

MEETING MINUTES
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING
TUESDAY, JUNE 7 2022, 7:00 PM
HERITAGE ROOM

MEMBERS PRESENT:

David Wood, Chair
Cliff Robinson, Vice Chair
Andy Chalonec, Committee member
Warren Grossman, Committee member
Tamara Dean, Committee member
Chris Bertaut, Council liaison

ALSO PRESENT:

Kwasi Fraser, Mayor of Purcellville

ABSENT:

Margarita Rodriguez, Committee member-no reason given
Karis Robinson, Junior member (*non-voting member*)-work conflict
Stella Hill, Junior member (*non-voting member*)-no reason given
Chris Martenis, Committee member-no reason given

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 7:03 PM. The Pledge of Allegiance followed.

ANNOUNCEMENTS:

Chair Wood took a moment to welcome KC Tregoning and Collenn Kardasz from the Loudoun County Department of Economic Development.

APPROVAL OF MEETING MINUTES:

Chair David Wood made a motion to approve minutes from the May 3, 2022 meeting. Committee member Andy Chalonec seconded the motion and they were approved 5-0.

CITIZEN COMMENTS (first opportunity):

None.

PRESENTATION:

KC Tregoning, the Business Retention Specialist and Colleen Kardasz ,Assistant Director of Loudoun County Economic Development gave a video presentation to the Committee providing information on what services Loudoun County Economic Development offers for all types of businesses, entrepreneurs and job seekers located in and outside of the County as well future services they hope to provide such as no cost Quickbooks training and entrepreneur as how Purcellville and the County can work together to achieve greater economic development success. The link to the presentation is available as an attachment to this meeting's online agenda.

DISCUSSION ITEM(S):

Following Loudoun County Economic Development's presentation, a lively and informative discussion took place between Ms. Tregoning, Ms. Kardasz and the Committee regarding what the Town can do to be more successful in ensuring that new and current businesses feel supported. Some ideas were discussed such as creating a partnership between the County and Purcellville economic development teams where they could hold monthly information sessions for current and prospective business owners to ask business and economic development related questions without the need for an appointment. Mayor Fraser took part in the discussion portion of the meeting. He suggested that EDAC members each focus on a singular aspect of Town business such as restaurants or retail establishments to which Ms. Kardasz replied that that approach limits success as EDAC members are more like Town ambassadors. She also said that having an internal source whom all businesses can speak to and depend on to answer deeper questions is ideal. Ms. Kardasz also recommended checking out the IEDC (International Economic Development Council) website as it provides training courses and classes for people involved in economic development.

Committee member Chalonec spoke briefly on his and Committee member Martenis's standing weekly meeting with Glass Commerce. While the contract with Glass will most likely not be renewed, Mr. Chalonec believes that Glass Commerce has provided valuable insights regarding a potential focus on e-commerce in Town as well as putting together metrics and focusing on what the Town can get in terms of case study and feedback.

ACTION ITEM(S):

None

BOARD COMMENTS:

Committee member Chalonec commended Chair Wood on all the hard work he's doing for EDAC and also suggested that EDAC use restaurants as the first focus group to start the business engagement process if it is decided to use the business vertical process (this is a business niche where vendors serve a specific audience and their set of needs. Definition courtesy of: <https://www.bigcommerce.com/ecommerce-answers/what-is-a-vertical-market-online-selling-and-business-niches/>)

Committee member Grosman stated that the presentation was very valuable and that the depth of information was really interesting. He also asked what it is exactly that EDAC is trying to achieve and how would they integrate the information given to best serve the business community in Town.

STAFF COMMENTS:

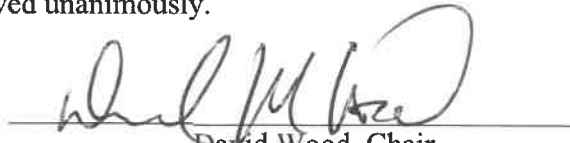
Director Dooley started his comments by giving the Committee information on new businesses, BAR applications, etc. including an update on the Shoppes at Main & Maple Shopping Center Phase 2 progress, the future opening of an Ace Hardware in the old Rite Aid building, and an update on the future home of the IHOP at Catoctin Corner Shopping Center.

CITIZEN COMMENTS (second opportunity):

None.

ADJOURNMENT:

With no further business, Chair Wood adjourned the meeting at 9:52PM and was seconded by Vice Chair Robinson and was approved unanimously.


David Wood, Chair


Heather Spadaccini, Planning Operations Coordinator