



MIDDLEBURG TOWN COUNCIL
Regular Monthly Meeting Minutes
Thursday, July 14, 2022



PENDING APPROVAL

PRESENT: Mayor Trowbridge M. Littleton
Vice Mayor Peter A. Leonard-Morgan
Councilmember Chris W. Bernard
Councilmember J. Kevin Daly
Councilmember Morris E. “Bud” Jacobs
Councilmember Philip M. Miller
Councilmember Cindy C. Pearson

STAFF: Danny Davis, Town Manager
Martin Crim, Town Attorney
William M. Moore, Deputy Town Manager
Ali MacIntyre, Director of Business Development & Community Partnerships
A.J. Panebianco, Chief of Police
Tina Staples, Town Treasurer/Director of Finance

ABSENT: Councilmember C. Darlene Kirk

The Town Council of the Town of Middleburg, Virginia held their regular monthly meeting on Thursday, July 14, 2022 in the Town Hall Council Chambers, located at 10 West Marshall Street. Mayor Littleton led Council and those attending in the Pledge of Allegiance to the flag. The roll was called at 6:00 p.m.

Public Comments – Other Town Items

Jilann Brunett, 21854 Foxcroft Road, appeared before Council representing Second Chapter Books. She thanked the Council and staff for helping them get the word out about the bookstore and noted that they had multiple people who were interested in it.

Gary Nicholson, 23333 Four Chimneys Lane, advised Council that he had assumed the role of Commander for American Legion Post 295. He noted that they recently celebrated their 75th anniversary and reviewed some of the activities the Legion had undertaken.

DeeDee Hubbard noted that it was announced during the recent Bizz Buzz that she was retiring; however, she was not.

Public Presentations

Report from Visit Loudoun

Beth Erickson, President of Visit Loudoun, reported that they recently launched their updated strategic plan. She advised that due to the amount of participation, they had a good feel on the pulse of what was happening from a tourism perspective in Loudoun County. Ms. Erickson opined that most Americans made their travel decisions based on social media; therefore, it was important to make sure the content worked well. She advised that Visit Loudoun would continue to work with the businesses and the Town to ensure this occurred. Ms. Erickson noted that because of high gas prices, Loudoun County and Middleburg would continue to see tourism demand. She opined that as a result of COVID, people would continue to look at self-care and were willing to pay extra for it. Ms. Erickson further opined that business travel would return in earnest by 2024. She noted that the Salamander Resort led the country in a lot of what they were doing; however, she suggested that for everyone else, they would not see a full recovery until business travel returned. Ms. Erickson advised Council that 70% of Americans have traveled to destinations to sample craft beverages. She noted that

Visit Loudoun was conducting a branding study on DC's wine country and reported that the results would be announced in September.

Ms. Erickson displayed some pie charts, the first of which depicted what visitors had been interested in over the past three years. She noted the growing interest in vineyards and advised that music was also a growth driver in determining visitors' destinations. Ms. Erickson reiterated that wellness was also a driver for people now.

Ms. Erickson presented the results of a survey they conducted, in which two hundred twenty-three people, who had either been to or planned to come to Loudoun County, responded. She advised that vineyards were their top reason for coming, followed by shopping. Ms. Erickson opined that they found unique places to shop in Middleburg, which was becoming critically important. She advised that outdoor dining activities also ranked high as a tourist draw. Ms. Erickson reported that 82% of the visitors who had already come to Loudoun County indicated they were willing to return and 81% would recommend Loudoun County to friends and family. She advised that 30% of the respondents indicated there was nothing that needed to be improved. Ms. Erickson further advised for those who did call out challenges, they cited the distances between destinations if they did not have a car. She opined that there were opportunities to disperse visitors in a way that maximized what the County had to offer.

Ms. Erickson reported that a survey was sent to Loudoun County residents, with 1,114 responses being received. She noted that the respondents were equally dispersed among the eastern and western sides of the county. She reported that the average length of residency was eleven or more years. Ms. Erickson noted that of the respondents, 243 lived in the Blue Ridge District and 24 lived in Middleburg (20117 and 20118 zip codes). She reviewed the responses and noted 75% of the Middleburg residents said they would likely recommend people visit; however, there was a 14% decline in those who felt it was important for Loudoun County to be a visitor destination. Ms. Erickson advised that this study revealed outdoor activities, parks, and vineyards to be the top three items residents were looking for. She noted that 55% were interested in agritourism. Ms. Erickson advised that performing arts and music were high on the list of items the residents were interested in. She reported that Middleburg's residents outpaced those in the County with regard to their interest in fine dining and historic sites.

In response to an inquiry from the Council as to the definition of "agritourism," Ms. Erickson advised that it was defined in the survey. She reviewed the percentage of respondents who believed that Loudoun County should be known as "wine country". Ms. Erickson noted that the Middleburg residents who responded believed it should be known for its equestrian activities and its towns/villages and advised that they ranked its vineyards in the middle of the list.

Ms. Erickson advised that of the respondents, 43% viewed the loss of open space as a threat to the tourism economy. She opined that talk about "affordability" was being teased out in workforce housing and noted that there was a perception that workers couldn't afford to live in Loudoun County. Ms. Erickson advised that there was a perception that Loudoun County events were expensive. She opined that they were not and suggested this was an issue of messaging and awareness building. Ms. Erickson advised that the survey also asked about infrastructure, and reviewed the results. She reiterated that for the Middleburg residents who responded, the loss of open space was their biggest concern. Ms. Erickson advised that she was scheduled to meet with each member of the Board of Supervisors and the County Planning Commission to review the survey results. She opined that it was important for the Supervisors to understand their constituents' beliefs regarding the nearly \$2 billion tourism industry.

In response to an earlier question from the Council about the emotional connection of the survey respondents, Ms. Erickson reported that 32% were worried about the loss of open space to urban development and infrastructure. She further reported that 30% were worried about traffic and 15% were concerned about affordability. Ms. Erickson advised that other concerns that were raised included: losing the quaintness of western Loudoun; not enough variety - arts venues, nightlife, and events; a history that continued to be forgotten; lack of awareness of tourism; and too much national media attention. She reminded Council that national media attention impacted economic development and tourism. Ms. Erickson reported that the words the residents thought about when they thought about Loudoun County were trees, mountains, landscape, history, wine, country, nice people, a variety of things to do, breweries, beauty, farmlands, rural beauty, charming hospitality, vineyards, greener, friendlier, better place to live, and diversity of activities. She advised that the words visitors used when they thought of Loudoun County were welcoming, beautiful,

outdoors, Virginia charm, mountain views, bike trails, quaint, melting pot, breweries, close activities, clean parks, relaxing, and beautiful countryside. Ms. Erickson opined that these were all emotional words that a locality wanted to have associated with it. She noted that from a visitor perspective, there was huge interest in what was happening with regard to data centers and opined that people would love to be able to take a photo inside one.

Mayor Littleton opined that data centers left a huge impression because there were so many of them. He noted that the fact that they showed up in a tourism focused survey showed they were in visitors' minds.

Ms. Erickson opined that Visit Loudoun's dedication to strategic planning was what set Loudoun County apart from other communities. She further opined that the survey provided incredible insight that would benefit tourism, economic development, and conservation.

Council noted that equestrian activities were in the bottom 10% of the interests.

Ms. Erickson opined that Visit Loudoun needed to find ways to connect visitors with horses. She further opined that there was fascination with them. Ms. Erickson suggested there were a few partners, such as Salamander, that they could engage with to encourage this connection. In response to an inquiry from the Council, she opined that the connection was not unattainable; however, it was perceived to be at arm's length. She reiterated that there were opportunities to have visitors engage more with the equestrian product.

In response to an inquiry from the Council, Ms. Erickson opined that there had been much change in Loudoun County over the past thirty-five years. She noted the growth and vibrancy in the east that didn't exist five years ago. Ms. Erickson opined that from a visitor perspective, they were seeing more ways to engage in the eastern section, whereas in the past, this engagement occurred in the western section. She further opined that this was why people were recognizing the threat of loss of open space and the threat to tourism. In response to an inquiry from the Council, she advised that the sentiments that were expressed were positive ones.

Mayor Littleton opined that Visit Loudoun did a phenomenal job in putting the data together. He expressed hope that the County took the data in a meaningful, long-term way.

In response to an inquiry from the Council as to how the Town could help spread the word, Ms. Erickson advised that she would think about that. She agreed that the more the information was echoed, the more powerful it became.

In response to an inquiry from the Council about how affordability and workforce housing made its way into a tourism survey, Ms. Erickson explained that one hundred forty-four businesses responded. She advised that her daughter, who was also in the tourism and hospitality industry, could not afford to live in Loudoun County and opined that other residents saw this same challenge. Ms. Erickson noted that the other change was that teenagers' first jobs were no longer in the hospitality industry, which meant the workforce must come from outside of the County.

Action Items

Council Approval – Sponsorship Request – Family Reunion Event at Salamander Resort & Spa

Doug Camp, Director of Sales & Marketing for the Salamander Resort & Spa, requested that the Council consider a \$10,000 sponsorship for their Family Reunion event in August. He reminded Council that they had nearly four hundred attendees last year. Mr. Camp explained that their focus this year was going to be on establishing a foundation and creating a larger event so more people could experience it. He advised that they were expecting between six and seven hundred people. Mr. Camp explained that his request was due to the additional focus on bringing in volunteers. He advised that they were bringing in students from JMU and were going to provide them with housing for the duration of the event. He suggested that if the Town became a sponsor, it would allow the Council to share some of the tickets with the community. Mr. Camp shared information on the amount of press and social media exposure the event created last year and opined that their unique experiences drove people to Middleburg.

In response to inquiries from the Council, Mr. Camp advised that the event would be held August 18th-21st. He confirmed that attendees would be charged, with there being three different packages, which he reviewed. Mr. Camp advised that while they operated in the red last year, they anticipated the event would break even this year. In response to an inquiry from the Council, Mr. Camp advised that any net proceeds would go to No Kid Left Hungry.

Mayor Littleton suggested that Mr. Camp return after the event was held and if they were in the black, the Town would send the \$10,000 to No Kid Left Hungry; if they were in the red, it would cover their loss in an amount to be determined by the Council; and, if they were in the red by less than \$10,000, the Town would cover the loss and send a check to No Kid Left Hungry, with the total of the two not to exceed \$10,000.

Council noted that the request was for a sponsorship, not a grant. Town Manager Davis reminded Council that the Town could not provide a grant, as this event was being operated by a for-profit entity. In response to a comment from the Council, Town Manager Davis advised that while the Cultural & Community Events Committee recommended the tickets from the sponsorship be raffled or given away to the community, the staff did not have the capacity to handle such an endeavor. He reminded Council that when this issue arose with regard to the Middleburg Film Festival, it was agreed that the Councilmembers would be invited to the kick-off event so they could welcome the participants to the town. Mr. Davis suggested this was something that should be discussed. He reiterated that in the past, they agreed they would not accept tickets to events, such as movies, but would to events where they could represent the town and welcome people to Middleburg.

Councilmember Pearson, a member of the Cultural & Community Events Committee, advised Council that she would explain to the Committee why accepting tickets to the event would not work logistically.

In response to an inquiry from the Council, Town Manager Davis confirmed that other than Christmas in Middleburg and the Middleburg Film Festival, the Council had not approved a sponsorship above \$5,000 during his tenure. He reminded the members that they adopted a grant/sponsorship policy that limited individual grants to \$5,000/year for a maximum of three years and individual sponsorships to a maximum of \$2,000/year, with a cap of \$10,000/year on the total amount of sponsorships that could be given. Mr. Davis explained that this was the reason he was bringing this to the Council.

Councilmember Miller advised that he saw this as more of a marketing sponsorship and noted that the Town would be in the event's promotional materials and the Council would have the opportunity to attend the event and potentially bring in more business and events to the town.

Mayor Littleton reminded Council that a lot of people sought funding in support of events. He expressed concern about setting a precedent. Mr. Littleton noted that he wanted to support this event; however, he advised that everyone needed to be treated equally.

Councilmember Bernard agreed with Councilmember Miller that this was different in that it was a marketing buy. He suggested the need to look at the details of the sponsorship. Mr. Bernard questioned whether there were opportunities to reach out to the participants to get them to come into town.

Mr. Camp advised that there were opportunities when the participants would not be in sessions to explore the town. He suggested the businesses offer discounts or other offers to get people into their stores, as sixty percent of the participants had not been to Middleburg. In response to an inquiry from the Council, Mr. Camp confirmed they were looking at ways to shuttle people from the resort into town.

Councilmember Miller moved, seconded by Councilmember Daly, that Council approve a sponsorship to Salamander Resort and Spa in the amount of \$10,000 in support of the Family Reunion event that fosters the celebration of diversity, equity, and inclusion in the Middleburg community, subject to final approval of the Town Attorney.

Vote: Yes – Councilmembers Leonard-Morgan, Bernard, Daly, Jacobs, Miller, and Pearson

No – N/A

Abstain: N/A

Absent: Councilmember Kirk

(Mayor Littleton only votes in the case of a tie.)

Status of BLA Proposals

Town Manager Davis noted that the unofficial end of the public comment period was July 15th. He advised that this did not mean the public comments would stop and explained that it only meant the comments received to date would be shared with the two proposers. Mr. Davis advised that the intent was that there would not be a separate item on the Council agenda for public comments on this item.

Mayor Littleton suggested the Council discuss this from a process perspective to ensure everyone was on the same page in terms of next steps. He noted that the Town had received a large number of public comments, which it would boil down to some cogent details. Mr. Littleton suggested the need for statistics on things such as whether the commenter lived in town versus out of town. He reiterated that the public’s concerns, thoughts, and views would be shared with the two proposers. Mr. Littleton suggested the Council ask them to think about the concerns the public had raised, such as traffic, stormwater management and the number of units proposed, and return to the Council as quickly as possible with their revised approach. He suggested that then be shared with the community. Mr. Littleton inquired as to the Council’s thoughts on the next steps.

Council opined that a meaningful summary and analysis of the public comments would be helpful. Mayor Littleton and Councilmember Bernard agreed to work on this and asked that if a member of Council wanted specific information that they let them know. Council suggested the need to identify key themes. They further suggested it would be good to know if there were any overlaps.

Mayor Littleton reported that the Piedmont Environmental Council (PEC) held a meeting last week to present information on different things that were occurring on the Route 50 corridor, as well as the Warrenton data center. He further reported that the PEC was planning to purchase the Aldie Assemblage. Mr. Littleton advised that they discussed Blackthorne, the development on Paris Mountain, the Loudoun County zoning ordinance re-write, and the Middleburg BLA concepts. He noted that he responded to some inquiries regarding the latter. Mr. Littleton opined that people were pleased to learn more details about those items.

Councilmember Jacobs noted that he was asked whether the number of units for the Homewood Farm proposal could be adjusted during negotiations, to which he replied it could.

Mayor Littleton reported that he received a number of phone calls from local business owners who expressed concern about the acute staffing issues they were faced with. He further advised that they asked their staff if they would live in Middleburg if they could afford to do so, to which they responded “they would”.

Staff Reports

June 2022

Town Treasurer Staples reminded Council that in looking at the fiscal year numbers, most of the revenues in July were booked back to June.

Chief Panebianco advised that the Police Department was preparing for National Night Out. He noted that Vice Mayor Leonard-Morgan and Business & Community Partnerships Director MacIntyre volunteered to sit in the dunk tank. Chief Panebianco advised that he rewarded his staff with a cook-out earlier in the week. He opined that the Fourth of July Celebration went well.

Business & Community Partnerships Director MacIntyre reported that the Town and Middleburg Business & Professional Association were hosting a marketing workshop on July 21st, with eleven people registered to participate. She announced that Old Ox Brewery was closing its Middleburg location effective immediately and advised that they were reviewing the options and hoped to have a new concept in the near future for their space. Ms. MacIntyre noted that they confirmed their commitment to participate in Oktoberfest and the December events. She reported that she and the Town Manager met with representatives from the Community Center and reminded Council that they expressed a desire to have the Town take over their Fourth of July Celebration. Ms. MacIntyre noted that this would be discussed with the Cultural & Community Events Committee, and she would return to Council in October with their recommendations.

Mayor Littleton advised Council that he spoke with Chris Burns, of Old Ox Brewery, who confirmed they wanted to reopen; however, they were trying to figure out how to get a better restaurant. He asked the members to send any ideas they may have to Ms. MacIntyre so she could work with Mr. Burns.

In response to an inquiry from the Council regarding the dilapidated building on Jay Street, Deputy Town Manager Moore reported that he had received a second cost estimate earlier in the day and would meet with the Town Manager to discuss next steps. He noted that he made both contractors aware of the Town's desire to move quickly once a contract was awarded.

Mayor Littleton advised Deputy Town Manager Moore that he received a citizen complaint that the building that contained the drycleaners was hazardous and that the road was in disrepair, thus creating a tripping hazard and danger to cars. He asked that the staff inspect the property.

