



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, December 19, 2025.

1. CALL TO ORDER

Mr. Rowley, Chair, called the meeting to order at 9:01 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
Marlon Wilson
Frank Porcelli
Daryl Weedeman

ED/EDA Staff Present

Liz Barber
Linzy Browne
Grace Corriveau
Jonathan Lindsley
Savannah Wimbush
Morgan Lynch
Brooke Mayausky
Shelley Kasten [virtual]
Logan Brunette, Esq.

Also Present

Michael Kiraly (PB Mares)
Alex Zawoiski (A to Z Meats)
Zack Zawoiski (A to Z Meats)
Pamela Paxton (The Drip Bar)
Alyssa McCarthy (The Drip Bar)



2. APPROVAL OF MINUTES

Mr. Rowley asked if anyone had any changes, additions or corrections to the November 21, 2025, minutes. Mr. Rowley asked for clarification on the \$6 billion figure on item 3.B.: FY27 Budget Request Draft. Liz confirmed that the figure was correct, and Mr. Rowley asked for any other comments or questions; none were presented. Mr. Roosa made a motion to approve the minutes; Ms. Holland seconded. Motion passed unanimously. **APPROVED 7-0**

3. TREASURER'S REPORT

- a. October 2025 Financials: Ms. Kasten provided updates on the October Financials, stating that the EDA had \$175,000 as of October. She explained the EDA's move from Stifel to Virginia Mint is providing significant interest. Ms. Kasten stated that the EDA's Link Bank account was within the appropriate range at \$27,000 at the end of October. She also noted that Stellar Investments paid off their loan.

Mr. Rowley asked if the Link Bank Municipal account draws interest. Ms. Kasten confirmed that they are earning a small amount of interest in that account. Mr. Rowley considered if a money market interest rate could be applied to that account. Ms. Barber confirmed that the account is receiving a money market interest rate. Referring to the Current Statement of Accounts, Mr. Roosa asked if the other accounts are money market accounts (relating to line-item numbers 103 and 104). Ms. Barber volunteered to research the purpose of each account with interest rates and bring her findings to the next meeting.

Mr. Roosa made a motion to approve the October Financials. Mr. Porcelli seconded. Motion passed unanimously. **APPROVED 7-0**

- b. November 2025 Financials: Ms. Kasten moved on to discuss the November Financials. She noted that the EDA had \$178,000, earning about \$3,000 in interest at Virginia Mint. Ms. Kasten stated the Link Bank account had \$30,000 as of November. She went on to highlight a difference in Bridging Virginia's loan differences, explaining that she wanted to change the EDA's balance sheet to match what was provided by Bridging Virginia.

Mr. Porcelli asked why there are differences with Bridging Virginia and what exactly the differences are. Ms. Kasten explained that the difference is likely from a combination of circumstances such as missed payments, differing amortization schedules, and late fees not being communicated in a timely manner. Ms. Barber added that there may be some recording changes since switching from Locus Capital to Bridging Virginia about a year ago. She also reiterated the untimely late fees and differing amortization schedules being the reasons. Mr. Porcelli confirmed with Ms. Kasten that the difference is \$2,610 for Santana Holding. Mr. Porcelli asked



how the difference would be recorded in QuickBooks. Ms. Kasten assured the members that she would update QuickBooks through a journal entry. Mr. Roosa emphasized his concern with having to track down differences when QuickBooks does not accurately reflect them. Ms. Kasten explained that she would likely not be able to track the changes due to no longer having access to the previous loan holding company. She highlighted that the differences were in the EDA's favor, excluding Next Level Mosaic which was off by \$123. Ms. Barber volunteered to research the concerns relating to meeting agenda 3b Financials, specifically the last page, and bring her findings to the next meeting. Mr. Roosa made a motion to approve the November Financials. Mr. Weedman seconded. The motion passed unanimously. **APPROVED 7-0**

