



Town of Vienna

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TTY 8111

Meeting Minutes - Draft Town Business Liaison Committee

Thursday, February 9, 2023

7:00 PM

Vienna Police Department, 215 Center St.
South

1. Roll Call

*Members present: Jennifer Morrow; Tim Fricker; Peggy James; Mark Lander;
Brenda Burns; Steven Oh
Absent: JoAnn Hazard
Staff Present: Natalie Monkou, Director, Economic Development; Hallie Willis,
Economic Development*

*Chairman Jen Morrow recognized Charlie Strunk, Bicycle Advisory
Committee/Transportation Safety Commission to share a new Bicycle Safety
Committee initiative*

2. Welcome New Members

*Chairman Morrow welcomed Brenda Burns and Steven Oh to the Committee and
reviewed committee protocol.*

3. Approval of the Minutes

A. [TBLC-23262](#)

Accept January Meeting Minutes

The minutes of January 12, 2023 were approved as presented.

4. Regular Business

[TBLC-23265](#)

WElcoming New Businesses

*Chairman Morrow referenced a list of newly licensed businesses in Vienna and
reviewed the current process for welcoming these businesses to the community. The
Committee was challenged to assess whether this is the best means of first contact
with these businesses, given the number of non-brick and mortar startups. She
reminded the committee that a new website will launch on March 2, 2023, targeted to
the business community.*

Suggestions included the following:

- *Work with VBA to create a postcard explaining the organizations and their role
in providing assistance. The postcard could potentially be included in the welcome
packet being designed by Economic Development;*
- *Assure that every new business receives an invitation to the TBLC meetings;
possibly letter or postcard from TBLC Chairman;*
- *Adopt a process that would include touching base with new businesses each
week for a month's time – i.e. Week one receive welcome packet; week two receive*

explanatory postcard, etc.;

- Suggest that TBLC could become a resource for directing businesses who have encountered an issue and require guidance;
- Suggest that TBLC become a voice for all businesses to the Council;
- Target social media as a source of publicity- "TBLC About Town" could potentially identify businesses visited by members, etc.

A discussion followed regarding the value of first contact through a telephone call. The general consensus was that a telephone call was valuable and should be continued. Ideas for obtaining correct business telephone numbers were explored.

5. Economic Development Division Updates

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

Parking Study Update

Director Monkou reminded the Committee that the parking study is designed to provide the Town options for thinking about parking on a macro level, providing information to address current parking needs and anticipate future needs. The first part of the comprehensive study (consisting of a physical assessment of parking space utilization) has been completed and the parking survey is currently underway. Available on the Town website, the Committee is urged to encourage participation. The survey will conclude by February 28, 2023.

Website Launch

The new business focused website is scheduled for launch on March 2, 2023.

Meeting with NOVA Parks

Director Monkou reported on a recent meeting with representatives from NOVA Parks. The purpose of the meeting was to identify ways to maximize business next to the W&OD Trail and to leverage the trail for the benefit of NOVA Parks and the Town.

[TBLC-23266](#)

FY23-24 Related Budget Items

Director Monkou noted that budget discussions are to be held in March. She has provided the Committee with draft copies of the Economic Development request of \$93,000 and requested additional input from the Committee.

[TBLC-23267](#)

Upcoming Meetings

Members were encouraged to attend, either in person or remotely, Council meetings with topics of interest to business owners. The following meetings were highlighted:

- February 27, 2023 Town Council Meeting – Code Create
- March 6, 2023 Town Council Meeting – Code Create
- March 11- March 13 – Town Council Budget Session

[TBLC-23268](#)

Restaurant Week

Restaurant Week will be held March 3, 2023 - March 12, 2023. The TBLC is asked to

assist Economic Development in marketing the effort.

6. Recess for Subcommittee Groups

With no further business, the Committee unanimously agreed to recess into subcommittees at 8:15 PM.

7. Subcommittee Meeting Reports

A. [TBLC-23263](#)

Code Create Commercial Engagement

Chairman Morrow called on Tim Fricker to report on the Code Create Commercial Engagement Subcommittee. After meeting with the Planning Commission he was assured that the TBLC could have an impact on decisions for the Code rewrite. TBLC members are encouraged to attend Code Create meetings and actively engage Council. February 21; February 22 and February 24, 2023 have been set aside to discuss the impact of the Code rewrite on local businesses.

B. [TBLC-23264](#)

Business Appreciation Month Event

Chairman Morrow recognized Hallie Willis who reported on the Business Appreciation Subcommittee. The event will be held on May 18, 2023 in the Community Center Auditorium from 6:00 PM until 8:00 PM. The next subcommittee meeting will focus on identifying those businesses with significant milestones for recognition. Type of recognition will need to be determined.

Decisions on the Robert Leggett award will also need to be made.

8. Meeting Adjournment

Other Business

Chairman Morrow and the Committee applauded Natalie Monkou for recognition as one of Northern Virginia's 40 Under 40 honorees presented by the Leadership Center for Excellence and Leadership Fairfax.

Membership

Chairman Morrow reported that one resident and two business Committee memberships remain to be filled.

Announcements

Chairman Morrow reminded Members that Director Monkou and Lily Widman, Special Events Coordinator, Parks and Recreation will speak at the VBA meeting on March 9, 2023.

Adjournment

Chairman Morrow called for a motion to adjourn at 8:46 PM.

Motion, Peggy James; second, Tim Fricker.