In response to concerns expressed about weeds in the downtown area, Deputy Town Manager Moore advised that he spoke earlier in the day with the Facilities & Maintenance Supervisor and the Town's landscape contractor about the need to increase the frequency of their weeding. He advised that they were also working to develop a planting plan for the planting areas so there would be less room for weeds.

Council asked that the staff reach out the property owners at Marshall and Hamilton Streets, as well as the property behind it, regarding the need to address high weeds on their properties.

Town Hall Project

Town Manager Davis reported that there had been significant progress on the Town Hall project over the past week and a half, with the concrete slab having been poured, and the structural steel going up. He noted, however, that the contractor was beginning to fall behind schedule. He advised that the staff and construction management team met with the

contractor a minimum of twice a week to discuss the schedule and noted that during the meeting held earlier in the day, he expressed concern that the schedule was starting to reach a point from which it would not be recoverable. Mr. Davis reminded Council that the contractor had committed to the Town on numerous occasions that their intent was to allow the staff to move into the new building the week after Christmas. He advised that while he did not believe the project was in a dire situation at this time, the staff recognized that the country was still in a challenging construction period. Mr. Davis reiterated that the contractor had made a commitment to the Town, which the staff then made to the Council, and the Council made to the public. He advised that the staff and Downey & Scott, the construction management team, would continue to push the contractor. Mr. Davis noted that he would continue to keep the Council updated and expressed hope that the contractor would be able to catch back up on the schedule. He reported that the light gauge steel to frame the walls would go up, followed by the roof. Mr. Davis reviewed the process that must be followed for an item's approval and noted that the Town staff stayed involved to make sure the project was progressing. He reminded Council of the damage to Dr. Helvey's fence because a tree that was supposed to be removed was not and advised that the contractor had taken on the responsibility of replacing it. Mr. Davis reported that the utility work associated with the project continued and that advanced warning would be given to anyone who would be affected when the new twelve-inch water main was connected to the system.

Town Manager Davis reported that the Town had not received the formal package associated with the \$2 million in federal funding for the project. He advised that despite this, the Town contracted with Timmons Engineering to conduct an environmental review of the site, as it would be required. Mr. Davis expressed hope to move through the federal funding approval process quickly.

Mayor Littleton noted that even if the contractor did not meet the schedule, there would be no impact on the cost, as this was a fixed price contract. He further noted that they would have to pay the Town penalties if they were late.

Consent Agenda

- A. Council Approval – June 23, 2022 Regular Meeting Minutes
- B. Council Approval – Resolution of Appreciation – Automobile Club of Brescia and Francesco Parolin
- C. Council Approval – Northern Virginia Mutual Aid Agreement

Councilmember Miller moved, seconded by Councilmember Daly, that Council approve the consent agenda as proposed.

Vote: Yes – Councilmembers Leonard-Morgan, Bernard, Daly, Jacobs, Miller, and Pearson

No – N/A

Abstain: N/A

Absent: Councilmember Kirk

(Mayor Littleton only votes in the case of a tie.)

Discussion Items

Zoning Text Amendment 22-01 – Building Lot Coverage, Impervious Lot Coverage & Associate Regulations – R-2 District

Deputy Town Manager Moore reminded the Council that last year, the Planning Commission forwarded an initial zoning text amendment to them, which they adopted, that addressed some of the concerns. He further reminded them that there were other items that the Commission felt they needed more to time study. Mr. Moore reported that the Town engaged the services of The Berkley Group to do an in-depth study to better inform the Planning Commission and Council of other possible revisions and noted that their report was contained in the agenda packet. He advised that the study contained three possible levels of intervention, all of which would involve an administrative burden on the staff, as well as a burden on the property owners. Mr. Moore reviewed the three levels of intervention, which included: Level 1 –

introduction of a maximum impervious coverage limit of 45%; Level 2 – the establishment of a maximum lot size limit; and Level 3 – the creation of an architectural design requirement. He reported that the Planning Commission forwarded a recommendation for the adoption of the Level 1 intervention and reviewed what that would entail. Mr. Moore further reported that the Planning Commission forwarded a recommendation for an alternative approach to Level 2, which involved the establishment of maximum lot coverage and impervious surface coverage caps regardless of the lot size. He noted that while this would not address the issue of the loss of smaller lots when they were consolidated, it would cap the amount of lot coverage that would be allowed.

In response to an inquiry from the Council as to why the Planning Commission did not wish to pursue the establishment of a maximum lot size, Deputy Town Manager Moore opined that they were trying to balance property rights with the concerns related to infill development. He further opined that they did not feel comfortable limiting an individual's ability to acquire and assemble land; however, they were comfortable limiting the coverage of the land. Mr. Moore noted that this was a complex issue that was difficult for the Commission and staff to parse through. He advised that while the recommendations would result in more positive outcomes in certain situations, they would not prevent the construction of a home like the one that was recently constructed on Sycamore Street. Mr. Moore advised that the recommendations would also result in fewer stormwater management issues.

Councilmember Jacobs advised that the maximum caps could be reduced should the Council desire; however, he encouraged the members to review The Berkley Group's report before doing so. He opined that the recommendations before the Council were conservative when compared to what other jurisdictions have done. Mr. Jacobs advised that as to the Planning Commission's reluctance to recommend a maximum lot size limit, he believed they were reluctant to interfere with property rights any more than necessary. He suggested that if the Council wished to go in that direction, they should do so rather than asking the Planning Commission to reconsider it.

Deputy Town Manager Moore noted that a public hearing had been scheduled on the recommendations before the Council for July 28th. He suggested that if they wished to adopt them, they could do so and then explore other options. Mr. Moore opined that it would be in the town's interest to move forward with the zoning text amendments currently before them. In response to an inquiry from the Council, he explained that the proposed recommendations would have a real effect if the Town received another redevelopment application.

Mayor Littleton expressed concern that the recommendations would not achieve all that the Council wanted. He further expressed concern that dividing the amendments into pieces would ultimately hurt the goal of controlling a Sycamore or Walnut Street event.

In response to an inquiry from the Council, Deputy Town Manager Moore confirmed that any further amendments would have to return to the Planning Commission. He advised that the Council could not take their current recommendation and make alterations to it. Mr. Moore reminded Council that a zoning text amendment could be initiated either by the Planning Commission or the Council. He advised that in this case, the amendment was initiated by the Commission. Mr. Moore noted that what the Commission held the public hearing on and recommended to the Council could not be changed to make it more restrictive if those changes did not go through the public process. He advised that they could take things away; however, they could not add to the amendment. Mr. Moore opined that there was no downside in moving forward with the proposed amendments. He suggested the Council could then discuss and initiate other changes; however, they would have to be referred to the Commission for public hearing and a recommendation.

Mayor Littleton expressed concern that the change process could devolve like the County zoning ordinance re-writes, which would take up to five years to accomplish.

Council held some discussion of the process should they initiate additional amendments. Deputy Town Manager Moore noted that the Council could send the amendments in the form they desired, which would take away the Planning Commission's ability to alter them. He advised that they would have to consider it within the statutory timeline.

Mayor Littleton opined that The Berkley Group's report was a good one. He noted that the Planning Commission was tasked a year ago with addressing the concern of the gentrification of the Ridgeview area. Mr. Littleton reminded Council that this area had historically been where the more affordable housing was located and where families and workforce type of people lived. He opined that the Council's concern was that it would become a bedroom community of weekend homes and mega mansions, which would exacerbate the affordable housing issue. Mr. Littleton advised that he respected the Planning Commission's viewpoint of property rights; however, this was an issue of long-term survivability, while maintaining the uniqueness of Middleburg. He noted the need to balance community and individual rights.

Council agreed the Mayor had captured their concerns. They opined that the most acute threat was the national trend in the real estate industry for hedge funds and other investors to acquire properties for whatever purpose. It was suggested that the zoning text amendment related to short-term rentals that was forthcoming from the Planning Commission was more important than the amendment currently before the Council. Council discussed the fundamentals of home ownership, which was changing in the country. They also discussed the history of ownerships in the Ridgeview area.

Deputy Town Manager Moore opined that the most detailed item in the proposed amendment was the definition of "impervious lot coverage." He noted that having the Town monitor how much impervious surface they could have would be a big change for property owners.

Update on Referendum Regarding Retail Marijuana Sales

Town Attorney Crim opined that it was likely that during the next session of the General Assembly, they would allow some form of retail recreational sale of cannabis. He noted that currently, it was only allowed for medical reasons. Mr. Crim opined that the bill would direct the Cannabis Control Authority to develop regulations related to retail outlets. He advised that the bill could or could not include a referendum provision. Mr. Crim further advised that the bill would take effect July 1, 2023, and if it included a referendum provision on whether retail places could open on January 1, 2024 in their jurisdictions, localities would have to scramble to hold one in November. He noted that there was evidence that there were negative secondary effects associated with retail marijuana because it was federally illegal. Mr. Crim advised that in the Pacific northwest where retail marijuana outlets were legal, they looked like fortresses. He opined that the use was not conducive to a neighborhood business and suggested it could be addressed through a zoning ordinance that would limit the use to zoning districts where it would cause the least amount of harm. In response to inquiries from the Council, Town Attorney Crim confirmed the Town could require a special use permit for the use. He noted that in that case, the Town would have to identify the zoning impacts it was trying to mitigate through conditions. Mr. Crim explained that when something was legal and regulated by the State, a locality could not prohibit it. He advised that the Governor had not made any statements regarding this legislation; however, if he vetoed it, this would be a different issue.

Mayor Littleton opined that the legalization of marijuana was a terrible idea and noted a study that identified the health implications for its users. He opined that if referendums were allowed, the voters in Middleburg would not vote to allow retail sales.

Council suggested the need to be prepared in the event the Governor signed a bill that did not contain a referendum provision. Mayor Littleton suggested the staff develop a plan of what could and could not be done in terms of zoning and other regulatory authority. He further suggested the Town engage with the Virginia Municipal League, the Coalition of Loudoun Towns, and others to lobby the Governor and General Assembly to reverse the legislation making marijuana legal. Mr. Littleton finally suggested that if the legislation passed and if it contained a referendum provision, the Town have a plan for holding one well in advance.

Mayor Littleton recessed the meeting for a five-minute break.

Proposed Amendments to Noise Ordinance

Town Manager Davis reminded Council that given the construction that was occurring in town, they asked the staff to draft an amendment to change the beginning time of construction on Saturdays from 7:00 to 8:00 a.m. and to look at the penalties provisions. He reported that at the recommendation of the Town Attorney, amendments were included to remove the civil penalties and instead impose criminal ones. Mr. Davis explained that this would allow officers to issue tickets for first violations as a Class 3 misdemeanor, with repeat violations within a twenty-four-hour period being a Class 2 misdemeanor. He noted that in addition to the changes before Council, the staff recommended the language in Section 63.2-6 also be amended to match the construction section's proposed language. Mr. Davis advised that action was not required at this time; however, if the Council was comfortable with the amendments as proposed, they could adopt them.

Councilmember Daly moved, seconded by Vice Mayor Leonard-Morgan, that Council adopt the ordinance for noise reduction to 8:00 a.m. on Saturday and Sunday mornings, to also include the amendment identified at the Council meeting.

Vote: Yes – Councilmembers Leonard-Morgan, Bernard, Daly, Jacobs, Miller, and Pearson

No – N/A

Abstain: N/A

Absent: Councilmember Kirk

(Mayor Littleton only votes in the case of a tie.) (By roll call vote)

Update on Strategic Plan Initiatives

Town Manager Davis reported that since the Council adopted their strategic initiatives plan on April 14th, the initiative to adopt an investment policy had been completed. He thanked the Town Treasurer and Strategic Finance Committee for their work on it. Mr. Davis reported that actions plans had been developed for the first strategic initiative. He noted that if the zoning ordinance amendments that had been proposed were adopted, the action plan would be updated to reflect this. Mr. Davis advised Council that if further efforts were needed related to the two proposed boundary line adjustments, this would require a significant amount of staff time, which would have implications on other projects or require additional support in terms of consultants or part-time help.

Town Manager Davis noted that the staff worked with the Council liaisons on the development of the action plans and would continue to track the items to ensure they moved forward.

Mayor Littleton asked that the action plans be kept updated and included in Council's agenda packets moving forward. Council advised that receiving them on a quarterly basis would be sufficient. They suggested that if anything of note related to a strategic initiative arose in the future, the responsible party should bring it to their attention.

Information Items

Council asked that they no longer be provided with a paper copy of the public comments related to the proposed boundary line adjustments.

Town Manager Davis suggested the staff provide the comments in an electronic form and if anyone wished a paper copy, they could notify the Town Clerk.

Mayor Littleton reminded Council that Oak Hill Farm was the presidential home of James Monroe. He reported that its owners were working with the federal government to turn it over to the Department of the Interior so it could be turned into a Loudoun County version of Mount Vernon. Mr. Littleton advised that Congresswoman Wexton was working to get this approved and suggested the Council consider a resolution of support during their next meeting. He noted that the Coalition of Loudoun Towns would also send a letter of support.

Mayor Littleton noted the recent celebration of Franklin Payne's birthday.

There being no further business, Mayor Littleton declared the meeting adjourned at 7:50 p.m.

APPROVED:

ATTEST:

Trowbridge M. Littleton, MAYOR

Rhonda S. North, MMC, Town Clerk

July 14, 2022 Middleburg Town Council Meeting

(Note: This is a transcript prepared by a Town contractor based on the video of the meeting. It may not be entirely accurate. For greater accuracy, we encourage you to review the video of the meeting that is on the Town's website – www.middleburgva.gov)

Bridge Littleton: You guys ready. We're going to start. All right. We'll call the meeting to order. First item is Pledge of Allegiance.

Everyone: [Pledge of Allegiance]

Bridge Littleton: All right, next item is Roll Call.

Chris Bernard: Chris Bernard.

Bud Jacobs: Bud Jacobs.

Philip Miller: Philip Miller.

Bridge Littleton: Bridge Littleton.

Peter Leonard-Morgan: Peter Leonard-Morgan.

Cindy Pearson: Cindy Pearson.

J. Kevin Daly: John Kevin Daly.

Martin Crim: Martin Crim, Town Attorney.

Danny Davis: Danny Davis, Town Manager.

Bridge Littleton: Martin, I almost confused you for Rhonda.

Martin Crim: I can see that.

Bridge Littleton: Ok next item is real quickly. I want to ask, is anybody here to provide public comment? If so, please raise your hand. One, two, three. Ok. We're going to do public comment first. We were going to anticipation of of larger amounts of folks for something else we're going to go and do that first and then we'll have the presentation from Beth Erickson from Visit Loudoun. So, I don't think we need to split it up. So, we

will just simply open the public comment session. Anybody who wishes to address town council on any matter, please do. So, you have 3 minutes. Come forward to the microphone, state your name, your address, and the floor is yours. Wait, wait. Public comment. Everybody except for.

Jilann Brunett: Mayor and town council. My name is Jilann Brunett. I live at 21854 Foxcroft Road and I'm here tonight as representative of the bookstore. So, I'm really here very shortly to thank the council and the mayor and all of the staff for their support in helping us get the word out, get it distributed. Danny and Ali have been beyond helpful. So, the rest of you. Marginally. No, I got attacked when I sat down. [laughter] So. [off mic] That's right. It's going along well. We had a public meeting, which several of you were at, and thank you very much for your attendance. We've had three people actively interested in talking to each other. We put it out now in a way that they start talking to each other and we step out. So, tomorrow's email will say, here are the people who are interested in being contacted. Let us know if you have any questions from us. So, they're getting their packets, their financials and things like that. And I think we're moving down the road. Thank you very much. Thank you for all of you for your help actually.

Bridge Littleton: Jilann, thank you. And whatever help you need, just let us know.

Jilann Brunett: Thank you.

