

MEETING MINUTES
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING
TUESDAY, JULY 5, 2022, 7:00 PM
HERITAGE ROOM

MEMBERS PRESENT:

David Wood, Chair
Cliff Robinson, Vice Chair (had to leave at 8:30)
Andy Chalonec, Committee member
Grant Wetmore, Committee member
Chris Bertaut, Council liaison

MEMBERS ABSENT:

Tamara Dean, 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 7:10 PM (due to technical difficulties). The Pledge of Allegiance followed.

ANNOUNCEMENTS:

Chair Wood took a moment to announce the appointment of Grant Wetmore to EDAC and to introduce him to the other Committee members as well as to announce that Committee member Chris Martenis has submitted his resignation due to serious family concerns.

APPROVAL OF MEETING MINUTES:

Chair David Wood made a motion to approve minutes from the June 7, 2022 meeting. Committee member Andy Chalonec seconded the motion and they were approved 3-0-1, with new Committee member Wetmore abstaining.

CITIZEN COMMENTS (first opportunity):

None.

DISCUSSION ITEM(S):

a. Discussion on how to best educate and communicate to the local business community the information and resources and resources available to them

The Committee took this time to discuss the best ways to communicate with the Town business community in order to help educate them on the resources available to assist in their success. Some suggestions were to have an information table at Town events where EDAC can introduce

themselves to Town businesses and answer any questions they may have, placing an informational insert in future utility bills, drop into local businesses in order to engage with owners on a one to one basis, and holding an “Open House” style gathering where business owners can drop by between special hours to get information on what’s available to them from the Town and Loudoun County.

b. Glass Commerce Update

Committee member Chalonec spoke briefly on his and Committee member Martenis’ standing weekly meeting with Glass Commerce. The contract is ending in September and it is anticipated that it will not be renewed, though EDAC hopes that Glass Commerce will share the data they’ve gathered as well as insights detailing what type of help they’ve found that Purcellville businesses need in order to gain exposure to a larger audience. He also requested that Glass Commerce be added to the September 6, 2022 agenda so they can give an overview of what information they have gleaned in the past year and to give Glass an opportunity to share their findings with EDAC.

ACTION ITEM(S):

None

BOARD COMMENTS:

Chair Wood informed the Committee that he will be away for an extended period, so will not be present for the next meeting which is occurring in September. As such, Vice Chair Cliff Robinson will be acting Chair for that meeting. Chair Wood also let the Committee know that he recently spoke to Parks & Rec Chair Brian Morgan who wants to digitize this year’s Celebrate Purcellville passport and would like to know if anyone in EDAC has any expertise in doing so. Committee member Chalonec commented that while EDAC may not have the expertise that PRAB is looking for, EDAC should capitalize on the Celebrate Purcellville week by holding an EDAC Open House session at the train station during that period.

STAFF COMMENTS:

Director Dooley gave EDAC the following business updates: Loudoun County Fields Farm project is being discussed at the July 7th Planning Commission meeting, BARs approval of Guidepost Montessori’s Certificate of Design Approval (CDA) request, the building permit for Pad 8 @ Catoctin Corner to become an IHOP is in process. The Shoppes at Main & Maple have submitted a CDA for BAR review/approval that will hopefully be presented this month as well as moving forward w/ drive thru restaurant SUP request to build pad site in the same location and that Castellano’s Ace Hardware (former Rite Aid site) has received an occupancy permit & will be putting Help Wanted advertising out soon. Mr. Dooley also spoke of EDACs potential involvement with the zoning code rewrite. He stated that EDAC can help the Planning Commission decipher what are current roadblocks to economic development in the current zoning ordinance and how to use the zoning ordinance rewrite to remedy this and similar economic development issues. Mr. Dooley also said that the Planning Commission is very interested in hearing EDACs ideas/input. The project is moving very quickly but it will be helpful to have EDAC members attend a Planning Commission meeting in order to facilitate a conversation either in person (or via email if easier) as the zoning code can make or break economic development. Mr. Dooley ensured the Committee that he will give EDAC sufficient

notice before participating in a future Planning Commission meeting so Members can have sufficient time to familiarize themselves with the zoning code rewrite and the areas of discussion that concern economic development.

CITIZEN COMMENTS (second opportunity):

None

ADJOURNMENT:

With no further business, Chair Wood made a motion to adjourn the meeting at 8:38 PM.

David Wood, Chair

Heather Spadaccini
Planning Operations Coordinator