



## REGULAR MEETING MINUTES

The regular meeting of the Economic Development Authority (EDA), of Stafford County, Virginia, was held at the George L. Gordon Jr. Government Center, 1300 Courthouse Rd, Stafford, VA 22554 on Friday, June 13, 2025.

### **1. CALL TO ORDER**

Mr. Rowley, Chair, called the meeting to order at 9:03 AM, emphasizing the necessity for all members and staff to declare any conflicts of interest with the agenda items. No conflicts were stated.

A quorum was present and accounted for.

#### **Members**

Jack Rowley, Chair  
Price Jett, Treasurer [arrived 9:05 AM]  
Janette Holland  
Frank Porcelli  
Daryl Weedeman [virtual]

#### **ED/EDA Staff Present**

Liz Barber  
Linzy Browne  
Logan Brunette, Esq.  
Jonathan Lindsley  
Laura Sassano

#### **Also Present**

Dante Jackson  
John Ockerman  
Elaine Crocker  
Bill Stewart

### **2. APPROVAL OF MINUTES**

Mr. Rowley asked if anyone had any changes to the May 9, 2025 minutes; no changes were presented. Mr. Porcelli made a motion to approve the minutes, Ms. Holland seconded. Motion passed unanimously. **APPROVED 5-0**



#### **4. TREASURER'S REPORT**

- c. Funds Management – VA Mint: EDA members heard a detailed presentation from representatives of Atlantic Union Bank regarding the Virginia Municipal Investment Trust (Virginia MINT), a pooled investment fund tailored to local government entities. Presenters Dante Jackson and John Ockerman described the structure, compliance, anticipated returns, and governance of the new fund, which launches July 1. EDA members decided to defer any commitment until legal review could be conducted, and further discussions held in closed session.

#### **5. COMMITTEE AND WORKING GROUP REPORTS**

- b. Business Resources Committee:
  - i. YetStand, Inc. Community-Based Organization Grant: The agenda was adjusted to accommodate a grant applicant from a nonprofit organization, YetStand, Inc., that focuses on mental health education. The applicant, Ms. Crocker, described the organization's work with Stafford County schools, churches, and community groups, and outlined how grant funds would support workshop materials, operational costs, and outreach. EDA members expressed support for the mission, asked clarifying questions about impact and Mr. Rowley requested YetStand, Inc.'s 2024 Financial Statement for review. EDA members confirmed the request would be reviewed by the Business Resource Committee.

#### **3. PUBLIC PRESENTATIONS**

- a. Stafford EDA Marketing & Events Report: Ms. Browne reported on the success of the recent Business Appreciation Reception, noting strong turnout and high engagement with the Legacy Business Recognition Campaign.

Ms. Browne had been directed by the EDA, at the suggestion of Supervisor Darrell English, to conduct research on billboard advertising as a promotional tool for local business recognition and presented her findings. Four billboard options were explored, including both digital and static formats. Ms. Browne did not recommend pursuing a billboard campaign due to cost and limited effectiveness, instead suggesting entryway banners or online visibility as more strategic alternatives. EDA members agreed to defer action and proposed meeting with Supervisor English to discuss his interest in the initiative and to align efforts with the upcoming strategic plan.

- b. Stafford County Economic Development Report: Ms. Barber presented an overview of the Legacy Business Recognition Campaign, including its outreach strategy and promotional materials distributed to thousands of Stafford County businesses. The initiative received approximately 275 responses, and the program has continued



online visibility through a dedicated webpage. Ms. Barber encouraged EDA members to help spread awareness of the campaign with local businesses.

Ms. Barber also presented a staffing update and explained that interviews were scheduled for the Administrative Specialist position, with a hire anticipated by the July meeting.

EDA members reviewed a recently approved Transportation Impact Fee ordinance set to take effect July 1. Concerns were raised about its potential economic impact, particularly on retail and industrial development. Ms. Barber noted this makes Stafford the only locality in Virginia currently imposing such fees. An upcoming \$480,000 study may lead to revisions in future.

EDA members also discussed federal developments involving the potential relocation of the FBI training academy to Huntsville, Alabama. While no action was taken, members expressed interest in monitoring the situation and possibly voicing support for retaining the facility in Virginia.

Ms. Barber noted that the Economic Development Department was recently nominated for a county service award. She also confirmed that due to renovations in the Board chambers, the next two EDA meetings would take place in the ABC Conference Room.

#### **4. TREASURER'S REPORT**

Mr. Jett presented the financials for both April and May.

- a. April 2025 Financials: Mr. Jett began by noting that the April financials had been presented at the prior meeting but were not voted on due to delayed receipt of financial documents from the EDA's accountant. Mr. Jett noted that the cover letter listed March instead of April and would need to be corrected. Mr. Porcelli made the motion to approve the April 2025 Financials with the correction to the cover letter, Ms. Holland seconded. Motion passed unanimously. **APPROVED 5-0**
- b. May 2025 Financials: Mr. Jett provided a detailed walkthrough of the May 2025 financials, highlighting two key updates: a corrected date in the header (which had incorrectly listed March) and the addition of loan proceeds from Bridging Virginia, which had not been included in the publicly posted agenda. He confirmed that updated documents were included in the meeting packet.

The report showed an increase in total cash from the end of April to the end of May amounting to \$26,319.46. Mr. Jett noted this was consistent with the net difference



between recorded income and expenses, which totaled \$26,304.46—only a \$15 variance. He explained that the discrepancy was due to the timing of a wire transfer, which had been confirmed with the accountant.

