

# LOUDOUN COUNTY ECONOMIC DEVELOPMENT COMMISSION

## MEETING MINUTES

May 1, 2009  
8:00 a.m. – 10:00 a.m.

### IDA LEE PARK and RECREATION CENTER

60 Ida Lee Drive, SW  
Leesburg, VA 20175

#### I. Call to Order/Determination of Quorum/Adopt Minutes

Meeting called to order at 8:05 a.m. Randy Kelley made the first motion to approve the April 2009 minutes and Mark Stavish seconded the motion. The minutes were unanimously approved.

#### EDC Members Present:

Jim Bennett  
John Bischoff  
Joe Boling  
Susan Buckley  
Brian Chavis  
Jerry Coughter  
Robert DuPree, Jr.  
Linda Erbs  
Doug Fabboli  
Michelle Frank  
Alice Frazier  
Tag Greason  
Katie Hammler  
Paula Harper  
G. Kim Hart  
Mark Hassinger  
Rick Hurwitt  
Tamar Datan Johnston

Randy Kelley  
Shaun Kelley  
Kurt Krause  
Ted Lewis  
Stephen Mackey  
Dave Miles  
Cheryl Moore  
Linda Neri  
Joe Paciulli  
Mary Porter  
Deborah Rochkind  
James Rohrbauch  
Mark Stavish  
Bob Steere  
Robin Suomi  
John Wood  
Scott York  
Ed Zigo

#### EDC Members Absent:

Russ Gestl  
Bill Gibson

Ed Hatrick  
Elaine Walker

#### EDC Staff Present:

Steve Hargan, Warren Howell, Donna Hurwitt, Dorri Morin, Melissa Nelson, Buddy Rizer, Larry Rosenstrauch, Patrick Ryan, Tricia Simons, Harry Walsh and Bob Wertz.

#### II. Director's Report

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Larry Rosenstrauch reported that the Raytheon location announcement continues to generate positive reaction. He announced that an RFP for an international contractor has been approved by the Board and will be released in the near future. Mr. Rosenstrauch also announced that the Spring Farm Tour will take place in mid-May, and that two new Loudoun wineries are expected to open in the near future, in addition to the 25 existing Loudoun wineries.

Steve Hargan reported that Raytheon plans to move its manufacturing facility to Loudoun, requiring an additional 100,000 square feet of space. Mr. Hargan noted that the Loudoun inventory of large office space has been significantly reduced.

## **Mason/NOVA Project Update, Joe Paciulli**

Joe Paciulli reported that the Mason/NOVA project update was presented to Executive Committee last week and was well-received. He stated that this joint effort between George Mason, NOVA, Loudoun County and the Town of Leesburg is a very important project and the next steps will be a Request for Information and a presentation to the Leesburg Town Council. The report is available online. BOS Chairman Scott York added that the project update will be presented to the BOS next week.

## **III. Brief Ambassador Pilot Update, Phil Denino**

Larry Rosenstrauch summarized the results of the pilot program and stated that Phil Denino will deliver the final report next month.

## **IV. EDC Purposes Discussion (Article II of EDC Bylaws)**

John Wood opened the discussion by saying that the existing Purposes document was adopted in 2006 and that dialogue between the EDC and the BOS is important; see the summary document. Mr. Wood also stated that any changes need to be approved by BOS.

Doug Fabboli stated that the phrase “long-term” should be added.

Tag Greason recommended that Item 3 include mention of the education community in addition to government and business.

Deborah Rochkind stated that Items 1-5 are global whereas Item 7 is too specific and detracts from the other goals.

Cheryl Moore recommended that the diversity of the economic base be included and that the purpose should be to make sure that Loudoun is competitive for business.

Joe Boling stated that the strategic planning process has become an important part of the program and should be included in Item 1.

Rick Hurwitt asked if the purposes match what the EDC is actually doing. Mr. Hurwitt stated that a key component is providing advice to the BOS; he also stated that the EDC’s quality of life project was very important.

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Randy Kelly stated that Item 1 is very important and that the other Items detract from it; that he believes Item 7 should not be included. Mr. Kelley added that EDC meeting topics should only relate to economic development.

Mark Stavish agreed with Mr. Kelly, stating that Items 2-7 are tactics but Item 1 is the purpose. Mr. Stavish added that he believes diversity of the economic base is very important.

Jim Bennett: "I agree with Randy, Mark, Deborah, Cheryl, everybody here. But a word seems to be missing or a concept seems to be missing from number one. It's growth, development, but I also think somewhere in there you have to weave in the concept of economic sustainability.

You cannot accomplish growth and development if you cannot sustain the existing economic activity and position the County so that it can, in fact, accommodate that growth and development. That translates into the underlying - do you have that water, sewer, electricity, gas, roads, telecom - everything - to sustain that economic activity. And, is the County itself, from its tax structure and the way it interacts with businesses, does that sustain economic development and growth. ...

John Wood: ...Right. I recall an earlier conversation we had Jim, about this notion of an infrastructure abyss... rolling brownouts in California...

Jim Bennett: Yes, that's just a part of it. Economic sustainability and somewhere in there needs to be a recognition of environmental sustainability of that economic development."

Katie Hammler stated that work force, corporate leadership and sustainability were important areas to include.