Gary Nicholson: All right. Thanks. Kevin's a good friend of mine. My name is Gary Nicholson. I live at 23333 Four Chimneys Lane here, just outside of town. You might recognize my pony, Clover. That's one of the first horses you'll see when you come in west from Aldie. I just want to officially introduce myself. Last night, we had the change of command ceremony for American Legion Post 295. I'm taking over as the commander for John Moliere, who served at this post 14 years as a post commander. So, we had a nice celebration last night. Go and wave ceremony for him and I'll be taking over for him. So just wanted to introduce myself, officially, you know, American Legion Post 295 has been here in Middleburg for 75 years now. In that time, we've been a very active part of the community. We've been recognized just last two weeks ago; we recognized by Loudoun County for 75 years of service. The chair, Phyllis Randall, came by and presented us with a resolution for everything we've done in the past. Some of those things include the Boy Scout Troop 2950 that we sponsor. 16 young men have achieved this, the rank of Eagle Scout. They also hold the yearly 5K rally around the flag, which was pushed this previous year due to COVID for Art in the Burg. Our member, one of our members, Thomas Grant, is the Loudoun County Veterans Service Coordinator and he's helped us form the Vets Helping Vets Program in 2019. And Tom himself just this past year, has helped over 728 veterans in Loudoun County Service and post 295 has directly through our program has helped 19 individuals here in the immediate area through your help last year with your 5000 grant we remodeled our kitchen, which we then had a nice celebration to kind of show off the community all the work that we have done. We have applied for another grant to help finish the last remaining tasks, which is removal of our oil furnace that we found had some small leaks. So, to be in coordination and compliance with state and county we'll be removing that, which is going to cost about \$5500. But we need to do it to ensure that everything's followed properly. Just recently, we had seven boys attend a boy's state program, which is a leadership and citizenship program

for high school juniors. And we plan on expanding that out to not only boys but girls as well to the local high schools here. John Champ [inaudi9ble] hopefully we can reach out to other schools such as Foxcroft and what is verily what I've been told is underrepresented by the home school community. And just this last Tuesday, one of the last remaining World War two veterans, Franklin Payne. We had a breakfast surprise breakfast celebration for him at the Red Fox, which I guess they have been closed for a while, but open just an honor for him for all his service to the community. So again, thank you for all the years of service that you have provided American Legion in the past, and I hope to continue that relationship in the future and hope to that you guys will see us around more often as we bring some glory back to post 295. Thank you. [applause]

J. Kevin Daly: I would also like to point out, but this is important for the two of us, is that the leadership of post 295 is now firmly in the hands of the senior service. The Army. No longer Navy. Army. [off mic] No, we'll keep them in.

Bridge Littleton: I'll let you all resolve this outside afterward. Anybody else wish to? Oh, DeeDee.

DeeDee Hubbard: This is just short and quick. But I understand that Biz Buzz last night, it was announced that I was retiring. I am not retiring. And I thought I'd go public with that. Thank you. That's all I have. [off mic] I don't know. I've got a lady that's turning 100 and had a big party, so I'm afraid she. [off mic]

Bridge Littleton: Anybody else wish to address council? Anybody online. Ok We will close public comments and we will go to public. We'll go to Beth Erickson.

Beth Erickson: Public prosecution.

Bridge Littleton: I got hung up on presentation.

Beth Erickson: I understand. Thank you, Mr. Mayor. Thank you. Members of the council excited to be here this evening. Danny and I are going to tag team a little bit. I have the presentation here, but it's not connected here so that as I click through, he will know. I'm also. My goodness, this is a very short chair. Oh, no, it's quite all right. [off mic] No worries. I am going to start a timer to try to keep myself on time. We've got a lot of information. As Councilmember Jacobs had mentioned, there's a lot of data here. So, we're going to start very quickly. And I thank you so much for your time this evening. So, Visit Loudoun has been in the process of updating our strategic plan. You have seen this up, so we're moving ahead. Here we go. You have seen this document every time that I come in before the council to give you an update on where we are, our strategic plan, our three-year strategic plan expired June 30. So, we're in the midst of we've just launched our new plan on July 1st. So happy New Year to everyone. And we'll go ahead in the development of the new strategic plan. We were excited and thrilled by the response that we receive from the business community, our elected officials, and citizens. When all is said and done, we have nearly 1500 fingerprints on our plan, so we feel that we've got a really good finger on the pulse of what's happening and from a tourism industry perspective in Loudoun County. So, I'm going to go through some of the data and I'm going to share it with you. We're going

to start with visitors and what they see as the core attractors and what we're not there yet. That's right. Core attractors for Loudoun County. And that's in that red area down with the 1309. I'm thrilled that we had 1114 residents respond. So, I'm going to give you the aggregate of the entire county. We're going to go down to the Blue Ridge District and then we're going to come to the town of Middleburg. We had 33 stakeholders interviewed and thank you so much, Mayor Littleton, for serving in that capacity. But as we go forward, I'm going to hit on just a few quick trends that I think are important as we continue to look at the recovery post COVID content is a key component. I know of what your plan is, what our plan is. And as we continue to look at the fact that most Americans make their travel decisions based on what they see on social media, the importance of making sure that your content is catching and really works well is important. And we look forward to continuing to work with your businesses and with your agency to do so. The next is we know that especially this summer, with gas prices being what they are, we're going to continue to see a demand from a regional perspective that really positions Loudoun County and Middleburg in an extraordinarily positive way. We also know that the majority of people are really looking at that mid-Atlantic drive area and that you can reach depending on your car. Middleburg and Loudoun County on a single tank of gas from 400 miles. One of the things that came out of COVID is that many of us picked up a lot of habits during COVID, some of them very positive. And so, there is a huge drive to continue that positive momentum of really looking at self-care. We're seeing this across all aspects, from business meetings to individual leisure travel to, believe it or not, weddings they want to put in component of self-care when they are coming into any type of an environment. And the most important part of this slide is that 55% of people are willing to pay extra for those experiences. Business travel is on a slow road to recovery. We are projecting that when you come down to it, we're going to be seeing the return of business travel in earnest by 2024. I will tell you and Doug, and I have had conversations. We just shared a brief conversation. Salamander in many ways is the unicorn in the forest. And I'm getting ready to go to an industry conference. And every time I go, I hear comments like what's going on with Salamander? And so, they do indeed lead the country in a lot of what they're doing. But for the rest of the county, I think this is really important information to have, which is that we know that we're not going to be in full recovery until we see the return of business travel. My last slide in this area is interestingly regarding craft beverages. An astonishing 70% of Americans have traveled to destinations specifically to sample craft beverages. Everything when you think about Napa, Sonoma, Asheville, Richmond really have compelling brands. We are just finishing our brand study on DC's wine country, and we hope to have those results ready to announce in September. But it's really, really favorable and of great importance. What's been interesting is that more and more women are entering the space of being beer drinkers or connoisseurs because of craft seltzers and ciders and some of the sours that have been happening. So, I'm going to talk to you specifically about the discussion that I had a few moments ago. When we look at visitors and this is a bit, we're moving ahead a bit of an nope, we're keep going. Going ahead. Yep. There we go. The other head. There we go. What's been interesting is you're going to see a few pie charts, so I'm going to try to walk you through them. The darker color is what visitors had been interested in in the past three years. The lighter color is what they are or have done in the previous three years, what they're interested in. And so, when we look at vineyards as an example, on your far-left hand side, 61% last three years have gone to vineyards. But you see that there's still growth in that market of an additional five points of people who are interested in vineyards. I'd like to bring your attention kind of in the middle section where you look at the uptick in music as a growth driver. 40% had

said over the past three years that they were interested or felt that music was an important part of their travel destination. Now we've seen that uptick in 16 points on the far-right hand side is almost double in terms of wellness of what people have done and what they're interested in doing. So, when. Yes, sir? [off mic] So this sample went out. That's a great question. When we sent out a series of links for surveys, this went out to our Instagram. We have about 100,000 followers. It went out to our social channels. And the Red Sky Strategies, which is the group that we work with, also sent it out to American travelers. So, we were able to hit on a couple of different levels. When we get down to business, I'll explain to you where they came from and residents, I'll do the same. But that's a great question. So, these are both visitors who are interested in going to someplace like Loudoun County and then the next slide or those who have actually been here. [off mic] I think it was about 250. Oh, I'm sorry. It's right there. 223.

Bridge Littleton: Okay. So, this is the feedback from 223 people.

Beth Erickson: Correct. Respondents who are interested in coming to a destination that is described like Loudoun County.

Bridge Littleton: Okay.

Beth Erickson: So, moving forward, those visitors who have come to Loudoun County, not surprisingly, vineyards, is their top rank of what they have done on the far-left hand side. But I think what's important is when we look at shopping as the second, that is really important, I believe, for Middleburg. While I don't think that Loudoun County necessarily will lead in shopping, there's very few destinations that lead in going to a destination to shop. I think that when they're here, they're seeing really tremendously unique places to shop and that's becoming critically important. So, we're really excited about that. Dining outdoor activities. You're going to see that coming up a lot. Outdoor recreation continues to rank very high. [off mic] Part of that is we define special events were not happening during so it's really an association with weddings so we're seeing that coming back. As we. Perfect. This is one of my favorite slides and I'm going to draw your attention to the right-hand side. First, when you have 82% of visitors who have come to Loudoun County being willing to come again, that number is unbelievable. And then 81% recommend Loudoun County to their friends and family. And that's exactly what we want to see. That is incredible news for those of for those of them who answered what improvements there may be, 30% said nothing. We had a great experience. But those who did call out things talked about the fact that proximity between destinations continues to be a challenge. Being able to move around from Metro to Middleburg as an example without a car continues to be a challenge. So, I think there's a lot of opportunity for us to look at how do we disperse visitors in a way that really maximizes what Loudoun County has to offer. I'm going to now go through resident demographics. The best part. Yes, sir. Sure.

Bridge Littleton: So. When you guys do a survey, it's a one question is what do you. It's like, oh, I like going to a winery, I like going to the brewery. Do you guys do any way to gauge the emotional connection?

Beth Erickson: We do. and I've got that slide. So that's. But no, but that's really important.

Bridge Littleton: No, I mean [multiple speakers] people visiting town. I ask them, they say, Oh, we love coming to Middleburg. What? What do you love coming back to Middleburg? Nine times out of ten, not nine. Probably eight times out of ten, though, people literally say it's just a friendly, open place where everybody's wonderful to be around. It's not winery, brewery, shopping. I mean, those are all part of it, right? But it's a at least for Middleburg. I mean, of course, this is no other town in Loudoun, but.

Beth Erickson: You will see that information, Mr. Mayor, shortly. So, moving ahead. So, what I really am very proud about is that the mayor sent out the survey, as did every member of our board of supervisors. And so, we again had 1114 responses from residents. They were equally dispersed from the eastern side of the county, western side of the county, and the transition policy area that is really important to us. The average length of time that somebody has lived in Loudoun County was 11 or more years, so we had the right people answering the survey. So out of that, 36% came from the Blue Ridge District at 243, and the town of Middleburg had 24 respondents. So, I'm going to go from again county district down to the town.

Bridge Littleton: So, you know what's really interesting, though, if you go back [inaudible] And that's those percentages at the top, right? 34, 30 and 37. That is of the 1000 respondents. The East makes up 70% of the county's population. And yet the West had more responses.

Beth Erickson: And I don't think that would be surprising. [multiple speakers]

Bridge Littleton: Correct. I'm saying as a percentage of the population.

Beth Erickson: I will tell you what I was thrilled about is that we had nearly 1200 respondents to a survey in Loudoun County. That's pretty remarkable. So, the data really gets better from here. Yes, sir. I wish you would.

Danny Davis: I do believe the town of Middleburg number, as we talked about, is the two of 117 and 20118 zip code, because that's as granular.

Beth Erickson: As we could get.

Danny Davis: Get. So, it could capture people outside the town, but very close.

Beth Erickson: And that's why we wanted to have the Blue Ridge District. I spoke with Ali and Danny about this data before we brought it in, just to make sure that we were headed in the right direction. Thank you for that. So, one of the key takeaways, this is my second favorite slide is that 70% of residents support tourism. Again, that's an incredible number for any destination. And a third of residents say that it's important that Loudoun County is a visitor destination. Those are numbers that you want to see, which is really important.

Blue Ridge District came in at the same number at about 70% that support tourism. Again, that's on the far-right hand side. 75% of Blue Ridge residents are likely to recommend a visit. And while 52% again falling in line, a little higher actually than the general population, say that it's important that Loudoun is a visitor destination. When we get to Middleburg, while 75% are likely to recommend a visit, we see a 14% decline in the importance of Loudoun as a visitor destination. We also see a 12% increase on residents. May I continue? That's right. Good. Thank you. But I love that little tone that's so calming, isn't it?

Bridge Littleton: Thank God I had coffee. I'm about to fall asleep.

Beth Erickson: Of being neutral when it comes to the growth of the industry. So, this is, again, one of the charts. The Dark Blue is what residents want to see more of. The light blue is what they're interested in doing. So, this is really important from an economic development standpoint. So, the dark blue, really that top area. Sorry, can you move forward? There we go. Thank you. That top area is.

Bridge Littleton: Stack bar, I like it.

Beth Erickson: Is snack bar. Snack bar. Oh, stack bar. Thank you. Is outdoor activities. [inaudible] Parks and vineyards are one, two and three, which is not surprising coming out of COVID. Outdoor recreation has been really important and really what they're looking for. But what I wanted but what's also interesting on this is when you go through and you take a look at the growth of agritourism at 55%, they're interested in looking at agritourism, which I think is important. Performing arts ranks up very high. Music continues to rank up very high. Visual arts is also we're seeing an uptick in that. Blue Ridge residents are interested in outdoor recreation and music, so you're going to see those numbers a little bit different than what the county looked at. Again, gardens and parks, but their numbers are much higher. So again, looking at scenic outdoor activities, parks, music comes up much higher than in the general population. Wildlife trails and fine dining. Middleburg residents outpace the county in interest in fine dining. So that's the number that's all the way on the right. So, they are really your constituents are very interested in fine dining and that's not a surprise. You have really had an explosion of incredible restaurants here in Middleburg. You will also outpace in terms of visiting historic sites. And I think that that also makes a lot of sense. Again, scenic outdoor activities, equestrian activities is number two for the town of Middleburg. Again, not surprising that fits and is well aligned. 53% of residents think Loudoun should be known for wine country. That's on your far left. Yes, sir.

Philip Miller: How do you define agritourism?

Beth Erickson: Agritourism is defined. And we had that descriptor in the survey so somebody could understand that it's really engaging with either farms. Pick your owns. Going out for a unique dining experience in association with farms. We do separate it out for this instance from wineries and limited breweries because those also would fall under agritourism. But we've called them out separately. So, in this instance, I truly believe that it's things like Pick your own again some of those a lot of farms are having unique dinners and really high touch experiences for agritourism. Certainly. 53% of residents think Loudoun should

be known for wine country. Again, as I've mentioned a few moments ago, we are we will have a brand study on the 12 year [inaudible] wine country coming out in September. And the data is really compelling. What I want to bring your attention to is that center area because you're going to see some changes here in a moment. Towns and villages at 30%. Breweries at 9%. Equestrian activities at 17%. Watch those numbers jump over the course of the next two. 46% of Blue Ridge District residents think Loudoun should be known for wine country, but they rank breweries higher than the general population by about 11 points. Middleburg residents think Loudoun should be known for equestrian and towns. So those are your top two on the far-left side equestrian activities, towns, and villages, while they will rank vineyards more towards the middle of the pack. This to me is a really important slide and it's important for a lot of reasons and it is another eye chart. But let me explain to you what it is. The middle color, the teal color is the east. The lighter color is the west. And the darker blue is the transition policy area. And what's really important is that 43% of those 1114 respondents viewed loss of open space as a threat to the tourism economy. That's a really important, important statement. Awareness at 43%. That to me is exactly what we want to see, because there are destinations that feel they don't need to have any type of marketing or outreach on them. The fact that we have 43% saying that our jobs are important is a really good number. When we talk about affordability, some of that is really being teased out in workforce housing and the perception that often because workers can't afford to live in Loudoun County. So, there is a section from business leaders that were in the early part that I pulled out from a timing standpoint. But really, it's also I think there's a perception sometimes that some of the some of the events and some of the ways to engage in Loudoun tourism product are viewed as expensive when they really aren't. And so, I think that that's kind of a messaging and awareness building. And I think when we talk about infrastructure, we're talking about things like a performing arts center. Transportation options to move around the county and indoor sports tournament facility and a new hotel in the east. So Blue Ridge residency, loss of open space and affordability as the largest barrier. So that's number one and two. Middleburg residence rate, loss of open space higher than the general population and all other categories fall behind. So again, what's important about this information is I am meeting with every member of the Board of Supervisors, with the Planning Commission, and I'm sharing this information. It's a really important way for supervisors that are in the East to understand what their constituents believe when it comes to the to the nearly \$2 billion economic engine of tourism. So that, again, they can understand. And as we look at kind of bridging that East and the West, why everybody should matter. So, this is yes, sir.

