

WORK SESSION OF THE GREENBELT CITY COUNCIL held Tuesday, July 5, 2016, to discuss the Economic Development Study.

Mayor Jordan started the meeting at 8:00 p.m. The meeting was held in the Council Room of the Municipal Building.

PRESENT WERE: Councilmembers Judith F. Davis, Konrad E. Herling, Leta M. Mach, Silke I. Pope, Edward V. J. Putens, Rodney M. Roberts and Mayor Emmett V. Jordan.

STAFF PRESENT WERE: Michael McLaughlin, City Manager; Terri Hruby, Assistant Director of Planning; and Cindy Murray, City Clerk.

ALSO PRESENT WERE: Stewart Eisenberg and Molly O'Connell, Hyattsville Community Development Corporation; Kap Kapastin, Beltway Plaza; Susan Walker, Greenbelt Community Development Corporation; Patricia Walters, Greenbelt Station Development; Caitlin McGrath, Greenbelt Theatre and Roosevelt Center Merchants Association; and others.

Ms. Hruby said she has been working with Mr. Eisenberg and Ms. O'Connell of Hyattsville Community Development Corporation (HCDC) on the development of an economic development toolkit for the City. She said HCDC had met with Councilmembers, residents and business owners, held community sessions with the business community and interest groups, and interviewed other economic development professionals in the region to determine what economic development programming will work best for the City.

Mr. Eisenberg and Ms. O'Connell provided a PowerPoint presentation. They reviewed economic development programming actions already taken to show City support of its business sector, such as resource and marketing materials, interactive maps, business directory and property database information. Ms. O'Connell said this information is available on the City's website.

Mr. Eisenberg discussed what economic development actions have worked in other areas, such as a commercial façade improvement grant program, development facilitation and tax credits. He mentioned that police services are one of the best "tools" municipalities can offer. He said a number of municipalities in Prince George's County are active in economic development, including the Cities of Bowie, College Park, Hyattsville, Laurel and New Carrollton.

Mr. Eisenberg reviewed the following recommendations for the City.

1. Business Outreach

a. Goals

- i. Promote and build upon the Business Toolkit*
- ii. Create closer relationships with existing business and property owners*
- iii. Build confidence in Greenbelt as a place to invest*
- iv. Attract new businesses and employers*

b. Outcomes

- i. More frequent communication between City and businesses*
- ii. Identifying where resources may be needed*

- iii. *City becomes the go to partner for its business community*
 - iv. *Opens further collaboration opportunities between City and employers*
 - v. *Build B-2-B network, the business version of neighborhood and community development*
2. *Development Facilitation*
- a. *Goals*
 - i. *Build new and better relationships with the development community*
 - ii. *Address City's long term needs and interests proactively*
 - iii. *Leverage private investment to achieve municipal goals*
 - b. *Outcomes*
 - i. *Completed project that fulfills a City need and brings new investment, tax base expansion*
 - ii. *Invites relationship building and collaborative interactions with development community*
 - iii. *Strengthens staff and resident stakeholder vesting in the development process*
 - iv. *Attracts new residents*
3. *Public/Private Partnership*
- a. *Goals*
 - i. *Develop a mutually acceptable path forward*
 - ii. *Adopt a comprehensive plan for future mixed-use at Beltway Plaza*
 - iii. *Transform an underperforming site to vibrancy*
 - iv. *Revenue generation for City and property owner*
 - v. *Achieve a mix of uses on a current single-use site*
 - vi. *Improve City's demand and supply capacity*
 - vii. *Build confidence in the City for investment*
 - b. *Possible Outcomes*
 - i. *Comprehensive plan for Beltway Plaza*
 - ii. *Accelerated redevelopment at Beltway Plaza*
 - iii. *Build capacity for the mall to be regionally competitive*
 - iv. *Build capacity for public transit and increase of City's tax base with new housing opportunities*

In conclusion, Mr. Eisenberg and Ms. O'Connell said the City needs to:

1. *Define a clear, concise vision and goals for economic development and consistently promote and utilize said vision;*
2. *Engage with the business and development community proactively;*
3. *Address City's economic development needs through programming designed to address multiple goals; and*
4. *Empower staff to pursue economic development outcomes.*

There was discussion regarding 18 examples of municipal economic development goals provided by Mr. Eisenberg and Ms. O'Connell. They stressed the importance of setting the goals in order to move forward with economic development. Mr. Eisenberg said he recommended Council define three (3) major goals.

The meeting ended at 11:15 p.m.

Respectfully Submitted

*Cindy Murray
City Clerk*