

**MEETING MINUTES  
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING  
TUESDAY, FEBRUARY 1, 2022, 7:00 PM  
VIRTUAL**

Meeting recording can be found at the following link: <https://purcellvilleva.new.swagit.com/videos/153903>

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This meeting was held virtually by the use of GoTo Meeting with no in-person participants due to the Town Council's Declaration of a State of Emergency associated with the COVID pandemic from the January 25, 2022 Town Council Meeting.

**MEMBERS PRESENT REMOTELY:**

David Wood, Chair  
Cliff Robinson, Vice Chair  
Chris Bertaut, Council liaison  
Dwayne Gulsby, Committee member  
Chris Martenis, Committee member  
Tamara Dean, Committee member  
Andy Chalonec, Committee member  
Stella Hill, Junior member  
Karis Robinson, Junior member

Council member Rayner attended the entire meeting remotely. Mayor Kwasi Fraser attended for part of the meeting.

**ABSENT:**

Warren Grossman, Committee member  
Rynthia Rost, Committee member  
Margarita Rodriguez, Committee member

**STAFF PRESENT REMOTELY:**

Don Dooley, Director of Planning & Economic Development  
Kimberly Bandy, Deputy Town Clerk

**CALL TO ORDER:**

Chair Wood called the meeting to order at 7:00 PM. The Pledge of Allegiance followed.

**ANNOUNCEMENTS:**

Chair Wood introduced newly appointed members Andy Chalonec and Tamara Dean.

**APPROVAL OF MEETING MINUTES:**

Chair David Wood made a motion to approve minutes from the December 7, 2021 meeting and Vice Chair Cliff Robinson seconded the motion and they were approved unanimously.

**PRESENTATION:**

Glass Commerce Gerardo Mateo and Paola Santana, Glass Commerce Representatives, gave the presentation. (*Presentation on file at the Clerk's office and attached*)

After the presentation, Economic Development Advisory Committee (EDAC) members agreed that there was a need to have better communication to change the success of this project. Town businesses would need to have more participation in the portal and a decision going forward would have to be made whether this contract would continue to be a tool used for local business or to end the contract.

In conclusion of the presentation, Gerardo Mateo would continue as a point of contact from Glass Commerce. It was requested by Glass Commerce to have a counterpart and/or a designated point of contact in the Town for future approvals as needed and a monthly touch-base meeting with this point of contact. EDAC offered for Glass Commerce, Gerardo Mateo, to attend their monthly meetings. Glass Commerce offered to present a 15 minute demo of the Portal to further educate EDAC and they would be conducting a Portal redesign for Purcellville taking into consideration the Town's branding as mentioned in the meeting. Glass Commerce would be providing a shared folder with digital assets to be used so the Town can help spread the word with its network to inform local businesses and the community about this initiative, also possibly a personalized Town of Purcellville banner to be shared. Glass Commerce would also prepare a communications timeline highlighting the topics to be covered in outreach efforts.

**CITIZEN COMMENTS (first opportunity):**

Casey Chapman, Purcellville resident, took this opportunity to compliment the work that Glass Commerce is undertaking and to encourage the Town to provide better parameters, guidelines and expectations in order for Glass Commerce to be successful as well as to voice his concern regarding the Town's use of third party contractors. Mr. Chapman requested that the Town consider the information and insights that the Town most likely already has before hiring third parties at taxpayer expense to impart the same information, insights and recommendations.

**ACTION ITEM(S):**

None

**DISCUSSION ITEM(S):**

**a. Economic Development Advisory Committee Work Plan for 2022**

Committee members discussed potential 2022 goals for EDAC and next steps including identifying outside resources to assist Purcellville small businesses such as Loudoun County Economic Development, reaching out to the Purcellville small business community to learn more about their needs and how the Town can address them, and identify opportunities to increase

local shopping/dining traffic. Specifically, Vice Chair Robinson talked about the potential Cars and Coffee event that he's spearheading. He will have the specifics within the next 30-60 days.

