

**Charlottesville Economic Development Authority (CEDA)  
Meeting Minutes – March 12, 2013**

**Members Present**

Reid Young  
Tara Boyd  
Bob Stroh  
Bryan Wright  
Dan Fagan (3:12pm)

**Staff Present**

Chris Engel  
Hollie Lee  
Jason Ness  
Blair Morris

**Others Present**

Helen Cauthen

A meeting of the Charlottesville Economic Development Authority occurred on Tuesday, March 12, 2013 at 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 November 13, 2012, December 21, 2012 and January 22, 2013. Mr. Stroh moved, seconded by Ms. Boyd, and all present voted aye with the exception of Mr. Fagan who was not present at time of vote.

Mr. Young called for a motion to approve the Treasurer Reports from November 2012, December 2012, January 2013, and February 2013. Mr. Wright moved, seconded by Mr. Stroh, and all present voted aye with the exception of Mr. Fagan who was not present at time of vote.

Ms. Cauthen gave a quick presentation of TJPED's Target Markets Report. She said the report was a multifaceted approach to research and it recommends target industry sectors with strong local rationale and best industry outlooks for the region. The target markets for Charlottesville are Bioscience/Medical Devices, Business/Financial Services, IT and Telecommunications. The Partnership is promoting Central Virginia as a premier location for business, to cultivate and grow local business, promote innovation and entrepreneurial culture, deliver outstanding project management services and to promote a favorable business climate. Mr. Stroh asked what is being done to promote to UVA graduates. Ms. Cauthen said that it is hard to get a presence at the University and they have yet to figure out a best way to do that. In response to the question about the biggest challenge for Charlottesville, Ms. Cauthen answered that the availability of space in general can be a problem. Mr. Engel said that a lack of good quality, readily available to rental options can be problem. Mr. Stroh asked how CEDA can help with TJPED's mission and about the City's Strategic Investment Area (SIA) process. Mr. Engel said that a consultant is currently working on the SIA (which is a specific geographic area south of downtown) project

and should be complete in late summer. Mr. Engel agreed to share additional information with the board regarding the SIA as it becomes available. Mr. Engel said the City has a Strategic Action Team, to research career ladder opportunities, which will be presented to Council later this year. There is also the Comprehensive Plan, which has a chapter on Economic Sustainability, not yet adopted by Council. Ms. Boyd asked that the most recent version be emailed to the Board.

Mr. Engel presented to the Board a packet of information which includes a section of the State Code of Virginia related the creation of EDAs, mission statements of other EDAs, the OED mission/vision/values document, and the OED Annual Report. Mr. Engel said he thought it would be helpful for the Board to hear what TJPED is doing and how CEDA could potentially align its resources to support the effort. Mr. Engel would like for the Board to have a discussion to create a mission statement for CEDA and for it to have a connection to the OED. After a general discussion, it was agreed that the staff would prepare a mission statement using the recommendations from the Board, circulate, and for the Board to approve at a future meeting. Mr. Young asked how the mission statement would be used and Mr. Engel answered that it would be used on the website, publications, and serve as a guide to future CEDA activities and programs. Mr. Engel said that a series of guiding principles can be used in conjunction with the mission statement. The mission statement will stay consistent but future Boards may want to change the guiding principles.

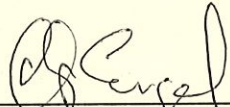
Mr. Engel gave a quick update on some old business matters. At the December special meeting, CEDA approved the title issue and work commenced on the Citywalk project shortly following the CEDA meeting. The developer gave his appreciation. Also, the antenna lease at SNL Building has been signed and the deposit made.

Mr. Engel presented the FY14 budget to the Board. The administrative fees have gone down slightly as bonds are paid and there is a decrease in the amount of funds paid to the City. Mr. Engel says he hopes to use the marketing funds more fully in the future. Mr. Fagan asked about the project reserves and Mr. Engel said that is where excess revenues are shown until they are moved into a maintenance or reserve account. Mr. Young called for a motion to approve the FY14 Budget. Ms. Boyd moved, seconded by Mr. Stroh, and all present voted aye.

Mr. Young presented recognition plaques to Mr. Wright and Mr. Stroh and thanked them for their many years of service and commitment to the Board.

Mr. Engel reminded the Board that the Book Festival's Leadership Breakfast is next Wednesday.

There being no further business, Mr. Young adjourned the meeting. Mr. Stroh moved, seconded by Mr. Young, and all present voted aye. The meeting was adjourned at 4:27 p.m.

  
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Chris Engel, Secretary

3/18/13  
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Date

4-30-13  
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Date Approved by CEDA