

ECONOMIC DEVELOPMENT AUTHORITY OF THE CITY OF NORFOLK

Meeting Minutes

The Economic Development Authority of the City of Norfolk called, and held, its regular monthly meeting on Wednesday, June 4, 2025, at 12:00 Noon, 999 Waterside Drive, Suite 400, Norfolk, Virginia 23510.

DIRECTOR'S PRESENT:

Jeff Brooke- Chairman
Morgan Whayland
Kim Brown (arrived at 12:13 PM)
Jaeson Dandalides
Henri Patten
Carter Smith
Richard Ottinger
Keith Warren

STAFF PRESENT:

Sean Washington - Executive Director
Robert Sharak-Assistant Executive Director
Mike Paris - Secretary-Treasurer
Dawn Ryan- Assistant Secretary-Treasurer

COUNSEL PRESENT:

Barry Hunter – Kaufman & Canoles, P.C.

ABSENT:

John Garrett
George Polizos
Simon Scott

GUESTS:

Terri-Ann Scope – Department of Economic Development
Ryan Southall - Department of Economic Development
Delk Koolman- Department of Economic Development
Britney Hatcher - Department of Economic Development
Mia Byrd-Wilson- Department of Economic Development
Peter Schrider-Department of Economic Development
Samantha Hudler- Department of Economic Development
Luke Busby- Department of Economic Development Intern
Cameron Taylor- Department of Economic Development
Terry Richards- Department of Economic Development
Paul Bayer- Department of Economic Development
Catherine King – Whiting -Turner
Ella Maher – ODU Undergrad
Larry Pendleton- City of Norfolk Planning Commission
Katie Sipes – Virginia Economic Development Partnership
Lynne Keanan – Kimley Horn
Victoria Holmes - Kimley Horn
Mike Fox - Kimley Horn

MEETING CALLED TO ORDER

Chairman Brooke called the meeting to order at 12:03 P.M. and thanked the Directors present for attending. Chairman Brooke then noted that some Directors were absent to attend the funeral of Judge Jones. Chairman Brooke asked the Directors to review the minutes from the last meeting and if there were any comments or questions. Director Warren noted a couple of corrections to the minutes: (i) in the 9th sentence of the second paragraph under New Business, the word “about” should be changed to “amount”, and (ii) in the 4th sentence of the fourth paragraph under New Business, the word “any” should be changed to “the”. Director Brooke then asked for a motion to approve the minutes, as corrected, which motion was made by Director Warren, seconded by Director Ottinger, and unanimously approved by the Directors then present. (Vote: 7-0-0).

DIRECTORS REPORT

Chairman Brooke turned over the meeting to Mr. Paris who presented his financial update. (Attachment #1). Chairman Brooke thanked Mr. Paris for the update.

Chairman Brooke then turned over the meeting to Mr. Washington to present the Director’s report. Mr. Washington reviewed the organization chart for the Department of Economic Development (the “Department”), highlighting the current vacancy and staffing matters. Mr. Washington noted that the Military Affairs program will be a separate department beginning with fiscal year 2026. He asked Mr. Luke Busby to introduce himself as he is part of the skill bridge program through Military Affairs. Mr. Busby said he has been serving in the United States Marine Corps for the last six years and will be working with the Business Retention and Expansion team for the next couple of months. Mr. Washington then provided an overview of seasonal events including Sail 250. (Attachment #2). Mr. Washington ended by noting that the Universal Soul Circus was open on the Southern portion of Military Circle Mall.

NEW BUSINESS

Chairman Brooke invited Ms. Kate Sipes, Business Manager with the Virginia Economic Development Partnership (VEDP), to make her presentation to the Board. (Attachment #3). Ms. Sipes provided the Directors

with an overview of the matters in which VEDP is involved and how VDEP interfaces with the Department. She said VEDP's primary job is to generate leads and then to follow the leads and encourage economic activity in the State by getting companies to succeed and grow in Virginia. Ms. Sipes noted that VEDP works with several partners. She said that for VEDP to be successful, there must be growth in the State and the growth must be statewide. Ms. Sipes shared several key points regarding changes in approaches they have made to be successful. Ms. Sipes responded to questions from several Directors. Director Carter reported that his company had benefited from working with the Economic Development Team and VEDP.

Mr. Washinton then invited Ms. Mia Byrd-Wilson to give a presentation on Marketing and Communications in the Department. (Attachment #4). Ms. Bryd-Wilson directed the Board's attention to the Marketing materials on their desk showcasing some of the marketing for the Department and the City. She reported that the Marketing and Communications team provides accurate, up-to-date, and credible information to potential prospects interested in investing, locating, or expanding in a specific area to attract business investment, tourism and residents. Ms. Byrd-Wilson said marketing stimulates the aggregate demand, thereby enlarging the size of the market. Ms. Bryd-Wilson also noted the importance of understanding and utilizing data to ensure the right target market is being reached. She emphasized the importance of analytics in determining what is working. Mr. Washington indicated HubSpot was a crucial tool for marketing.