**BOARD COMMENTS:**

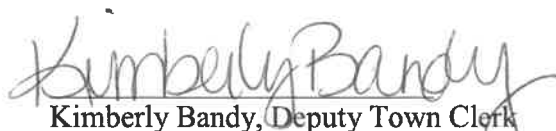
Board expressed the desire to procure a list of all in-town business and how to go about getting said information. The Board also discussed their concern over commercial vacancies and the negative effect it can have on the Town, as well as potentially holding meetings more often than once a month in order to be more proactive. It was discussed if special meetings were to be scheduled they would need to be coordinated with the Clerk's office for choosing dates, staffing, sending proper notifications, and creating agendas. There was no motion made, as it was decided that 2022 priorities need to be agreed upon before making a decision.

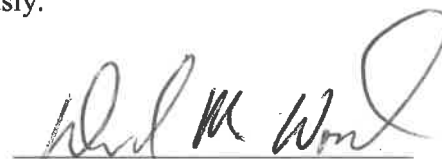
**STAFF COMMENTS:**

Don Dooley discussed coming up with a short list of goals for 2022 which will be sent out via email as well as proper email chain protocol and what would substantiate a special meeting of EDAC.

**ADJOURNMENT:**

With no further business, Chair Wood adjourned the meeting at 9:03 PM and was seconded by Vice Mayor Robinson and was approved unanimously.

  
Kimberly Bandy, Deputy Town Clerk

  
David Wood, Chair

# **Purcellville Portal by GLASS**

## **Meeting with the Town of Purcellville's Economic Development Advisory Committee (EDAC)**

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# Overview

The **Purcellville Portal** is an online platform designed to simplify how the Town of Purcellville's government and the local community discover and buy from their local businesses **first**.

The Portal can be accessed at [www.commerce.glass/purcellville](http://www.commerce.glass/purcellville).

## Purcellville Portal

Locally-sourced products & services.

**Q** What do you need today?



# Objectives

- ▶ **Complement the Town's economic recovery efforts**, helping local businesses embrace digital transformation and engage with potential customers eager to buy locally.
- ▶ **Upgrade the Town's business directory** into a dynamic and always-updated database.
- ▶ **Make it easy for the community** to buy locally online.
- ▶ **Make it easy for the town staff** to identify new vendors, request fast quotes, and conduct more sustainable purchases.

# Key benefits for Purcellville businesses

- ▶ **Increase** their online presence and outreach.
- ▶ **Digitize** their catalogs of products and services.
- ▶ **Receive** orders and digital payments in a streamlined and fully compliant fashion.

# Progress to date

► **16 local vendors listed as of Jan 30th, 2022.**

The updated dynamic list is available at

[www.commerce.gov/ass/purcellville/vendors](http://www.commerce.gov/ass/purcellville/vendors)



[This slide was edited at the meeting.]