Bridge Littleton: [off mic]

Beth Erickson: Absolutely. And I think that, again, this is really important information that has been extraordinarily well received. Residents. This to me is at last of this group. And then, sir, I'll get into the I have a few word clouds, which I think gets your emotional point, which I love that you ask that. So, 32% of residents are worried about loss of open space to urban development and infrastructure. Traffic. And this depends, I think, on where you are if you're in the East or if you're in the West, what you view traffic at 30%, believing that traffic is a concern, again, that affordability at 15% really again talks about some of the issues that our employees are. Employers have to have a workforce. It's a very difficult situation on the right-hand side. What other issues they're concerned about losing the quaintness of western Loudoun County, not

enough variety and arts venues, nightlife and events, a history that continues to be forgotten, a lack of awareness for tourism and too much national media attention. So, when I received this data from Red Sky Strategies, they asked about that, and they said this came up a lot about the about national media attention. And the question was, do you want us to remove that from the survey? And I said, absolutely not, because that is the sniff test. If that was not in there, I would have been concerned. But national media attention does have an impact on economic development. It has an impact on tourism. So, I'm really very, very pleased that that was called out. So here are your three-word clouds, sir. So, residents, this is what residents believe when they think about Loudoun County. And it's a little bit like an inkblot test as to what jumps out, but I'll call out a few trees, mountains, landscape, history, wine, country, nice people, a variety of things to do breweries, beauty, farmlands and rural beauty. Charming hospitality. Vineyards. Greener. Friendlier. Better place to live. Diversity of activities. Hang on. All right. No, but thank you. But Council Member. No, Miller, thank you for that because I will tell you what that is. So, the data center you will see here is different than the data center you're going to see in a minute. So let me explain that. Again, there was a question about from our survey saying data centers are popping up on a visitor survey. You're like, oh, okay. Well, we'll keep going with that. Small town charm also came up as very important. This is the dream visitor word cloud that they view Loudoun County as welcoming beautiful outdoors, Virginia charm, mountain views, beautiful towns, wine country, variety bike trails, quaint melting pot breweries, close activities, clean parks, relaxing, beautiful countryside. This is everything that you would want to have from those emotional words. I do want to point out that there is a data center below the word melting. So let me tell you a little bit about that. No, let me tell you a little bit about that from a visitor perspective, there is a huge interest in what happens in a data center. Think again about when we talk about Instagram driving a lot of activity and people making decisions. People would love to be able to take a picture inside a data center to say, I'm standing in the cloud. We've had people call to ask if they could get married in a data. I understand. But we've had we had a couple. We had a couple call and ask if they could get married in a data center. There's a lot of fascination about what the cloud is. So that's why the data center is here in my belief.

Bridge Littleton: I would actually respectfully disagree.

Beth Erickson: And that's perfectly okay.

Bridge Littleton: I think the data center thing is visitors who drive here from the east have to drive by 1000 data centers. And it leaves a huge impression on your mind because they're not in Fairfax County, they're not in Arlington County. You drive along, you're starting to get to the country. Buildings are getting smaller and smaller and all of a sudden, you're, whoa, what is that? And then boom, boom, boom one after the other.

Beth Erickson: So, what I can tell you is the fact that the words data centers are so small, it did not come up a lot.

Bridge Littleton: Oh, no, I get that. I get that. But what's interesting is that it is in a 100% tourism focused survey. The fact that data center came up enough that it showed up on the word cloud. Shows that it is in visitors' mind.

Beth Erickson: I think again, I do think and again. But we also talk about the fact that Loudoun County, when we discuss it, we talk about the fact that it's data centers in the east and wine country in the West. We really do also talk about that from a branding study. I mean, from a branding standpoint.

Cindy Pearson: And I've heard people say that they're interested to go in the data centers to see what they're like because it's this big thing.

Beth Erickson: It's the cloud. So, I think that there's an opportunity for us to talk about the cloud in a couple of different ways that can be very, I think, powerful from a visitor perspective. This is the stakeholder feedback. And, Mr. Mayor, you can choose which term came out from you. But it's been funny as we go through is that people will joke and say, Oh, I know who said that or I said that. So again, when we're looking at it from a stakeholder perspective, vibrant, phenomenal, diverse, cultural, growing, a composite of cultures, welcoming, misunderstood, a little bit of something for everybody. Urban and rural wine country, more than a regular county and at the cusp of monumental change. So that concludes my presentation. I would welcome any questions. But again, what we are doing is this is some of in my opinion, and I know Cindy certainly and Danny would as well know from many years, Visit Loudoun's dedication to strategic planning, I think is what really sets it apart. This to me and the data that came out of this process through the help of every elected official sending that out has given us an incredible insight that I think will benefit not only tourism, economic development, conservation. I think there's a lot of people that can use this data, and I hope they do. So, I'm happy to answer any questions that you might have.

Bridge Littleton: Anybody have any questions for Beth? Out of the gate besides Peter?

Peter Leonard-Morgan: Go ahead. First of all, thanks. Yes, sir. Very detailed. I appreciate that. On one of your early slides, I noted that equestrian activities is the last the 10%, which I found quite interesting, because what does it say? There are local steeplechase events twice a year. Couple times a year. Then the polo events. There's actually quite a lot.

Beth Erickson: Sir, but I believe it tells us is that we need to find ways to connect more visitors with horses because it really is at an arm's length. You'll see them as you drive through. You can certainly go to events, but a hunt is on private property. You see them during the Middleburg Christmas parade. There's a lot of fascination, I think Loudoun County, in the fact that we have the equestrian focus that we do and the product that we do is incredible. But really there is Salamander and there are a few other partners that really will engage and encourage the connection between visitors and horses. So, I think that's a huge opportunity.

Peter Leonard-Morgan: Do you think it's perceived as unattainable?

Beth Erickson: No, I think it's perceived at arm's length and in many ways it should be. I mean, they are incredibly. My computer just died. Timing could not have been better. You know because they are they are very valuable animals. And so, I think that that makes a lot of sense in terms of that arm length. But when you go to a steeplechase and you watch people's faces light up, when they hear the thunder of horses' hooves going by them, it is like nothing else in the world. And I think that there are a lot of opportunities to have visitors engage more with our equestrian product, and this allows us some great data to help make that happen. [off mic]

Bud Jacobs: Beth, on your on your stakeholder feedback slide, how do you interpret?

Beth Erickson: Can you go back a little bit?

Bud Jacobs: Sentiment at the cusp of monumental change.

Beth Erickson: That's a very good question. I think that in many ways, so it's that fourth one down at the cusp of monumental change. I think that in many ways that, you know, Loudoun County is both, you know, the fastest. Well, I can't speak specifically to the person who said this because I didn't ask them specifically because I don't actually know who said it. But my interpretation on this.

Bridge Littleton: [off mic]

Beth Erickson: That's what I said. I can't tell you who said it, except for it was perhaps Mayor Littleton. I'm just kidding. But I think that really where they're talking about it is that Loudoun County does have and has, I've lived in Loudoun County for 35 years, and I think all of us have seen a lot of change in Loudoun County. I think we're seeing the growth and the vibrancy of the East and a lot of incredible restaurants that are popping up in the east where that wasn't there five years ago. So I think we're seeing from a visitor perspective a lot of ways to engage where for many years it really was the Western product was what we knew was a draw and it still continues to be a draw, which is why you saw the numbers that you did from residents saying that we recognize that that is a threat. Loss of open spaces, a threat to tourism. But I think when you look at it, the Loudoun of today is very different than the Loudoun of five years ago from ten years ago. And I think it's going to continue to change and evolve over the next 5 to 10 years.

Bud Jacobs: What I was wondering was whether the sentiment was expressing a positive or a negative.

Beth Erickson: I believe it was positive.

Bridge Littleton: That was me.

Beth Erickson: I believe it was positive, would be my bet.

Danny Davis: I mean, does this also relate partly to Metro because Metro actually opening into it may or may not.

Bridge Littleton: So, here's the problem.

Beth Erickson: Which is very true.

Bridge Littleton: This is where you have to be very, very careful with data because you just may, and I'm not give you a hard time. You just made a monumental leap to Metro, which is a very defined, specific thing from a phrase that could mean 1 million things. So, you know that this you know, this type of great data is great. It should be directional, not answerable. You know, it's not answering things.

Beth Erickson: Well, the word cloud, sir, is absolutely you're correct. It's that they're emotive words.

Bridge Littleton: They could be dangerous.

Beth Erickson: But I will say what is actionable is really that hard data that came before it of of the charts and the breakdown on data that is a tool for us that we've never had. I'm very excited about it.

Bridge Littleton: So, first of all, let me just say, I think what you guys have done is great. I mean, this is phenomenal.

Beth Erickson: It's good.

Bridge Littleton: Whenever you set up to brief this to folks, you should absolutely commit, and they need to commit to you to spending an hour to go through it. I mean, no, it needs to be fair to the information. I mean, you did an incredible job going through it as efficiently as you could. But I mean, you know, you're going through it's real quick. It's like, wait a minute, wait, wait, go back, you know? And that's not fair to you. And it's not fair to the information or all the hard work that was put into it. I hope the county takes this in a meaningful way and in a long-term way. It's very it's great to see information like this. Right. And then you go home that night, and you go, wow, that was really fascinating. That was interesting. And then a week later, you forget about it and you're back to approving every land rezoning.

Beth Erickson: Well, what I what I can tell you is we will be banging the drum on this for quite some time and.

Bridge Littleton: Say, how can we help you do that?

Beth Erickson: I appreciate that. Let let let me work with with Ali and on a couple of ideas on that. I really do appreciate that because I think that the more that some of this data is echoed, the more powerful it becomes. So, I do appreciate that, sir. And if you have any questions, I know it was a lot of data. If you have any questions on any of the slides, please feel free to let me know you have a copy of it in front of you. And we are very excited.

Bridge Littleton: I have one more question.

Beth Erickson: Yes, sir.

Bridge Littleton: And I think it's incredible that it's coming up in a survey about tourism, but affordability and specifically around workforce housing. How did that make its way into. The businesses?

Beth Erickson: The businesses. There are 144 businesses that were surveyed.

Bridge Littleton: Because I could see certain residents have read the articles and the study of the county did. But to rise up to that level, it's the businesses.

Beth Erickson: But I will also tell you, though, another insight would be, you know, I look at the fact that my daughter, who just graduated from JMU, has been working in the tourism and hospitality industry. And I look at her and I realize that I think it's a great career. I mean, I have recently said that I started in tourism and hospitality when I was 16, and I'm almost 16, I'm still in the same industry. It's a phenomenal career. I look at her and realize that she would not be able to live on her own in Loudoun County. So there very well were residents who also see the same challenge. So not just businesses, but residents. And the other thing that if I had a magic wand to make happen is that there's been a huge shift away from teenagers getting jobs. So, when we talk about it, most of us started many of us started in hospitality as our first jobs, and we're not seeing that. So, our workforce has got to come from outside of Loudoun County in many instances, and they cannot afford to live here. So, there are some challenges. But what I'm excited about is it allows us to step into that discussion and to represent our industry in a way that we've not been able to do before.

Bridge Littleton: [multiple speakers] Okay. Thank you. Questions for Beth. Beth, thank you very much.

Beth Erickson: thank you. My pleasure.

Bridge Littleton: Ok, Doug.

Doug Camp: Thank you. Mr. Mayor. Town council members, I want to say thank you for allowing me to come in front of you today. This is actually a great lead into what I've come to request after Beth. And Beth has really touched an awful lot of the reason why I'm here today. As we know, we're trying to create awareness, build a destination, support each other, create jobs, and help the youth. One item that we want to propose to

the council is if you would be so kind to consider a \$10,000 sponsorship for the family reunion that will be happening in August. We did this last year with some great success. We had nearly 400 people in attendance literally from all over the country with 40 chefs, you know, representing diversity and inclusion for the first African American culinary experience held here in Middleburg this year. We're doing it again. We have fewer chefs. We have about 33. But our focus is driving more towards a foundation and creating the experience larger so we can get that outreach to more people that can experience it. We are anticipating 600 to 700 people this year at the event with the chefs, but my request is due to the additional focus of bringing in volunteers. We have tapped into JMU temple, and it goes right on to the housing situation that we're challenged with. There's no place to have these hundred students come in and reside and help out and build their career through this experience of, you know, spending three or four days with these up-and-coming chefs. So, we are using overflow properties, supporting those in Loudoun County, and the resort is covering those costs. There is so much more with an event of this size because we are limited. We have 168 rooms. You know, we are covering the chefs' costs. So, I'm just here to present our proposal to be a partnership, a sponsorship with us. This would also allow the town council to share some tickets with the community and raffle those off so you can either have residents or local friends, family participate in the event, absolute recognition, both on [Inaudible] and Repeat Advertising. And the neat thing about this, which really surprised me last year during this event, first time that we put it out there, we worked with Food and Wine magazine, and we had 8.3 impressions per issue through that and over 42 million impressions in total. We were included in the United Hemisphere magazine, which has over 3 million subscribers and touches that many people. And we were in that issue twice June and August. My job as director of sales and marketing for the Salamander is to build a brand and build a destination. And it's through these unique experiences culinary food and wine and and unique shopping to drive and bring in the people. And I think we've done a really good job in the last five years. We've seen international groups and these unique events coming to Middleburg and doing this for 40 years. I haven't seen nor had the experience that Middleburg brings to selling groups and people as strongly as is what I've had here in Middleburg. So, at that point I would just like to have that tabled for consideration and I appreciate your time council and if there's any questions.

Bridge Littleton: Any questions?

J. Kevin Daly: When in August this is happening.

Doug Camp: It is the 18th to the 21st, Thursday through Sunday.

Peter Leonard-Morgan: I got to say, first of all, that event last year was amazing what you do for Middleburg personally, [inaudible] it's really spectacular. You're always supporting the town and people come to us to ask for some support from us for something that's going to benefit us in a great way, not just financially, just just community wise. I mean, I'm fully supportive of it. Thank you.

Bridge Littleton: Anybody else. So, I got a couple questions. The 700 people are coming. Are you charging them?

Doug Camp: Yes.

Bridge Littleton: How much are they paying?

Doug Camp: There are three different packages. So, the all-inclusive, which includes the room which we cap down at 96 rooms only because covering the sponsors and the chefs, they was \$3250. \$3,250. The all-access pass, which are all the events without and overnight are \$1,850. We have specialty dinners, which would be part of the sponsorship. They are \$600 for two evenings. Then we are doing a VIP reception Thursday to raise funds for No Kid Goes Hungry. And that is a that is at \$500 a ticket. And then with our sponsors, they are paying a room rate. So, there are tax dollars there. The chefs are part of their agreement. They will be in complimentary rooms. Yeah, but yes, we are assessing fees.

Bridge Littleton: So, the next question I've got is this event in the red or in the black?

Doug Camp: Last year we were in the red. This year we are focusing to break even. Okay.

Bridge Littleton: All right. So, and the reason I ask is simply because of this, if it's an event that's in the black. Our \$10,000 is only going to the profit line. Right, exactly. That's not what grants should be for. Right. Grants should be for sponsoring an event, getting it off the ground. And we've all said that. Right. The Community Events Committee, whose job is to help events get off the ground, become self-sustaining, and then the town backs away. Right. So, because, again, if you're in the black, that ten, ten grand is just going in the pocket. And that's not what it's for. Are your proceeds. Let's say you're in the black at the end of this event. Are your proceeds defined to go to a charitable organization or a donation or whatever? Something like that.

Doug Camp: Yeah. No kid left hungry.

Bridge Littleton: Okay, great. So how about this? And this is a question for council, really, and the question for Doug to see if you guys are agreeable to this. Come back after the event. And if you're in the black, we'll send all the money to the kids. 10,000 bucks. If you're in the red, we'll cover how much you're in the red. And if it's 15,000 in the red, well, you get all of it. And if you're 3000 or red, we'll cover the 3000 for you in the red and then 7000 we send to the kids. What do you think?

Doug Camp: Yeah.

Bridge Littleton: What? 10,000? It's 10,000 bucks, right? Oh, okay. All right. Yeah, yeah. Yeah. You said I was just like, yeah, if it's 15, it was. Yeah, yeah.

Doug Camp: Our hope is break even.

Bridge Littleton: But I know I get. I get you; I get shit. And, well, you know, if you come back and say, look, it was a great event and it was wonderful, but we're \$28,000 in the hole. And the council said, you know what, this was so awesome. Let's up it to 15. We can do that. Right. But I mean, I think what the question I've got is, you know, again, the tax dollars are not meant to bottom the bottom line.

Doug Camp: So completely agree.

Bridge Littleton: You know, if you guys do come out and you're in the black and, you know, you cleared \$17,000 and you're going to send it to the kids, we will commit today that we'll send 10,000 to the kids, which is great. If you guys come in and you were 5000 in the hole, we'll still give you 10,000. Five goes to the bottom line and then five goes to the kids. Would that work for you guys?

Doug Camp: I can take that back.

Bridge Littleton: And just check? Yeah, yeah. I mean.

Chris Bernard: So. Thanks, Doug. You mentioned a partnership. You said Grant. My understanding from the paper we got earlier was that this is a request for a sponsorship.

Doug Camp: Sponsorship.

Chris Bernard: To make sure that we're not clear on how that works. And then we didn't talk about what we're getting for this sponsorship, which maybe it's.

Bridge Littleton: It's in the memo.

Chris Bernard: I know it's in the memo. I read it.

Doug Camp: Correct.

Danny Davis: So, to the first point, correct. Just to clarify, it cannot be a charitable grant per say to the event because the event is being run by a for profit entity, hence the suggestion, an idea of entering into a sponsorship agreement which is allowed with the for-profit entity because it is an agreement for services. So that.

Bridge Littleton: Okay, so all right. So real quickly, this goes back to remember the conversations we were having back in was it 18 about the film festival and all the tickets and stuff like that and council was getting passes and whatever and we all agreed in 2018 we weren't doing that anymore.