4. PUBLIC PRESENTATIONS

- a. Small Business Saturday Check Presentations: Ms. Barber reminded the EDA members about the Shop Small Stafford event that occurred on November 29th, 2025, in which the EDA had donated \$2,000 in gift cards for three drawing winners. Ms. Barber introduced the businesses that were chosen by the Shop Small Saturday winners, The Drip Bar and A to Z Meats, and they were invited up for a photo opportunity with the EDA members. Ms. Barber explained that two of the three Shop Small Stafford winners chose to have their gift cards redeemable at A-to-Z Meats.
- b. PB Mares- FY25 Audit Report: Mr. Kiraly introduced himself as one of the main auditors for the EDA's FY25 Audit. He summarized the report, highlighting that there were no audit findings that he and his team uncovered. Mr. Kiraly noted that one minor issue they discovered was that the EDA had only verified with the Virginia Security for Public Deposits Act for two out of four quarters. He noted that he had discussed the issue with Ms. Kasten and it was being resolved. Mr. Kiraly continued to summarize the report, noting that the EDA received an unqualified audit opinion, the best opinion the Board could receive. He closed by thanking Ms. Barber, Ms. Kasten, Mr. Rowley, and Mr. Jett for their assistance throughout the process. Mr. Rowley asked if everyone cooperated and they had all the records they needed. Mr. Kiraly confirmed that everything was timely and there were no missing documents. Mr. Roosa made a motion to approve the FY25 Audit Report. Mr. Wilson seconded. The motion passed unanimously. **APPROVED 7-0**
- c. Stafford EDA Marketing & Events Report
 - i. Beer & Business Update: Ms. Browne reminded the Board to sign up to attend or moderate the Beer and Business Event that will be held on February 26th at Full Distance Brewing from 4:00pm to 5:30pm. She explained that the sponsor, Top



Side Federal Credit Union, is leaning toward the topic of, “The Benefits of Banking with a Federal Credit Union,” but they have not confirmed yet.

- ii. Business Appreciation Reception 2026 Update: Ms. Browne discussed the Business Appreciation Reception, tentatively scheduled for May 6th from 5:00pm to 7:00pm, and shared that the Award Selection Committee would be Mr. Weedman and Ms. Holland. She explained that she would like to have the award nominations open from January 2nd to February 13th to allow six weeks for businesses to be nominated for the Business of the Year Award, the Innovation Award, and the Community Stewardship Award. Ms. Browne stated that the Award Selection Committee would meet in March to review the submissions.

Ms. Browne highlighted the difficulty she and her team have had finding a suitable venue in Stafford for the event due to the expected number of attendees. She explained that she is asking the potential venues if the space can accommodate 200 people inside, and if needed, outside. Ms. Browne noted that there may be more costs associated with the event this year due to the extra expense of a tent for a partially outdoor venue.

Mr. Rowley asked if there are any changes that should be made to the Business Appreciation Reception upon reflection. Ms. Browne explained the development of the Legacy Program last year being a significant change. She noted that the program would be awarding applicable Stafford businesses this year as well and because of that incentive, a lack of attendance would not be an issue.

Mr. Roosa raised the question of metrics to determine how successful the Legacy Program has been. Ms. Wimbush clarified that the Legacy Program was meant to reestablish the Economic Development Department’s relationship with Stafford County businesses and it has done so. She stated that the department gained about 150 contacts with Stafford businesses during last year’s event. Ms. Barber reiterated the importance of increasing the department’s database. She explained that Mr. English of the Stafford County Board of Supervisors recommended providing recognition to established Stafford businesses and that recommendation became a part of the annual touchpoint. Mr. Wilson highlighted that on top of more business participation, there was also an increase in participation from the Board of Supervisors. Ms. Barber emphasized that having the Board of Supervisors award their district’s businesses provided incentive for them to attend. She reiterated the increase in business participation, adding that the rate of no-shows had decreased as well. Mr. Rowley and Mr. Roosa commended the event, noting that the increase in



communication with Stafford businesses showed how successful the event was.

Ms. Barber reminded the members that only the businesses reaching a specific milestone would be awarded. Mr. Roosa and Mr. Rowley showed interest in the difference of how many businesses will be receiving legacy awards this year versus last year. Ms. Barber stated she would confirm how many businesses have reached a milestone and allot the appropriate amount of time in the run of show for their award presentations.

