



Agenda

Date: January 15, 2026

Time: 3:00 pm

Location: City of Charlottesville - Office of Economic Development

1. Call to Order
2. Officer Discussion
3. Approve October 16, 2025 Meeting Minutes
4. OED Updates
 - a. Annual Report
 - b. GO Start-Up
 - c. LaunchPad
5. Procurement Updates
 - a. Solicitations Awarded to SWAM Vendors – First Half of FY26
 - b. New Vendors Added to the MBD
 - c. Vendor Outreach
 - d. WHO Sale Opportunity
 - e. Upcoming Vendor Opportunities
 - f. APEX, Formerly PTAC
6. Discussion
7. Public Comment
8. Adjournment

Additional Information:

Individuals with disabilities who require assistance or special arrangements to participate in the public meeting may call the ADA Coordinator at (434) 970-3182 or submit a request via email to ada@charlottesville.gov. The City of Charlottesville requests that you provide a 48-hour notice so that proper arrangements may be made.



Minutes

Date: October 16, 2025

Time: 3:00 pm

Members Present

Madi Alvis

Teira E. Farley

Keith Grooms

Conan Owen

Marlena Reid-Joyner

Staff Present

Matt Johnson

Absent

Juandiego Wade

Jamaala Hamilton

Meeting was called to order by Keith Grooms at 3:10 p.m.

There was no public comment.

Mr. Grooms began by informing the committee that the Office of Economic Development (OED) is encouraging local involvement in Small Business Saturday, which takes place on the Saturday after Thanksgiving. OED will be promoting participation through their social media pages, and Mr. Grooms encouraged committee members to point any businesses that desire help marketing for Small Business Saturday towards OED.

Teira E. Farley arrived at 3:13 p.m.

Mr. Grooms then provided an update on the GO CNA program. The GO CNA program, an 8-week Certified Nurse Assistant (CNA) course hosted at the Charlottesville Area Technical Education Center (CATEC), just began its first session. Dates for the 2026 sessions will be announced in the coming weeks.

Conan Owen arrived at 3:16 p.m.

Mr. Grooms continued with a report of the fall GO Start-up cohort, which ran through the month of September. Six entrepreneurs completed the GO Start-up course, representing a range of potential businesses including food service, cosmetology, and bookkeeping. The next GO Start-up course is set to begin the first week of April 2026.

Mr. Grooms concluded by sharing information about the Minority Business Alliance (MBA) Gala which took place October 10, 2025. The Gala's theme was "The Year of the Sunset," as the MBA celebrated the

work of the former leaders and recognized the next generation of leaders, including Ms. Teira Farley. The Gala serves as an opportunity to recognize the recipients of the MBA's Minority Enterprise Grants and to present the John F. Bell Sr. Vanguard Award. This year, the Vanguard Award was presented to Mahogany and Friends— a business owned by Janasha Brandford providing financial literacy education for children, particularly in Black and Brown communities. Ms. Farley and Ms. Reid-Joyner both attended the Gala and shared their enjoyment of the event.

Madi Alvis shared the Fiscal Year 2025 (FY25) Spend Report, which detailed city-wide small, women-owned, and minority-owned (SWAM) spending between July 1, 2024 and June 30, 2025. Notably, the number of unique vendors purchased from, spend across SWAM categories, and spend within Planning District 10 maintained relatively stable from Fiscal Year 2024 (FY24) to FY25. A comparison of solicitations awarded to SWAM vendors between 2023-2025 suggests that the implementation of the OpenGov software, which allows vendors to submit bids and proposals online rather than in person, has increased the number of solicitations awarded to SWAM-certified vendors.

Ms. Alvis concluded by sharing a memorandum received from the Virginia Department of Transportation (VDOT) regarding the restructuring of the federal Disadvantaged Business Enterprise (DBE) program. This change requires all currently certified DBEs to be re-evaluated in accordance with new social and economic disadvantage criteria. Until all currently certified DBEs are re-evaluated by the Virginia Department of Small Business and Supplier Diversity (DSBSD), VDOT will not be including DBE spending goals in future contracts, nor will they count participation towards DBE goals on active contracts. Ms. Alvis shared that this change does not impact the City's SWAM spending initiatives. It will impact current and future federally funded projects completed in conjunction with VDOT.

The meeting minutes for July 17, 2025 were reviewed and approved.

Ms. Farley began the discussion period by reminding the commission that registration is open for the Community Investment Collaborative's (CIC) Workshop and Resource Fairs. The first will take place on November 5 in Culpeper, and the second on November 12 in Charlottesville.

Mr. Owen continued the discussion of efforts within the City to support participation in Small Business Saturday. Mr. Owen brought up the potential for a marketing strategy such as providing qualifying businesses stickers to place in their windows that identify them as small, woman-owned, or minority-owned businesses. Matt Johnson provided that while OED is primarily focusing on supporting businesses to take advantage of the marketing opportunities already associated with the brand of "Small Business Saturday," a seasonal or year-round marketing initiative to identify small businesses is something to be considered in the future.

The meeting was adjourned by Mr. Groomes at 4:00 p.m.