Danny Davis: That's part two. Let me let me get to that real quick. So, I just want make sure we're all on the same page related to for profit, non-profit, film festivals, non-profit. This is a for profit. Back to the tickets. That was the second point to be made. And, and while it was a request of the Cultural and Community Events Committee that this could be a way to add value to the overall community by getting a certain number of tickets and raffling them or giving them away or whatever it might be. Personally, I have a couple of concerns with that from our staff side. One, there's a whole lot of logistics that gets into that a whole lot of time, and we don't have the capacity right now to handle something for an event that's really not a town event. So, it also raises those issues that you said came up during the film festival. Our compromise for that particular event was that council would be invited to all of council would be invited to perhaps the kickoff event where the mayor or the council could introduce. Welcome to the town. So glad you're here. You got to mingle and again, mix with the visitors to say glad you're part of our visiting our town and perhaps a second event where that could also be an opportunity if that's desirable. So that that may be a discussion point here. As part of this, I think there was the idea of at least a few tickets to some of those opening events. But, you know, I think the council is taking the approach the last few years with the film festival that your role there should not be getting tickets to go see movies. It should be there to represent the town, to welcome people to the town, thank them for coming to our great community and wish them well in the time they're here.

Bridge Littleton: And I think that sentiment was one about not just the film festival, any event. Our job is not to use taxpayer money to get tickets to go do things ever. So. So that's and we didn't want to get the tickets and then, like Danny said, have to manage them. Right. How do we decide who gets what? And then, you know, someone doesn't go, or they then turn around and they sell it. It's just it's a nightmare to manage. It's not fair. Well, it could come out not being fair, even though everybody has the best of intentions. So, I don't know.

Bud Jacobs: Sounds like what you're leading to is more in line with the initial original request, which is just a clean sponsorship agreement. Get it done. [off mic] It's a great event. Salamander is a great partner. I would vote for it. I don't have a problem with it.

Bridge Littleton: Okay. Yes, Cindy.

Cindy Pearson: With our cultural committee, I believe. What the initial thought was, which I don't think they're having the restaurant chefs in the restaurants, is that.

Doug Camp: We are not.

Cindy Pearson: And that's fine. I mean, I understand how that happens. That's hard to do. You know, they were at that level, I don't think they were talking about into the event. But I would take it back to the Cultural Committee, what you just said. And I agree that especially this year, you can't do something that quickly and make it work. But I do understand how you're saying that would be a nightmare. So, I'll gladly take that back and just let them know that.

Bridge Littleton: One other question Danny, other than Christmas in Middleburg and the film festival for any other event that people request money. Do we ever go above 5000?

Danny Davis: We have not in my tenure based on the grant policy that's in place. So that's correct. So well, the grant policy that was adopted includes grants up to 5000 and that's for maximum of three years. And then there's a separate component of that policy that is sponsorships that I have the ability without council getting involved to award up to \$2,000 in sponsorships per event with a cap, generally around \$10,000 per year. So, I have to watch that carefully. You know, especially in the beginning of the year. So that is why we're bringing this here, except for Christmas and Film Festival, we have no other direct events. We had the fireworks, but that's kind of a different.

Philip Miller: So, I'm going to propose that you look at this differently than the other events that you just mentioned. This is more of like a media buy. This is buying a sponsorship opportunity where we have the availability to use logos and promotional materials. We're also in all of their promotional materials. And as far as I look at it, the things that we get for sponsorship attendance really is an opportunity for council and the mayor to be a part of that community that could potentially bring in more business and more events into town. So, I wouldn't necessarily look at it as Christmas in Middleburg and the film festival. Oh, sure. I see it totally differently. This is more of a marketing sponsorship.

Bridge Littleton: No, I get it. I guess my where I'm going in my head and again, I don't know this stuff very well. I just also want us to be cognizant and acknowledge that there's a lot of people who come to town asking for funding to help support events. And if we only ever cap, if we only ever give them five, we need to make sure that if we're now giving another new event, 10,000, that we're now setting a new bar. And it would be unfair for a new event to come along, and you know, look, we have the money. But I mean, what I'm trying to say is it's creating a precedent. Right. And again, I'm not saying it's a bad event. I want to support it. But everybody else, we've always been at 5000 and that's fine. And if we want to change that view and change that practice, that's fine. But, you know, everybody needs to be treated equally. So, I just want to make sure that we get that. And look, I'm totally fine doing it. I mean, I don't even vote, right? So, it's I'm totally cool. But, I mean, it's not just as simple as, oh, it's just throw a gas for ten grand. There's other pieces that go to it. Yeah. Yeah. No problem. No, it was just Doug asking for ten grand we'd already be done.

Doug Camp: I think the nice thing with this year, the sponsors are really diversified from Bentley to, you know, we have Moet Hennessy coming in. We have a lot of local purveyors, especially in Virginia, in the Northeast. Last year we had a lot of big boys and fewer. This year, we're targeting more of those that are coming in at the 10 to 25000 and reaching and touching more that are more on brand with us, which is was our big focus this year.

Philip Miller: Mr. Mayor, I'm ready to make a motion.

Bridge Littleton: Hold on real quick. Any other questions?

Chris Bernard: I do have a question. Before we iron out all the details on it, I think we look at this differently than the other people that are asking for events, or we can use the context of how many people they're bringing into town. Not to Great Meadow or wherever else. So, you're getting tax revenue off of that. It's an opportunity to buy into all of their media. As Philip said, it's a marketing buy. And then I think we should look at what the details of the sponsorship are, you know, tickets or whatever. I think there may be some opportunities because what I like most about this is you're pulling people into the town this year. Maybe there are some opportunities for us to reach the people at this event and get them to come into town a little bit more that maybe we should look at [off mic]

Bridge Littleton: It's a month away, so it.

Doug Camp: Is a month away. One recommendation that I always love to do, and this would be tapping into all of the storefronts in the owners is do they want to provide an inn room or in a gift opportunity to lure them and bring them in? Because there are Friday afternoons, Saturday afternoon, that if they're not in breakouts, they're exploring the city. They're in the village, you know, visiting all that. So, is there a percentage off or, you know, buy one, get second? Because this is these a lot of these people, I'd say at least 60% have not been to Middleburg. And the way we book so quickly this year and now selling passes, three day passes without rooms, they're coming in and staying in the local hotels as well just to come visit and experience this weekend.

Chris Bernard: If there's a big groups of people with time off, they can come into town are you guys going to be doing more than just the normal Audi shuttles coming through?

Doug Camp: We're looking at that actually.

Chris Bernard: Something like that would be if that pays for them to have a bus that brings people into town.

Doug Camp: Yeah, we actually we saw last year the need for that. And one of those was the [off mic], touché.

Bridge Littleton: Unless you want to issue them all hardhats.

Doug Camp: Well, we could probably do that too because maybe they'll buy a residence. sales and marketing right here. But honestly, the shuttle is we have it set up for all the outside hotels. We did it for the dine around and our big focus is probably do another nice we've even talked about Ali hitting two points in the village and then the third point and really start to move people with that number.

Philip Miller: I move that town council approve a sponsorship to Salamander Resort and Spa in the amount of 10,000 in support of the family reunion event that fosters the celebration of diversity, equity, and inclusion in the Middleburg community, subject to final approval by the town attorney.

J. Kevin Daly: Second.

Bridge Littleton: Any discussion? All in favor say aye.

Everyone: Aye.

Bridge Littleton: Opposed, abstentions. Okay.

Doug Camp: Thank you, Mayor. Thank you, council members very much.

Bridge Littleton: All right. Let's see. Moving on to status of BLA proposals. Everybody's got the most recent comments. Danny, I don't think there's anything specific from you, right?

Danny Davis: Yeah. Mr. Mayor. And Council. The only item is that we've set a kind of unofficial official kind of end public comment, at least at this point as of tomorrow. And that doesn't mean that public comment stops. That just simply means that we're intending to take the public comment received to date and share that directly with the two proposers. Of course, there's always public comment, but we won't have it as at this time intended to have it on the agenda as a separate item or separate public comment session.

Bridge Littleton: Yeah. So, to Danny's point, I think we told the public and the community was we'll go to July 15th where we would have a segmented part of every council meeting to talk about and review comments and have discussion, whatever. After that, we go back to normal business as usual. Of course, anybody can come and speak whenever they want. From a process perspective, I know we've talked about it a couple of times, but just since we're now at the end of this three-month period, I just want to reiterate, make sure we're all on the same page in terms of what the next steps would be. So, I think the idea here was that we've gotten a large amount of public comment. We're going to take and sort and sift that information, work out. What's that? No. And and you know, try to boil it down into some cogent details. And relative to I think I think one of the things I really want to see here is and I'll help Rhonda to do this, but what all the comments we've got the people in town versus out of town. Right. I'd like to know where the different statistics are and the comments, the feedback right, business versus resident. You know, if you're if there was a business owner, are they somebody who works in town? Right. Versus somebody who lives in town? And I think it's important for us to have all those different breakouts and provide it not only to council, but to the proposers. So, we take this information, we'll distill it down, it'll probably take a couple of weeks. And then the idea was to give it to both of the proposers and say, you know, with no finger on the scale, this is what the public's concerns and thoughts, and views are. You know what your proposals are. Please go revise, update, do whatever to try to address the concerns and feedback from the community. So, you know, one question a lot of people had was road

access. Ok, how are you going to think about addressing that or rainwater runoff, stuff like that. Connectivity. Give us some more details around that. Oh, biggest one. Clearly, obviously scale, right? You want X number of homes. People said they want Y. What are you willing to do? Where are you willing to go? And I think we give them that direction and then ask them to come back. And, you know, a fair not don't take forever, but come back in as quick as you can and tell us what your revised approach would be. And then from that point, we share it with the community, let them know what the updates to both the BLA proposals is, but then we as council cogitate on it and review it, comment whatever and take and then [off mic] Oh yes. Well, I think that's the point at which the town now starts to take. We now take our actual official what do we want to do? Do we want to go back and tell them, change this? Do we want to move forward? Do we not want to move forward? Sort of all that stuff. I just want to make sure, though, that before we sort of tell the proposers, that's the next steps [off mic].

Bud Jacobs: Can we call what we've received from the two applicants thus far proposals?

Bridge Littleton: Whatever we want to call them. I mean, conceptually, they're not they're not concepts. Yeah, that's the word. Yes. Yes. [multiple speakers]

Bud Jacobs: When you say distill and whatever the term your use was, I assume you mean some sort of meaningful summary and an analysis of the comment? Yeah, I think that would be most helpful. And and I like the breakout you suggested.

Bridge Littleton: 42% of residents said this. 45% of all respondents said that. Stuff like that. Like almost like what Beth did. Yeah. [off mic] And if there's a specific, I would say this, if there's a specific data element you all want to see.

Danny Davis: The question was regarding staff capability and time, and the answer is no. But I think with support from. [off mic], I think with support from council and the mayor.

Bridge Littleton: Suck it up. Hey. Yeah, Danny. Yeah. And your point? That's exactly it. [multiple speakers] We'll check the boxes. Yeah, yeah, yeah. It's all in a word document. I don't. I asked Rhonda six weeks, weeks ago why she was putting this in the word doc.

Chris Bernard: [off mic]

Bridge Littleton: Than a spreadsheet. Yes, but, you know, and you can't extract it, so. Yeah. All right. I actually started I started playing with the other day. [multiple speakers] So this document was like a spreadsheet was not generated in spreadsheet. [multiple speakers] No, it's a word document. Yeah, exactly. Ok. But ok, hang on real quickly, Chris and I'll start working on this. If there is a specific type of information you want to know about emails, let us know like, hey, I really want to know all the business owners in Middleburg you know, I want that as a separate breakout. We can do that. I mean, that's, that's very

straightforward, right? So, I think we'll come it'll probably be 5 to 10 that are pretty straightforward. I think Chris let's do this. You and I get together, figure out the way to break it out. We'll send it to everybody. Tell us what you think. And if we're missing something, we'll add it. Well, and I.

Philip Miller: Well, and I and I think putting key themes that were sentiments under each group and then if there's overlap in any of those, that's good to know because that's the central issue.

Bridge Littleton: Yes. Yes. Okay. So, on the BLA. I do want to mention real quickly on Tuesday night PEC and Bud was there, Will was there. PEC had a Route 50 corridor meeting at Buchanan Hall. I don't know about you, Bud, I thought they did a great job. I mean, it was, you know, it was a little reversed, but that was fine. I mean, they had six stations about all the different things going on and basically the Route 50 corridor of Loudoun and they had also the Warrenton Data Center stuff. Middleburg was one of them. The Aldie Assemblage, you know, PEC is going to buy that from the county, the Rex Rudd. [off mic] Well, I mean, they're negotiating it, but the board is is open is open negotiations to sell it to PEC. And now it's all about what are you going to do? How are you going to do it? Stuff like that. The Rex Rudd proposal east of Gilbert's corner. What else, Blackthorn, what's going on with that? Oh, the stuff on Paris Mountain, the land being sold up there as you go up Paris Mountain on the right facing east. One or two other things. Oh, the zoning ordinance rewrite. Gilbert's corner. Yep. But no, I thought they did an excellent job. I think they were very fair. It was just about the information. They weren't trying to put their finger on the scale. And even when they were showing how they felt about something, it was in a very positive light. So as an example, the piece of property on Paris Mountain, they had mentioned, and this is all factual, that there had been an interested party who wanted to maybe do something of a development on it. And Chris said, we'd love to help and work with them to find a conservation solution. And they did. I was very, very impressed. We did get asked a number of or I answered a couple of questions about the town. Will, I don't know if you I don't know if you think I did an okay job. But, yeah, one of the questions basically was, you know. [multiple speakers] Will, you can come back tomorrow. But no, the question that I basically got asked and then Chris said Bridge, do you want to answer? That was, why are you even considering this? And so, I basically said, well, you know, we had a comprehensive plan rewrite in 2019. Two of the main issues that came out was, number one, a wider diversity of housing stock for young families and things like that and protection of our green space. And that's in our comprehensive plan. And these proposals or these concepts are purporting to try to get at those two things, and that's why we're considering it. So, I don't think they recorded it though, did they?

Bud Jacobs: Don't know. I don't believe so today.

Chris Bernard: [off mic]

Bridge Littleton: That's a shame. That was good. Then the only other thing that I think that came out of that was I think a lot of people there were very pleased to learn the level of information and detail that PEC had and provided that they really did not know. I mean, there was a lot of folks going, I didn't really know it was

this, this and this, and it was, you know, and it was all PEC driven. So, I thought that was really helpful. We could definitely learn from that. So anyway, but.

Bud Jacobs: I had a couple of discussions, I guess three at the at the BLA station, the Middleburg station, one of the discussions I know was with the Middleburg resident, I don't know who the other people were or whether they're from in town or outside of town. But the concern was kind of interesting, not a lot of concern or interest on the Windy Hill portion. Even the numbers didn't seem to trouble people. However, the concerns on Homewood definitely were related to the proposed number of units that might be built there, and at least one person said, well, do you in your negotiations, if you do hold negotiations, can you adjust that number? And I hope I was right, but I said, yes, we can. That that definitely would be a legitimate topic to talk about the the the applicant with other than that it was really very positive I thought.

Bridge Littleton: Yeah, and that's a good question too. So, one of the recommendations I made to everybody, I said, look, please go to the town website, tell us what you think, but don't just say I like it. I hate it. If there's things you like or don't like or have suggestions or recommendations, tell us that if you say, well, 68 at Windy Hill's way too much, but I'm okay with 40, tell us that. I mean, it needs to be instructive. This is not simply binary, or it might not be binary. So, I think people took that to heart as well. Anyway, the last comment I'm going to make, too, is I've gotten a number of phone calls over the last couple of weeks, people asking so they got the thing in the mail, right? And so, folks have called me and said, I got some questions. I said, okay, fine. A number of them were local business owners and. One of the themes that came out from the local business owners was there is an acute issue of staff, service businesses and even retail businesses. Having staff and a number of the businesses have asked their employees, if you can afford to live in Middleburg, would you? And they all said, Yes, I would. So, I said, well, look, have your staff email us or tell us, you know, tell us that you're a staff person living in Marshall or Winchester, but that you would want to live here if you want to. So, I hope we get that rounded feedback. But from the business owners, it was it was interesting when they got those, they got the things in the mail. Anyway, anybody else have any other feedback or questions or input or on the BLA before we move on? Ok next is staff reports. There's no town clerk.

Danny Davis: Just to let you know, Rhonda's primarily been working on the town hall this past month. No, [multiple speakers] Rhonda is on a well-deserved time off the next couple of weeks, but she has actually came in today to complete the public comment documents in front of you because she wanted to make sure you had that in time for your meeting today. So, we thank her for her continued dedication. And we'll talk more about the town hall during that update.

Bridge Littleton: Ok Who's next?

Danny Davis: Tina. Tina.

