



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, May 9, 2025.

1. CALL TO ORDER

Mr. Rowley opened with a note of appreciation for the recent Business Appreciation Reception, praising the venue and turnout, and highlighting the positive reception of the legacy awards. Mr. Rowley, Chair, called the meeting to order at 9:00 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
Marlon Wilson, Vice Chair
Jeff Roosa, Secretary
Janette Holland
Frank Porcelli
Daryl Weedeman

ED/EDA Staff Present

Liz Barber
Linzy Browne
Jonathan Lindsley
Laura Sassano

Also Present

Charles Payne, Esq.
Parker Page
Marty Bywaters-Baldwin
Nancy Reeder

2. APPROVAL OF MINUTES

Mr. Rowley asked if anyone had any changes to the April 11, 2025 minutes. Ms. Barber suggested adding a note that all members confirmed no votes were taken during the closed session. Mr. Rowley also recalled a financial clarification made by Ms. Browne regarding the test bed project: \$8,000 was transferred from the test bed to the general fund, and she recommended the remaining \$7,000 remain in the test bed. Ms. Barber agreed to follow up to



ensure the transaction occurred. Mr. Roosa made a motion to approve the minutes with amendments, seconded by Mr. Wilson. Motion passed unanimously. **APPROVED 6-0**

3. PUBLIC PRESENTATIONS

- a. Naval Surface Warfare Center – Dahlgren Division: Mr. Page, Deputy Chief Technology Officer at the Naval Surface Warfare Center (NSWC) Dahlgren Division, presented a request to renew the Partnership Intermediary Agreement (PIA) originally signed in 2020. He explained that the PIA is designed to facilitate the transfer of dual-use technologies from Dahlgren to local innovation ecosystems, including businesses and academic institutions in Stafford County. While the previous five-year agreement expired with no formal activity, Mr. Page noted that there had been informal efforts through the Potomac Tech Bridge, such as promoting innovation challenges and small business events within the region.

The renewed agreement will continue to operate under best-effort commitments from both parties and will only involve the sharing of public-release (Distro A) information. Mr. Page emphasized the need for active participation to realize the PIA's potential and acknowledged that greater collaboration is needed. He confirmed that he would act as the interim point of contact until a new Tech Bridge Director is appointed, as the previous director, Michael Clark, had recently departed the agency.

During the discussion, EDA members raised concerns about the inactivity of the previous term and stressed the importance of accountability and continuity. Mr. Page further explained that while the PIA does not involve funding or contractual obligations, it enables both organizations to coordinate on activities such as reverse industry days, workshops for small and non-traditional businesses, and promotion of federal research and patent opportunities. Dahlgren would rely on other PIA partners for event logistics, while the EDA's role would be to engage the local business community.

EDA members inquired about tangible benefits to Stafford County. Mr. Page responded that the PIA could create new business opportunities through licensing Dahlgren patents, supporting local entrepreneurs, and increasing awareness of the Navy's research priorities. He also highlighted the potential for Stafford to gain more exposure to Dahlgren's needs and innovation focus, particularly in areas such as artificial intelligence and machine learning. Mr. Roosa and Mr. Wilson noted the importance of coordinating with regional partners, such as the Fredericksburg Regional Alliance, to ensure alignment of efforts. Mr. Roosa moved to renew the agreement; Mr. Wilson seconded. Motion passed unanimously. **APPROVED 6-0**



- b. Goodwill – Workforce Development: Mr. Bywaters-Baldwin presented a video and highlighted that Rappahannock Goodwill placed 1,800 individuals into jobs in 2024, served 12,000 job seekers, and provided 101 certifications via Virginia Career Works. He reported 1,200 Stafford residents were served, with 85 placed into jobs at an average wage of \$24.42/hour. He emphasized Goodwill's role as a staffing leader across 16 counties. Four Stafford stores employed 134 residents, and 3.5 million pounds of material were diverted from landfills. A new partnership with Germanna Community College will place 280 IT interns over two years, and Mr. Bywaters-Baldwin encouraged local businesses to engage in internship opportunities. Board members expressed enthusiasm, and Mr. Rowley, who attended the Germanna intern event, praised the program.
- e. Public Comment: Nancy Reeder, a resident of the Garrisonville District and former Stafford County school counselor, attended the meeting as a visitor. She shared that she has been actively attending forums and Board of Supervisors meetings to better understand local development efforts. Ms. Reeder expressed appreciation for the EDA's work, particularly the discussions on internships and mentoring programs. She voiced concern about public sentiment regarding development and data centers and emphasized her interest in continued learning and engagement with the EDA's efforts.
- c. Stafford EDA Marketing & Events Report: Ms. Browne shared that 180 attendees participated in the Business Appreciation Reception, noting walk-ins and a forthcoming report on metrics. She previewed the upcoming Beer and Business event, now focused on conservation through a partnership with the Department of Wildlife Resources (DWR), moving away from the original ADA compliance theme. Mr. Porcelli volunteered to moderate the session.
 - i. FY25-26 Contract (Informational): Ms. Browne proposed a renewal of her contract with a \$322 increase, now totaling \$42,000. The Veterans Business Bootcamp was removed due to low attendance despite broad promotion. Board members discussed opportunities to collaborate with Germanna College for future targeted events. Deliverables were clarified to be outlined in Exhibit A of the contract and the agreement follows the template reviewed by legal counsel last year.
- d. Stafford County Economic Development Report: Ms. Barber welcomed Jonathan Lindsley as Business Development Manager focused on attraction. She also announced that staff member Ms. Wimbush was on maternity leave. EDA members approved sending a congratulatory floral arrangement.



