



**AGENDA**  
**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE**  
**TUESDAY, JUNE 7, 2022, 7:00 PM**

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**1. INSTRUCTIONS TO PARTICIPATE REMOTELY**

Town of Purcellville Economic Development Advisory Committee Regular Meeting  
Tue, Jun 7, 2022 7:00 PM - 9:00 PM (EDT)

**Please join my meeting from your computer, tablet or smartphone.**

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**2. CALL TO ORDER**

**3. PLEDGE OF ALLEGIANCE**

**4. ANNOUNCEMENTS**

**5. APPROVAL OF MEETING MINUTES**

**a. Meeting minutes May 3, 2022**

**6. CITIZEN COMMENTS (first opportunity)**

**7. PRESENTATIONS**

**a. Presentation by KC Tregoning and Colleen Kardasz of Loudoun County Economic Development (video presentation)**

**8. DISCUSSION ITEM(S)**

**a. EDAC discussion of Loudoun County Economic Development's presentation**

**b. Update on Glass Commerce review**

**9. BOARD MEMBER COMMENTS**

**10. STAFF COMMENTS**

**11. CITIZEN COMMENTS (second opportunity)**

**12. ADJOURNMENT**



## **STAFF REPORT** **ITEM**

Item # 1.

**SUBJECT:** Instructions to participate remotely

**DATE OF MEETING:** June 7, 2022

**STAFF CONTACT(S):** Heather Spadaccini, Planning Operations Coordinator

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### **SUMMARY and RECOMMENDATIONS:**

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## **STAFF REPORT** **ITEM**

Item # 5.a.

**SUBJECT:** Meeting minutes May 3,2022

**DATE OF MEETING:** June 7, 2022

**STAFF CONTACT(S):** Heather Spadaccini, Planning Operations Coordinator

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### **SUMMARY and RECOMMENDATIONS:**

" I move that the Economic Development Advisory Committee approve the meeting minutes from the May 3, 2022 EDAC meeting and waive reading"

### **ATTACHMENTS:**

**Meeting Minutes 5.3..2022**

**MEETING MINUTES**  
**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING**  
**TUESDAY, MAY 3 2022, 7:00 PM**  
**HERITAGE ROOM**

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**MEMBERS PRESENT:**

David Wood, Chair  
Cliff Robinson, Vice Chair  
Chris Martenis, Committee member  
Andy Chalonec, Committee member (late, 7:20pm)  
Stella Hill, Junior member (*non-voting member*)  
Karis Robinson, Junior member (*non-voting member*)

**MEMBERS ATTENDING REMOTELY:**

Tamara Dean, Committee member (*childcare issues*)  
Chris Bertaut, Council liaison (*non-voting member, late 7:13pm*)

**ABSENT:**

Margarita Rodriguez, Committee member  
Warren Grossman, Committee member

**STAFF PRESENT:**

Don Dooley, Director of Planning & Economic Development  
Heather Spadaccini, Planning Operations Coordinator

**CALL TO ORDER:**

Chair Wood called the meeting to order at 7:20 PM. The Pledge of Allegiance followed.

**ANNOUNCEMENTS:**

None.

**APPROVAL OF MEETING MINUTES:**

Chair David Wood made a motion to approve minutes from the April 5, 2022 meeting. Vice Chair Cliff Robinson seconded the motion and they were approved 5-0.

**CITIZEN COMMENTS (first opportunity):**

None.

**DISCUSSION ITEM(S):**

Brian Morgan and Laura Ours of the Purcellville Parks and Recreation Advisory Board (PRAB) spoke to Committee about potential PRAB/EDAC collaborations in the future. They distributed an activity/event chart to show how many events the town holds every year. PRAB wants to get the word out about these events more efficiently and believes that collaborating w/ EDAC will not only help spread the word of these events to a larger audience but can help make these events an even bigger success. Examples of yearly events are: monthly nature walks/talks on the Chapman DeMary Trail, music and arts festival, non-profit fair and Purcellville's signature event the Purcellville Wine and Food Festival (this is a for-profit event & not run by PRAB). PRAB is also looking for members & suggestions for new, regular events (First Friday's for example). Mr. Morgan, who is a former EDAC member, also asked what EDAC focuses on. Chair Wood answered that EDAC focuses on commercial real estate vacancies, identifying barriers to filling those vacancies and simplifying instructions on how to get a business license. It was also discussed that EDAC would like to get meals tax data from the Finance Department to see how food establishments fare during Parks and Recreation events. Recording secretary Heather Spadaccini is a former Finance department employee and sent an email to Finance asking what information they are able to give out about meals tax. This was done in order to assist EDAC in their fact-finding mission.

Director Dooley discussed the progress being made on the EDAC requested New Business development guide draft (included in the agenda for this meeting). He presented the draft of the guide and invited the committee to submit their edits and suggestions. The committee liked the guide and reiterated the Town's need for a dedicated economic development staff member to assist new business owners and local entrepreneurs. Committee member Chalonec suggested adding a 30 second video to the website portion of the Town website explaining the business startup list as well.

Committee members Chalonec, Martenis and Director Dooley spoke to the Committee about a discussion they held on April 21, 2022 regarding Glass Commerce. Committee members Chalonec and Martenis were approved to take ownership of communicating with Glass Commerce for the remainder of their contract. Committee members Chalonec and Martenis will be updating EDAC monthly on progress and discussions held. The discussion this month revolved around pivoting focus to digital marketing of in town businesses and assisting tech-challenged town businesses. Mr. Chalonec discussed the subject of allowing/encouraging unsolicited business proposals seeking to provide services to the Town and following Commonwealth law in that respect.

