



Town Business Liaison Committee

Draft Minutes

February 11, 2021

2<sup>nd</sup> Floor Conference Room

Town Hall

In Person/Virtual

**Roll Call**

Chairman Leggett called the meeting to order at 7:00 pm. Ms. Kozlowski called the roll. All members were present: Robert Leggett, Robert Holland, Friderike Butler, Jennifer Kiefhaber and Deepa Chakrapani. Staff present: Natalie Monkou, Economic Development Manager, Shelley Kozlowski, Board Clerk/Deputy Town Clerk.

**Continuity of Government Resolution**

Chairman Leggett read into record the Continuity of Government Resolution.

Motion to accept: Butler

Seconded: Holland

Unanimous

**Acceptance of Minutes**

Motion to Accept: Chakrapani

Seconded: Butler

Unanimous

Before beginning the meeting, Chairman Leggett introduced prospective member, Jon Krinn, who was attending via ZOOM, to the members. Mr. Leggett invited Mr. Krinn to share a little about himself.

**Old Business**

**a. Chair update on ongoing TBLC business-related activity during COVID-19.**

Mr. Leggett reminded the Committee about the special meeting on February 25<sup>th</sup> regarding the Economic Development Marketing Strategy. Ms. Monkou shared an overview of the meeting.

Mr. Leggett shared with the Committee what he has been doing recently to raise the profile of the TBLC including meetings with the Mayor as well as business walks with her and Ms. Monkou. He adds that the Mayor is very enthused with the direction the Committee is going. He concludes that he has been meeting with Natalie as well.

**b. TBLC membership recruitment update during COVID-19.**

Mr. Leggett updated the Committee regarding the membership recruitment. He shared that Jon Krinn will be fulfilling one of the openings. He stated that the other names that have been suggested include Peggy James, Julie Holmes and Mark Lander.

## **New Business**

**a. Presentation by Lydia Russo of One Neighborhood Foundation on charitable work in Vienna during COVID-19.** Lydia Russo was unable to attend the meeting as planned.

**b. Update on post-holiday window dressing contest survey held during COVID-19 - Friderike B.** Ms. Butler stated that the survey is completed and will follow up with Mr. Monkou. Ms. Monkou shared the survey on screen. Discussed plans to move forward with the survey as well as a possible TBLC email account.

**c. Outreach to the Town of Herndon's Economic Development Advisory Committee on COVID-19 business-related efforts - Bob. L.** Mr. Leggett shared with the Committee that he along with Ms. Kiefhaber are working together. He added that Ms. Kiefhaber will be reaching out to the City of Fairfax and he will be reaching out to the Town of Herndon to solicit ideas concerning their program relating to economic development. Possible joint meetings and presentations were discussed. Ms. Chakrapani offered her assistance with this outreach as well. Ms. Butler suggested adding Town of Culpeper to the list and volunteered to reach out. Discussion concluded with a possible panel discussion in the near future.

## **6. Update from Economic Development Manager**

**a. Restaurant week and other marketing support for business community during COVID-19.** Ms. Monkou updated the Committee on *Restaurant Week* (February 14-21). She stated that there will be approximately 10 participating restaurants. She shared [explorevienna.com](http://explorevienna.com). with a collaboration of all the restaurants as well as other advertising and promotional tools utilized including television segments, radio ads and social media. Ms. Kiefhaber inquired about the expiration of the Town's outdoor seating permit for restaurants. Ms. Monkou stated that while under an emergency order from the Governor, staff will be able to go in front of Council for a temporary extension. Mr. Leggett recommended sending the *Restaurant Week* information out to local civic associations.

Ms. Monkou also shared the business survey responses. She added that there were 118 total responses, 78 completed surveys. She concluded that she will send it to the Committee in full detail.

Mr. Holland brought to the attention of the Committee the Vienna Care Funds which was designed by the Town of Vienna and Fairfax County. He described the process with the County

for local businesses and residents. He asked the Committee to share this information within the community. Ms. Monkou shared other funding sources available to Town residents through Fairfax County. Ms. Monkou stated that she would send out the link to the Committee.

Ms. Butler stated the Rotary Club of Vienna approached her regarding supporting the local business community and looking for ways to get involved. Ms. Monkou asked Ms. Butler to have the Rotary Club President contact her. The Committee discussed areas they could assist.

Motion to adjourn: Holland

Seconded: Chakrapani

Unanimous

The meeting adjourned at 8:10 pm

Meeting minutes submitted by: Shelley Kozlowski, Board Clerk/Deputy Town Clerk