TOWN OF Herndon VIRGINIA

HERNDON TOWN COUNCIL
Work Session Minutes
Tuesday, February 10, 2026

1. Call to Order

Mayor LeBlanc called the February 10, 2026, Town Council work session to order at 7:00 p.m. in the Herndon Council Chambers Building, 765 Lynn Street, Herndon, Virginia. In attendance were: Mayor Keven LeBlanc; Vice Mayor Clark Hedrick; and Councilmembers Cesar del Aguila, Kelvin Garcia (arrived at 7:19 p.m.), Michael T. Lloyd, and Alex Reyes.

Absent: Councilmember Naila Alam.

Staff present during the meeting: Dan Hoffman, Town Manager; Lesa Yeatts, Town Attorney; Brent Heavner, Chief Communications Officer; Sally Fares, Senior Accountant; Collin Okienowski, Economic Development Manager; and Amanda Kertz, Town Clerk.

Determination of a Quorum

Mayor LeBlanc determined there was a quorum of five Councilmembers present. Councilmember Alam being absent and Councilmember Garcia having not yet arrived.

Mayor Announcements

Mayor LeBlanc stated that the Town Council would be holding a joint work session with the Planning Commission on Tuesday, February 17, 2026, at the Herndon Police Department Community Room. He indicated that the meeting would not be livestreamed, but it would be recorded and posted after the meeting.

2. Discussion

a. Communication Program Update

Mayor LeBlanc recognized Brent Heavner, Chief Communications Officer, who provided an overview of demographics, age, household composition, languages spoken, median income, and proposed growth models for the Town's population. He referenced the latest Town survey, which was two years old, and discussed the ways that residents reported receiving information from the Town. He highlighted current initiatives, and discussed how the communications program is positioned to continue supporting effective engagement with residents, businesses, and visitors.

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Mr. Heavner reported that the Town has integrated its Communications and Economic Development functions into a collaborative department focused on coordinated messaging, business engagement, resident outreach, and brand stewardship. This integration is intended to strengthen alignment of communication, supporting economic vitality, customer service, and civic engagement. He then reviewed developmental priorities and brand development process for the coming year.

There was discussion among the Council and staff about the Town's Communications program, including:

1. Improvements to the Town's website, with general agreement that static pages could be enhanced to better convey information.
2. The Town's social media pages, including a request from Mayor LeBlanc to provide LinkedIn analytics; Councilmember del Aguila suggested use of LinkedIn Navigator tools.
3. The annual Town calendar, with Mr. Heavner confirming plans to continue its use.
4. Use of AI as a tool for communications and marketing.
5. Use of paid social media advertisements.

b. Proposed Community Donation Policy - Follow Up

Mayor LeBlanc recognized Dan Hoffman, Town Manager, who stated that this is the second review of the proposed community donation policy and included a series of hypothetical scenarios. He noted that more information would be presented at the next review of this policy. Based on the Council's feedback during their last discussion, staff changed the weights of the criteria, which could be further adjusted depending on the outcome of that evening's discussion. He reviewed the evaluation matrix, which included eight scenarios, and asked for Council's feedback.

There was discussion among the Council and staff about the scoring criteria and evaluation process, including:

1. Considering whether to assign weighting to smaller organizations, or to set aside specific funding for those groups. Concern was noted about establishing separate processes for different organization types.
2. Vice Mayor Hedrick suggested implementing the process for one or two years and evaluating whether adjustments to the criteria for smaller donation requests are needed.
3. Consideration of how implementing this policy will align with the FY 2027 budget process.

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4. Review of the scoring criteria and how different organizations may be impacted when evaluated under the proposed criteria.
5. How Herndon schools would apply under the proposed criteria and considerations relative to providing donations to schools.
6. Identifying annual funding priorities to include in the program for the following year.

Following discussion and with the consensus of Council, staff was asked to make the following changes before the item returns to the Council for review:

1. Separate donations by organization size, allocating 75 percent of available funds to larger organizations and 25 percent to smaller organizations, the policy to be reviewed evaluated next year.
2. Provide a clearer and more tangible definition of the “community impact” variable.
3. Apply the revised, more defined criteria and re-run the scenarios.

