TOWN OF Herndon VIRGINIA

MEMORANDUM

To: The Honorable Mayor and Town Council

From: Kirstyn Jovanovich, ICMA-CM, Interim Town Manager

Date: November 17, 2026

Subject: Administrative Report, November 2026

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1. Manager's Message

This report is intended to give Council and the community a consistent, accessible summary of Town activity, including follow-up on items raised at public meetings and progress on the 2024–2029 Strategic Plan.

November reflects steady progress on several fronts. The Town's Annual Comprehensive Financial Report and audit are complete and will be presented on November 17. Herndon was also accepted into the Virginia Main Street program, and Parks and Recreation earned statewide recognition for the "Elden the Bear" campaign, which returns this holiday season to encourage residents to shop local.

As a reminder, the Herndon Municipal Center remains closed through January 4, 2027; staff are available at 397 Herndon Parkway, Suite 100. Feedback on this new report format is welcome.

2. Follow-Up from Previous Meetings

Item	Raised at	Status	Response / Next step
Lighting at Trailside Skate Park request	09/22/2026 Town Council regular meeting; Comments from the audience	Closed	Responded to resident by email. Skatepark replacement in CIP schedule for future year; will review lighting request with that project.

Item	Raised at	Status	Response / Next step
Herndon Park Station neighborhood refuse collection process	09/22/2026 and 10/27/2026 Town Council regular meetings; Comments from the audience; and emails. 10/06/2026 and 11/04/2026 work session agendas.	In progress	Provided information on special collection accommodations. Council directed further review of collection options for private pipestem driveways; to be scheduled for future work session.
Herndon Youth Soccer (HYS)	10/27/2026 Town Council regular meeting, comments from the audience. 11/04/2026 work session agenda.	Closed	Provided information on HYS town field use and agreements. No further action by Town Council.
FLOCK program	10/27/2026 Town Council meetings, comments from the audience.	In progress	Residents requested a review of the Town's FLOCK contract. Staff is reviewing the request.
Criterium Bike Event	11/04/2026 work session; Councilmember del Aguila roundtable	In progress	Application submitted and in review, per the Town's established Special Event Application Process. No further direction from Council required at this time.

3. Community Updates

- Loudoun County is seeking public feedback on proposed improvements to Old Ox Road (Route 606) between Route 28 and Rock Hill Road. Residents are encouraged to review the project details and submit comments through the online survey **by November 30, 2026.**

- The NOVA Parks Board is considering adopting regulations pertaining to hours of operation, assembly of more than 25 people, pets, obeying posted signs, reckless behavior, and prohibition of certain devices on the W&OD Trail. Per the request from NOVA

Parks, a copy of the proposal is being kept in the Town Clerk's office and is posted on the website. The Board is planning to consider this item on **November 19, 2026.**

- The Herndon Municipal Center remains closed through **January 4, 2027**, due to energy efficient equipment upgrades and replacement of the entrances. Town staff is temporarily located at 397 Herndon Parkway, Suite 100 and open to the public from 8 am – 5 pm, M-F at this location.

- On **November 28**, the Town kicks off its "Where's Elden?" holiday campaign as part of Small Business Saturday to encourage residents and visitors to explore and support local businesses. The campaign runs through December 24, under the theme "Shop Differently. Shop Local."

4. Organizational Highlights

- The Annual Comprehensive Financial Report and annual audit have been completed; Brown Edwards, CPA will present at the November 17 Council meeting. (Finance) [SFS]

- The Town's application to participate in the Virginia Main Street Program has been approved. The Town of Herndon is an Exploring Main Street community within the program. (Communications & Economic Engagement) [EES]

- Staff coordinated responses to resident concerns regarding sidewalk and grass maintenance along Herndon Parkway, maintenance of a retention pond near the Royal Elms neighborhood, refuse collection services, and bulky item pickup procedures. Staff provided information on Town services and referred reported concerns to the appropriate departments for review and follow-up. (Town Clerk, Town Manager, Public Works) [GG]

- Staff has identified a vendor to administer the community and business surveys. A resolution authorizing the contract award is included on the consent agenda for the November 17 Town Council meeting. (Communications & Economic Engagement) [TC]

- The Town's Parks and Recreation Department was recognized for its "Elden the Bear" campaign, receiving the "Most Creative Marketing Strategy" award at the annual Virginia Recreation and Park Society Conference. Created in-house with a budget of just $1,200 for production of signage and collateral, the campaign showcases how resourcefulness and creativity can make a meaningful impact in our community. (Parks & Recreation, Communications) [TC]

- Staff recently briefed Council on next steps regarding Cannabis Retail Market, including zoning requirements, sales tax direction (3.5%), and public use regulations. The zoning regulations are projected to be before Council for adoption in early 2027, the sales tax rate will be considered as part of the FY 2028 budget process, and proposed regulations regarding public consumption will be brought to Council during the first half of CY2027.

5. Looking Ahead (Next 30-60 days)

- November 21: Turkey Trot 5K, Race begins at 4 pm at Herndon Community Center, pre-register by noon on 11/20; Friday (11/20) night packet pickup at Aslin Beer Co from 5-7 pm; bring a canned food donation to benefit LINK.

- December 5: Holiday Tree Lighting & Sing Along, Town Hall Square from 5:30 - 6:30 pm; free admission.
- December 6: Holiday Arts and Crafts Show, 10 am - 4 pm at the Herndon Community Center, featuring more than 70 arts and crafts vendors; free admission.
- December 12: Herndon WinterMarkt, hosted by the Dulles Regional Chamber of Commerce, Lynn Street, 12 pm – 6 pm; free admission.
- December 15: Regular Town Council Meeting and outgoing Councilmember recognition

2024-2029 Strategic Plan Focus Areas

Strong Fiscal Stewardship [SFS]	Secure and Interconnected Community [SIC]	Environmental and Economic Sustainability [EES]	Good Governance [GG]	Thriving Community [TC]
				