**ACTION ITEM(S):**

None

**BOARD COMMENTS:**

Committee member Chalonec commented on EDAC looking for volunteers and looking PRAB for members. He suggested the Town encourage local service organizations to get involved with Town CCBs. Mr. Chalonec also spoke about finding sponsorships for major “tent pole” events as well as smaller more regularly occurring events & how to find sponsorship dollars.

Chair Wood commented that he participated in Visit Loudoun’s event a few weeks ago and invited them to speak at an upcoming EDAC meeting. He also spoke briefly about Grant Wetmore’s pending application to join EDAC and gave a quick resume overview. EDAC members were asked to send an email giving their opinion on Mr. Wetmore’s application. Members may send their comment to Chair Wood but legally there is to be no back and forth emails-it must be a single comment only.

**STAFF COMMENTS:**

Director Dooley started his comments by giving the Committee information on new businesses, BAR applications, etc. He also talked about Higher Ground Montessori School and gave a project update as well as discussed the new wellness center that will be located in the old Blue Ridge Hospice location on Main St., and the axe bar that will be opening above Monk’s BBQ on N 21<sup>st</sup> St. Mr. Dooley expressed optimism that the parking lot at that location will be fixed. He also briefly mentioned that the owner of the Main & Maple Shopping Center is looking to start Phase 2 of the shopping center. The owners hope to add a 20,000 sq. ft. 2 story medical office building & a potential 4,000 sq. ft. restaurant (sit down or drive through).

**CITIZEN COMMENTS (second opportunity):**

Marc Brooke of Edward Jones Financial asked for the protocol for pursuing sponsorship opportunities. He was encouraged to contact Brian Morgan of Parks and Recreations Advisory Board for information.

**ADJOURNMENT:**

With no further business, Chair Wood adjourned the meeting at 8:58PM and was seconded by Committee member Chalonec and was approved unanimously.

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David Wood, Chair

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Heather Spadaccini, Planning Operations Coordinator



## **STAFF REPORT** **ITEM**

Item # 7.a.

**SUBJECT:** Presentation by KC Tregoning and Colleen Kardasz of Loudoun County Economic Development (video presentation)

**DATE OF MEETING:** June 7, 2022

**STAFF CONTACT(S):** Don Dooley, Director of Planning and Economic Development

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### **SUMMARY and RECOMMENDATIONS:**

Video presentation link: <http://ddeck.io/62960d449d3eeb0015f9467b>

### **ATTACHMENTS:**

**Loudoun County Business Development Assistance Sheet**

## Business Development Assistance



- › Facilitate introductions to strategic partners
- › Identify local and state incentives
- › Identify networking groups and business development opportunities

## Public and Community Relations Assistance



- › Promote client press releases, grand openings, ribbon cuttings, recent business awards, etc.
- › Host guests at Economic Development sponsored business community events (i.e. Chamber of Commerce programs)

## Real Estate Services



- › Provide assistance in identifying potential expansion or relocation availabilities in Loudoun
- › Facilitate introductions to local commercial brokers
- › Assist with commercial zoning and related issues
- › Provide County real estate market information, including demographic information
- › Facilitate introductions and foster relationships with County regulatory agencies (i.e. zoning, signage, permitting, planning)
- › Help with navigating the zoning permitting process

## Workforce Development



- › Market the County for talent attraction
- › Create and build community workforce connections to include short and long-term recruiting, retention and training connections (K-12, university systems, Loudoun community partner organizations)
- › Collaborate on solutions to enhance the strategic approach to creating programs that train and grow Loudoun's labor force
- › Offer access to career expos and niche-specific applicant opportunities
- › Build awareness for the services of the Loudoun Workforce Resource Center

At the Loudoun County Department of Economic Development, we're here to help build your business. Dedicated to recruiting new business, growing our existing industries and improving our county's business climate, we're ready and waiting to provide a wide range of services for your company, whether you're a start-up or well-established player.





Contact us today to find out how realizing your business goals are #LoudounPossible.



Nancy Evanko  
Workforce Development Manager  
Nancy.Evanko@Loudoun.gov  
703-771-5371



KC Tregoning  
Business Retention Specialist  
KC.Tregoning@Loudoun.gov  
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"There are so many compelling reasons why Loudoun County is the perfect place to grow and scale a tech company — we have some of the brightest minds, and the surrounding areas boast many of the country's most prestigious universities and academics. Amazon's [soon-to-be] close proximity also brings valuable attention to our region and, with it, excellent opportunities for additional capital investment and a cycle of growth for startups."

Jeff White, Founder and CEO,  
Gravy Analytics

"You could live anywhere and start your business; but what makes Loudoun attractive is the access to culture, access to resources, and access to a great workforce."

Ara Bagdasarian, CEO,  
Omnilert

"Working with Loudoun Economic Development has a huge benefit. They have saved our business time and money helping us through the permitting process. They know and value small businesses."

Roman Blazauska, President,  
SpeedPro Northern Virginia

"Any business relies on good governance, sensible regulation, and a political environment that supports prosperity as a social good in and of itself. Loudoun County and Virginia more broadly have provided such an environment for many years."

Scott Hamberger, President and CEO,  
Fortessa Inc.



## **STAFF REPORT** **ITEM**

Item # 8.a.

**SUBJECT:** EDAC discussion of Loudoun County Economic Development's presentation

**DATE OF  
MEETING:** June 7, 2022

**STAFF  
CONTACT(S):** Don Dooley, Director of Planning and Economic Development

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## **STAFF REPORT** **ITEM**

Item # 8.b.

**SUBJECT:** Update on Glass Commerce review

**DATE OF MEETING:** June 7, 2022

**STAFF CONTACT(S):** Don Dooley, Director of Planning and Economic Development

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