



# Town of Vienna

127 Center Street S  
Vienna, VA. 22180  
p. 703-255-6300  
TTY 8111

## Meeting Minutes Town Business Liaison Committee

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Thursday, May 13, 2021

7:00 PM

Charles A. Robinson, Jr. Town Hall, 127  
Center Street, South

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### 1. Resolution

A. [TBLC-21024](#) Continuity of Government Resolution

*Chairman Leggett read the Continuity of Government Resolution.*

*Motion to approve: Holland*

*Seconded: Kiefhaber*

*Unanimous*

### 2. Roll Call

*Board Clerk, Shelley Kozlowski, called roll. All members were present.*

### 3. Introductory Remarks - Chairman Leggett

*Chairman Leggett opened the meeting with the introduction of the Town of Vienna Mayor, the Honorable Linda Colbert.*

### 4. Welcoming Remarks - Mayor Colbert

*Mayor Colbert shared the history of the TBLC and the correlation between the Town Business Liaison Committee, Town businesses and the new Economic Development Manager. She concluded that the purpose of the evening is to figure out how they can work together best and have the best structure to assist the businesses.*

### 5. Regular Business

A. [TBLC-21044](#) Roundtable Discussion

*Chairman Leggett asked that each town and city present to introduce themselves. Introductions included Frederike Butler, TBLC member and Natalie Monkou, Economic Development Manager from Vienna; Jessica Jenkins, CEO of Culpeper Renaissance; Jeffrey Hermann and Kathleen Paley, members of the City of Fairfax Economic Development Authority; and Town of Herndon Economic Development Manager Dennis Holste. Also present was Peggy James, Executive Director of the Vienna Business Association.*

### 6. Open Discussion

*1. The Pandemic has put serious financial stress on small businesses of all stripes in Vienna. How is your town/city structured and what line of authority is followed to pursue economic development during the pandemic and beyond? Is it similar to the*

*TBLC-like structure and mission in the TOV that is supporting small businesses during the pandemic?*

*Town of Culpeper - Similar to TBLC but does not relay back to government regarding business concerns. Focus on downtown revitalization. Main focus during Covid is getting grants and cash flow to downtown businesses. Also focused on events and promotion of downtown. Non-profit organization. Viewed as economic arm of town. Partially funded by the town.*

*City of Fairfax - Structure is similar. Have an Economic office that is City staffed. The Economic Development Authority is separate, all volunteer and separate budget and legal entities. The EDA does collaborate with the EDO, The EDO staffs the meetings and assists with efforts moving forward. Majority of funding through the City. EDA encouraged programs around the holidays. Helped facilitate delivery robot service and gift card programs.*

*Town of Herndon - Has an Economic Development office. Also has an Economic Development Advisory Committee who advise the Town Council. The Economic Development Manager is the staff liaison to the Economic Development Advisory Committee. The EDA can only meet 8 times/yr. The EDO helps initiate the projects that the EDA recommends and anything that they would like to present to Council. The goal of the EDA committee is to focus on the business climate and business retention, expansion, new developments and marketing opportunities. They make recommendations to the Town Council regarding the Comprehensive Plan, town signage regulations and South Elden Street plan. Their funding comes completely from the Town.*

*2. Do you have an Economic Development Authority (EDA) that provides support programs for your town's small businesses during the pandemic and will they continue going forward? Can you provide examples of work it has done and its accomplishments?*

*Town of Culpeper - Has a Department of Tourism and Economic Development. This office obtained grants for local businesses during COVID. The offices often work together. Culpeper's Chamber of Commerce also assisted with the grants. Assisted with private Facebook chat room for businesses, created permanent curbside pick-up, outdoor dining.*

*City of Fairfax - Cares funded Reconnected Grant. Other programs included the City Square, Reconnected Outdoors and Reconnected Safety Kits as well as branded cooler bags. This was all done collectively with the EDO. Work with the Mason Enterprise Center.*

*Town of Herndon - "Herndon is Open for Business" marketing campaign highlighting 10 businesses. E-newsletter.*

*Peggy James, VBA Executive Director, inquired about the individual budgets for each town/city.*

*Vienna: approximately \$63,000*

*Culpeper: approximately \$350,000, the Town of Culpeper provides \$150,000*

*Town of Herndon: approximately \$70,000 including communications*

*City of Fairfax: approximately \$250-330,000*

*3. What programs/events are you having to help your town small businesses during the pandemic: Have they been successful?*

*Town of Culpeper - Culpeper Downtown Dollars, relief grant program, Micro-marketing grant in conjunction with the Town's department of Tourism and Economic Development. All very successful. Noted that no businesses have closed due to COVID in the Town of Culpeper. Two expansions and 4 new businesses.*

*City of Fairfax - Programs were very successful. All grant funds were expended. Branded totes were very popular and will continue this year with something similar.*

*Town of Herndon - Programs all seem to be successful. Because the Town does not have an Economic Development Authority, they could not give direct funds away. However, between the Department of Economic Initiatives, Fairfax County and the State they did grant dollars which they encouraged. Seeing an interest in new businesses opening.*

*TBLC member, Deepa Chakrapani, asked Mr. Holste how he collaborates on a work program. Mr. Holste responded that the Town Manager and Communications Director sets his work plan for the year. However, they do work closely with the Herndon Economic Advisory Board to incorporate items that they would like to see executed. Staff may not agree with all recommendations from the Advisory Board, however, it is up to the Town Council to determine what they would like to do with those recommendations going forward.*

*4. What is the level of financial support you are getting for your programs to support businesses during the pandemic and possibly beyond from your town or city and from the County of Fairfax? Are there other avenues of support for our business community --academic, corporate, local organizations, etc. - that we should be aware of or partner with.*

*Town of Culpeper - Small Business Development Center. Non-profit for excellence group as well as the Chamber of Commerce and Main Street programs.*

*City of Fairfax - Branded merchandise to raise funds for the local business community.*

*Town of Herndon - Community Business Partnership to assist with small business training. The Latino Economic Development Corporation looking to reengage in the Herndon area.*

*Town of Vienna - Worked with the Small Business Development Center as well as Community Business Partnership. Could be an opportunity to work with The Latino Economic Development Corporation through Fairfax County in the near future.*

*Open Discussion*

*Peggy James inquired about the town's upcoming events and what the plans are for*

*opening up.*

*Town of Culpeper - Canceled July 4th event. Looking to plan an August and September Third Thursday concert as well as holiday open house.*

*City of Fairfax - Hopefully starting music programs soon and Chocolate Lover's Festival.*

*Town of Herndon - Friday Night Live starting up July 2 with a possibility restrictions. 4th of July Fireworks.*

*Town of Vienna - Rotary Club of Vienna's Viva Vienna at the end of May with some restrictions. July 4th events and the Little League Baseball State Tournament will be held in the Town this year.*

*Final Remarks were made by Chairman Leggett and Mayor Colbert thanking all those attending the evening's roundtable.*

## **7. Meeting Adjournment**

*Meeting ended at 8:26 pm*

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