



Inaugural Annual Meeting

November 13, 2019

7:00 PM

Old Town Hall

3999 University Drive

City of Fairfax, Virginia

Minutes

Members

Tatjana Farr
Randy Barnett
Donald Pennyfeather
Selma Kukic
Jinson Chan
Dan Callahan
Lyn Adam
Deborah Dillard
Brian Stone
Richard Dixon

Joshua Alexander
Dawn McGruder
Robert Golden
Mary Killay Lavayen
Rebecca Hendershot
Jim Folliard
Danette Nguyen

Guests

Dale Bradshaw
Jana Klavina

Staff

Shannon Duffy, Executive
Director

Ms. Shannon Duffy, Executive Director welcomed everyone to Old Town Hall for the 2019 Inaugural Annual Meeting of the Old Town Fairfax Business Association. Housekeeping items: Each chair has printed meeting documents for your review. This includes the agenda, meeting presentation, officer roles, and the OTFBA bylaws.

I. **Order of Business**

Ms. Deborah Dillard, Steering Committee Chair, called the meeting to order and welcomed the attendees.

Ms. Dillard thanked the Steering Committee and the Fairfax City Economic Development

Authority for their work over this first year, as well as the Executive Director. She encouraged businesses to join the Old Town Fairfax Business Association as members, stating that the dues are affordable, and the return on investment is too good to ignore.

Finally, Ms. Dillard stated that the OTFBA is a 501©6 Business Membership organization, and the governing steering committee has appointed the first board of directors, as the bylaws state.

2020 Board of Directors are:

Deborah Dillard	Dawn McGruder
Jinson Chan	Joshua Alexander
Robert Golden	Economic Development Office, Director

She urged the businesses to become paid members so they can vote at the January meeting to elect officers of the board.

She again thanked everyone for their support, and for any member interested in serving on the board or as an officer should reach out to any member of the board or staff.

II. **Financial Review**

Ms. Dawn McGruder, Treasurer

Ms. McGruder reviewed the organization's finances for FY 2019, presenting a financial snapshot up to the end of September 2019. She noted that finances were overseen by the 6-member Steering Committee, and committee members reviewed the expenses monthly at each meeting. Ms. McGruder noted that Year 1 income is sourced from a grant from EDA, founding member corporate contributions, and membership dues from the August 2019 launch of our membership drive.

III. **OTFBA Business Activities**

Shannon Duffy, Executive Director

Ms. Duffy briefed the membership on the OTFBA's accomplishments in promoting the commercial district over the year. Specifically:

- Map and brochure directory distributing over 10,000
 - GMU Maker Faire
 - hundreds at City events (such as Dog Park Opening, all Rock the Blocks, Fairfax Museum, Library, FPYC events, and
 - over 6,000 GMU Family Weekend and Student Welcome Packets
- Old Town Coupon booklets – over 7,000 booklets in 2019 with 25 participating businesses, updated Quarterly
- Regular OTFBA e-newsletter with old town information, city communications, and event programming and promotion

- Communication e-blasts for immediate notifications from City to businesses in Old Town, improving relay of time sensitive information
- Partner with other City departments for Event Planning
- Incorporate the business community in city event participation i.e. Rock the Block and the Fall Festival
- An improved website, serving community members with information on events and activities, access to your business, wayfinding assistance, and parking information
- Social Media promotion – Facebook, Instagram, and Twitter to celebrate your Milestones
- Media opportunities engaged for Old Town visibility

IV. Marketing and Development Presentation

Mr. Jinson Chan, Director

Mr. Chan discussed marketing of small businesses by use of technology and media readily available. He introduced member Jim Folliard of Gearshift Video who presented a brief video of Old Town Fairfax with drone footage. Mr. Folliard explained the OTFBA had purchased a day of drone filming around the district, and the content is available for members who are interested in marketing their businesses with video.

V. Business Members to Highlight

New member Selma Kikic @ Make My Day CPA, and Dale Bradshaw @ Escape Room presented the value of working with the business community here in Old Town.

VI. Adjournment

There being no further business before the Membership, Ms. Dillard made a motion to adjourn the meeting, motion was seconded by Mr. Rob Golden and meeting adjourned at 8:15PM.