

FREDERICKSBURG  
**ECONOMIC**  
**DEVELOPMENT**  
AUTHORITY

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**ECONOMIC DEVELOPMENT AUTHORITY MINUTES (EDA)**

**February 8, 2021**

**8:30 a.m. • EDA Regular E-Meeting**  
**Recorded Go to Meeting**

The Economic Development Authority of the City of Fredericksburg, Virginia met in regular session on Monday, February 8, 2021 beginning at 8:30 a.m. via recorded Go to Meeting.

Chair Black read the following statement, this meeting is being held electronically by Go to Meeting, pursuant to City Council Ordinance 20-05, an Ordinance to Address Continuity of City Government during the pendency of a Pandemic Disaster.

**EDA MEMBERS PRESENT.** Beth Black Chair, presiding. Will Mackintosh, Suzy Stone, Mitzi Brown, Chris Waller (8:32), Lee Murray and Susan Richey.

**ABSENT.** None.

**ALSO PRESENT.** University of Mary Washington: Patrick Catullo; **EDA Counsel:** Blanton Massey; **Department of Economic Development and Tourism:** Bill Freehling, Director; Angela Freeman, Diversity, Equity and Economic Advancement Officer; Amy Peregoy, Economic Development Specialist; Victoria Matthews, Tourism Sales Manager.

**DETERMINATION OF QUORUM.** Mitzi Brown.

**AGENDA.**

**MOTION** by Suzy Stone, seconded by Will Mackintosh, the agenda was approved: Ayes (6); Nays (0); Absent from Meeting (1).

**PUBLIC COMMENTS.** Chair Black asked Ms. Peregoy if there were any public comments submitted prior to today's meeting via the instructions on the published agenda. Ms. Peregoy stated, no public comments were received.

**APPROVAL OF MINUTES.**

**MOTION** by Suzy Stone, seconded by Susan Richey the minutes from the January 11, 2021 regular meeting were approved: Ayes (7); Nays (0).

**TREASURER'S REPORT.** Mr. Murray presented account activity. The budget and financial statement are filed with the minutes.

**OLD BUSINESS. Natatorium Feasibility Study** – Mr. Freehling presented background from the previous EDA meeting and introduced Mr. Catullo. Mr. Catullo gave a brief overview of the current conditions of the UMW swim

facility and events to include James Monroe High School and other swim teams/clubs. He provided examples of new uses for a championship facility. He stated there would be improved partnerships as well as job opportunities. Ms. Matthews reviewed how tourism efforts would be expanded with a facility of this size. She noted a use agreement between all parties should be executed. She stated sports tourism is an extensive market and would benefit the City if the Feasibility Study shows the need for a facility of this size. Mr. Freehling stated this would be a partnership with UMW, the City and Spotsylvania County. He reminded the board the funding request is \$10,000 per partner. There was a brief question and answer segment.

**MOTION by Lee Murray, seconded by Susan Richey, to allocate funding of \$10,000 for the UMW Natatorium Study: Ayes (3); Nays (4).**

Chair Black stated she would like to continue a discussion during Board Member Comments. She thanked Mr. Catullo and Ms. Matthews.

**NEW BUSINESS. Gift Card Program Reinvestment** – Mr. Freehling presented an update from the Restaurant Week gift card program. He stated revenue will continue to be collected until all gift cards are sold providing a total of \$23,000-\$25,000 returning to the EDA. Ms. Richey stated, she and Ms. Brown would like to assist another business sector, fitness studios and gyms. This program would be a 50/50 split. There are thirteen 22401 businesses which will be contacted. Ms. Brown stated there would be a pledge from the public to purchase from the businesses. There are other business sectors such as beauty and wellness which will be considered in the future. Mr. Mackintosh stated the businesses should receive funds upfront. He suggested to ask the businesses to provide ten \$100 gift cards/certificates with the offer to purchase an additional ten.

**MOTION by Will Mackintosh, seconded by Suzy Stone, the board approved to allocate \$26,000 for the gift card program: Ayes (7); Nays (0).**

### **COMMITTEE REPORTS**

- a. **Parking Improvement Committee** – No update.
- b. **Strategic Investments Committee** – Mr. Freehling stated there were a number of inquiries on the property in the Battlefield Industrial Park. The main focus is working with the City on the expansion of City Shop. Once there is a clear idea on the expansion size they will move forward with individual parcel sizes. A purchase contract has been drafted by Mr. John McManus. Discussions with potential users will continue. He reminded the board of the next \$25,000 deposit which will make the first \$25,000 deposit nonrefundable in the next few months.
- c. **Workforce Development Committee** – No update.
- d. **InvestFXBG Loan Committee** – Ms. Stone noted two loan applications were moving forward.
- e. **Chatham Bridge Rehabilitation Marketing Committee** – No update.
- f. **Business Assistance Committee** – Mr. Murray requested this committee be dissolved. Chair Black and Mr. Freehling agreed.
- g. **COVID Assistance Committee** – Report given under New Business.

**STAFF REPORT.** Mr. Freehling briefed the board on the Diverse City marketing. He noted the General Assembly will be moving forward with changing the name of Jefferson Davis Hwy. He reminded the board of their allocation to support businesses with \$250 in funding individually not to exceed \$35,000.

**CHAIR'S REPORT.** Chair Black requested the UMW Natatorium discussion continue and a fee increase for Mr. Blanton Massey to \$750 per month be considered by the board.

**MOTION** by Susan Richey, seconded by Will Mackintosh, the board approved to increase Mr. Blanton Massey's monthly fee to \$750: Ayes (7); Nays (0).

**MOTION** by Mitzi Brown, seconded by Suzy Stone, to allocate funding of \$2,500 for the UMW Natatorium Study: Ayes (6); Nays (1).

**BOARD MEMBERS COMMENTS.** None.

**ADJOURNMENT.** There being no further business to come before the Economic Development Authority at this time, Chair Black declared the meeting officially adjourned at 9:39 a.m.



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Amy Peregoy, Assistant Secretary