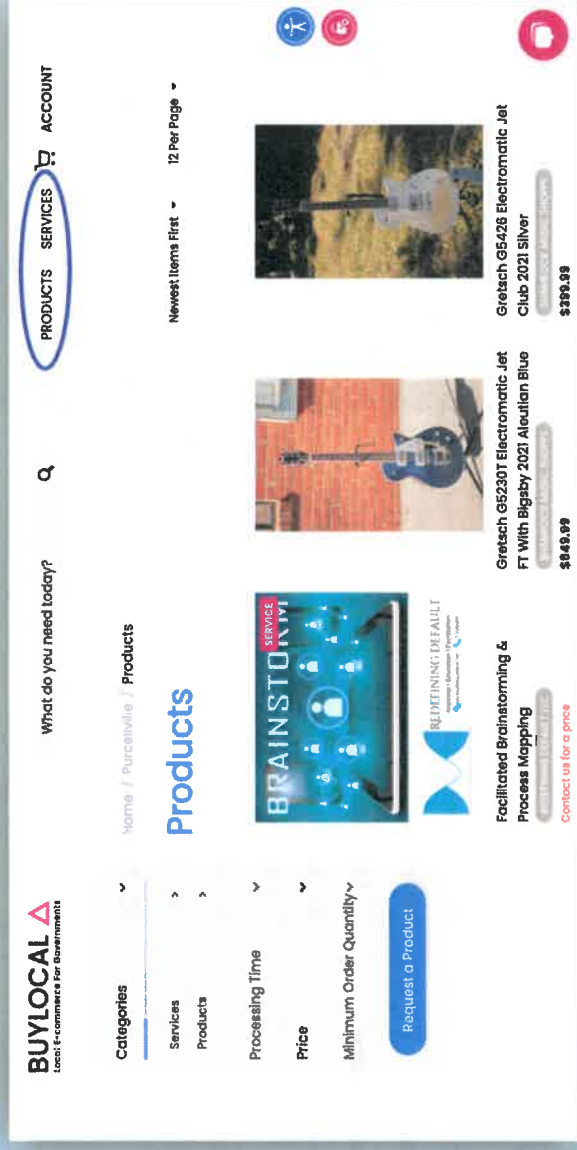
| Business Name                       | Address                      |
|-------------------------------------|------------------------------|
| 1. A Bane Solutions                 | 17364 Hilltop Drive          |
| 2. All About Pavements, Inc.        | 904 Strawberry Court         |
| 3. Anytime Fitness Purcellville     | 609 E. Main Street # K3      |
| 4. Artist Circle Photography Studio | 260 Shepherdstown Ct Suite B |
| 5. Best Friends Pet Service LLC     | 401 South 9th St.            |
| 6. DYMA Taekwondo                   | 310 N. 21st St               |
| 7. Fuog/InterBuild, Inc.            | 510 E Main St, Purcellville  |
| 8. Gruto's Soft Serve               | 141 W. Main Street           |
| 9. Lowers Risk Group                | 125 E Hirst Rd               |
| 10. Old Sterlinger, LLC             | 140 Hatcher Ave              |
| 11. Purcellville Motors Inc.        | 145 n 21st Street            |
| 12. Redefining Default LLC          | 148 E Main St                |
| 13. Sarah Huntington Photography    | 102 N. 21st Street           |
| 14. Shamrock Music Shoppe           | 160 West Main Street         |
| 15. Sign Design, Inc.               | 142 East Main Garage         |
| 16. Tree of Life Ministries         | 210 N. 21st Street           |

# Progress to date

➤ **20 local products and services listed as of Jan 30th, 2022.**

The updated dynamic list is available at

[www.commerce.glasgow.gov.uk/purcellville/products/](http://www.commerce.glasgow.gov.uk/purcellville/products/)



# Progress to date

▶ **50, 90 and 62 unique Portal visits** in October, November and December respectively.

▶ **3 webinars organized** for government staffers, vendors and the community.



# Progress to date

- ▶ **Weekly outreach to local businesses via email campaigns and direct calls**, so they can learn about the Portal and get onboarded.

This month, we wanted to give a special thanks to the amazing Purcellville business owner, Scott Kinney from **Shamrock Music Shoppe**. We had the pleasure to interview him and get to know his incredible journey as a business owner throughout the years.



## SHAMROCK MUSIC SHOPPE

Shop Shamrock Music Shoppe Online

### 2. Why is it important for businesses to have an online presence?

More and more people are shopping online, especially over the last two years. While the in-store shopping experience is always the best when selecting music instruments, for many people shopping online is a very convenient alternative to visiting our store, especially when they can only get their shopping done after hours.

Having a local shopping portal such as GLASS offers our local customers an excellent alternative to shopping in our actual shop. We look forward to building our online shopping

### 1. When and why did you start your business?

I opened Shamrock Music Shoppe in June 2010. I wanted to create a one-stop-shop where our customers can purchase and rent music instruments in a welcoming, friendly atmosphere. I also wanted to provide quality music instruction for people of all abilities.

"In Your Heart, a Song" is our slogan. We believe everyone has a song in their heart, and it is our job to help people discover the music within themselves, especially for those who think they have no music ability. We can teach anyone to make music. If

# Progress to date

- ▶ **Weekly outreach to the local community via social media channels**, so they can learn about the Portal and start buying locally.
- ▶ **500 physical flyers sent** to 500 homes in Purcellville.



# Progress to date

- ▶ **Organization of bi-weekly deals** highlighting local vendors' latest discounts for the community.
- ▶ **In Oct–Nov 2021: Weekly outreach to government staffers via email and direct calls**, so they can learn about the Portal, and start procuring goods and services from local Purcellville businesses. This was stoped due to spam concerns from the Town.

