



**Charlottesville Economic Development Authority (CEDA)
Meeting Minutes – September 10, 2013**

Members Present

Reid Young
Kristin Henningsen
Dan Fagan
Adrian Felts
Ethan Dunstan
Carolyn Shears
Tara Boyd

Staff Present

Chris Engel
Hollie Lee
Jason Ness
Blair Morris

Others Present

Sean Tubbs – Cville Tomorrow

A meeting of the Charlottesville Economic Development Authority occurred on Tuesday, September 10, 2013 in CitySpace. Mr. Young, Chair, called the meeting to order at 3:04 p.m.

Mr. Young opened the public comment period and there being no comments from the public, he proceeded to the next agenda item.

Mr. Young called for a motion to approve the minutes from the July 9, 2013 meeting. Ms. Shears moved, seconded by Mr. Felts, and all present voted aye.

Mr. Young called for a motion to approve the Treasurer's Reports from June and July 2013. Mr. Felts moved, seconded by Ms. Boyd, and all present voted aye.

Mr. Engel updated the Board on the loan to the Lewis & Clark Exploratory Center of Virginia. As the letter in the packet shows, they are requesting a six month extension on their loan from both the City and the County. This requires action from City Council. Mr. Engel wanted to alert the Board before it went to Council for approval.

Mr. Engel shared with the board that the operator of the pavilion is requesting permission to alter the hours of access during non-event periods to only daylight hours. In addition, they are requesting approval of an updated sign package reflecting these new hours and the associated rules. Both requests are in response to an increase in issues related to drinking and sleeping overnight as well as trash and vandalism in the space. After questions from the Board, Mr. Engel said that the Pavilion is a public space during non-event periods but that

reasonable rules to protect the public and the property can be put in place. Fencing is not a feasible option and there is some basic safety lighting around the perimeter. There was reportedly some confusion with the police regarding what the rules were in the Pavilion space and these newly posted rules would allow them to better respond.

Mr. Dunstan asked what exactly the Board was approving and Mr. Engel responded that the Board would be approving the new non-event access hours and corresponding signage similar to the example in the packet. If there would be substantive changes to the signage, then he would bring that back to the Board for their further review and approval. Ms. Boyd expressed concern that access by informal groups that were not conducting an official event would be stifled. Mr. Engel responded that the public would continue to have daily access during daylight hours and non-event periods. Mr. Young called for a motion to approve the Resolution. Ms. Shears moved, seconded by Mr. Fagan and all present voted aye, with the exception of Ms. Boyd who opposed.

Mr. Engel told the Board that he wanted to discuss several current programs and projects that the Office of Economic Development is working on and hopefully to give the Board ideas on how they can best support these efforts.

Ms. Lee, the Chief of Workforce Development Strategies with the Office of Economic Development, gave a quick presentation of the Growing Opportunities Report compiled by the City's Strategic Action Team (SAT), which was presented to Council in July 2013. The focus of the report is how to foster employment opportunities that move City residents towards self-sufficiency with a focus on those that are low-income, "hard to hire," and with lower educational attainment. Based on the Authority's mission, staff believes CEDA could have an impact on the section focused on job creation.

Mr. Engel gave the Board a quick overview of the Strategic Investment Area. This study was done by an outside consultant and is mostly comprised of the area south of the Downtown Mall surrounding the Frank IX facility. The consultants are now finalizing the report, which should be completed in October. They will have a public presentation of the final report and the members of the Authority will be invited. The consultants have a number of recommendations but the most feasible for CEDA would be to assist in the creation of flexible physical space for business activity. This would ensure that some property is used for business activity and job creation and not in a residential use. Mr. Engel reminded the Board of CEDA's previous efforts in this regard with the former CSX property.

Ms. Lee gave the Board a brief summary of the final version of the Economic Sustainability portion of the City's Comprehensive Plan. The OED aligned these goals and objectives with other OED initiatives such as P3 and the SAT report on Growing Opportunities. Ms. Lee said that CEDA could have the most

involvement in Goal #4 - build partnerships with private sector groups in order to maximize strategic capital investment in targeted areas in the City, and Goal #6 - maintain the economic vitality of the Downtown Mall and surrounding areas.

Mr. Engel paused the presentation to ask the Board if they had any questions about the material presented thus far. Ms. Shears asked about the Workforce Center moving to their current Hydraulic Road location and its location relative its customer base. Ms. Lee said that there is discussion of creating a small satellite workforce center in the Downtown area as the current location can be challenging to get to using public transportation. Mr. Engel reminded the Board that the Workforce Center is used by the region, as far north as Madison and south to Fluvanna, not just the City of Charlottesville. Ms. Shears also said she liked the idea of CEDA buying or leasing land to control its usage. Mr. Engel reminded the Board that if that were to happen, then there would be significant due diligence required and discretion by the Board. Mr. Young asked what might CEDA do within the next three to six months and if Mr. Engel could put a timeline or framework in place. Mr. Engel said that the OED could potentially start some of these programs by the end of the year. There being no further questions, the presentation on programs continued.

Mr. Ness, Economic Development Specialist in the OED, gave a brief presentation and overview of the Advancing Charlottesville Entrepreneurs (ACE) Program. The OED created a pilot program to assist with existing City-based businesses and designed to help small business owners increase revenue and business capacity by collaborating with OED staff and a business consultant. Initial funding for this program was provided by HUD's Community Development Block Grant (CDBG). To be eligible for the ACE program, businesses must meet HUD's income level definition and be a for profit business operating within the City limits. Currently, there is a gap in funding due to the HUD income regulations. CEDA could fund a similar program that would cover those businesses that do not meet the income requirements required by the HUD funding, within certain limits imposed by CEDA. Ms. Henningsen asked if there was an age requirement for the business. Mr. Ness said no and that the program only limits to existing businesses. Mr. Ness told the Board that this is a short term program for three to six months and that accepted businesses may only receive services but not funding. Mr. Young said that he likes the idea of businesses only receiving services and if CEDA has their own program he would want that stipulation included.

Mr. Engel discussed the Virginia Jobs Investment Program (VJIP). This has been in existence since 1965 but it is not widely known. The Virginia Department of Business Assistance administers this program, which provides a reimbursement grant to companies creating significant numbers of new jobs or over a 2 year period. A number of City-based businesses have used this program. OED is recommending that CEDA consider funding a matching grant program in which

CEDA would match the state funding on a dollar for dollar basis. This program is fairly simple to administer and would help accomplish those goals listed within the Growing Opportunities Report and the Comprehensive Plan.

Mr. Engel also discussed using the CEDA Opportunity Fund as a source of funding the control of land for business and job creation purposes. This would essentially put CEDA in the role of being landlord for a particular property. The Board expressed interest in this concept.

Mr. Engel told the Board that he hoped the discussion today gave the Board some ideas of how they can engage in the overall economic development strategy by supporting these specific programs. Given the level of interest staff will further develop the details on each and bring back to the board at a future meeting for final approval.

There being no further business, Mr. Young adjourned the meeting at 4:35pm. Mr. Dunstan moved, seconded by Ms. Boyd, and all present voted aye. The meeting was adjourned at 4:35 p.m.



Chris Engel, Secretary

9/12/13

Date

11-12-13

Date Approved by CEDA