Tina Staples: So, you have my report. I just wanted to point out that I added a note to page 11 about the graph that just to remind you that as we're looking at our fiscal year end numbers, that most of the revenues in July get booked back to June. So don't be concerned when you see the little green line kind of take a strange direction. Do you have any questions for me?

Bridge Littleton: Questions for Tina? Going once, going twice. All right. Thanks, Tina.

Tina Staples: Thank you.

Bridge Littleton: Next up is AJ. And you can just say present.

AJ Panebianco: Present. Buckle in. We got some talking, no. [off mic] Exactly. Yeah. So. [off mic] Yeah, you did. That's right. She can go next. She's not on there. Yeah, she's not, actually. I saw.

Bridge Littleton: It says Town Council Report Police.

AJ Panebianco: Very quickly. Lieutenant Jones is off, but he's recuperating and doing well. [off mic] Tim as well. Tim had a scare with his liver, but it was a block bile duct, which apparently gives you the same readings as if you're rejecting the liver. And he said he was at his camper, and they called him and said, get to the ER now. And he's like, Well, I feel good. He's calling me on the way, but he's doing well. And they put a stent in and he's back out doing perfectly healthy with his new liver. We're currently deep in the preparations for National Night Out if anybody thinks they can dunk Vice Mayor Peter Leonard Morgan, he will be in there in the dunk tank. And Ali has volunteered as well. So, Ali will be in the dunk tank.

Bridge Littleton: I'm coming now. [multiple speakers]

AJ Panebianco: And very quickly, we've tried to reward our staff with a cookout for the staff the other day, and it went really well, and they enjoyed it. And if you have any questions, I'll be happy to answer them. 4th of July went well by the way.

Bridge Littleton: I thought the fourth was great. That was a lot of fun. [off mic] Any questions for AJ? [multiple speakers] Questions for A.J. Thank you. Yeah.

Bridge Littleton: Ali. So that's the report that Ok.

Ali MacIntyre: I'll label it better next time. All right. It's just a town council report. Sorry. All right. Good evening. We'll be hosting. You have my report, but I have a few bullet points. Just a couple. There's three. We'll be hosting a marketing workshop in partnership with the Middleburg Business Professional Association next Thursday, July 21st, from 8 to 10 at the National Sporting Library Museum. And so far, we have 11 responses. So that's promising. As you guys may have already heard, Old Ox Brewery did announce that it is

immediately closing its Middleburg location. Having spoken with the owners, expressed gratitude in the outpouring of love and support they are receiving from the community as they step back and reevaluate their next steps. They intend to review options for the Middleburg location and hope to have a new concept in the near future. They are so. I have been getting some emails and calls and they are confirmed for Oktober Fest and the December events they've already committed to. And then lastly, feedback from 4th of July overall has been great. This week, Town Manager Davis and I met with the Middleburg Community Center Board Chair Beth Ann and their executive director, Olivia, where they again expressed that they would like the town to take over the 4th of July activities. The staff recommendation is that we discuss the options with the Cultural and Community Events Committee and bring ideas back to council in October.

Bridge Littleton: Any questions for Ali?

Ali MacIntyre: Thank you.

Bridge Littleton: So, yeah, I went by and saw Chris and [inaudible]. They were down there. Chris called me and said, Well, I'm here. I said, I'll be there in 2 minutes. No, what I said to Chris was so as Ali mentioned, they're trying to think about what a new, successful concept would be. I asked. I said, do you plan to rent it out? And they're like, no, we want to figure out how to make it work the right way. And their thoughts are, how do you get a sort of a better restaurant? Maybe it's a partnership with something else, have multiple things to make it work. And so, what I told them was, well, I'll tell council and we'll all put our thinking hats on. So, any ideas or suggestions or whatever that you might think of funnel them to Ali, and she'll work with Chris and, and Marianne but they love the town. You know, and they I did ask him they have offered positions to all their staff. And so, I said if any staff didn't want to go work in [inaudible] or something like that, to let us know. And if we know of anything going on like I know there's a couple of openings at the tennis club that we would help find people a new job if need be. But they did offer employment to all their staff, which is great. Any question for Ali? Okay.

Danny Davis: Just one quick clarification. I'm sorry if you said this and I missed it, but Old Ox did state that it is public knowledge that their merger did not come to fruition. And so that is no longer happening. And that's a little bit of the impetus of this immediate kind of pausing of the Middleburg location. And so, it's but it's a good thing in many ways, too.

Bridge Littleton: I did not realize that didn't close.

Chris Bernard: I'd say I spent about an hour with Marianne today walking through the building, looking at it, and they're not selling the building. They're not leaving. You know, they're just trying to reevaluate what's going on. I think it's a staffing slash cash flow situation.

Bridge Littleton: Speakeasy just saying. Ok. Ali, thanks. Oh, great. William.

Will Moore: I have nothing in particular to highlight in my report. Kind of absent from here. A large portion of my time right now is involved with the construction on the residences at Salamander Site. So, I kind of neglected to include that, but not a little bit of dirt being [inaudible]. Happy to answer any questions you might have.

Bridge Littleton: Questions for Will? The neighbor next to Kevin. When are we beginning that work?

Will Moore: Not exactly sure yet. We had to have a second estimate done and that occurred two days ago. So were yesterday may have been yesterday, but just in the last couple of days, we did get that estimate in today. So, I need to talk with Danny about next steps. But we've said to both contractors, once we make a decision, we want to move fairly quickly.

Bridge Littleton: Okay. Then the other thing was I had a complaint from someone who is in occupancy near the building where the dry cleaners is. About it being a hazardous structure. So, I told them to email me and email you and. You know, that Estee and Tim do inspections, but I walked around it real quickly. I was down there. I'm like, Yeah, okay, I get it. And one of it was actually about the road damaging cars and stuff like that. So, and oh no, it wasn't damaging cars. It was the road being in disrepair and someone had. You know, there was a piece of asphalt that was kicked up and the person tripped over it and fell and hurt themselves. So, I was like, okay, I don't know if that's a hazardous structure thing, but anyway, the person is going to email, and I'll send it to you and but yeah. So, you guys do your magic.

Peter Leonard-Morgan: Under maintenance is that there's a lot of weeds around, you know, when you go near to where Lucky Knot is. And also, I can't remember the name of the shop that's on the corner. [inaudible] It would be great if we could add that to, you know, landscaping. And I mean, we do it once or twice a year with the sustainability committee, but.

Will Moore: So, no. Fair point. Streetscape committee met this morning and I talked with Tim and with Jesus who happened to be doing some work in front of our building today. We're going to up the frequency with which we do the weeding. But in addition to that, we're working on a planting plan to fill up some of the planting areas a little more robustly so that there's less room for, quite frankly, weeds to take over. But we're working on a holistic plan. But in the meantime, we're going to do more frequent just the basic weeding.

Peter Leonard-Morgan: That's great. Thanks very much.

Philip Miller: It'd be great if we could reach out to whoever owns 5 North Hamilton. I don't know if you've seen the weeds that are growing across from Sheridan McMahon. I mean it's they're up to shoulder height at this point.

Bridge Littleton: Corner of Marshall and Hamilton. Yeah. That little house.

Philip Miller: And the one behind it.

Bridge Littleton: Ok. Next up is Martin.

Martin Crim: Thank you, Mayor, you have my report. I'm ready to answer any questions.

Bridge Littleton: You don't stand.

Martin Crim: I do not. I learned my lesson. I'm trainable.

Bridge Littleton: Any questions for Martin? Okay. Martin. Thank you. Next town hall project. Danny?

Danny Davis: Thank you, Mr. Mayor, and council members. You've had the report. And so, I want to kind of walk through that just for a few minutes. Clearly, since the last report and in fact, over the last week and a half, you've seen some significant progress on the town hall, which is great. The concrete slab has been poured. Structural steel is going up. And and so we're we're seeing good progress. I put a little caveat on that, though, that we are beginning to see the schedule fall behind where the expected activity should be. In fact, as much as between 2 to 3 weeks behind their anticipated schedule, the contractor had expressed the desire and goal that they would be able to make up a fair amount of that time during the steel effort, which unfortunately they've actually not been able to achieve because they're actually two days behind where they said they would be. And it's hard to make up time when you've actually fallen further behind. We hold, at a minimum, twice a week meetings with the contractor, along with our construction management team in those meetings. At those meetings, we talked very clearly and honestly about what we expect in terms of them keeping to their word and to their schedule. In our meeting this morning, I let them know that we would be having this conversation publicly, that it appears the schedule is starting to not just slip but also be at risk of not being recoverable. And that is a concern to us as as we have committed dates from them, they have committed to us multiple times, both verbally and multiple times in writing that their goal and their intent is to allow us to move in the week after Christmas. In the conversation we had this morning, I asked them for more specifics on the committed resources to actually complete this deal. He, the project exec, had just completed a meeting with the owner of the steel company and said that they have both the material and also the staff where weather permitting, assuming all weather is good, they have dedicated the hours in the days where they should complete the steel by a week from Saturday. That would be the 23rd. If they do that, then they're back ahead of their intended schedule. Haven't made up the full two weeks that they're behind, but they would actually be making up days, which is good. I personally will believe it when I see it. Again, I don't believe the sky is falling. I don't think we're in a drastically dire situation here. Things happen. We're in still one of the most challenging construction periods that we've seen in our country, at least in recent times. However, we are continuing to impress upon them that they've made commitments to us and through that we have made commitments. I personally have made commitments to you as Council, and you have made commitments to the public. And so, we will do our very best that we can along with Downey and Scott to continue to push that forward. So, I want to bring this to your attention not not again as negative news, but just simply so you're all

aware we're on the same page. My goal will be to keep you updated on that and hopefully we have some better news a week from Saturday and that we'll continue to see the ability to catch on schedule, catch back on to the schedule. From there we'll have the light gauge steel going up to frame the walls and then they'll be able to start putting the roof up mid to late August and that is the goal. So again, a lot of work behind the scenes that are details that that are unnecessary for for council to know at this point. But we get multiple requests for information, potential change orders, submittals, and things that the architects are involved in. Sometimes we have to be involved in to make sure that it's proceeding along with the way we intended it to be in the design of the building. Downey and Scott continues to again update us regularly, and we have good communications with them. You see the general dates listed out here as well in the report. And so again, continuing to set a goal for December 27, move in date, if this may have happened before, after the last update tree did fall down on the fence between the [inaudible] and Dr. Helvey's building. Cooper The contractor should have taken that tree down during their land clearing and did not. So, they are taking responsibility for repairing the fence in its entirety and they are working through that. It may still take some time depending on supply of that wood, but they are working through that. And then we're working on some utilities underneath both Marshall Street, Pendleton Street, and then also right back behind the town office. When this connection is made, it will impact residents on North Madison. So, 100 to 108 or so, 110, the six or seven houses on the on the west side of North Madison and the charter school just for about 2 to 3 hours. So, we'll give advance warning when that when that's ready to happen. So that's a final thing. The \$2 Million federal funding, we interestingly still have not received the actual formal packet that was supposed to be on its way to us. However, they gave us the electronic notice, which we were expecting, and as part of that, they strongly recommended that everybody, well, first of all, indicated is required to get an environmental review, essentially a NEPA document, and then encourage everyone to start that work because those can take a long time to produce and then review. So, we have already contracted with Timmons, our engineering firm on the project, to conduct the environmental review document that involves everything from reaching out to local Native American tribes that could have input to other archaeological and farm use type things. So, working through that and hopefully that will be easy to get through and submit and get reviewed and approved so that then we can take the next step towards the actual funding. So happy to answer any questions on the project.

Bridge Littleton: Any questions for Danny? Only thing I was going to say is just to mention, even if there is schedule slip from these guys and they deliver late, it has no impact on the price that we're paying because it is a fixed price contract. So, and actually, they will pay a penalty if they're late. So, moving on. Yeah. Yeah. Consent agenda. Would anybody like to remove anything from the consent agenda? Anyone want to add anything to it, no. Okay.

Philip Miller: I move we adopt the consent agenda as proposed.

J. Kevin Daly: Second.

Bridge Littleton: Any discussion? All the those in favor say aye.

Everyone: Aye.

Bridge Littleton: Opposed, abstentions. Ok next item here is we've covered that one. All right. The last items we have are real quickly. Zoning Text Amendment Cannabis Memo. Ok. Now, now I'm getting excited. Noise Ordinance and Strategic Initiatives. Ok. Yeah. Actually, very interesting. AMA article or report that came out a couple of weeks ago and it's a good one. Will, zoning text amendment, actually, this is really important. I know because we've asked Will and Planning Commission to work on this for a while to be fundamentally impacting the towns. Yeah. All right, Will.

Will Moore: Thank you, Mr. Mayor. So correct. The commission has been working on this for a while. Brief background. I don't want to read the memo to you, but you recall last year the commission sent an initial Amendment forward to you that you adopted kind of an initial step at addressing some of the concerns. There were some other possible interventions that I had introduced to the Commission along with what they ended up forwarding to you. The commission at that time felt they needed to study those topics more before they were comfortable sending those. So, I think it was it was a good move to adopt the the adjustments to the building height regulations, putting a relationship between building height with side yards. That was a good initial step. Subsequent to the adoption of that, we engaged with the Berkeley Group to provide some consulting services on doing a much larger in-depth study to better inform the Commission and ultimately Council on possible additional revisions. You have that complete final report as part of your packet. Essentially, the the recommendations that came out of the Berkeley report included three different levels of, again, what they title is interventions going from more simple to more complex. Although I do state in my memo, none of these are necessarily simple. They all will involve more administrative burden which can be handled. An important thing I think for council to also realize it puts more burden on property owners too. And it's not just the person who's redeveloping a property, it's the person who wants to put on a patio or wants to extend their driveway, widen their driveway. They're going to be there's going to be much more required of them when they come in to apply for those kind of permits. But those different levels of intervention, the first level was to introduce an impervious cover requirement. So currently our ordinance includes what's titled simply as lot coverage and that only addresses area under roof. So, it does not address any swimming pools, any patios, any other sorts of areas of impervious driveways, those kinds of things. So, the first level of intervention that was suggested was to keep the lot coverage requirement that we have. And let me go back and say we're specifically looking at the R-2 district right now. The R-2 is specific to our older established residential neighborhoods. Mostly Ridgeview. Yes, correct. But it does involve the village Hamlet, Chinn Court, it does involve Lincoln Road. So, some other areas as well, but smaller in size and Ridgeview. So, the first level was to keep the lot coverage requirement that we have, which is 30%. But then introduce an impervious lot coverage requirement, a maximum impervious cover as well. And within this, we would keep the building lot maximum at 30, the total impervious at 45%. There was a lot of background that went into where that 45% number came from. But but that was that was a an intervention that the commission wanted to go with and has forwarded that level two, included some additional development regulations. One was to consider establishing a maximum lot size. This was something we had talked about last year as well, but had a lot more background information on on this at this time. A couple of other things was to actually reduce the

building lot coverage so that 30% for area under roof to reduce that to 25% and then adding tree canopy and landscaping requirements. The commission spent a lot of time studying these. There was what I would describe as interest in the maximum lot size intervention, but not consensus necessarily. And I'll come back to that. They were not introduced interested in reducing the building lot coverage or introducing the landscaping requirements. So those did not come forwarded to you at this time. With the maximum. Let me just the third. The third intervention was to actually create architectural design requirements. So, to create a design review district where it would require the architectural of any new structures or additions to be reviewed, which would be by far the most cumbersome of those. It is something that we are enabled to do. So, this is not the first time that things like this have been of concern. So, but prior to my arriving here, there was a charter amendment to to the town's charter to allow for architectural control outside of the historic district. So that is enabled.

Bridge Littleton: And that had to get approved by the state legislature.

Will Moore: Correct. Correct. So again, the the level one intervention for the impervious cover has been forwarded to you with the issue with the maximum lot size and some background on that. One of the a couple of concerns with larger lots in Ridgeview is that there are some that already exist not to very many, but there are some former Mayor Davis, for example, has a very large lot. But we've also seen one fairly recent instance where somebody bought two lots and assembled them together to create a larger lot. And what happens is those maximum percentage of requirements, the maximum percentage remains. But as that lot grows in size, the actual area of coverage continues to grow with infinitely, you know, in relation to the size of the lot. So that's that's one concern was to prevent assemblage of lots, to create much larger lots, to then create much larger structures. That would be one benefit of maybe a maximum lot size. And another benefit would be just to avoid the loss of buildable lots. So, we in trying to create more affordable housing, if you have some vacant 7500 square foot lots which are going to be at least somewhat constrained on the size of the structure you can put on them. If you take two of those and assemble them into one, well you've lost the opportunity for two dwelling units, and you only have the opportunity for one. Again, the Commission had some interest in this. There was a lot of discussion. There was not consensus on going forward with limiting the ability of people to consolidate lots. So that second area of concern with possibly losing buildable lots, that's not really addressed in what's coming forward to you. But I did introduce a kind of an alternative alternate option for the commission to consider that wasn't contained in Berkeley's report, but that was to take that number, that 12,500 square feet. And to take the equivalent 30% building lot coverage, the equivalent 45% impervious lot coverage. And to take those areas as a maximum hard cap regardless of your lot size. So, what that means is if you were to assemble two 7500 square foot lots and create a 15,000 square foot lot, you would still only get the maximum coverage that was available to you in terms of building coverage, in terms of impervious coverage, as if it were 12,500 square foot in area. If you had a lot that was 30,000 square foot, you could still only cover that lot as if it were 12,500 square foot in size. So, it's it doesn't address the concern of loss of smaller lots and the ability to provide more houses. But it does put that kind of cap on the ability of you to continue and continue to grow in the amount of land area that you're covering as long as your lot is larger. [off mic] To to a certain point.