Mr. Rowley voiced concern about attendance. Ms. Browne emphasized that the event's focus will be on the businesses, ensuring they have a good time and celebrate doing business in Stafford. Mr. Rowley proposed providing tickets for drinks or a prize of some sort to attract more attendees. Ms. Browne clarified that the event would have an open bar serving beer and wine. Ms. Barber explained that there will not be an issue with low attendance, adding that giving out a prize may lead to having to turn people away due to reaching the maximum number of attendees. Ms. Wimbush inquired about the number of walk-in attendees there were on the day of the event. Ms. Browne noted that there were 16 walk-ins at last year's event. She emphasized that there is not a lack of enticement and attendees enjoy the event, noting a positive mention in a recent interview done by Uriah Kiser of Potomac Local News. Ms. Browne also mentioned the use of EDA branded glassware as an enticing takeaway.

d. Stafford County Economic Development Report

- i. SBS Update: Ms. Barber introduced Ms. Wimbush as the lead on the Small Business Saturday campaign and introduced Ms. Lynch and Ms. Mayausky to the members as well.

Ms. Wimbush started off by thanking members of the department for making the event as successful as it was. She reported having 50 businesses signed up to participate in the campaign, 27 at commercial locations, 17 at the Shop Small Market, and 6 online. Ms. Wimbush noted that 2 businesses participated both at their commercial location and at the Shop Small Market. She reported that 320 people accessed the digital passport, 87 of which had signed up the day of the event. She noted that most people who signed up for the passport were in Stafford, followed by Spotsylvania and Fredericksburg. She noted that the number of shoppers who actively utilized the passport was 67. Ms. Wimbush reported that Olde Virginia Gourmet and Bakery Anomaly, respectively, had the



most check-ins. She clarified that there were 297 check-ins spread between the 67 active passport users.

Ms. Wimbush discussed feedback from the business participant survey noting an overwhelmingly positive response. She also discussed the results of the shopper survey where many shoppers were influenced to participate due to the chance to win a prize. She noted that a lot of shoppers' main influence was wanting to shop at their local small businesses with or without the incentive of a prize attached.

Ms. Wimbush summarized the campaign's economic impact, highlighting that about \$23,775.06 of the estimated \$34,963.32 in total gross receipts stayed in Stafford County's economy. She noted that this was based on American Express's formula that for every dollar spent at a small, local business, 68 cents stays in the community. Ms. Barber explained that the team took an average of the gross receipts they received and extrapolated it across for the rest of the businesses, noting that there was quite a large range.

Ms. Wimbush reported the return on investment for the EDA, putting in \$2,000 worth of prizes, was \$11.88 per dollar spent. She also noted that many businesses put forth a prize as well and every shopper who won a prize for shopping small on Small Business Saturday lived in Stafford County. Ms. Barber discussed the Board of Supervisors Chairman, Deuntay Diggs, being happy to participate. She mentioned briefing County Administration on the project's outcome as well. Mr. Roosa noted the potential of getting more support from the Board due to the success of the campaign. He asked if the Shop Small Stafford campaign would be used to recruit businesses coming to Stafford. Ms. Barber explained that Ms. Wimbush received written testimonials from participating businesses and the prize winners to use for recruiting more businesses to sign up next year. Mr. Roosa asked if the Shop Small Stafford campaign would be a topic in the upcoming Economic Summit. Ms. Barber explained that all the department's programs will be touched on at the Economic Development Summit to ensure Stafford businesses are aware all of them.

- ii. Strategic Plan: Ms. Barber updated the members on the Strategic Plan. She discussed assigning staff to each section of the Implementation Plan, noting that each pillar would have a champion and support staff. Ms. Barber stated that she plans to have the plan laid in early 2026. She noted that the Strategic Plan will continue to be on the agenda going forward to provide updates to the members. Mr. Roosa asked when the EDA would be able to see Ms. Barber's



plan. She said she could share it once complete, stating that the EDA will likely have a role in completing some of the recommendations.

5. SECRETARY'S REPORT

Mr. Roosa did not have anything to report but asked Ms. Browne to request the members to interact on social media whenever she sees fit.

