

**FAIRFAX COUNTY ECONOMIC  
DEVELOPMENT AUTHORITY  
COMMISSION MEETING  
July 11, 2022**

The first Commission meeting of FY2023 was held via Zoom videoconferencing due to the COVID-19 pandemic. Joining the meeting were:

**COMMISSIONERS:**

Cathy Lange, Chairman	Steve Partridge, Treasurer
James Quigley, Vice Chairman	Joe Vidulich
Ronald Johnson, Secretary	

**STAFF:**

Victor Hoskins, President and CEO	Sharon Reed, Communications Manager
Mike Batt, Vice President, Talent Initiative	Cathy Riley, Senior Vice President
John Blair, Assistant Director, National Business Investment	Alex Thalacker, National Business Investment Manager - Financial Services, Insurances, and Real Estate
Donna Hurwitt, Vice President, Operations	Andrew Taherzadeh, Assistant Director, Communications
Alex Iams, Executive Vice President	Stephen Tarditi, Director, Market Intelligence
David Kelley, Director, National Business Investment	Sandra White, Director, Operations and Human Resources
Cheryl Martelli, Executive Administrative Assistant	Rodney Williams, Manager, Talent Initiative
Andrew McCue, National Business Investment Manager	Christine Youlk, International Business Investment Manager - Asia
Jan Mul, Director, International Business Investment	

**LEGAL COUNSEL**

Michael Graff, Esq., McGuireWoods

**GUESTS**

Aaron Jones, DCI  
Alli Maniglia, DCI  
Eta Nahapetian, Fairfax County

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**I. Welcome**

Mr. Taherzadeh provided direction to the Commission, the presenters, and guests about the videoconferencing venue and addressing comments and inquiries. He stated that it was a public meeting and anyone from the public wishing to submit a question, or a comment could do so via email addressed to Ms. Cheryl Martelli, [cmartelli@fceda.org](mailto:cmartelli@fceda.org).

**II. Call to Order**

Chairman Lange called the meeting to order at 6:00 p.m. Those present were Chairman Lange, Vice Chairman Quigley, Commissioners Johnson, Partridge, and Vidulich.

**III. Approval of Minutes**

Chairman Lange called for a motion to approve the minutes of the June 27, 2022, Commission meeting. Vice Chairman Quigley moved to approve the minutes. Commissioner Johnson seconded the motion. Counsel Graff took the roll call for the vote. The motion passed unanimously.

**IV. Expenditures Report**

Commissioner Partridge gave the Treasurer's Report. He stated that the report represents twelve months (100%) of Fiscal Year 2022 and 100% of the budget has been expended. The Marketing Communications, Talent and Sponsorships categories expended more funds than originally budgeted as extra funds became available due to impacts of the pandemic (the inability to travel or hold in-person events for much of the year). Overall expenditures were balanced by year end.

**V. Chairman's Report**

Chairman Lange stated that at the August Commission meeting, results of the FY22 performance metrics will be discussed in closed session. FY23 performance metrics will also be presented. She announced that the EDA has contracted with a digital meeting platform from OnBoard Meetings. All future board and committee meetings will be scheduled, and materials will be accessible via the platform. More information will be coming as the platform is launched. In September, in-person Commission meetings may resume. Updates will be provided as they are available from the Chairman of the Fairfax County Board of Supervisors office.

Chairman Lange stated that she distributed the list of guest speakers who have addressed the Commission over almost a three-year period. They have all been fabulous and the challenge now is to find speakers of equal or greater impact. A conversation was had and many speaker suggestions were provided by the Commissioners. If there are additional recommendations, she asked that they be sent to either herself or Vice Chairman Quigley.

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**VI. President's Report**

Due to the June Commission meeting taking place on June 27, 2022, President Hoskins had no new events or speaking engagements to report in the short period of time between meetings.

**Talent Initiative:** Mr. Batt stated that for the month of June, there were 7,300 jobs posted in Fairfax County alone, which is an 18% increase over the same time last year. He reported that 53% of the jobs posted on the website are in Fairfax County. For the career fairs, companies are coming to the EDA to participate in the career fairs. In FY22, 140 companies participated in the career fairs held. Ft. Belvoir has asked that the EDA do a monthly virtual career fair with them.

Mr. Batt reported on FY22 metric:.

Total Session: Goal: 360,000 Results: 406,341

Total Numbers of Job Views: Goal: 42,000 Results: 58,208

Session from Top 10 Markets: Goal: 130,000 Results: 179,113

Job Views from Top 10 Markets: Goal: 13,000 Results: 13,601

He reported that a marketing and advertising campaign to colleges and universities has begun and that career fairs have been scheduled for the following industries: veterans and military spouses, tech/cyber, and engineering, architecture, and construction in FY23.

**Communications Update:** Ms. Nissinen reported that at the August meeting, she will report on the FY22 metric results. For June, media placements of 662 reached 512.65 million users and generated \$3.54 million of earned media value. There was much media coverage focusing on the opening of a woman, veteran-owned, minority company in the PenFed building, Mrs. Joe's Petit Eats; regional media coverage; and international media. She reported on the Digital Platform performance for June, resulting in an increase of website users by 18% and an increase in the number of website sessions of up to 13%. For social media, there were 7,000 LinkedIn followers, which in April, 6,000 followers were reported. Organic reach was 35,319.

**VII. Adjournment**

There being no further business and no objections, Chairman Lange adjourned the meeting by consent at 6:31 pm.

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Mr. Taherzadeh stated that the July meeting of the Fairfax County Economic Development Authority Commission had concluded. If any member of the public had not asked a question they had intended to, please email the question to Ms. Cheryl Martelli at [cmartelli@ceda.org](mailto:cmartelli@ceda.org).

DocuSigned by:

*Cathy Lange*  
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Cathy Lange  
Chairman

DocuSigned by:

*Ron Johnson*  
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Ronald Johnson  
Secretary