HERNDON TOWN COUNCIL
Work Session Minutes
Tuesday, January 21, 2025

1. Call to Order

Mayor LeBlanc called the January 21, 2025, Town Council meeting 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 (arrived at 7:01 p.m.); and Councilmembers Naila Alam, Cesar del Aguila, Kelvin Garcia, Michael T. Lloyd, and Alex Reyes.

Staff present during the meeting: Christopher Martino, Interim Town Manager; Kirstyn Barr Jovanovich, Acting Deputy Town Manager; Lesa Yeatts, Town Attorney; Chief Maggie DeBoard, Herndon Police Department; Lisa Gilleran, Director of Community Development; Marjorie Sloan, Director of Finance; David Stromberg, Zoning Administrator; Collin Okoniewski, Planning Operations Manager; Maria Lee, Budget Manager; Margie Tacci, Acting Chief Deputy Town Clerk; and Amanda Kertz, Acting Town Clerk.

Determination of a Quorum

Mayor LeBlanc determined there was a quorum of six members present. Vice Mayor Hedrick had not yet arrived.

Mayor Announcements

Mayor LeBlanc stated that the Herndon Community Center will be hosting a free Open House on Saturday, January 25, from 2:00 p.m. to 4:00 p.m. He encouraged everyone to visit and explore what the Herdon Community Center has to offer. Further details are on the Town's website.

Mayor LeBlanc reminded the Town Council of their retreat that will begin on Friday, January 24 and Saturday, January 25.

[Note: Vice Mayor Hedrick arrived at 7:01 p.m.]

2. Discussion

a. New Town Brand - Concept Recommendation

Mayor LeBlanc introduced Anne Papa, Chief Communications Officer, who stated that the Town rebranding was an initiative of the Strategic Plan to market Herndon as a great place to live, work, and visit. She reviewed the background on the

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initiative, including: (1) the selection of the consulting firm Chandlerthinks; (2) the establishment of the Town of Herndon Branding Task Force; and (3) the objectives and focus of the project. Ms. Papa then recognized Steve Chandler, Owner, Chandlerthinks, for the presentation.

Mr. Chandler explained that as part of the branding process, his firm engaged with over 1,100 participants in the Town to help identify the Town's brand pillars. Based on the community input, the four key brand pillars were identified: (1) proximity to Dulles and Washington D.C.; (2) historic downtown Herndon offers a distinctly different look, charm, and experience; (3) friendly, welcoming small-town spirit permeates the community; and (4) diversity is an integral part of Herndon's identity, character, and energy.

He elaborated on the brand development process, which included: (1) brand strategy; (2) brand story; (3) brand direction; (4) brand tagline and logo; (5) brand campaign messaging and graphic development; (6) and community involvement and follow-up.

Mr. Chandler then presented the proposed brand story and provided examples and recommendations for: (1) brand directions; (2) graphics; (3) color palettes; and (4) logos.

Ms. Papa concluded the presentation by outlining the next steps in the brand development process, stating that a resolution would be brought before the Town Council to approve the brand. She noted that Chandlerthinks would deliver a comprehensive marketing plan within 30 days following the Council’s adoption of the brand.

There was discussion between Council and staff regarding the branding materials and process. Councilmember del Aguila requested that the Council discuss the proposed branding further during the upcoming Council retreat.

b. Mid-Year Financial Update and Economic Outlook Discussion

Mayor LeBlanc introduced Marjorie Sloan, Director of Finance, who stated that according to the Town's policy, the Council must be provided with a mid-year update on the financial and economic outlook for the current fiscal year. She reviewed the mid-year revenues and expenditures for Fiscal Year (FY) 2025, and discussed the projected revenues and expenditures for other funds. The estimates provided reflected funds as of December 31, 2024.

Ms. Sloan stated that mid-year general fund revenues totaled approximately $26.6 million, representing 51 percent of the total revised budget of $52.181 million. She explained that certain revenues, such as the meals tax and transient occupancy tax, are received monthly and were trending favorably relative to the current fiscal year’s budget. Other revenues, such as those from the business and professional

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occupation license (BPOL) tax, are primarily collected annually, with $7 million in BPOL revenue projected to be received in March. Ms. Sloan noted that although the current revised budget was approximately $9.95 million, only about $6.45 million was projected by fiscal year-end. This was largely due to the Town not expending the $4.0 million in carryover funds originally intended for the Comstock Herndon project.