Bridge Littleton: Because that's still a that's still a 4000 almost a 4000 square foot building envelope, which, if it's two stories, is an 8000 square foot house in Ridgeview. That's still that's basically permissible. [off mic]

Bridge Littleton: That's 30% of 12,500. 30% of 12,500 is a building footprint of 3750. And you go to two stories. That's a 7500 square foot home.

Will Moore: It is correct.

Peter Leonard-Morgan: I watch a lot of planning commission videos afterwards. I didn't actually see the. What was the rationale for the pushback on not, you know, combining lots if I may ask. [off mic].

Will Moore: I don't know if there was a a clearly stated rationale necessarily and Mr. Jacobs might be able to help me. I think the commission was oftentimes balancing property rights concerns with trying to balance those concerns, with trying to balance the concerns with the character of the infill development that we've seen. So, they were balancing concerns, and I just don't think they felt comfortable in limiting your ability to acquire the land and assemble it. But the idea of limiting your ability to continue to have the area of ground that you're covering grow in proportion to that they seem to find that hard stop to be an acceptable solution. So, it was very complex. It was it was very difficult for, I think, the commission and for staff to kind of parse through. I think this could result in some more positive outcomes than we have seen in certain situations. But at the same time, I would tell you that the home that was just completed on Sycamore Street, that home could still be built even if these regulations as proposed were were adopted, that home could still be built. There would probably be fewer concerns with stormwater management than we saw with one other home that was completed fairly recently. Because in addition to the size of that building envelope, there's a lot of additional impervious area that was included in that development. So, it would help in that sense.

Bud Jacobs: We didn't get really too much into the detail of some of this. But to state the obvious, the caps, if they are deemed by the council to be insufficient, could be reduced, certainly. And the building lot coverage could certainly be reduced from 30% to 25%. Planning Commission didn't do that, but it's certainly an option. I think it's. Before you get too far into the weeds on what the commission is putting forward for your consideration, I urge you to take a look at the Berkeley report. They didn't pull the numbers that they offer out of thin air. They did a pretty thorough, I would say, evaluation of best practices and what lots of other jurisdictions in the Commonwealth do to handle these issues. And certainly, I think it's safe to say that the recommendations that we've got before us now are fairly I don't know what the word is conservative I guess, I think against the background of what jurisdictions elsewhere have done. So please take a look at that. And and maybe it will help inform your reaction to the recommendations that are before you. On the apparent reluctance, excuse me of the Planning Commission to consider a maximum lot size. My sense in of our rather confusing discussion was that it is really more not an ideological reaction that's the wrong term, but a reluctance on the part of some commissioners to get in the way of individual property rights more than is necessary. That's how I would how I would characterize it. I don't as a member of the Planning Commission, I

don't necessarily share those objections, but they are real. And I think at the end of the day, if council wants to go in that direction, we certainly can. But I don't know that it would be worth asking the Planning Commission to go back and reconsider it. If we're going to do it, would just do it.

Will Moore: So, with that, I think it might be a good thing for council to consider approaching what has come before you tonight. And again, this is just a discussion item. You will have a public hearing scheduled for your next meeting in July. You could treat this similar to the amendment that you saw last year. I would say that if you adopt this amendment, it could be added to easily and without. So let me say this a different way. I think this can move forward and come up with more positive outcomes in an interim. And if you want to explore other options at Berkeley as recommended or other options in general, those can then move forward as well. But I think it would be in council and the town's interest to go ahead and move forward with what you have in front of you as well if that makes sense.

Bridge Littleton: Is there an exigent reason as to why?

Will Moore: Why to move forward?

Bridge Littleton: Right now, as you're recommending. And then we could always add later.

Will Moore: Yeah, I think well, similar to the amendment that you adopted last year that had a real effect on a development project. There were there were a couple of applications that got in before that that we probably would have had a more positive outcome had those regulations had already been in place. A home that was just recently completed came in after that amendment was adopted.

Bridge Littleton: Talking about Sycamore.

Will Moore: I'm talking about Sycamore that however you feel about that home, it could have been different. I don't want to use I don't want to use the word worse. [multiple speakers] affected that more toward what we were looking for.

Bridge Littleton: Understood.

Will Moore: And I think by putting something like this in place now, it can only have positive effects and it can be added to. So, if you wanted to if you wanted to reduce the building lot coverage at a later stage, that's fine. This keeps it the same. But we could go ahead and get that impervious coverage requirement in place, which could have a real effect if we get another redevelopment application.

Chris Bernard: [off mic]

Bridge Littleton: Well, so but my question is, okay, so this is a process question, and I can never remember exactly how it works. So, one thing you said earlier, which I thought was very important, was that if we passed all the recommendations of the planning commission. What was done on Sycamore is still be done. So, I don't think we're actually achieving what we're trying. The ultimate goal of and we can go through all those in a minute. Right. We're not achieving those. So, I get it. It makes it a little bit less palatable or excuse me, a little bit less unpalatable. But still, it's 95% not what we want to see. So, hold on. So, my question is. Because it's also about staff time. It's about our time. It's about keeping focused and narrowed in. So and I will say this is what one of the things that's frustrating me about the county and Bud, we talked about this is, you know, we just the zoning ordinance committee was required to vote on the zoning ordinance rewrite a week and a half ago, even when we haven't seen two or three sections of the zoning ordinance rewrite. And, you know, the same thing for the public, right? The public was given 90 days to review it and multiple sections have not even been available for the public to review and comment on. But where I'm going with it is the county staff already has a huge list of zoning ordinance amendments that are all lined up to go once the zoning ordinance rewrite is passed. Right. And county staff has said it's going to take 3 to 5 years to clear those off the deck. So, my concern is if we do your approach right, does it ultimately hurt for the major goal of controlling a Sycamore type event or Walnut Street event? Because we pass it now. Now we have to go back. So, if we go back, do we have to go back to the Planning Commission again. Okay. You just added three months.

Will Moore: Well, yeah, that's going to have to happen no matter what.

Bridge Littleton: Okay. But we. All right, this is where this with the process question. We can take their recommendations and referral and make any alteration to it.

Will Moore: No, you you cannot. Yeah.

Bridge Littleton: So, walk us through how because that's like with the comp plan, right. And the zoning ordinance rewrite. That's not what's happening at the county. They're going to get it and they're going to do what they want to do. And it ain't coming back to the Planning Commission.

Will Moore: Well, I won't comment on their process, not knowing exactly their timelines. So, so the way this, the way this works is think of this amendment as an application. Think of it in that way. An application to amend the text of our zoning ordinance can be initiated by the Planning Commission, or it can be initiated by the Council. In this case, this amendment was initiated by the Commission. It's their application to you. What they held a hearing on included certain items and that was forwarded to you to recommend approval. You could not then take that application and make additional changes that didn't go through the public process with the commission to make it more restrictive.

Bridge Littleton: So, our authority is binary. Yes, or no?

Will Moore: I don't understand the question.

Bridge Littleton: We can either vote yes or no on it, but we can't.

Will Moore: You could take away from it, but you can't add to it.

Bridge Littleton: Line-item veto or whatever you want to call it. I get that.

Will Moore: So, if you want to pursue additional changes that aren't included in there and this is why I'm suggesting moving forward is because there's no downside in my mind and I think in the commission's mind with moving forward with these. Let's go back to Sycamore. It won't. Like you said, if a new application came in to build the same thing, that could still happen. But if that homeowner wants it sold, wants to put in a pool and wants to put in a large accessory structure and things like this, and we don't have those impervious regulations in place that could add on. So, so, so I don't think there's any downside. So, the process, if you want to add to this, is that we can we can have a discussion about what else do you want changed? And then the council instead would initiate that amendment. You have to you have to refer it to the commission. They have to hold a hearing. But that's then your application. This is what you want the recommendation.

Bridge Littleton: That's my question. That's my question. Right. But again, the way the county is doing this is we're literally we've got 3 to 5 years' worth of zoning ordinance, text amendments in the queue to go forward once we pass the zoning ordinance rewrite.

Will Moore: Right.

Bridge Littleton: And what I didn't want to, what I want to make sure is that we can control a future that doesn't, you know, drag this out six more months. I get it. We got to send it to the Planning Commission. They'll have a hearing; they'll send it back to us and then we'll do what we need to do.

Will Moore: Yeah.

Bridge Littleton: And that'll add a month but that's not six months or whatever. Okay.

Bud Jacobs: The best way to look at this in my opinion is it's a good start and we should not refrain from taking the steps toward getting a good start in place and also, by the way, having the opportunity to evaluate the impact of what these changes might be on what actually happens in the future with construction and which.

Bridge Littleton: No, my biggest concern was just timelines, right? If we had to go read through the whole process again as though they initiated, it and that added nine months. I mean, you know, but I understand what you're saying that makes total sense. That's fine with me.

Will Moore: Okay.

Bridge Littleton: Yeah.

Peter Leonard-Morgan: So, if hypothetically we did later on, we made some changes, and it goes back to the Planning Commission and there's a hearing, but they don't then change that or how does that work?

Will Moore: So, you can initiate an amendment and send it to the Commission for recommendation in the form that you send it to them. And so, you can take away their ability to alter that amendment. You can say, this is what we want, we need your recommendation. They have to hold a hearing, have to, and they send it back to you. They will have a certain time frame. I'm not sure exactly what that is. I'd have to check our code for exactly the time, but they will be obligated to act in a certain time frame and send it back to you with a recommendation.

Bridge Littleton: But then once it comes back to us, it's still ours?

Will Moore: If you initiate it, it's yours.

Bridge Littleton: And we own it and [multiple speakers]. Okay, good. Yeah, because this one was initiated by them. So, we have to, we can take away, but we can't alter or make more stringent. [multiple speakers]

Bud Jacobs: Would there have to be a second public hearing that council would hold?

Will Moore: Yes.

Bridge Littleton: Probably okay. Okay. So okay, well, so first of all, Will. [off mic]. Very helpful. Thank you very much. That was great.

Will Moore: Thank you.

Bridge Littleton: But I think, and I did read the Berkley I think that's a, we got three times our value than what we paid them for that document. That was a great piece.

Will Moore: I won't tell Darren that.

Bridge Littleton: No, no, yeah. [laughter]

Bridge Littleton: But we haven't paid the bill yet.

Bud Jacobs: Strike that. [laughter]

Will Moore: No, they did. Kelly Davis their Planning Director and Shubhangi Rathor, who did some of the GIS analysis, they were fantastic.

Bridge Littleton: No and so the thing I want to say for the record, and I would like to ask everybody on council if I'm capturing this the right way when we discussed it a year ago and asked Planning Commission to go take a look at this, the ultimate goal, the ultimate concern was let's just call it what it is, the gentrification of the Ridgeview area, which has been historically where the more affordable housing was and where the families and, you know, the service and workforce type of people lived in the community and the long term fear that it becomes truly a bedroom community, you know, of weekend homes or mega mansions and exacerbating an affordable housing issue that's already rampant in the county and is a problem for us by taking the ones that are actually even moderately affordable, destroying them and building what happened on Sycamore. And I respect members of the Commission's viewpoint of property rights and all that and absolutely true. But it's also about the long-term survivability and maintainability of the uniqueness of Middleburg. And there has to be a balance and there's a balance between community rights and individual rights, and that's what we're trying to strike. So am I capturing that right from when we all talked about.

Philip Miller: Yes.

Bridge Littleton: Bud.

Bud Jacobs: I believe that you've got it right. We're concerned about the availability of workforce housing, affordable housing. We're certainly concerned about the nature of the neighborhoods and protecting them. I don't see those as particularly controversial. And at the same time, I don't think what we're discussing here is actually the most acute threat. The most acute threat is the trend we see in the real estate industry nationwide for hedge funds and other investors to acquire properties for whatever purpose. And I would submit to you that the Planning Commission's efforts with respect to short term rentals is going to, in the end, be more important than this particular zoning text amendment and probably more difficult.

Bridge Littleton: That makes total sense. I mean, it is amazing how. Corporate Residential Housing Real Estate is becoming a modicum of America and not family home ownership. It's a shame. I mean, it's.

Bud Jacobs: Yeah.

Bridge Littleton: Something fundamental is changing in the country and it's not good.

Cindy Pearson: But if you think back to when Ridgeview was created, it was the houses were bought by farm people.

Bridge Littleton: Oh yeah.

Cindy Pearson: People owned the big farms around.

Bridge Littleton: And teachers and [multiple speakers].

Bud Jacobs: Yeah.

Cindy Pearson: I mean and then they ran it. Their employees lived in those houses. Those houses weren't all owned by you know our parents, my parents.

Bridge Littleton: Average folks. Yeah.

Cindy Pearson: Yeah, average people.

Chris Bernard: Local.

Cindy Pearson: Yes.

Bridge Littleton: Well, I mean, you know, Snooks was a firefighter, you know.

Cindy Pearson: But I'm talking like the Mill's bought the houses up there and put their people in it or whomever. Yeah so.

Bridge Littleton: And then gave them to them. [off mic] You know it's a.

Cindy Pearson: Sometimes, yes.

Bridge Littleton: Yeah, I remember when Em Church did that, you know, David worked for her forever. When she passed away, she gave him the house that she rented or, you know, had. Okay. Will tonight was simply discussion.

Will Moore: Simply discussion. I don't want to extend this you know forever. There's a lot of detail in the actual amendment, including probably the most detail is in that definition of impervious lot coverage. I don't want to let that slip by if anybody has any questions to that. The commission reviewed that in pretty good detail. But just that's probably that's a really big change is to tell individual owners of single family detached houses that we're going to be monitoring you know how much impervious.

Bridge Littleton: [multiple speakers] driveways. Yeah.

Will Moore: Yeah, so if you have any questions on that definition or how we would go about trying to enforce that, please, please let me know because that's a pretty big change.

Bridge Littleton: Before we go to what the next steps are, does anybody have any questions for Will on the substance? Okay. So, we need to move to a public hearing, right?

Will Moore: Yes.

Bridge Littleton: And then at that point, do we before the public hearing or after, I guess it would be after the public hearing, we would say, well, we don't want to do this one, but we'll do the other two [multiple speakers].

Will Moore: Correct. So, you would hold your hearing and then you would take action on the amendment.

Bridge Littleton: Whichever way we want to do it?

Will Moore: Correct? Yes.

Bridge Littleton: All right. Any other last questions or input for Will before we move on? I mean, this is really hard, important stuff. So, Will, great job. Thank you very much.

Will Moore: Okay, all right. Thank you.

Bridge Littleton: Okay. Next one, cannabis. Well, Martin's always about pot.

Bud Jacobs: Aye. [laughter] [off mic]

Bridge Littleton: I know where Bud is.

Martin Crim: Why is he named Bud? [laughter] So, yeah, it's a great subject, but I will not belabor it. I will not belabor it. Basically, what I understand is likely to happen at the next General Assembly is that the General Assembly will allow some form of retail recreational sales of cannabis. Currently, there's just the medical stuff. The nearest one is Hello [inaudible] down in Manassas area.

Bridge Littleton: What a name. [multiple speakers]

Martin Crim: Yeah. And so, the process though is likely to be somewhat like this, sometime in March or April we get passed a bill that then goes to the governor's desk that says to the Cannabis Authority, Cannabis Control Authority, go forward with your regulations for these retail outlets. And maybe it'll include a referendum provision or not, but it will take effect July 1st and then we would be scrambling if there's a referendum provision in there to have a referendum in November because of the timelines, it doesn't really

work out too well. Any other date is unlikely we'd be able to have an earlier referendum, so a referendum in November of 23 on whether the retail places can open up on January 1st. So, there's like a seven-week gap there between the election and the date that they would might open up. So that's just everybody's bringing to the attention of the General Assembly that that doesn't sound very workable. And so.

Bridge Littleton: [off mic] So then moving on.

Martin Crim: Correct. So, what do we do for us as local governments to protect the neighborhoods? Because there is good bit of evidence and I've collected some of it, that there are negative secondary effects with retail marijuana because it is federally illegal. And so, it's a largely all cash business, which means that it attracts crime. And if you've been to the Pacific Northwest where they've had retail marijuana outlets legal for a while, they look like fortresses. That's not really conducive to the kind of neighborhood business that you have here. So, a way to handle that would be through some form of zoning ordinance if you, you can't outlaw it completely unless, again, we had the referendum and are able to get that before the voters and the voters approve. So, what you could do is limit it to zoning districts where it's least likely to cause harm. And you're going to also have in the zoning ordinance restrictions so that it's not within 500 feet of housing, school, playgrounds, all those things. So that's something to think about. If that is [multiple speakers].

