



Town of Vienna

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Meeting Minutes Town Business Liaison Committee

Thursday, January 9, 2025

7:00 PM

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

1 Roll Call

Call to Order: Chairman Jen Morrow called the meeting to order at 7:00 PM.

Members present: Brenda Burns; Bill Comerford; Najee Davis; Mark Lander; Tracy McCarty; Bob Marsh; Jen Morrow; Preeti Penati

Staff Present: Kelly O'Brien, Acting Director, Ashley Curtis, Marketing and Business Engagement Specialist, Economic Development

2. Approval of the Minutes (Nov & Dec)

A motion was made and seconded to table the regular meeting minutes of November 2024 and December 2024. Motion passed unanimously.

3. Regular Business

Businesses licensed in December 2024

Attachments: [December New Businesses](#)

The table of newly licensed businesses for the month of December 2024 was presented.

TBLC Annual Report Presentation

The final version of the annual report will be presented to Town Council at the meeting of January 13, 2025. Najee Davis, Tracy McCarty and Chairman Jen Morrow will attend.

Updates on Town's new online payment system

Marketing Specialist, Ashley Curtis provided an update on the Town's new online payment system. Vienna business owners can utilize the system to pay meals tax and business license fees.

A motion was made to add discussion of term limits to the current agenda. Motion, Chairman Jen Morrow; second, Bob Marsh. Motion carried unanimously.

Chairman Morrow reported on several committee members whose terms will expire soon. Noting the importance of continuity, it is vital to determine who will remain on the committee for another term. Chairman Morrow discussed the required time commitment, personally noting the effect on her business. Committee Members debated the evolving role of the TBLC and the need to be the voice for business as Council develops policy. While past expectations have centered around ribbon

cuttings, etc., the Committee recognizes a changing role of identifying issues that are hurting business growth and carrying that message to Council.

4. New Business

New Business

Memo to Town Council on proposed meals tax increase/aquatics center

Chairman Morrow reported on testimony to Council regarding the proposed increase in meals tax. She expressed concern that Council did not contact TBLC as a first line for research and communication on this issue.

The next step for TBLC is to document (through an email to Town Council) Committee stance and identify ways to contribute to a positive outcome.

A memo will be drafted for submission in early January. The issue is on the January 21, 2025 Town Council agenda for continued discussion.

Planning for 2025 THRIVE Business Awards Ceremony

A motion was made to table discussion of the Thrive event until the February meeting. Motion, Chairman Jen Morrow; second, Bob Marsh. Motion carried unanimously.

Parking study discussion

Chairman Morrow called on Kelly O'Brien to present the Item. The Town Council launched the parking study in 2022. Work Sessions were held throughout 2024 to provide guidance on prioritizing the resultant recommendations.

The recommendations table was initially discussed at the November 14, 2024 Town Business Liaison Committee (TBLC) meeting. Of the thirty items identified in the study for consideration and ranking by Council, the committee highlighted several strategies as highly important for exploration as follows:

- Zoning Ordinance Adjustments for Site Parking & Shared Parking: Members expressed strong interest in updating the zoning ordinance to allow adjustments to site parking and public-private shared parking agreements.*
- Wayfinding and Branding Improvements: Members viewed this as a Phase 2 priority. They emphasized the importance of creating additional parking opportunities first.*
- Public Parking Supply in Key Locations: Members strongly supported strategic investments in public parking, recommending the locations identified for shared parking agreements as priority areas.*
- Event Coordination and Management Programs: Members suggested reviewing input from the Church Street Businesses meeting held before the Church Street Holiday Stroll.*
- Other long-term strategies were supported and will be included in the memo.*
- General concern was expressed regarding Delivery Zones and Curb Markings, Driveway Visibility and Outdoor Dining Impacts.*

Deputy Director O' Brien will draft the memo for review.

5. Economic Development Department Updates

New Business

Nicole Toulouse will begin duties as the Director of Economic Development, Monday January 13, 2025.

A motion was made to nominate Jen Morrow for the position of Chairman of the TBLC.

Motion, Tracy McCarty; second, Mark Lander

A motion was made to nominate Tracy McCarty for the position of Vice Chairman of the TBLC.

Motion, Jen Morrow; second, Brenda Burns

The Casino legislation continues to move through Congress. Committee Members are urged to remain active with efforts.

Economic Development Week is scheduled for the week of May 11, 2025- May 17, 2025.

Updates on department leadership and upcoming programs

6. Chair's Report

7. Meeting Adjournment

Chairman Morrow called for adjournment at 8:50 PM.

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