or work sessions. The chair or ~~his or her~~ their representative shall be responsible for consulting and reviewing with the staff liaison the published public hearing schedules that require Committee presence.

Update of Charter: This charter shall be reviewed ~~every two years~~ as needed and revised ~~as needed~~ to assure that it meets the Town Business Liaison Committee's evolving responsibilities and mission.