Mr. Washington asked Ms. Ryan Southall to introduce Kimley Horn, consultant for the East Little Creek Commercial Corridor study. (Attachment # 5). Ms. Southall introduced Ms. Lynne Keenan, who presented the findings from the study. She first stated that the corridor was four miles long and that the study contained a lot of information and data. Ms. Keenan directed the Board's attention to the graphic boards Kimley Horn brought to give the Directors a visual presentation. She stated that their study was broken into several areas to determine what was important to the residents and the businesses. She said their study showed that a lot of the people living in this corridor also worked and shopped there. Ms. Keenan stated that in doing the study, they noted that the area had not undergone any significant redevelopment and showed the most potential for future development. Mr. Washington said this study had been a part of Councilman Smigiel's vision for ten

years or so. He also noted that this study had sparked conversations with potential developers. Ms. Keenan said that this is just the first step. Director Warren asked how the study fit into the 2050 plan. Mr. Washington said that he didn't have the definitive answer yet, but that he was sure at some point there would be a conversation. Director Whayland asked what the reaction was to the housing density in the plan. Ms. Keenan answered that the initial response was for lower density, but when presented with the proposed density, the response was that there could have been more. She said, overall, it was well received.

Mr. Washington then invited Ms. Southall to present the grant agreement amendment for McDonald Montessori Inc. ("Montessori"). Ms. Southall first thanked the Consultants for the work they had done on the East Little Creek Commercial Corridor study. She also thanked her team, Delk Koolman, Britney Hatcher and Wayne Green, for all the work they did to help make the study a success. Ms. Southall then asked the Directors to consider extending the maturity date of the Grant Agreement for Montessori because the owner had experienced some health issues that prevented the completion of the work by the current deadline. (Attachment #6). She advised the Director that the extension request was for September 30, 2025. Chairman Brooke asked the Directors to review the amendment and if there were no questions, the chair would entertain a motion to approve. Motion to approve was made by Director Smith, seconded by Director Brown, and unanimously approved by the Directors. (Vote: 8-0-0).

Chairman Brooke asked Mr. Paris to present the fiscal year 2026 budget. (Attachment # 7). Mr. Paris pointed out the minor changes he made as directed at the previous meeting. He then reviewed each section of the budget, asking if there were any additional questions. Mr. Washington thanked the Chair and Vice Chair for their input on the budget and for requesting an itemized breakdown of certain expense buckets. Chairman Brooke also thanked Vice Chair Whayland for making the request for the breakdown. Chairman Brooke then asked for a motion to approve the budget. The motion to approve was made by Director Ottinger, seconded by Director Brown, and unanimously approved by the Directors. (Vote: 8-0-0).

CLOSED SESSION

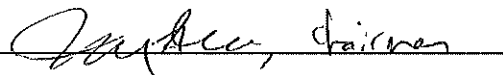
Vice Chairwoman Whayland presented the following motion for consideration by the Board, which motion was seconded by Director Smith and unanimously approved by roll call vote: "Mr. Chairman, I move that the Directors of the Economic Development Authority of the City of Norfolk convene in a closed meeting pursuant to Section 2.2-3711.A.3 of the Code of Virginia for the purpose of discussion and consideration of the disposition of publicly held real property where discussion in an open meeting would adversely affect the Authority's bargaining position or negotiating strategy." Roll Call Vote: Director Warren, Director Smith, Director Patten, Director Brown, Director Brooke, Director Whayland, Director Ottinger, and Director Dandalides, all aye (Vote: 8-0-0).

After reconvening in open meeting, the Directors unanimously approved the following certification: "The Directors of the Economic Development Authority of the City of Norfolk certify that to the best of their knowledge (i) only public business matters lawfully exempted from open meeting requirements under the Virginia Freedom of Information Act and (ii) only such public business matters as were identified in the motion by which the closed meeting was convened, were heard, discussed or considered in the meeting by the Directors of the Authority." Roll Call Vote: Director Warren, Director Smith, Director Patten, Director Brown, Director Brooke, Director Whayland, Director Ottinger, and Director Dandalides, all aye. (Vote: 8-0-0).

CLOSING

Chairman Brooke made a few brief announcements and thanked the Directors for attending. The meeting was adjourned at 1:45 P.M.

Approved by _____



Attachments:

1. Financial Report
2. Directors Report
3. VEDP presentation
4. Marketing presentation

5. East Little Creek Commercial Corridor
6. Grant Agreement Amendment
7. FY26 Approved Budget