

**Fairfax County Board of Supervisors
Economic Initiatives Committee (EIC)
J. Hamilton Lambert Conference Center (Room 11)
March 12th, 2024**

Meeting Summary

Board Members present: EIC Chairman Supervisor Daniel G. Storck, Board of Supervisors (BOS) Chairman Jeffrey C. McKay, Supervisor Andres F. Jimenez, Supervisor James N. Bierman, Supervisor James R. Walkinshaw, Supervisor Walter L. Alcorn, Supervisor, Rodney L. Lusk, Supervisor Pat Herrity, Supervisor Dalia A. Palchik, Supervisor Kathy L. Smith

Chairman’s Opening Remarks and Approval of Meeting Summary

EIC Chairman Supervisor Storck opened the meeting with approval of the previous meeting’s minutes and review of the agenda. In his remarks, Storck recognized the contributions of former EIC chairman, Supervisor John Foust, and spoke briefly to provide context for the meeting’s agenda items.

Fairfax CORE Launch – *Connecting Opportunities & Resources for Entrepreneurs*

Megan Keifer, Small and Local Business Division Manager, Department of Economic Initiatives, began the presentation with the official launch of Fairfax CORE (Connecting Opportunities & Resources for Entrepreneurs), an online resource for Fairfax County entrepreneurs and businesses. The launch was inaugurated with a video that featured a few of the platform’s resource partners and descriptions of Fairfax CORE’s resources. The video also featured footage from local businesses located in Fairfax County. Keifer recognized the Fairfax CORE advocacy team members who were instrumental in the platform’s brand development, content curation, and connection between Fairfax County and county service providers.

In the discussion of the item, Chairman Storck asked the team to describe their marketing and promotion plan to the Board. Supervisor Herrity was also interested in the role Fairfax CORE’s resource partners would have in promoting the platform. Staff gave examples of their current and future promotional efforts. Chairman McKay encouraged the team to publicly differentiate between the platform’s offerings that are “county-run” and those that are sponsored by “county partners”. McKay urged the team to consider ways the Department of Economic Initiatives may partner with other county agencies for data driven decision making in the platform’s marketing strategy. Supervisor Herrity recommended that staff develop a process for incorporating feedback in future iterations of the platform.

McKay also spoke to his concerns about how the platform will help local business owners with fundamental business practices and processes (ex. permitting processes). Staff clarified that the content on the platform provides an overview of the county processes and the triaged, referral process for individualized assistance described in a previous committee meeting. Supervisor Palchik asked if the team had considered including a dedicated navigator as part of the Fairfax CORE platform’s offerings. Staff reiterated that future platform features were in development,

and that the intention was to leverage the expertise of existing County experts. Supervisor Lusk commented that the platform's "one stop shop" model has potential to be a differentiated service for businesses interested in moving to Fairfax County. Lusk wanted staff to expound on the metrics and data insights that the platform will collect. Staff described some of the platform's data collection functions and types of data that may be collected. Supervisor Jimenez spoke to the platform's alignment with the County's One Fairfax policy. Jimenez also suggested that the video be shared with Board offices. Staff were invited to provide an update on the platform's performance to the Economic Initiatives Committee in six months.

Economic Advisory Commission Structure Review

Supervisor Storck introduced the second agenda item with remarks about the history of the Economic Advisory Commission, its intended purpose, and his perspective on how the commission has positively impacted the County's economy. Victor Hoskins, President and CEO of Fairfax County Economic Development Authority, was invited to speak to the Economic Development Authority's partnership with the Economic Advisory Commission. Hoskins was asked to address emerging trends of which the commission may provide thought leadership. Five emerging areas of focus were identified in discussion of the economic advisory commission structure review: 1. quantum computing, 2. artificial intelligence, 3. space, 4. workforce, and 5. government contracting.

Fairfax County's County Executive Bryan Hill spoke to how the work of both the Department of Economic Initiatives and the Fairfax County Economic Development Authority shape the County's strategic economic development strategy. Rebecca Moudry, Director, Department of Economic Initiatives, spoke to the proposed plans to restructure the commission and gave the Board examples of how the commission may be modeled. Moudry described the relevance of restructuring the commission, the current structure, and feedback received from members. The Board was asked to consider amending elements of the commission's purpose, objectives, structure, and meetings.

During the item's discussion, Chairman McKay spoke to elements of the proposed restructure he favored, and described his preference for meeting structures that will allow the business community to provide more input. Supervisor Smith shared her support for the proposed plans for the commission's restructuring and alignment with the County's strategic plan. Supervisor Herrity shared his interest in leveraging subject matter expertise in the meetings and gave ideas for topics the commission may address. Supervisor Alcorn was supportive of the proposal and interested in hearing how appointments to the commission will be coordinated.

Supervisor Walkinshaw encouraged Staff to consider including members of the Fairfax CORE advocacy team as standing members of the commission. Supervisor Palchik urged staff to consider how representatives from emerging industries may be included in the new commission structure. Supervisor Lusk was also supportive of restructuring the commission. Lusk also expressed interest in engaging younger members of the business community. Supervisor Bierman implored staff to consider creative ways to encourage networking between subject matter experts and members of the commission. Supervisor Storck also asked Victor Hoskins to comment on the proposal. Hoskins expressed support for the plan. Hoskins suggested that Staff consider the

appointment of “champions” to complete any action items or next steps identified during the commission’s meetings. Staff will present a finalized plan to the Board at a future date.