## Did you miss the Purcellville Portal Virtual Training For Government? Here's a recap!

If you missed the Purcellville Portal Virtual Training Event For Government, you can [watch it today](#). The Purcellville Portal is a digital platform that helps small local businesses digitize their catalogs of products and services, so government departments like yours can easily discover new offerings and buy locally, with a couple of clicks.

Watch it today on our [YouTube](#) channel

### Here's what we covered

How to —

- 1 Navigate the Portal
- 2 Search for products and services you need easily
- 3 Save time and admin legwork by accessing vendors that have been verified in advance
- 4 Complete a fully-compliant purchase via the Portal
- 5 Request standardized quotes from pre-verified local vendors
- 6 Submit a Product Request so we help you source what you need

[Shop Local in Purcellville](#)

# Suggested next steps

- ▶ It's important to inform the community via the Town's website and digital channels, to build credibility about the new initiative.
- ▶ We encourage the Town to also procure frequently-purchased items to attract new local businesses and show them that the Town is also buying locally via the Portal.
- ▶ We'd like to schedule a monthly meeting with the Town to debrief each monthly report, assess progress and brainstorm new strategies to continue attracting vendors and buyers with a Point of Contact.

# Suggested next steps

- We prepared a Communications Timeline highlighting the topics to be covered in our outreach efforts, and we'd like to make sure it's aligned with the Town's objectives.

| Month    | Audience                          | Goal                                                                                                                                                                                                                       | Activities                                                                                                                                                                                                                                                                                                                                                               |
|----------|-----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Jan 2022 | Town Staffers & Community         | Provide insights on how to buy local services                                                                                                                                                                              | <ol style="list-style-type: none"> <li>Week 1: How to buy local services</li> <li>Week 2: How to request local services</li> <li>Week 3: Virtual Training For Government</li> <li>Week 4: Purcellville Portal Monthly Report</li> </ol>                                                                                                                                  |
|          | Local Businesses                  | Help newly-onboarded vendors get started managing their digital inventory                                                                                                                                                  | <ol style="list-style-type: none"> <li>Week 1: How to set up new deals for potential customers</li> <li>Week 2: How to get started managing your digital inventory through the Purcellville Portal</li> <li>Week 3: Virtual Training Event For Businesses</li> <li>Week 4: How to improve your product description and visuals to attract potential customers</li> </ol> |
| Feb 2022 | Town Staffers & Community         | Provide insights on how standardized quotes work                                                                                                                                                                           | <ol style="list-style-type: none"> <li>Week 1: How to request standardized quotes</li> <li>Week 2: How to check out from a quote</li> <li>Week 3: Virtual Training For Government</li> <li>Week 4: Purcellville Portal Monthly Report</li> </ol>                                                                                                                         |
| Mar 2022 | online sales strategies and plans | <ol style="list-style-type: none"> <li>Week 3: Virtual Training Event For Businesses</li> <li>Week 4: Highlight Business of the Month and insights on how to grow Purcellville local businesses online presence</li> </ol> |                                                                                                                                                                                                                                                                                                                                                                          |
|          | Town Staffers & Community         | Provide insights on how to review orders once they're complete                                                                                                                                                             | <ol style="list-style-type: none"> <li>Week 1: How to review an order once it's complete</li> <li>Week 2: How to provide feedback on recent orders</li> <li>Week 3: Virtual Training Event For Government</li> <li>Week 4: Purcellville Portal Monthly Report</li> </ol>                                                                                                 |
|          | Local Businesses                  | Support local businesses in setting up their Online Stores                                                                                                                                                                 | <ol style="list-style-type: none"> <li>Week 1: How to set up new deals for potential customers</li> <li>Week 2: How to add new products in bulk</li> <li>Week 3: Virtual Training Event For Businesses</li> <li>Week 4: Highlight Business of the Month, and insights on how to grow Purcellville local businesses online presence</li> </ol>                            |

# Questions

- ▶ How would the Town like to use the Portal as a tool to advance its objectives, and what does success look like for the Town?

# Contact

## **Gerardo Mateo**

Local Portal Success Lead

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