Ms. Barber confirmed the Route 1 Test Bed building would not be demolished, though a portion of the parking would be lost. The building will retain handicapped-accessible parking and remain functional.

4. TREASURER'S REPORT

Mr. Weedeman reported on behalf of Mr. Price. As of April 2025, the EDA's cash balance was approximately \$1.18 million, a decrease from \$1.20 million in March due to expenses related to the Business Appreciation Reception, marketing contracts, and administrative operations. Total assets stood at approximately \$1.52 million. A line item of approximately \$32,000 was clarified to be from the Mary Washington bond issuance. Financials were not received in time to comply with public agenda posting requirements. No vote was taken; the financials will be reviewed and voted on next month.

5. SECRETARY'S REPORT

Nothing significant to report.

6. CHAIRMAN'S REPORT

Mr. Rowley reiterated his appreciation for the legacy awards at the Business Appreciation Reception, noting their impact and strong feedback.

- a. HubSpot: Ms. Barber revisited the idea of using HubSpot as a CRM tool, highlighting its capabilities in consolidating contact data, integrating departmental email correspondence, tracking outreach activities, monitoring project progress, and generating performance analytics. She explained that these features would replace fragmented tracking methods, reduce redundant communication, and enhance long-term continuity despite staff transitions. Citing advantages such as centralized data tracking, email integration, and support for long-term reporting. Mr. Roosa inquired as to the County Procurement Department's approval status and Mrs. Barber advised the county attorney would not approve HubSpot's Terms and Conditions to continue with a prior budget approved procurement. The request for the EDA to procure HubSpot has been presented for discussion and the following actions were noted to review at the June meeting.
 - ix. The EDA Chair and Vice Chair to discuss HubSpot software procurement with Donna Krauss.
 - x. EDA Attorney to review HubSpot Terms and Conditions to determine risks and impact of EDA procurement versus Economic Development Department procurement.
 - xi. Mr. Roosa and Mr. Porcelli to review HubSpot Terms and Conditions.
- EDA Board members acknowledged the value and requested further exploration.



- b. Hickey Global Debrief: The discussion touched on recommendations from Hickey Global supporting the adoption of tools like HubSpot for strategic planning and business outreach.

7. COMMITTEE AND WORKING GROUP REPORTS

- a. Loan Committee: All loans are current, except one being pursued through legal action in Maryland. Domestication of the judgment has been authorized.
- b. Business Resources Committee: Members attended the GO Virginia Economic Development Summit. The keynote speaker from the Northern Neck highlighted a strong regional marketing model. Board members were particularly impressed with her comprehensive approach to economic development branding.
- c. Research Committee: Members attended the Go Virginia Economic Development Summit. Topics included regional marketing strategies, incentives to attract restaurants, and comparisons with Spotsylvania's upcoming Kalahari resort. One recommendation discussed for potential implementation was leveraging restaurant and tourism-related incentives to address gaps in Stafford's dining and hospitality landscape. The group also noted interest in forming strategic partnerships that replicate regional success models highlighted at the summit. Topics included regional marketing strategies, incentives to attract restaurants, and comparisons with Spotsylvania's upcoming Kalahari resort.
- d. Technology Committee: No formal updates at this time. Ms. Barber noted a meeting was scheduled immediately following the EDA session with Mr. Curry regarding the Test Bed, and the committee would likely provide an update at the next meeting.

8. OLD BUSINESS

Ms. Barber confirmed the Route 1 Test Bed building would not be demolished, though a portion of the parking would be lost. The building will retain handicapped-accessible parking and remain functional.

- a. English Oaks Bond Update: Mr. Rowley reported that he, Ms. Barber, and Mr. Porcelli attended the Board of Supervisors meeting on the English Oaks bond. The Board voted five in favor, with two abstentions, and the measure passed. Mr. Rowley noted that the matter is now under the County's purview.
- b. Rappahannock Regional Entrepreneurial Ecosystem Invoice: Mr. Rowley noted the \$30,000 invoice from the Rappahannock Regional Entrepreneurial Ecosystem was already approved under prior leadership but flagged it for transparency. It serves as match funding for the Go Virginia grant. The invoice was noted and processed.



9. **NEW BUSINESS**

- a. PB Mares FY25 Audit Proposal: EDA members discussed engaging PB Mares for the FY25 audit based on their proposal. The cost of audit services increased from \$14,850 to \$15,300 compared to last year. Ms. Holland made the motion to authorize the Treasurer to engage with PB Mares for the audit; Mr. Wilson seconded. Motion passed unanimously. **APPROVED 5-0**

10. **CLOSED SESSION**

The group agreed there were no topics for closed session.

11. **ADJOURNMENT**

Mr. Porcelli made a motion to adjourn; Mr. Weedeman seconded. Motion passed unanimously.
APPROVED 5-0

Meeting adjourned at 11:12AM.

Respectfully submitted,

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

Jeff Roosa,

EDA Secretary