Ms. Sloan stated that the mid-year general fund expenditures, as of December 31, were approximately $20.4 million, which is 39.1 percent of the revised FY 2025 budget. She stated that after taking into account the amount allocated for encumbered expenditures, there was approximately $28.03 million available for the rest of the fiscal year. She provided an update on actual and project expenditures, including: (1) personnel; (2) operation and maintenance; and (3) capital outlay costs.

Ms. Sloan reviewed the revenues and expenditures for other funds, which are: (1) capital projects fund, (2) American Rescue Plan Act (ARPA) fund, (3) storm water management fund, (4) water and sewer fund, (5) golf fund, (6) and cemetery fund. She stated that the consulting firm Davenport was assisting with an annual update to the water and sewer fund rate model, which would be presented to the Council in February.

Ms. Sloan also provided an update on the economic outlook for the current fiscal year, including: (1) projected economic growth; (2) inflation; (3) unemployment; (4) interest rates; and (5) overall risks to the economy. She indicated that the current economic outlook is defined by stable economic growth, a softening labor market, slowing inflation, and solid market returns. Ms. Sloan then listed the key dates for the FY 2026 budget process.

There was discussion among the Council and staff about the proposed budget, including revenues, expenditures, and projected economic outlook.

During the discussion, Councilmember del Aguila requested that department heads provide the Council with their needs and wants in preparing the FY 2026 proposed budget.

Mayor LeBlanc stated that the upcoming Council retreat will include in-depth discussions on strategic planning and budgets.

c. Streetery Pilot Program Briefing

Mayor LeBlanc introduced David Stromberg, Zoning Administrator, who provided an update on the Streetery Pilot Program. Mr. Stromberg explained that the program was adopted by the Town Council in May 2024 to allow downtown restaurants to rent designated public property for expanded outdoor dining. He noted that the program applied to Lynn, Station, Pine, and Center Streets, where

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eligible public spaces included on-street parallel parking and shared public parking spaces in the James and Ahmed lots.

Mr. Stromberg stated that since its adoption, the Town received one application from the restaurant Mile 20 in 2024. He stated that Mile 20 was granted a permit in June 2024 to use the James parking lot for outdoor dining. He emphasized that any participating business must comply with applicable state and federal requirements, including regulations related to ADA accessibility, ABC licensing, and restroom availability.

Mr. Stromberg stated that staff did not have a formal recommendation on the program's future at this time, as there was limited data to evaluate due to the single application received.

There was discussion among the Council and staff regarding the Streetery Pilot Program, its usage, and outdoor dining opportunities in the downtown area.

Councilmember del Aguila and Mayor LeBlanc expressed support to renew the program for another season, beginning in March and continuing through the fall.

Responding to Councilmember del Aguila, Lesa Yeatts, Town Attorney, stated that the resolution should be made effective upon adoption to allow for applications to be submitted in March.

Following discussion and with the consensus of Council, Mayor LeBlanc requested staff to: (1) extend the Streetery Pilot Program for another season; (2) coordinate with the Department of Public Works (DPW) to determine a feasible start date for the program; and (3) allow for applications to be submitted upon adoption of the resolution.

Vice Mayor Hedrick asked staff promote the renewed program through the Town's standard communication channels.

d. Town Council Ad Hoc Committees Guidelines Review

Mayor LeBlanc introduced Amanda Kertz, Acting Town Clerk, who explained that at the beginning of each term, the Council reviews ad-hoc advisory committees and determines whether to reinstate, restructure, or disband the existing committees. She stated that during its review of advisory committees, the Council will consider each committee's mission, purpose, objectives, and related establishment documents. She stated that the Town has three existing committees, which include: (1) Herndon Youth Advisory Committee (HYAC); (2) Herndon Diversity Equity and Inclusion Committee (HDEIC); and (3) the Pedestrian and Bicycle Advisory Committee (PBAC). She stated that the evening's discussion would focus on HDEIC and PBAC, both of which expired on December 31, 2024.

