



# City of Richmond

900 East Broad Street  
Richmond, VA 23219  
[www.rva.gov/office-city-clerk](http://www.rva.gov/office-city-clerk)

## Meeting Minutes Finance and Economic Development Standing Committee

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Thursday, March 16, 2023

1:00 PM

Council Chamber, 2nd Floor – City Hall

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### Committee Members

The Honorable Cynthia Newbille – Chair  
The Honorable Ellen Robertson – Vice Chair  
The Honorable Katherine Jordan – Committee Member

### Staff and Others in Attendance

Tori Cotman, Assistant City Attorney  
Joyce Davis, Council Policy Analyst  
Nahdiyah Muhammad, Assistant City Clerk  
Candice Reid, City Clerk  
RJ Warren, Deputy City Clerk

### Call to Order

Chair Cynthia Newbille called the meeting to order at 1:00 p.m., and presided.

### Chamber Emergency Evacuation Plan Announcement and Citizen Speaker Guidelines

Upon the Chair's request, Assistant City Clerk Nahdiyah Muhammad provided information on the appropriate manner in which the Council Chamber is to be evacuated in the event of an emergency along with citizen speaker guidelines.

### Public Comment Period

There were no public comment speakers.

### Approval of Minutes

There were no corrections or amendments to the meeting minutes of the Thursday, February 16, 2023 committee meeting, and the committee approved the minutes as presented.

[CD.2023.079](#) February 16, 2023 Finance and Economic Development Meeting Minutes

**Attachments:** [20230216 Finance Minutes- DRAFT](#)

## Paper(s) for Consideration

### The following ordinance was considered:

1. [ORD. 2023-083](#) To amend Ord. No. 2022-055, adopted May 9, 2022, which adopted the Fiscal Year 2022-2023 General Fund Budget and made appropriations pursuant thereto, to (i) transfer \$75,000.00 from the Department of Public Works agency (ii) create a new line item entitled "Venture Richmond Inc. (Graffiti Removal - Downtown)" in the Non-Departmental agency, and (iii) appropriate such \$75,000.00 to such new line item in the Non-Departmental agency, for the purpose of funding graffiti removal in the downtown service area.

**Patrons:** Mayor Stoney

**Attachments:** [Ord. No. 2023-083](#)

Bobby Vincent, Director of Public Works, provided an introduction and additional background information regarding the proposed ordinance.

## Public Hearing

There were no public hearing speakers.

*Vice Chair Ellen Robertson stated her support for the proposed ordinance. She further stated that \$75,000 may not be enough to cover the total cost and inquired how the funds would be allocated for the project.*

Bobby Vincent stated Venture Richmond has made contact with several small businesses. Mr. Vincent also stated that Venture Richmond informed that the majority of the graffiti removal will take place on private property, and a plan of action has been implemented affording Venture Richmond the opportunity to service areas outside of the downtown area.

*Vice Chair Robertson stated a representative from Venture Richmond agreed to start sub-committees for the businesses in the downtown area to work with the Richmond Police Department and Greater Richmond Transit Company to implement more safety measures.*

**There were no further comments or discussions and Vice Chair Ellen Robertson moved to forward ORD. 2023-083 to Council with the recommendation to approve, which was seconded and was unanimously approved.**

### The following ordinance was considered:

2. [ORD. 2023-084](#) To authorize the Chief Administrative Officer, for and on behalf of the City of Richmond, to execute a Cooperation Agreement between the City of Richmond and the Economic Development Authority of the City of

Richmond, Virginia for the purpose of providing grants and technical assistance to small businesses in the city of Richmond.

**Patrons:** Mayor Stoney and Ms. Lambert

**Attachments:** [Ord. No. 2023-084](#)

Leonard Sledge, Director of Economic Development, provided an introduction and additional background information regarding the proposed ordinance.

## Public Hearing

There were no public hearing speakers.

*Member Katherine Jordan inquired how the program would be advertised to the community.*

Patricia "Pat" Foster, Director of Minority Business Development, stated the program is underway and press releases, social media marketing, and contact to members of partner organizations have been implemented to advertise the program to the community.

*Member Jordan inquired about who would be able to participate in the program, such as new small businesses or current businesses that were affected by COVID.*

Pat Foster noted that the current guidelines of the program state that small businesses would have to be affected by the COVID-19 pandemic. Pat Foster stated that assessments will be in place to determine the businesses that could benefit from this program.

*Chair Cynthia Newbille confirmed that the program would be staffed by the Office for Minority Business Development.*

**There were no further comments or discussions and Vice Chair Ellen Robertson moved to forward ORD. 2023-084 to Council with the recommendation to approve, which was seconded and was unanimously approved.**

## The following resolution was considered:

3. [RES. 2023-R018](#) To set a public hearing on a proposed Tourism Improvement District Plan.

**Patrons:** Mayor Stoney

**Attachments:** [Res. No. 2023-R018](#)

Leonard Sledge, Director of Economic Development, provided an introduction and additional background information regarding the proposed resolution.

## Public Hearing

There were no public hearing speakers.

*Vice Chair Ellen Robertson stated her appreciation to the Richmond Region Tourism Board and staff for the work they have done with the resolution.*

*Chair Cynthia Newbille stated her appreciation for the work that has been done for the resolution.*

*Chair Cynthia Newbille asked about marketing of the tourism improvement district plan when the resolution is presented to Council.*

Leonard Sledge stated that Richmond Region Tourism does great work with marketing tourism throughout the region. Mr. Sledge also stated the funds would be used for more outreach methods for historic attributes.

Katherine O'Donnell, Executive Vice President of Richmond Region Tourism, stated that the project would be governed by the Richmond Region Tourism Board made up of hotel representatives to solidify the marketing and sales of the initiative.

**There were no further comments or discussions and Vice Chair Ellen Robertson moved to forward RES. 2023-R018 to Council with the recommendation to approve, which was seconded and was unanimously approved.**

## Presentation(s)

None

## Board Vacancies

None

## Discussion Item(s)

None

## Staff Report

*A copy of the staff report has been filed.*

Council Policy Analyst Joyce Davis provided the committee with the meeting staff report.

*Vice Chair Ellen Robertson inquired if there were any updates about the information requested from colleagues regarding ORD. 2023-051 and the fees paid by civic associations.*

*Chair Cynthia Newbille asked staff to provide more clarity at upcoming meetings in regards to the inquiry of Vice Chair Robertson. Chair Cynthia Newbille also stated the requested information regarding the opioid crisis in the city is still being compiled.*

*Vice Chair Robertson stated there is a financial report available and inquired if the financial report should be given to the committee for review.*

*Chair Newbille and Member Katherine Jordan agreed that the financial report should be given to the committee for review during the review of the city budget.*

[CD.2023.098](#) March 16th Finance Staff Report

**Attachments:** [March 16 2023 Finance Report](#)

## **Adjournment**

There being no further business, the meeting adjourned at 1:25 p.m.