



Town of Vienna

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Meeting Minutes Town Business Liaison Committee

Thursday, September 11, 2025

5:00 PM

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

1. Roll Call

Present: Brenda Burns; Bill Comerford (Remote); Najee Davis; Mark Lander; Preeti Penati; Jen Morrow

Absent: Tracy McCarty; Bob Marsh

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

2. Communication from Citizens and/or Commissioners

None

3. Approval of the Minutes:

Review June 2025 TBLC minutes

Attachments: [June 2025 TBLC Minutes DRAFT](#)

*A motion was made to accept the June 2025 TBLC minutes as presented.
Motion, Nadji Davis; second, Brenda Burns. Motion carried unanimously.*

4. New Business

Review new businesses licensed in June, July, and August 2025

Attachments: [June 2025 New Businesses](#)
[August 2025 New Businesses](#)
[July 2025 News Businesses](#)

*The list of new businesses licensed in June, July, and August 2025 was reviewed.
Postcards have been sent.*

Vote on TBLC meeting time change

Chairman Morrow noted that the decision to move the TBLC meeting time to 5:00 PM has proven not to work for all members. The Committee discussed various time options.

*A motion was made that all future TBLC meetings will begin at 7:30 PM.
Motion, Brenda Burns; second, Nadji Davis. Motion carried in a 5-0 vote; Lander abstained.*

TBLC's role in business engagement

Chairman Morrow invited comment by Nichole Toulouse, Director, Economic Development who stated that the purpose of all boards and commissions is to advise Council on policy. In that the TBLC was created prior to the Economic Development Department, it was tasked with staff activities such as ribbon cuttings. That role is now changing and today the TBLC is charged with setting goals that align with serving as advisory to Council/Mayor by planning and engaging with existing businesses. With that in mind, the committee discussed how best to accomplish this goal.

Comments by Committee Members are summarized as follows.

- *Determine Council action items prior to engaging businesses; Invite Council Member to share at TBLC meeting; TBLC can advocate for Council (on these issues) with businesses;*
- *Through Economic Development updates, TBLC can identify issues of importance and potentially involve in a Council work session; Resultant information could then be taken to local businesses;*
- *Consider TBLC member joining monthly Economic Development meeting with Mayor;*
- *Develop business pipeline relationships to garner information from business community; Seek means to encourage businesses to reach out to Economic Development;*
- *Encourage business visits, attend events as means to make contact;*
- *Determine way to demonstrate that TBLC has impact with Council; Credibility is acquired through providing useful feedback from business sources; Must be able to expand Councils knowledge of local business issues;*
- *Business community currently feels that TBLC is a support for Council and does not represent business interests; Businesses look to VBA as an alternative;*
- *TBLC receives information from Council and passes it to the business community, but they do not provide a means to pass information from the business community to Council;*
- *Want business community to recognize that TBLC is a resource to be counted on for assistance with concerns;*
- *Difficult to influence every situation in the way businesses would want.*

Action Items:

Encourage development of "important issues" list, as stated by Council, that TBLC can pass along to local businesses. Find means to relate business responses to Council.

Pursue monthly visits with businesses to explore issues affecting them in the next several months.

Provide Council with business specific contacts for issues on their agenda.

Discuss outreach related to TBLC opening

New members will be sought to represent Maple Avenue and Cedar Park.

Draft TBLC Annual Report

Attachments: [FY2024_TBLC_Annual_Report_DRAFT](#)

The committee was reminded that the annual report will be presented to Council on October 20, 2025. Committee members suggested several additions to the text.

A motion was made to allow Chairman Morrow editing and submission rights. Motion, Brenda Burns; second, Nadji Davis. Motion carried unanimously.

The Committee remarked on the excellent information disseminated at the Economic Summit earlier this year. It was suggested that a second summit would be useful to businesses; one focusing on Town activity and one on County/State activity.

5. Regular Business

TBLC review of Comprehensive Plan

Attachments: [02 - Ch 3 Land Use - 06-25-25 DRAFT](#)
[Ch 04 - Economic Development - DRAFT 06.30.25](#)

Chairman Morrow reviewed the comments submitted for the Comprehensive Plan. Additional updates of the plan will be forthcoming

Follow: Town Council approves meals tax increase

Attachments: [Vienna-Town-Council-Approves-Meals-Tax-Increase](#)

The Committee was reminded that local restaurants will be responsible for updating their systems by January 1, 2026. No grace period has been discussed. Economic Development, Finance and Communications Staff are working on a plan for reminding restaurants of the approaching deadline.

6. Economic Development Department Updates

CIP primary expenditures for 2026 and 2028 were reviewed. Committee Members expressed concern for the failure to include funding for economic development in either bond year. Members discussed writing letters to Council.
RECORDING STOPPED

7. TBLC Chair's Report

8. Meeting Adjournment

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