Responding to questions from Councilmember Lloyd about the broader process, Mr. Hoffman stated that he would follow up with him outside of the Council meeting.

Following the re-run of the scenarios, staff will bring back the policy to the Town Council for further discussion and direction. Mr. Hoffman noted that the Council will consider what may qualify as a "Town event” during the next discussion of the policy.

3. Roundtable

Councilmember Reyes: no comments.

Councilmember Lloyd: no comments.

Councilmember del Aguila: provided comments and requested feedback on affordable housing changes raised by the New Virginia Majority at last week's regular meeting.

Dan Hoffman, Town Manager, stated that the topic would be addressed at the joint work session on February 17, as part of the Comprehensive Plan update and review of the Housing Study. He noted that affordable housing may also be impacted by several bills currently being considered by the General Assembly. He stated that he had reviewed the proposal and would follow up with Councilmember del Aguila.

There was a brief question and answer period between Mr. Hoffman and Councilmember Lloyd about the proposed state legislation related to affordable

housing.

Councilmember Garcia: no comments.

Vice Mayor Hedrick: stated for the good of the order that the Town Council voted to censure one of its members at their last regular meeting. He noted the importance of maintaining accountability for the effective functioning of the Council and the Town.

Mayor LeBlanc: asked the Town Manager to address snow removal following the January 24, 2026, storm.

Dan Hoffman, Town Manager: reported that last year, the Council adopted an ordinance requiring property owners to clear adjacent sidewalks. He stated that significant areas have not been cleared that are impacting commercial corridors and routes to school. Staff will be contacting business owners in the high impact areas to address the remaining large snow piles.

4. Closed Meeting

a. A closed meeting pursuant to the Code of Virginia Section 2.2-3711(A)(1), for discussion of prospective candidates relative to appointments to boards and commissions

Mayor LeBlanc stated that the Council needed to go into a closed meeting and that the appropriate meeting notices were provided in accordance with state law. The closed meeting was held in the Hoover Conference Room in the Herndon Council Chambers Building, 765 Lynn Street, Herndon, Virginia.

Councilmember Garcia moved that the Council convene in a closed meeting to discuss the following as permitted by Code of Virginia Section 2.2-3711(A)(1), for discussion of prospective candidates relative to appointments to boards and commissions. Councilmember Reyes seconded the motion, which carried by a 6-0 roll call vote. The vote was: Councilmembers del Aguila, Garcia, Lloyd, Reyes, Vice Mayor Hedrick and Mayor LeBlanc voting "Aye." Councilmember Alam was absent.

At 9:00 p.m., Mayor LeBlanc called a brief recess, and at 9:03 p.m. the meeting reconvened in closed session in the Hoover Conference Room, all members present, with Mayor LeBlanc presiding.

Vice Mayor Hedrick moved to come out of the closed meeting. Motion seconded by Councilmember Reyes and carried by a 6-0 roll call vote. The vote was: Councilmembers del Aguila, Garcia, Lloyd, Reyes, Vice Mayor Hedrick and Mayor LeBlanc voting "Aye." Councilmember Alam was absent.

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The Council came out of closed meeting at 9:07 p.m.

Councilmember Garcia moved to certify that, to the best of each member's knowledge, in the closed meeting just concluded, nothing was discussed except the matter or matters (1) specifically identified in the motion to convene in closed meeting and (2) lawfully permitted to be discussed in a closed meeting under the provisions of the Virginia Freedom of Information Act as cited in that motion. Motion seconded by Councilmember del Aguila and carried by unanimous roll call vote. The vote was: Councilmembers del Aguila, Garcia, Lloyd, Reyes, Vice Mayor Hedrick and Mayor LeBlanc voting "Aye." Councilmember Alam was absent.

Aye: 6
Nay: 0
Absent: 1

5. Adjournment

There being no further business, Mayor LeBlanc adjourned the February 10, 2026, Town Council Work Session at 9:08 p.m.

Amanda E.M. Kertz
Town Clerk

Minutes approved by Town Council: _____

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