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Ms. Kertz discussed with Council the recommendation to revise the guiding documents of HDEIC and PBAC, to include a Town Council representative as a non-voting liaison member to the Committee, rather than as a Chair. She stated that this was considered best practice, and that HYAC has already been operating under this model successfully.

Ms. Kertz reviewed the current mission and structure of PBAC and reported that staff had no recommended changes beyond the Council liaison designation. Following discussion, the Council reached consensus to reconstitute PBAC with its existing mission, purpose, and membership composition, and to designate a Council liaison.

Ms. Kertz presented the mission and structure of HDEIC and conveyed staff's recommendation to refine the committee's focus on celebrating and engaging Herndon's diverse community.

There was discussion among the Council and staff about this committee and considering changes to its structure.

Mayor LeBlanc proposed a set of changes to the HDEIC, including: (1) renaming the committee to the Community Inclusion and Engagement Committee (CIEC); (2) clarifying the committee's purpose to emphasize community engagement; and (3) broadening the membership to include better representation from underrepresented communities.

The Council discussed Mayor LeBlanc's proposed changes, including a recommendation from Vice Mayor Hedrick requiring that at least half of the committee members be Town residents.

Following discussion, and with the consensus of Council, staff was requested to do the following: (1) institute the CIEC, as proposed by Mayor LeBlanc, and with the membership requirements discussed that evening; (2) prepare a resolution reinstating the Interview Committee, with Mayor LeBlanc and Vice Mayor Hedrick as members, and Councilmembers del Aguila and Lloyd as alternates; (3) prepare a resolution appointing Councilmember Garcia as the liaison for the HYAC for the remainder of the current term; (2) prepare a resolution appointing Councilmember Reyes as the liaison to the CIEC; and (3) prepare a resolution appointing Councilmember del Aguila as the liaison for PBAC.

3. Roundtable

Councilmember del Aguila: requested that the Council review the current process for choosing photos for the Town calendar, to ensure there was equal representation from the community.

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Following discussion and with the consensus of Council, Mayor LeBlanc asked staff to include a discussion item on this topic on an upcoming work session agenda, and to provide an overview of the current process for selecting photos at that meeting.

Councilmember Garcia: stated that he met with members of the Worldgate Condo Unit Owners Association that day, where they discussed public safety concerns, including: (1) amount and location of Town security cameras; and (2) pathway lighting in and around the condo complex.

Mayor LeBlanc requested that staff investigate the lighting situation at the condo complex.

Vice Mayor Hedrick requested an update identifying which pathways are Town-owned, in order to assess where additional safety measures, such as security cameras, could potentially be installed.

Councilmember Alam: stated that a community member had also raised concerns about poor lighting on trails. Regarding the Town calendar, she asked if the Council's picture could be moved to the front, near where the mayor's photograph is located.

Councilmember Lloyd: provided kudos to the Department of Public Works and the Herndon Police Department and staff for all of their efforts during the recent snowstorm.

Councilmember Reyes: echoed Councilmember Lloyd's comments about DPW and the Police Department. He stated that he received messages regarding snow on sidewalks in recent weeks, and requested further discussion with Council.

Mayor LeBlanc asked staff to review the current emergency policies and procedures during snowstorms, and how the Town should be responding, at an upcoming work session.

Vice Mayor Hedrick: no comments.

Mayor LeBlanc: stated that he met last week with Chairman Jeff McKay, Fairfax County Board of Supervisors, and James Bierman; Dranesville District Supervisor, to discuss what was happening at the federal government level.

Christopher Martino, Interim Town Manager: requested confirmation from the Council that the next step in the Town’s rebranding initiative would be to bring forward a resolution to adopt the branding materials as presented.

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There was discussion among the Council and staff regarding the proposed branding elements.

Following discussion, and with the consensus of Council, Mayor LeBlanc asked staff to proceed with drafting a resolution to approve the Town branding materials, except for the "H" logo mark, which would be excluded from the resolution.

4. Adjournment

There being no further business, Mayor LeBlanc adjourned the January 21, 2025 Town Council work session at 9:09 p.m.

Amanda E.M. Kertz
Acting Town Clerk

Minutes approved by Town Council : _____

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