



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, October 17, 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
Marlon Wilson, Vice Chair [departed 10:57 AM]
Jeff Roosa, Secretary
Janette Holland [virtual]
Daryl Weedeman [departed 10:42 AM]

ED/EDA Staff Present

Liz Barber
Linzy Browne
Jon Lindsley
Savannah Wimbush
Laura Sassano
Logan Brunette, Esq
Shelley Kasten [virtual]

Also Present

Kristin Maxon

2. **APPROVAL OF MINUTES**

Mr. Rowley asked if anyone had any changes to the September 19, 2025 minutes; no changes were presented. Mr. Roosa made a motion to approve the minutes, Mr. Weedeman seconded. Motion passes unanimously. **APPROVED 5-0**

3. **TREASURER'S REPORT**

- a. September 2025 Financials: Ms. Kasten reported a routine September, aside from opening a new Virginia Mint account and transferring \$959,000. The Link Bank operating



balance was \$32,071.87. She noted a cover letter typo (incorrectly dated July instead of September). Total cash as of September 30 was \$180,000, with the Virginia Mint account accruing interest, reaching \$960,000. Loans and assets remained stable.

Mr. Rowley asked if funds needed to remain in the Locus money market account; Ms. Kasten confirmed they did not. Ms. Barber stated that, per prior direction, the account will be closed due to access issues. Mr. Rowley asked Ms. Barber to coordinate with Mr. Jett to move the funds to a separate money market account at LinkBank for consistency, ease of access, and to be able to earn interest.

- b. FY25 Audit: Ms. Barber reported that the final item pending is the management letter, which requires minor updates to a few statistics and a summary of notable EDA activity. She expects to draft and submit it to Mr. Rowley within the next week, meeting the two-week deadline provided. Mr. Rowley requested a final audit meeting with PB Mares once the audit is complete.
- c. LinkBank Credit Card Processing Options: Ms. Barber reported that Link Bank does not support credit card processing via bill pay or invoice requests and recommended Square for low-volume transactions. ACH was suggested but found inadequate. If credit card payments for invoices are needed, a separate account or platform like QuickBooks or Square will be necessary.

Ms. Kasten noted that due to nonprofit classification issues she will research nonprofit-friendly online payment platforms that allow card payments and potentially lower fees. Mr. Rowley asked how the group felt about Square; Ms. Barber and Ms. Kasten were both proponents. Mr. Roosa advised that personal cell phones should not be used with Square for audit purposes. The consensus was for staff to create a Square account.

Mr. Rowley requested a motion to approve the Treasurer's Report; Mr. Roosa made the motion, Mr. Weedemen seconded. Motion passed unanimously. **APPROVED 5-0**

4. PUBLIC PRESENTATIONS

- a. Stafford EDA Marketing & Events Report:
 - i. EDA – Year End Review: Ms. Browne thanked everyone for their input on the year-end review, noting that all revisions have been incorporated and the document is now in its final draft. She requested final approval from the board before publishing it on the website and in other publications. There was consensus that the report was ready for publication. Mr. Rowley inquired about printed copies and Ms. Browne will explore printing options



and suggested sharing the report with other groups and including it in future budget proposals.

- ii. Beer & Business: Ms. Browne announced that the next “Beer and Business” event will take place on November 12 at Highmark Brewery, sponsored by HUB International. The chosen topic, “The Bottom Line of Benefits: Navigating the Rising Costs of Healthcare and Employee Coverage,” has generated strong interest, with registrations increasing from 12 to 47 after the topic was announced. She confirmed the event is on everyone’s calendar and noted that Topside Credit Union will sponsor the February session, which has already been secured.
- iii. Business Appreciation Reception 2026: Ms. Browne reported that planning has begun for the Business Appreciation Reception tentatively planned for May 6, 2026. RFPs will be sent to at least three venues, focusing on South Stafford this year to maintain geographic balance. Due to growing attendance and last year’s successful legacy program, larger venues are being considered. Sponsor outreach will begin soon. Ms. Browne also requested nominees for the awards committee to start preparing application materials. Mr. Weedeman and Ms. Holland were nominated to serve on the committee.

b. Stafford County Economic Development Report:

- i. Salesforce Update: Ms. Barber reported that the Salesforce agreement with Carahsoft is nearly finalized, with a projected start date of November 1. The department is considering Port and Starboard for implementation, a Salesforce-recommended implementation firm specializing in economic development and insurance. Unlike previous firms, Port and Starboard involves the actual implementer in discussions, offering a clearer, more collaborative approach. The estimated implementation cost is about \$10,000, significantly lower than prior quotes of over \$100,000, with the option to phase additional work into next year’s budget if needed.
- ii. Ms. Barber reported that the transportation impact fee (TIF) began July 1, with developers notified during the permit process. No payments have been made yet, as no projects have reached completion, explaining the lack of feedback. The Board of Supervisors (BOS) approved using the current TIF schedule for one year while studying alternative transportation funding options. Ms. Barber noted potential challenges may arise once payments begin.



Ms. Brunette informed Ms. Barber that the EDA could not go into closed session to discuss the Strategic Plan.

Ms. Barber shared that County Administration had numerous questions regarding the EDA's request to continue meeting in the Board Chambers. After discussion, Mr. Rowley and Mr. Roosa agreed not to pursue the request further.

Ms. Barber announced that the BOS will hold a work session on October 28 at 5 p.m. to review the Economic Development Department's Strategic Plan. Materials will be published on October 24, and she will email EDA members a link and the EDA's one-page summary of the recommended goals on this date. The EDA will aim to discuss the plan at the November meeting.

5. SECRETARY'S REPORT

None.