Brian Chavez stated that the EDC has spent a lot of time on regulatory issues related to how we do business in the County and that should be included.

Ted Lewis stated that the EDC tries to remove barriers to growth and that the key element is helping businesses grow and prosper in the County.

Kim Hart stated that housing issues are important. Mr. Hart also raised the issue of conflict of interest. John Wood emphasized that the EDC should be a "trusted advisor" and that the role of developers should be addressed by PIC. John Wood also asked if the BOS would like to know what the business community thinks about specific development projects.

Deborah Rochkind stated that the EDC are advisors with much valuable experience to offer the BOS.

Chairman Scott York commented that developers should excuse themselves from any discussions related to specific development projects, but this is not a concern with general policy discussions.

Ed Zigo noted that the word "feedback" should be included and that developers are speaking as professional, knowledgeable business people who bring their collective experience about the market to this forum. Mr. Zigo added that the diversity concept needs to be supported by infrastructure and the vision should be attainable.

Robin Suomi stated that small business/entrepreneurship should be reflected in the Purposes.

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Joe Paciulli stated that it is important to have the more detailed framework in the purposes because these are things that the EDC does; there is a reason that each of these points are included and the document can be restructured but items should not be eliminated.

Mark Hassinger agrees with use of the phrase “strategic planning” and believes there is a need to include the “how-tos.” Mr. Hassinger stated that the developer industry is no different than any other industry and provides one piece of the infrastructure process just as other industries do.

Shaun Kelly asked if the EDC should play a role in larger projects that have an impact on the tax base.

Supervisor Susan Buckley stated that the real issue is how the EDC decides to implement Item 1 and if the focus is strategic planning vs. specific projects. Supervisor Buckley added that legislative applications usually deal with where projects are located and that may not be within the EDC purview.

John Wood stated that the debate is more important than the specific decisions that are made.

Robert Dupree agrees with Mr. Kelly about the importance of Item 1 and that the role of work force is a critical component.

Linda Erbs stated that a phrase about measuring our success should be included.

Former Chairman Lou Canonico suggested that the EDC look at the original resolution that created the EDC. Mr. Canonico added that the developer community is key to economic growth and they have a great deal of expertise; he encourages this group not to get involved in issues related to specific developer applications.

Tamar Data-Johnson noted that it is important to look at the tax base as a measure of whether or not the EDC is successful.

Katie Hammler added that metrics should include the number and quality of new jobs.

John Wood stated that he will funnel all of these comments through the Executive Committee before returning this to the full EDC.

Chairman York expressed the appreciation of the BOS for the work of the EDC.

## **V. Committee Updates and Goals**

### **A. Executive**

Shaun Kelly reports that the committee discussed the by-laws and reviewed the site plan review process. Mr. Kelly stated that they also received a report about the Business Ambassador program, and that Joe Paciulli gave an update on the Mason/NOVA project and the Chesapeake Bay issue. Mr. Kelly noted that the Science and Technology Cabinet is meeting today.

### **B. Education and Workforce**

Paula Harper reported that the Business-Education Collaborative is about to celebrate its one year anniversary and the group has solidified and identified four solid projects: an intern portal, an intern program, STEM promotion, and a business speaker series in the schools. Ms. Harper

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added that LCPS has been very receptive and higher education is also involved; these programs are moving into the pilot stage and will need to find a long-term funding source.

## **C. Marketing and Business Retention**

Kurt Krause announced that the VIP reception will take place on May 28; the committee discussed enhancing the Redskins partnership; and that an MWAA program with cooperation of six local chambers is coming up soon. Mr. Krause added that the Director reported to the committee on GWI perception studies.

## **D. Policy and Implementation**

Rick Hurwitt stated that the committee is updating the action plan. Mr. Hurwitt added that Planning Director Julie Pastor updated PIC on the Route 28 property owners program. Mr. Hurwitt announced that the committee is gathering information on Economic Development Authorities and forms of government.

## **E. Transportation and Infrastructure**

Ted Lewis reported on the broadband survey to be conducted in May.

## **F. Rural Economic Development Council**

Doug Fabboli discussed the upcoming Farm Tours and the opening of the farmers markets. Mr. Fabboli also announced the Loudoun wine festival at Whitehall Manor June 10, 11 and 12.

Warren Howell gave an update on Chrysalis winery. Cheryl Kilday reported on a recent wine country study.

## **VI. Chair's Items**

James Rohrbaugh gave Chamber of Commerce updates, including the new DED/IDA/Chamber partnership, the May 19 Dulles/Loudoun Chambers luncheon with Redskin Jason Campbell, the June 8 State of the County address, and the June 11 BizOps Procurement and Professional Services Expo.

Interim-County Administrator Linda Neri stated the BOS is conducting a hiring process for a new County Administrator and welcomes EDC input. Ms. Neri thanked Kurt Krause and the National Conference Center for their recent support to the County and the Public Safety Department.

Buddy Rizer announced that the Washington Business Journal recently recognized Merritt Properties with an award for the Silver Eagle Group project.

Chairman York stated that he attended Donald Trump's recent press conference and that this investment will be good for Loudoun.

## **VII. Old Business**

## **VIII. New Business**

## **IX. Adjournment at 9:42 am.**