Mr. Rowley inquired if perhaps the accountant did not have enough time between the end of the month and the week prior to EDA meetings to pull financial statements together. He expressed his desire to continue to review financials timely and avoid delaying review by EDA members 6 to 8 weeks after the fact. Ms. Barber explained that the timing of EDA meetings and the county's document publication deadlines can sometimes result in extremely short windows—sometimes as little as a single business day—for preparing financial reports.

The discussion concluded with an acknowledgment that further consideration may be needed to strike a balance between providing timely, accurate reports and giving staff adequate time to prepare them, particularly around months when the first Friday falls early in the calendar. A vote to approve the May 2025 financial report will be taken at the next meeting.

## **5. SECRETARY'S REPORT**

## **6. CHAIRMAN'S REPORT**

- a. "People You Should Know" Video Featuring Stafford Businesses: Mr. Rowley highlighted a compelling video by Black Horse Forge, a Stafford-based nonprofit supporting veterans with PTSD. He praised their impact—over 20,000 veterans served with no suicides—and suggested the EDA consider recognizing the group before the next Business Appreciation Reception. Staff noted the organization could submit press releases for EDA promotion and confirmed their eligibility for nonprofit support. The Board expressed interest in exploring appropriate recognition, potentially through a new award category.
- b. Senator Durant Letter of Support for English Oaks Project: Mr. Rowley highlighted two letters: one from Mr. Rowley to Senator Tara Durant, and another from Senator Durant to the Governor of Virginia. These letters pertained to the English Oaks senior housing project, which the EDA had previously approved.

Senator Durant's letter urged the Governor to prioritize the English Oaks project for inclusion in the state's bond allocation pool, emphasizing its value to Stafford County and its importance for senior citizens. Mr. Rowley summarized the letter's message as a strong endorsement requesting the project be placed high on the list for funding consideration.



## **7. COMMITTEE AND WORKING GROUP REPORTS**

- a. Loan Committee: Ms. Barber noted that the report included current loan statements and payment histories. There were no significant changes or issues to report. However, she highlighted that the Vitae Visual was nearly paid off, and the borrower had reached out to Locus Capital settle the remaining balance in full. That loan is expected to be cleared by next month.

Additionally, Barber mentioned a verbal update from ACE Flight Solutions, which is considering paying off their \$11,000 loan, potentially due to upcoming funding opportunities.

- c. Research Committee: Nothing to report.
- d. Technology Committee: Nothing to report.

## **8. OLD BUSINESS**

- a. HubSpot: Ms. Barber recommended no action on the CRM platform at this time. She explained that while two of the three objectives set by the EDA—legal review and Technology Committee input—had been completed, the planned meeting with County Administration had not occurred. That delay led to internal discussions questioning why the EDA couldn't use the county's procurement process. As a result, County Legal ultimately rejected the HubSpot contract entirely, stating it could not be approved. Ms. Barber said the department is now evaluating Salesforce as an alternative platform, though it is currently unclear if it will fully meet the department's needs.

## **9. NEW BUSINESS**

- a. Brolin Creative FY25-26 Contract: Mr. Rowley asked Ms. Browne to leave the meeting so that the EDA could discuss her contract.
- b. VA Corp – Board E&O Insurance Renewal: Mr. Rowley asked to move onto 9(b) while Ms. Browne made her way out of the meeting room. Ms. Barber explained VA Corp operates statewide but falls under the county's umbrella for insurance and liability purposes. She noted that the insurance rate remains the same as last year. Since the expense exceeds \$500, it requires board approval and is presented for the EDA's consideration.

Mr. Rowley shared that after a thorough review of the insurance policy, he believes the coverage is adequate and reasonably priced at \$1,400 annually due to



participation in the state pool. However, he raised a concern previously discussed with Ms. Barber regarding the inaccurate figure listed for the EDA's net operating expense. He worries that in the event of a claim, the insurer might challenge the coverage based on this discrepancy. Ms. Barber will reach out to VA Corp about the discrepancy.

Mr. Rowley requested a motion to approve the expense pending confirmation of the discrepancy by Ms. Barber. Mr. Jett made the motion, Mr. Weedeman seconded. Motion passed unanimously. **APPROVED 5-0**

- a. Brolin Creative FY25-26 Contract: Mr. Rowley asked for any discussion regarding the renewal of Brolin Creative's contract; Mr. Jett stated Brolin and Ms. Browne offer great partnership. Mr. Rowley requested a motion to renew Brolin Creative's contract for another year. Mr. Porcelli made the motion, Ms. Holland seconded. Motion passed unanimously. **APPROVED 5-0**

#### **10. CLOSED SESSION**

Ms. Barber inquired about entering closed session as it was mentioned previously. Mr. Rowley confirmed there was no need to enter closed session.

#### **4. TREASURER'S REPORT**

- c. Mr. Jett inquired about what steps the EDA or department need to take regarding the VA Mint presentation. Ms. Barber stated that if there is general consensus to proceed, she will move forward using the documentation provided. Materials have been sent to Mr. Payne for legal review, and she is seeking the board's direction to continue based on that. Mr. Rowley expressed support for moving forward and suggested checking if the county has signed on, noting he would feel more comfortable if their approach aligned.

#### **9. NEW BUSINESS**

- b. Mr. Jett sought clarification on whether the "public officials liability" referenced on page nine of the policy applies to them, asking if they are considered public officials.

#### **11. ADJOURNMENT**

Mr. Jett made a motion to adjourn; Ms. Holland seconded. Motion passed unanimously. **APPROVED 5-0**



Meeting adjourned at 11:13 AM.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "Jeff Roosa". The signature is fluid and cursive, with the first name "Jeff" and last name "Roosa" clearly distinguishable.

Jeff Roosa,

EDA Secretary