6. CHAIRMAN'S REPORT

Mr. Rowley discussed a request for a letter of support from Stephanie Carter, who is working on a Go Virginia Region 6 Summary Request for funding for the Stafford County School System. He emphasized that their focus is on select pathways for vocational training including fiber optic technician, data center operations, aerospace unmanned aircraft systems, logistics, and sustainable energy. Mr. Rowley stated he had drafted a letter of support and suggested he send it so long as it has everyone's support. Ms. Barber emphasized that they would need a formalized letter on letterhead and offered to put Mr. Rowley's letter on letterhead and send it out.

7. COMMITTEE AND WORKING GROUPS REPORTS

a. Loan Committee (Jack R., Janette H., Staff support – Liz)

i. Loan Statements:

1. Next Level Mosaic Update: Ms. Barber reported that Next Level Mosaic had made their payments for November and December, but the EDA is still awaiting payments for September and October. She explained that legal counsel from Hirschler had been speaking with the one of the owners of Next Level Mosaic who had promised payment by the end of the year. Ms. Barber noted that they had received the letter of demand from Hirschler and inquired about any action the EDA would like to take.

Mr. Roosa asked about Next Level Mosaic's future intentions. Mr. Rowley noted that Next Level Mosaic's loan is just one that they are paying back, there was no product, service, or business actively operating. He inquired if the members would consider settling on the loan if the owner were to reach out. Mr. Roosa agreed that settling may be the best course of action.

2. Mr. Rowley asked about Embrey Mills Urgent Care missing two payments. Ms. Barber acknowledged the report and noted that Bridging Virginia had not mentioned the missing payments. She



considered that the payments may be showing as such because the report was made on November 30, noting that the EDA had given Embrey Mills until the 25th of each month to pay. Ms. Barber stated that she would follow up and bring her findings to the next meeting. Ms. Barber confirmed with the members that she would work with EDA counsel to send a follow-up letter if Embrey Mills is behind as the report would suggest.

- ii. Staff Request- Change the Applications to Require EDD Advising Prior to Submitting Application: Ms. Barber explained the issue of having loan applications received by the EDA through the business had not yet met with someone in the Economic Development Department. She proposed updating the application to require Economic Development Department advising prior to submitting a loan application to the EDA. The members agreed and Mr. Porcelli discussed the lack of a professional underwriting company. Ms. Barber expressed that the EDA had recently hired a professional underwriting company for all the new loan applications and have since denied a loan application.

The members went on to discuss the need for the EDA to provide loans. Mr. Wilson considered whether the demand has reduced since the COVID pandemic. Mr. Roosa asked how much interest the EDA is earning from the loans and considered if it was worth it. Ms. Wimbush added that many small businesses do not qualify for traditional financing and that is why EDAs across the state have created micro loan programs to fill that gap. Mr. Rowley noted that lack of capital is the biggest reason for new business failure, which makes for a high-risk loan for the EDA. Ms. Barber relayed her personal experience as a business owner who did not qualify for a business loan. She explained that often, business owners rely on personal loans to capitalize their business and emphasized that micro loans are important to provide a small business with a small amount of extra capital to work with. She clarified that micro loans to boost small businesses in high growth industries should be the priority. Mr. Wilson considered a partnership with a local bank or credit union. Ms. Barber explained that the EDA loans are the last resort, emphasizing the time Ms. Wimbush takes with businesses to explore all other avenues. Ms. Wimbush notes that the loans provided by the EDA are often complimentary to other funding sources. Mr. Wilson confirmed with Ms. Wimbush that she has consistent communication with the Small Business Administration when referring businesses to them.



