

Summary – Board Budget Committee Meeting

January 30, 2018

Government Center – Conference Room 11

Committee Members Present:

Sharon Bulova, Chairman
Penelope Gross, Mason District (Vice Chairman)
John Cook, Braddock District
John Foust, Dranesville District
Pat Herrity, Springfield District
Catherine Hudgins, Hunter Mill District
Jeff McKay, Lee District (Committee Chair)
Kathy Smith, Sully District
Lynda Smyth, Providence District
Dan Storck, Mount Vernon District

Previous Meeting Agenda and Materials (November 28, 2017):

<https://www.fairfaxcounty.gov/budget/board-supervisors-budget-committee-meeting-november-28-2017>

January 30, 2018 Meeting Agenda:

<https://www.fairfaxcounty.gov/boardofsupervisors/sites/boardofsupervisors/files/assets/documents/jan30-budget-agenda.pdf>

January 30, 2018 Meeting Materials:

<https://www.fairfaxcounty.gov/boardofsupervisors/sites/boardofsupervisors/files/assets/documents/jan30-budget-01-edsf-overview-final.pdf>

<https://www.fairfaxcounty.gov/boardofsupervisors/sites/boardofsupervisors/files/assets/documents/jan30-budget-01a-economic-opportunity-reserve-guidelines.pdf>

<https://www.fairfaxcounty.gov/boardofsupervisors/sites/boardofsupervisors/files/assets/documents/jan30-budget-01b-process-evaluate-investment.pdf>

<https://www.fairfaxcounty.gov/boardofsupervisors/sites/boardofsupervisors/files/assets/documents/jan30-budget-01c-edsf-nomination-status.pdf>

<https://www.fairfaxcounty.gov/boardofsupervisors/sites/boardofsupervisors/files/assets/documents/jan30-budget-02-essp-implementation.pdf>

<https://www.fairfaxcounty.gov/boardofsupervisors/sites/boardofsupervisors/files/assets/documents/jan30-budget-03-springfield-gateways-project.pdf>

<https://www.fairfaxcounty.gov/boardofsupervisors/sites/boardofsupervisors/files/assets/documents/jan30-budget-04-gova-security-university.pdf>

The meeting was called to order at 1:37 P.M.

Update on Economic Development Support Fund (EDSF) process

After a brief introduction by Supervisor McKay, the first presentation on the agenda, an *Update on the Economic Development Support Fund*, was given by Joe LaHait, Debt Coordinator, Department of Management and Budget, and Scott Sizer, P3/Joint-Ventures Policy Coordinator, Office of the County Executive. There have been thirteen nominations so far; staff intends to present three of them at the Budget Committee meeting today. Currently, there is an initial amount of \$5 million in one-time funds set aside for this purpose. The process was discussed.

Board Discussion

- Joe Mondoro, Chief Financial Officer, Department of Management and Budget, made two points. First, there were some adjustments made to the EDSF process as necessary. Second, the Board of Supervisors previously expressed interest in discussing additional funding for this purpose at future quarterly budget reviews.

EDSF project review: ESSP Implementation Funding

Scott Sizer introduced Economic Initiatives Coordinator Eta Davis of the Office of the County Executive to present the second item on the agenda, the *EDSF project review: ESSP Implementation Funding*. The presentation is the fifth one linked above under January 30, 2018 Meeting Materials. The purpose is to provide programming support of events that further the vision set forth in the Economic Success Strategic Plan (ESSP) to include, but not limited to, tactical urbanism events, innovation salons/expert panels, challenge events, pilot projects, and smart cities strategies.

Board Discussion

- Supervisor Gross asked what a hackathon was, and Eta Davis explained the term and gave an example.
- Supervisor Foust mentioned that he was impressed that a group of George Mason University students worked quickly to prepare their project for a hackathon held in Fairfax County, managed to take their final exams, and then they participated successfully in the hackathon.
- Supervisor McKay asked how the requested funding was calculated. Eta Davis explained the reasoning for the estimate for each potential event/panel/project.
- Supervisor McKay asked how the funding will be managed. Eta Davis replied that the Economic Initiatives Coordinator and the Office of the County Executive will manage the funding.

EDSF project review: Springfield Gateways Initiative

The next item on the agenda, *EDSF project review: Springfield Gateways Initiative*, was presented by Doug Loescher, Revitalization Program Manager, Office of Community Revitalization, and is the sixth link above under January 30, 2018 Meeting Materials. Funds would be used to develop Springfield's branding system, implement "Springfield Gateways" sign system, and leverage matching funding available through a commuter parking garage project.