6. CHAIRMAN'S REPORT

- a. Economic Development Summit: Mr. Rowley shared community feedback suggesting the EDA sponsor an Economic Development Summit. He emphasized there is no intent to act outside the Department or the BOS but noted the ideas may inform future planning and encouraged members to review them. Ms. Barber noted that this is one of the Strategic Plan's recommendations. She said the community proposal provides a useful starting framework and some elements may be incorporated into future planning.

7. COMMITTEE AND WORKING GROUP REPORTS

- a. Loan Committee:
 - i. Loan Statements: Ms. Barber reviewed Tab 7A, which includes loan statements, the trial balance, and a delinquency report.
 - ii. Embrey Mill Loans: Ms. Barber presented a request from Embrey Mill Urgent Care to formally request the late fees for September be waived. While the board must decide on waiving the fee, she clarified that although the payment schedule had been extended from the 1st to the 24th of the month, the borrower was still effectively 40 days behind. Ms. Holland made a motion to waive the outstanding late fees for September 2025, Mr. Wilson seconded. Motion passed unanimously. **APPROVED 5-0**



- i. Loan Statements: Ms. Barber reported a challenge with Next Level Mosaic, noting that their September and October payments have not been made. The outstanding balance, including fees, is \$4,115.17, and the borrower has been formally notified by Bridging Virginia. Ms. Barber asked if the EDA would like to have Hirschler send the borrower a default letter. Mr. Roosa made the motion to have Hirschler send the borrower a letter regarding nonpayment; Mr. Wilson seconded. Motion passed unanimously.

APPROVED 5-0

- iii. Stellar Investments Loan Payoff: Ms. Barber informed the EDA that Stellar Investment had paid off their \$10,000 loan.

b. Business Resources Committee:

- i. VABCC Recap Report – Business Accelerator Program: Mr. Weedeman provided updates on the Business Accelerator Program noting that the VABCC initially requested \$10,000 (\$5,000 per year for 2025–26) and are now requesting an increase to \$7,500 per year over the same two-year period. He and Mr. Jett recommended maintaining the current funding level for now and reviewing year-end results before considering any increase. EDA consensus was to maintain current funding; the VABCC must also follow a different process to request an increase of funds.

- ii. Community-Based Organization (CBO) Grant Applications:

- 1. American Junior Golf Association: Due to the event's 5-year history in Stafford and the positive economic impact and return on investment it has provided, Mr. Weedeman made a motion to approve this grant request; Mr. Wilson seconded. Motion passed unanimously.

APPROVED 5-0

- 2. Small Business Saturday/Shop Small Stafford: Ms. Barber explained that Ms. Wimbush is organizing a "Shop Small Saturday" event to support small businesses, coinciding with the national American Express campaign following Black Friday. The program will feature a digital passport of participating Stafford businesses offering promotions, along with a family market for exposure. Shoppers who check in via the passport can enter a raffle. The EDA's support is requested to provide \$1,000 (two for \$500 each) for raffle prizes in gift cards from participating businesses, ensuring the funds go directly back into those local businesses. Mr. Weedeman made a motion to provide a total of \$2,000 for gift cards (one \$1,000 and two



\$500) for the raffle winner's choice of participating businesses; Mr. Roosa seconded. Motion passed unanimously. **APPROVED 5-0**

3. BeyondPartners, Inc.: Mr. Weedeman provided an update on Beyond Partners, a youth music program, noting a funding request of \$650. He expressed concern that currently only Colonial Forge High School participates, out of all Stafford County high schools. While the program anticipates expansion, he questioned whether it makes sense to support it at this time and opened the topic for discussion. The EDA agreed to table this request for now and allow Ms. Wimbush to reach out to the applicant to get more information.
- c. Research Committee: Mr. Wilson reported on a productive joint meeting with the Stafford County Superintendent, Mr. Barry, and the Director of Engagement. The discussion reviewed the EDA's role and activities and focused on the county's "pathways" programs connecting high school students to workforce opportunities in fields like law, medical professions, and business. Mr. Wilson volunteered for the business pathway advisory board and explored ways the EDA could support internships, outreach, and funding. They also discussed initiatives such as the UMW Academy and Technology Convention and the Commonwealth Governors program to strengthen local workforce pipelines.
- d. Technology Committee: None.

8. **OLD BUSINESS**

None.

9. **NEW BUSINESS**

- a. Draft FY27 EDA Budget Request: Mr. Rowley reported that Ms. Krauss granted a delay for submitting the budget request until December. She suggested that when presenting the budget, the EDA focus on the benefits of the expenditures rather than just covering expenses. Mr. Rowley recommended waiting until after the October 28 strategic plan presentation for guidance and noted they should be ready to present a draft at the November 3 meeting.
- b. Bylaws Update: Ms. Brunette presented the comments made by Hirschler on the proposed Bylaws update. Mr. Wilson made a motion to approve the Bylaws with edits recommended by Hirscher; Mr. Roosa seconded. Motion passes unanimously.

APPROVED 4-0



10. PUBLIC COMMENT

Ms. Maxon raised concerns about public presentations and agenda transparency. She noted agendas must be posted three days in advance, and EDA web pages are slow and confusing. She highlighted unclear references to capital projects, including a 119-unit senior community and English Oaks bond, noting her perceived discrepancies between board minutes and the agenda, and questioned how these projects are presented to the public.

11. CLOSED SESSION

Ms. Brunette previously informed members that the topic for closed session did not meet the necessary requirements. Due to time constraints, Ms. Barber notified the EDA that her projects updates for closed session could wait until next month.

12. ADJOURNMENT

Mr. Roosa made a motion to adjourn; Ms. Holland seconded. Motion passes unanimously.

APPROVED 3-0

Meeting adjourned at 11:02 AM.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "Jeff Roosa".

Jeff Roosa,

EDA Secretary