b. Business Resources Committee

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

1. BeyondPartners Inc: Ms. Wimbush explained that herself and Mr. Weedman had met with Lindsay Lee and were impressed. They had asked her to provide an addendum, but they have not received a response. Mr. Weedman and Ms. Wimbush recommended denial of the application due to the lack of response and Ms. Wimbush added that the applicant could resubmit her application at any time. Mr. Porcelli made a motion to deny the application as initially presented. Mr. Roosa seconded. The motion passed unanimously. **DENIED 7-0**
2. Cyber Bytes Foundation: Mr. Porcelli discussed his concerns with the CyberBytes application. He noted that the application did not provide a direct link to how it would foster job creation in Stafford County. He noted that because it is a training facility, it is likely that most of the trainees and instructors would not be local to Stafford. Mr. Roosa weighs in by discussing the Stafford County Public School's CTE Dual Enrollment program partnering with Germanna Community College, noting the duplicity between the Stafford County Public School's program and the applicant's intention. The Technology Committee and Mr. Weedman recommended denial of the application. Mr. Roosa made a motion to deny the application and encourage a resubmittal with a direct link to how the applicant will foster new jobs within Stafford County and is not a duplicative effort of what Stafford County Public Schools is already doing. Mr. Porcelli seconded. Motion passed unanimously. **DENIED 7-0**
3. Tour Stafford: Mr. Weedman introduced the request from Tour Stafford for \$3,366 to support the Stafford Tourism and Business Marketing Summit, to be held on January 27th. He praised the event, noting that it enhances Stafford's business reputation and acts as a gateway for hiring opportunities. Mr. Weedman clarified that although the event is not directly a hiring event, it provides the opportunity for Stafford businesses to network. Ms. Lynch adds that the attending Stafford businesses will also be able to network with the marketing professionals that will be speaking at the event. She explains that the goal of the event this year is to provide quality education to Stafford businesses. Ms. Wimbush highlights that more education leads to more business, which leads to more money, thus leading to potentially hiring employees.



Mr. Rowley asked what the EDA's money would be used for and Ms. Lynch explained that the money would go toward food and beverage cost for the event. Ms. Wimbush expanded, stating that food and beverages would cost about \$18 per person and based on last year's attendance of 187 attendees, the estimate is \$3,366. It was agreed that a limit of \$4,000 would be set.

Ms. Holland asked how businesses would register for the event and how it would be advertised. Ms. Lynch explained that businesses would register online and both her and Ms. Browne would be advertising the event via email, newsletter, LinkedIn, and social media. Ms. Wimbush added that all the business participants in the Legacy Program and Small Business Saturday participants would be invited as well. Ms. Holland asked what topics would be presented at the event. Ms. Lynch discussed how the topics were determined and listed the topics: Advertising and Analytics, Strategy and Storytelling, and AI and Efficiency Tools. She explained that there would be 9 total sessions that will fall under those topics which the attendees will pick from to attend. Mr. Wilson and Mr. Rowley asked if the EDA would be paying for the speakers as well. Ms. Lynch stated that Tourism would be paying the cost for the speakers. She emphasized the intent to provide relevant and realistic practices that Stafford businesses can implement quickly to better their marketing efforts. Mr. Roosa made a motion to approve the application and to not exceed the amount of \$4,000. Mr. Weedman seconded. The motion passed unanimously. **APPROVED 7-0**

8. NEW BUSINESS

- a. 2026 Meeting Calendar: Mr. Roosa asked if there were any holidays that would prevent an EDA meeting on the normal day of the month, the third Friday. Ms. Wimbush noted that the June 19th meeting day had to be moved due to Juneteenth. Mr. Rowley confirmed that the meeting would be on the second Friday of June, June 12th. Mr. Roosa made a motion to accept the recommended 2026 EDA Meeting Calendar dates. Ms. Holland seconded. The motion passed unanimously.

APPROVED 7-0



9. CLOSED SESSION

Mr. Roosa made a motion to enter closed session, Ms. Holland seconded. Motion passed unanimously. **APPROVED 7-0**

Ms. Logan, representing EDA legal counsel, read into executive session, pursuant to Section 2.2-3711(A), subsection 5, as amended. All members who were present at the meeting were present at the executive session. As the Board came out of executive session, each member certified that no votes were taken while in executive session. Mr. Roosa made a motion to come out of closed session; Mr. Porcelli seconded. Motion passed unanimously. **APPROVED 7-0**

10. ADJOURNMENT

Mr. Wilson made a motion to adjourn the meeting, Mr. Roosa seconded. Motion passed unanimously. **APPROVED 7-0**

Meeting adjourned at 11:12 AM.

Respectfully submitted,

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

Jeff Roosa,

EDA Secretary