

FAIRFAX COUNTY ECONOMIC DEVELOPMENT AUTHORITY
COMMISSION MEETING
 May 8, 2023

The eleventh 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:

Cathy Lange, Acting Chairman
 Pallabi Saboo, Assistant Secretary

Linnie Haynesworth
 Stephen Partridge

NO QUORUM WAS PRESENT

STAFF:

Victor Hoskins, President and CEO	
Mike Batt, Vice President, Talent Program	Cathy Riley, Senior Vice President, via Zoom
Bianca Escobar, Marketing Coordinator, National Business Investment	Andrew Post, Operations Specialist, via Zoom
Donna Hurwitt, Vice President, Operations	Sharon Reed, Communications Manager, via Zoom
Alex Iams, Executive Vice President	Sandra White, Director, Operations and Human Resources, via Zoom
David Kelley, Director, National Business Investment	Spencer Wood, National Business Investment - Digital Media and Mobility Services, via Zoom
Cheryl Martelli, Executive Administrative Assistant	Andrew Taherzadeh, Assistant Director, Communications, via Zoom
Theresa Rhodes, Business Research Manager	Stephen Tarditi, Director, Market Intelligence

LEGAL COUNSEL

Michael Graff, Esq., McGuireWoods

GUESTS

Eta Nahapetian, Fairfax County

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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.

II. Call to Order

Acting Chairman Lange called the meeting to order at 6:02 p.m. Those present were Acting Chairman Lange, Commissioners Haynesworth, Partridge, and Saboo. Chairman Quigley, Vice Chairman Wagner, Commissioners Johnson, Mitchell, and Vidulich were absent.

III. Approval of Minutes

There was no quorum represented, therefore, no vote was taken.

IV. Expenditures Report

In Commissioner Vidulich's absence, Acting Chairman Lange gave the Treasurer's Report. She stated that the report represents ten months (83%) of fiscal year 2023 and 75% of the budget has been expended. Savings have occurred in Rent and Other Operating Costs, and these funds are being used on marketing and lead generation projects.

V. Vice Chairman's Report

Acting Chairman Lange stated that on April 11, 2023, both Vice Chairman Wagner and Commissioner Saboo provided testimony at the Board of Supervisor FY24 budget hearings. In June, as part of the Commission's speaker series, Mr. James Schenck, President and CEO of PenFed Credit Union will be presenting.

VI. President's Report

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

Ms. Hurwitt, Vice President, Operations reported on personnel, budget and adoption of the FY24 budget. She announced that the International Business Investment division's new hire begins on Monday, May 22. Her area of speciality will be India and Canada. An contract position, IT manager, has also started recently. Recruitment is beginning for the National Business Investment Manager position due to Ms. Rosenblum's retirement.

Mr. Iams, Executive Vice President, stated that the work he, Commissioner Saboo, and Commissioner Vidulich had been engaged in regarding placemaking will be presented to the Commission at the June

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meeting. The presentation will be in advance of the joint presentation, that will be provided by the EDA and the Department of Economic Initiatives, in the fall to the Board of Supervisors. The Tysons Community Alliance (TCA) has hired Arlington County Board Chair Katie Cristol to serve as the Tysons Community Alliance's CEO.

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 100 companies resulting in 9,028 jobs and 1,466,772 square feet of office leasing exceeding the full year's jobs metrics by 24%, to date, and square footage metrics by 45%, to date. She reported on a standing-room-only, networking event that took place at the Tower Club with The Bird Foundation, which resulted in ten new Israeli prospects.


Ms. Christy Youk presented activities and results from hers and President Hoskins' Korea travel in April. They met with twelve companies, one of which was Dongwon (Starkist), the largest seafood company in the world. They participated in media interviews and the trip resulted in over 100 articles in the media published in Taiwan, North Korea, South Korea, China, Australia, the U.S., and Canada.

Ms. Nissinen, Vice President, Communications, reported on global media and PR for the past two months that resulted in 308.3 million of earned media value, 4,449 placements with a reach of 12.4 billion. Year-to-Date in FY23, she stated marketing and PR efforts have resulted in \$1.006 billion of earned media value, a return on investment of more than 1,000:1. She reported on the drivers of headlines – National and Global, building reputation and competitiveness, elevating companies working with the EDA and talent, and provided a digital update. (Complete slides of reports are attached).

Acting Chairman Lange and Commissioner Haynesworth made congratulatory and supportive comments concerning the impressive accomplishments of the EDA. President Hoskins stated that the county has been a valued partner from the County Executive to the Department of Economic Initiatives to permitting as have the Commissioners of the EDA.

VII. Adjournment

There being no further business and no objections, Vice Chairman Wagner adjourned the meeting by consent at 7:12 pm.

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Cathy Lange
Acting Chairman

Ronald Johnson
Secretary