Board Discussion

- Supervisor Smyth mentioned that branding is an interesting exercise. There were issues with branding in Tysons. The signs on streetlights looked less than optimal. Barbara Byron commented that there is some progress related to streetlights, and the progress will be shared at a future Revitalization Committee meeting.
- Supervisor Storck was very supportive of this initiative, which will make a big difference. He asked if there are any studies that could show a direct return from this initiative. Doug Loescher

explained that this proposal is a part of a larger initiative. He also noted that the ultimate measure might be recognition; more specifically, how well is this area known and perceived today, and how will it be perceived in the future? Finally, it was recommended that more partnerships should be built after this pilot, one-time project.

- Supervisor McKay noted that there are two clear studies that showed that there is a lack of identity in Springfield. Connectivity and cohesiveness are very difficult to achieve. Success is based on the private sector's ability to develop and replicate this initiative in Springfield. There will be real, tangible ways to measure the success of this project. There is no model now. There should be something to formalize the Springfield area.
- Supervisor Storck asked whether the Springfield Town Center is supportive of this. Doug Loescher explained that a representative of the Springfield Town Center was involved in the early stages of this initiative. The Springfield Town Center is very supportive of this project, and is open to partnerships. The goal is to make this a cohesive initiative in Springfield.
- Supervisor Foust commented that if an investment is made, there will be a return on this investment. The focus should be on revitalization and investments in this area.
- Chairman Bulova noted that the logo looks light and vibrant. She is very supportive of this effort. This is a statement of Fairfax County. Visually branding Springfield and other parts of Fairfax County is very valuable because it brings a sense of community and place. The private sector should be included in this effort. This project should be well maintained in the future by the private sector.
- Supervisor Gross presented a number of suggestions for applications of the new logo – put the logo on different items; the street signs in the area should have a little logo on them so that the residents identify with this initiative; and focus on maintenance of the pedestrian bridge that was included in the presentation.
- Supervisor McKay noted that this new logo has many potential applications.

EDSF project review: Go Virginia – Security University

The final item on the agenda, *EDSF project review: Go Virginia – Security University*, was presented by Sondra Schneider, President and Founder, Security University, and is the seventh link above under January 30, 2018 Meeting Materials. The goal of this proposal is to strengthen Northern Virginia's technology workforce - the region will produce technology workers, both in terms of quality and quantity, needed to grow and enhance the competitiveness of regional technology firms.

Board Discussion

- Supervisor Cook asked what type of university Security University is. Sondra Schneider explained that it is a for-profit university. Supervisor Cook requested information from the County Attorney as to whether the County has a policy related to grants requested by for-profit universities.
- Supervisor Gross mentioned that she has not heard of this organization. Sondra Schneider explained that they advertise quietly to the community. Supervisor Gross asked if Security University has quarters. Sondra Schneider answered that they don't have quarters. The participants prepare themselves for weeks, then, there are three weeks of instruction. It is an alternative method of education. Supervisor Gross asked if Security University is able to track the retention of students employed after they have received a certification from Security University. Sondra Schneider explained that they are able to track that statistic.
- Supervisor Herrity asked what the cost per scholarship is. Sondra Schneider answered that there are no scholarships. She mentioned that the cost per course per student is \$2,995, but this cost

could decrease if there is a bundle of courses/certificates. Supervisor Herrity noted that he is trying to understand the buckets of costs, and that he needs to understand the benefit to Fairfax County. Sondra Schneider explained that the typical student will be a Fairfax County resident. Supervisor Herrity stated that a way to track this is necessary.

- Supervisor Foust asked whether Security University has had an interview with GO Virginia. Sondra Schneider answered positively, and mentioned that the GO Virginia grant is not only for non-profit, but also for for-profit organizations.
- Supervisor McKay reiterated that staff needs to clarify whether funds from the Economic Development Support Fund could be used to support this for-profit university. A memo on this issue is requested. If this use of funds is permissible, there may be additional questions for the staff of Security University.
- Chairman Bulova noted that the for-profit status of Security University might be an issue for Fairfax County even though it is not an issue for GO Virginia. She also mentioned that the presentation was excellent.

The next meeting of the Board Budget Committee is scheduled for 3:00 P.M. on Tuesday, February 27, 2018.

The meeting adjourned at 3:00 P.M.