

MEETING MINUTES
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING
TUESDAY, SEPTEMBER 7, 2021, 7:00 PM
HERITAGE CONFERENCE ROOM

Meeting recording can be found at the following link: <https://purcellvilleva.new.swagit.com/videos/136659>

MEMBERS PRESENT:

Cliff Robinson, Vice Chair
David Wood, Committee member
Chris Bertaut, Council liaison
Dwayne Gulsby, Committee member
Warren Grossman, Committee member (arrived at 7:07pm)
Stella Hill, Junior member
Karis Robinson, Junior member

ABSENT:

Margarita Rodriguez, Committee member
Rynthia Rost, Committee member

STAFF PRESENT:

Don Dooley, Director of Planning & Economic Development
Andy Chalonec, Consultant

STAFF PARTICIPATING REMOTELY:

Kimberly Bandy, Deputy Town Clerk

CALL TO ORDER:

Vice Chair Robinson called the meeting to order at 7:02 PM. The Pledge of Allegiance followed.

CITIZEN COMMENTS (first opportunity):

None

APPROVAL OF MEETING MINUTES:

a. July 6, 2021 Meeting

Vice Chair Robinson moved that the Economic Development Advisory Committee approve the minutes from the July 6, 2021 EDAC Meeting which are presented in the September 7, 2021 meeting agenda packet and waive reading. The motion was seconded by Member David Wood and carried.

BOARD MEMBER COMMENTS:

None

ANNOUNCEMENTS:

None

ACTION ITEM(S):

a. Appointment of Chair and Vice Chair for EDAC for 2021-2022

Vice Chair Robinson shared a discussion with the committee and it was decided to defer this item to the October meeting and he would continue in the Vice Chair position if and when another decision was made by EDAC.

DISCUSSION ITEM(S):

a. Grand Strategy Implementation Plan

Andy Chalonec, Consultant, reviewed the phases of the Grand Strategy III. He reviewed a summary of a two year action item list which is included in the presentation and shared in the agenda on the town website. Members discussed how the portions of the plan could be divided amongst the group according to interests. A discussion of possibly having a listening session with local business owners and review the process of being able to start a business in town. Mr. Wood gave the example of promoting Uber and Lift to be more prevalent in our area. Mr. Dooley would report back on the process of opening a new business and steps that are needed to streamline. A suggestion of gathering information from the last 5 new businesses and their experience of the process to assist in filling business vacancies. Once the business is in town what is helping drive that business, discussion of implementing internet web pages for businesses (with possible help from local students), and this may produce more customers for each business. A discussion of possibly having “How to” videos created and shared as well as subject matter workshops. Council member Bertaut shared concern on what the statement of work looked like for the list of projects and the amount of manpower needed from EDAC. Mr. Dooley has a long term vision with priority given to projects listed and targeted timeframes for efforts. A January timeframe was discussed to bring this Grand Strategy Implementation Plan before Town Council and start with two projects. Staff would assist in coordinating EDAC assignments of the projects. Vice Chair Robinson would like to hit the ground running in February to launch the plan and engage in discussions over the next few meetings. A discussion on “Second Saturday” event being brought back to the town. Mr. Gulsby suggested having a timeframe on where we want to be according to this document in three years and go step by step. A discussion of broadening interests to join EDAC. Mr. Dooley would be reporting back on getting the word out to the PBA for assistance, other business advocates, and outreach for business owners to be part of EDAC meetings.

Mr. Dooley gave a sample overview of the process of opening a business in town, permits, approvals, and also working with the County to open that business. A discussion of a Car Show idea being brought to town to draw more business and customers. There was a discussion of the VML article and Mr. Dooley would be distributing extra copies.

b. Celebrate Purcellville Event Update

Don Dooley and Andy Chalonec shared information on the sponsorships from local businesses for Celebrate Purcellville being developed by PRAB. The event would be from October 4th-10th and an event that would be built upon from year to year. This will be advertised and shared through press releases, flyers, and town website.

CITIZEN/BUSINESS COMMENTS:

Andy Chalonec announced that Erin Raynor shared through the GoTo chat that anyone is welcome to attend the PBA gatherings.

ADJOURNMENT:

With no further business, Chair Robinson adjourned the meeting at 9:13 PM.

Cliff Robinson, Vice Chair

Kimberly Bandy, Deputy Town Clerk