

# FAIRFAX COUNTY ECONOMIC DEVELOPMENT AUTHORITY COMMISSION MEETING

March 13, 2023

The ninth Commission meeting of FY2023 was held in person at the FCEDA office, 8300 Boone Boulevard, Suite 450, Tysons, Virginia. Some staff members joined via zoom, shown below.

Joining the meeting were:

## COMMISSIONERS:

Rick Wagner, Vice Chairman  
Joe Vidulich, Treasurer  
Pallabi Saboo, Assistant Secretary

**There was no quorum.**

## STAFF:

Victor Hoskins, President and CEO	Sharon Reed, Communications Manager, - via - Zoom
Mike Batt; Alex Iams, Executive Vice President	Theresa Rhodes, Business Research Manager
Donna Hurwitt, Vice President, Operations	Anne Rosenblum, Manager, National Business Investment – Technology and Capital Attraction, via Zoom
David Kelley, Director, National Business Investment	Owen Rouselle, Business Research Manager, via Zoom
Jatinder Kaur Khosla, Director, International Business Investment, via Zoom	Andrew Taherzadeh, Assistant Director, Communications, via Zoom
Cheryl Martelli, Executive Administrative Assistant	Stephen Tarditi, Director, Market Intelligence
Anna Nissinen, Vice President, Communications	Andrew Thalacker; Andrew Post, via Zoom
Yoselin Penas, International Business Investment Manager – Europe - via Zoom	Rod Williams, Manager, Talent Program, - via Zoom
Cathy Riley, Senior Vice President, via Zoom	Christy Youk, Manager, International Business Investment - Asia
Karen Smaw, Director, Diversity, Investment, and Entrepreneurship, via Zoom	

## LEGAL COUNSEL

Michael Graff, Esq., McGuireWoods

## GUESTS

Eta Nahapetian, Fairfax County

# FAIRFAX COUNTY ECONOMIC DEVELOPMENT AUTHORITY COMMISSION MEETING

March 13, 2023

## **I. Welcome**

For the Zoom participants, Mr. Taherzadeh provided direction 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**

Vice Chairman Wagner called the meeting to order at 6:07 p.m. Those present were Vice Chairman Wagner, Commissioner Saboo and Commissioner Vidulich. No quorum was present.

## **III. Approval of Minutes**

As there was no quorum represented, the minutes of the February 13, 2023, meeting will be approved at the April Commission meeting.

## **IV. Expenditures Report**

Commissioner Vidulich gave the Treasurer's Report. He stated that the report represents eight months (58%) of fiscal year 2023 and 47% of the budget has been expended. Due to the start of a new short-term lease, rent has been waived for October through January. These funds have been reallocated to digital advertising campaigns. There are two new contracts for the Marketing/Communications Division beginning January 1, 2023, and payment commences in February for work performed in January.

## **V. Vice Chairman's Report**

Vice Chairman Wagner stated that the scheduled guest speaker, Mr. James Schenck, President and CEO, PenFed, is unavailable for the evening, therefore, staff will provide their reports this month. Next month the speaker will be Ms. Courtney Geduldig, Corporate Vice President of Public Affairs, Micron. He stated that the Board of Supervisors' FY24 budget hearings will take place on Tuesday, April 11, 2023, at 4:00 pm at the Government Center immediately following the Fairfax County Public Schools' presentation.

## **VI. President's Report**

President Hoskins stated that there will be a number of staff reports that will be given and he gave the floor to Ms. Hurwitt:

Ms. Hurwitt, Vice President, Operations reported on personnel, technology, office relocation, and the FY2024 budget.

Mr. Iams reported that FCEDA commissioners and staff completed their business leader engagements focused on the role of placemaking in site selection and talent attraction. Working with the Department

**FAIRFAX COUNTY ECONOMIC DEVELOPMENT AUTHORITY**  
**COMMISSION MEETING**  
**March 13, 2023**

of Economic Initiatives, the information will be presented to the Economic Initiatives Committee in September 2023.

The Tysons Community Alliance (TCA) is moving forward with strategic planning and hiring an executive director, while supporting several activations and events during the spring. Funding for the TCA is included in the County's proposed FY24 budget, which will be voted on in May.

Reporting on Market Intelligence, Mr. Tarditi, Director, Market Intelligence and Ms. Rhodes, Research Manager, presented the Fairfax County Pulse Dashboard, which provides concise, current and top line statistics on Fairfax County's economy with links to more detailed resources.

Ms. Riley, Senior Vice President reported on results of the three Business Investment divisions efforts to date for FY23. They have worked with 148 companies resulting in 12,767 jobs and over 1,000,000 square feet of office leasing. Thirty-seven of those companies were foreign-owned firms and 16 of the 148 were new companies to the county. Additionally, she provided an update on a very large prospect known as Project Falcon, with intense competition between Virginia and Maryland. She stated that a decision could be made within a few weeks.

Mr. Batt, Vice President, Talent Program, reported on the work being done in k-12 and Think Big for Kids through career exploration, mentoring programs, and job readiness. An EDA talent program position for education has been created. He reported on the Metro-DC Northern Virginia Advisory Board that was created that represents a wide range of industries to recruit volunteers, conduct fundraising, and engage companies' support. He also reported on the newly created Northern Virginia Transitioning Military, Military Spouses and Veteran's (TMMSV) Business Community Alliance, which was created to collectively work on workforce issues bringing together businesses, military, educations, state and local governments and non-profits. He covered 11 veteran job/networking/ education events taking place in the next 12 months.

Ms. Nissinen, Vice President, Communications reported on global media and PR for the last three months that resulted in 619.3 million of earned media value; 9506 placements with a reach of 25.3 billion. Two big announcements that the EDA and the state worked on were Armored Fresh and Amentum, a huge engineering/defense firm. Chairman McKay spoke at Good Morning Washington WJLA TV talking about EDA career fairs, that resulted in hundreds of participants in the virtual component. Ms. Nissinen's finale report was that Fairfax County was awarded the Quantum World Congress conference to take place at the Capital One Center for 2023. EDA's special events team organized ConnectedDMV to tour Capital One and the surrounding amenities. The decision was made just recently.

President Hoskins stated that last year earned media was running at approximately \$52 for every \$1 spent and now it runs at approximately \$600:\$1. He believes that due to tracking of that process and what Fairfax companies are doing, that number will rise to one billion a year of earned media (full presentation attached).

**FAIRFAX COUNTY ECONOMIC DEVELOPMENT AUTHORITY**  
**COMMISSION MEETING**  
**March 13, 2023**

**VII. Adjournment**

There being no further business and no objections, Vice Chairman Wagner adjourned the meeting by consent at 7:15 pm.

DocuSigned by:

*Rick Wagner*

DBA01AC95B794D5...

Rick Wagner  
Vice Chairman

DocuSigned by:

*Ron Johnson*

09D570CDDDE2404

Ronald Johnson  
Secretary