Bridge Littleton: [off mic] Houses would work.

Cindy Pearson: [off mic]

Martin Crim: Yeah. We would have to go through a line [multiple speakers] circle drawing exercise that well, maybe it's not 500 feet then. Maybe it's 250, but.

Bridge Littleton: Ain't one.

Martin Crim: Okay.

Bridge Littleton: Every business on Main Street has residential apartments above.

Martin Crim: Oh, okay. I see what you are saying.

Bridge Littleton: Every single one. Not everyone, but almost.

Martin Crim: Okay. So, question Mr. Bernard?

Bud Jacobs: Go ahead.

Chris Bernard: What about if you look at certain municipalities and you go through their zoning charts and what the appropriate uses are? For example, data centers in Warrenton, requires special use permit.

Martin Crim: Right.

Chris Bernard: I mean, can we tag that use? Because I know like adult bookstores or adult video stores or something like that, there are certain classifications that allow for restrictions like that. Is that an option or is that a good option?

Martin Crim: Well, so it is an option. Unlike with sexually oriented businesses, there's not a First Amendment issue. So, you don't have that concern with First Amendment type issues. You don't want to have a special use permit because it'll never be granted. And then you're going to be found to be arbitrary and capricious. So, with the retail marijuana businesses, yeah, you could do the special use permit, but then you have to ask yourself, what are the zoning impacts that you're trying to mitigate through conditions? Because you're saying this is a permitted use in this zoning district, but then you're going to have to come up with some kind of conditions to mitigate the secondary effects of that business.

Bridge Littleton: But why do we have to say it's a permitted use at all?

Martin Crim: Well, when something is legal and regulated by the state, you can't prohibit it locally. There was a case involving sewage sludge spreading. And one of the counties prohibited it and the farmer sued and won because the Virginia Supreme Court said if it is regulated by the state, it cannot be forbidden by a local government.

Bridge Littleton: So, we couldn't ban gambling in Middleburg? It's regulated by the state.

Martin Crim: Right. I mean, correct. I mean, there's already there's been gambling for a long time is because there's charitable gaming that's been legal for ages. And so, you would not be able to ban that as a use.

Bridge Littleton: Okay. All right. [inaudible].

Bud Jacobs: Is it your sense that the governor would sign the second piece of this legislation?

Martin Crim: I don't have any indication that he would not. You know, he hasn't made any statements to my knowledge about that. But you know if he were to veto it, then that's another game. Yeah.

Bridge Littleton: Well, I mean, maybe that's part of our legislative agenda.

Martin Crim: Right.

Bridge Littleton: I think it's a terrible idea. And I don't know if any of y'all read The Wall Street Journal or Bloomberg or somebody or it was a JAMA Journal of American Medical Association, whatever. They came out with this ten-year study about the the impact of legalized marijuana. Did you all see it? It was like six weeks ago. Unbelievable the health implications. A couple of the stats I remember. People who smoke marijuana are 30% more likely to end up in emergency rooms. People who smoke marijuana, you know regular, not medical, but regular recreational use of marijuana. Much higher rates and incidences of emphysema. It was a number I mean; the physical and medical impacts are clear. I mean, it's no longer disputable that, oh, it's not harmful. You know, it is harmful, and you know, there's medical [inaudible]. So, I mean, I get it. If the governor passes it, then I think if we had a referendum, I don't think any you might have 10% of the population in Middleburg say yes, I think you'd have the vast majority to say no. So, I don't I actually would not worry about winning on a referendum.

Chris Bernard: The concern is that he signs it without the referendum.

Bridge Littleton: Yeah yeah.

Chris Bernard: I think we should be prepared for that because that's the worst-case scenario.

Bridge Littleton: So then, okay so what we have so we've got three things. Number one, that eventuality you guys need to come, and I know we got time, but you guys need to come up with a plan of what we can and can't do in terms of zoning or other regulatory authority that we have to put it in the boxes legally as possible. Number two, we should absolutely engage with VML and others and Colt and who what not to lobby the governor or even the state legislature to undo the insanity. And then number three, if we do have the ability to do a referendum, we have well in advance of that happening an absolute plan of what to do, both if it's successful and unsuccessful. So that way, if it's bad, you know, in seven weeks we better know exactly what we're going to do 10 minutes later to be able to accommodate it. That's kind of the three things that pop off in my mind.

Bud Jacobs: The VML Policy and Laws Committee, I think is July 28th. Are you going to sit on that meeting?

Martin Crim: I'm not part of that group. I've been communicating with them, but I don't.

Bud Jacobs: Well, I'm part of that group. So, we can certainly ask if it's on the agenda in some form. Okay.

Bridge Littleton: Okay. Well, Martin, that's thank you.

Martin Crim: Yes Sir.

Bridge Littleton: Does anybody have any other? I mean, does everybody share that concern?

Peter Leonard-Morgan: Sure.

Bud Jacobs: Oh, yeah.

Bridge Littleton: I'll try and find that article and send it to everybody. It was a couple of weeks ago. Really good. Okay, we got two of the things on here. We have the noise ordinance and we've got the strategic updates. Danny, I know we have the real quickly, the Asbury Church on the closed session. Was there anything we needed to cover? Okay. So, we have to worry about that. All right. It is 8:20. Is everybody, is anybody needing a quick five-minute break? [off mic] Okay and literally 5 minutes. [off mic] Okay. Everyone's back.

Cindy Pearson: All right.

Bridge Littleton: Okay. Next item is Amendments to the Noise Ordinance.

J. Kevin Daly: What?

Bridge Littleton: I can't hear you. [off mic]

Danny Davis: Thank you, Mr. Mayor, and Council. Council had requested that [inaudible] staff, based on the construction happening around at the Salamander property and also the town hall project and just general construction that's been happening in Ridgeview recently that staff consider or bring back to you options for changing the beginning of construction time on Saturdays from 7 a.m. to 8 a.m. So, it would delay the ability to start construction until 8 a.m. on Saturdays. In addition, the Council had asked staff, specifically the Town Attorney and in concert with the Chief of Police, to look at options for penalties as well. And the result of that, and Mr. Crim can speak to this as well as the Chief was to suggest removing the civil penalties section for the noise ordinance and make those instead criminal violations, and so that the officers could actually issue tickets for the first violation in Class three misdemeanor. And if they repeat that within the same 24-hour period, then it would also be a class two misdemeanor. So those are the options before you. I will note that in just a brief conversation with the Chief and Mr. Crim, there was one additional section that probably should have also been amended to match the construction ordinance language. So, I'm going to actually pass that around. It accomplishes the same purpose. But just so that we avoid it's just one page, just so we avoid any confusion in our ordinance or so there's no conflicting language. This is a few pages up, 63.2-6 basically again saying that activities related to the construction, repair, maintenance, demolition, etc. begins no earlier than 7:00 Monday through Friday, no earlier than 8:00 Saturday and Sunday. So that matches the same timing language there. And I believe that would fall under the same intent that Council was getting at that construction, even hammering on houses and nail guns or saws, air compressors that on Saturdays those would not be allowed to start until 8 a.m. We're happy to answer questions. Action is not required tonight, however, it is in a form where if Council would like to go ahead and move forward with this, a motion could be made to adopt the ordinance approving this Town Code Amendment.

Bridge Littleton: Any questions, feedback or changes or anything for Danny? Chris. Okay. I think it's great. I think it addresses the concerns we have from everybody. [multiple speakers] So if anybody wants to.

J. Kevin Daly: I move that we adopt the ordinance for noise reduction to 8:00 on Saturday and Sunday mornings.

Danny Davis: And I would maybe just add you to add as also amended at the Town Council Meeting.

J. Kevin Daly: As also amended at the Town Council Meeting.

Peter Leonard-Morgan: Second.

Bridge Littleton: Any other discussion? All right. All those in favor say aye?

All of Council: Aye.

Bridge Littleton: Opposed?

Martin Crim: Mr. Mayor, I'm sorry. You do need a roll call vote for that.

Bridge Littleton: Well, someone needed to tell us that.

Martin Crim: I did. [multiple speakers]

Bridge Littleton: So, who's going to take the roll?

Chris Bernard: Call Rhonda.

Danny Davis: Oh, boy. Oh, goodness. Here we go.

Bridge Littleton: Danny, somebody's got to write this down.

Danny Davis: Yes. Thank you, Mr. Mayor. Council Member Bernard.

Chris Bernard: Aye.

Danny Davis: [off mic] Council Member Jacobs.

Bud Jacobs: Aye.

Danny Davis: Council Member Miller.

Philip Miller: Aye.

Danny Davis: Vice Mayor Leonard-Morgan.

Peter Leonard-Morgan: Aye.

Danny Davis: Council Member Pearson.

Cindy Pearson: Aye.

Danny Davis: Council Member Daly.

J. Kevin Daly: Aye.

Danny Davis: Whew they were all Aye's, that makes it easy. [laughter] [multiple speakers] Thank you.

Bridge Littleton: Okay.

Chris Bernard: [off mic] didn't mess it up. [laughter]

Danny Davis: I knew someone was going to comment on not doing it alphabetical.

Cindy Pearson: [off mic] Let it go.

Bridge Littleton: Actually, it's refreshing.

Danny Davis: Is that against the rules of order? Rules of procedure?

Bridge Littleton: You know, just because Martin says it isn't, I still want to check with Rhonda. [laughter] [off mic] Ok next item. [off mic] All right.

Cindy Pearson: What version was that?

Bridge Littleton: Next item. Strategic. It was probably 98.

Philip Miller: [off mic] English version. [multiple speakers]

Bridge Littleton: All right. We're almost done here. Strategic Plan Initiatives. Danny, over to you.

Danny Davis: Thank you, Mr. Mayor. I will note, I did realize this moment that I failed to actually attach the strategic plan from April 14th. You've seen it. It was brought to you then and adopted but.

Bud Jacobs: Serious lapse.

Danny Davis: It is serious. Since that time, though, we have completed one of those initiatives that is adopting the investment policy. So, thank you to Council for getting that through and for Tina, she left, for her hard work working with the Finance Committee on that. The other six are outstanding. A couple of things to note. The first strategic initiative we've actually created a 1a and a 1b on the action plans because we have the amendments that you just discussed on the zoning amendments. We also have the short-term rentals, zoning amendments as discussed. And so those are on two separate little tracks. And if we do move forward with additional zoning and subdivision ordinance updates, we will update the action plan to reflect that as we discussed with, I think we had a chance to meet with each of you on your respective areas. In this we wanted to as much as possible provide target dates and steps so that we can hold ourselves accountable to meeting these as much as possible, but also to lay out for you any additional resource or budget needs as well as potential risk factors or implications of these projects. One in particular, just as an example, as we look at the greenbelt as well as the strategies for attainable housing, if that were to result in further efforts related to the BLA's, that's a significant amount of staff time. And so that may have implications on other projects or may just simply require additional support should there be the desire to pursue other zoning efforts while we're working through those and that could be consultant work, could be part time work or otherwise, and we would come to you with those options at the appropriate time. So, each of these action plans, again, we've worked with the council liaisons and so we've laid this out. We will be tracking these ourselves and I will be working with staff to ensure that these are proceeding forward. And of course, as you all know, this is not everything we do. This is just a small portion. But these are the council's key strategic initiatives. So, we put a lot of emphasis and effort on making sure we push these forward to completion. With that, I know that we worked with the individual council members on your specific areas, but you may be seeing some of those for the first time. So, I'm happy to either answer questions on any of those if you have questions. Don't know if we need to walk through them necessarily, but happy to do that, if you'd wish.

Bridge Littleton: So, let's just ask. Anybody got any questions on any of the specific items or any Member of Council who's responsible for one of them, want to bring anything of note to the rest of the Council? Can't think of anything? No. Okay. Danny, I think what would be good is as we keep these updated, we won't go into every Council Meeting, but please attach these as they get updated to every single Council packet.

Danny Davis: So, I was intending to provide them quarterly to you. You want to see?

Bridge Littleton: Just put them on.

Danny Davis: Well, I'd like to ask Council if that's something?

Bud Jacobs: Quarterly's Fine.

Philip Miller: Quarterly is fine.

Bud Jacobs: As a matter of fact, I resent this attempt to impose accountability on Councils. [laughter]

Bridge Littleton: Bud I resent your resentment. [off mic] [laughter]

Cindy Pearson: Yeah.

Bridge Littleton: No, the only reason I was suggesting is because some of these are going to be done in the quarter, like the Rural Summit.

Danny Davis: Well, we actually pushed that back, so.

Bridge Littleton: No. But it's a quarter and a half. We'll have the event in January.

Chris Bernard: If there's anything of note from any of those items.

Bridge Littleton: Okay.

Chris Bernard: The parties responsible should just bring it up.

Bridge Littleton: That's fair way to do it.

Chris Bernard: We have information [multiple speakers] items section.

Bridge Littleton: Yeah. So, Bud in order to.

Philip Miller: We went from collective accountability to individual accountability. [laughter]

Bridge Littleton: So now it's on the council member to bring it up.

Bud Jacobs: Much worse.

Bridge Littleton: All right, that works. Ok anybody have any other information items?

Peter Leonard-Morgan: I've got a comment. [off mic] [laughter] Is there I'll make it short. Is there a way that we cannot have all this paperwork?

Cindy Pearson: Yeah, really seriously. I agree.

Peter Leonard-Morgan: It's a ton of paperwork. Unless someone needs it.

Bridge Littleton: Paper not paperwork.

Cindy Pearson: Paper.

Peter Leonard-Morgan: Well paper. I mean, look at that.

Bridge Littleton: Not paperwork. [multiple speakers]

Peter Leonard-Morgan: So, we've all got it. We've got it in our [multiple speakers].

J. Kevin Daly: The last time I've come in here, I see everybody sleeping so.

Danny Davis: Thank you, Vice Mayor. A, to the point made, yes, this is the last formal one, but we will still be getting more public input. It will still be updated. We will just provide these at this point in PDF format. And then if someone needs a hard copy, please just request that from Rhonda.

Bridge Littleton: That's a good point. Anybody in the community, if people ask you even though we're not we don't have a specific item on the agenda anymore, no the ability to provide and go to the website and provide comment does not end.

Peter Leonard-Morgan: Sorry, I didn't really mean that.

Bridge Littleton: No, I know you. [multiple speakers] I'm just highlighting that.

Danny Davis: Yeah yeah, but we will [multiple speakers].

Bridge Littleton: And, yeah, and then Rhonda, each week, whatever comes in, even if it's trailing, just have her send it out on Friday, email electronically on Friday. [off mic]

Bridge Littleton: Any other? Ok, two, well, one quick thing. Is everybody aware of what's going on at Oak Hill? Where the DeLashmutt's live. Everybody know where Oak Hill is? Ok 15 and 50 Gilberts Corner go north. On the northwest so the west of Route 15, north of Route 50 that 1600 acres is Oak Hill Farm and there's a big house in the middle of it. Very historic, it was James Monroe's house, the presidential house.

There was always a concern for many, many years as to whether it would end up getting developed or something like that. The Tommy and Gayle DeLashmutt and their daughters, Abigail and yes, are working with the federal government to turn it over to the Department of the Interior to be a Loudoun County Middleburg region version of Mt. Vernon and all the land would be preserved. The biggest thing is that acreage would be preserved. It is phenomenal, absolutely phenomenal. And that house is pretty incredible. Oddly enough.

Cindy Pearson: [off mic] birthday parties down there.

Bridge Littleton: Well, it's where my great grandfather and grandfather lived. Yeah, they sold it to Tommy's father. Anyway, any support that we can be. So, Congresswoman Wexton is working with the interior to get this done. It's a challenge, right? Because it means they now have a big property they've got to maintain and fund and all that kind of stuff. I spoke to her office last week and said would any local community letters of support be helpful? And he said, sure, absolutely. So, I'm sure no one has a problem, but I would actually like it to be a resolution that we pass supporting it at our next meeting. [off mic] Much stronger than just a letter. So, Danny, will you work on what that needs to look like? And then Colt's going to send the letter into. So, I mean, this is if anybody sees Gayle or Tommy or the daughters, [multiple speakers] thank them so much. This is fantastic. I mean, it's really, really, talk about protecting a gateway.

J. Kevin Daly: Always like driving [off mic].

Bridge Littleton: It's a gorgeous home. It's gorgeous. It's where they have the dinosaur tracks.

Philip Miller: Those people are going to end up dining and shopping and walking around.

Cindy Pearson: I wonder.

Bridge Littleton: You know.

Bud Jacobs: Ashburn, Leesburg, outlets. [laughter] [multiple speakers]

Bridge Littleton: Ok and the last thing was, went to Franklin Payne's birthday breakfast yesterday that was awesome. It was really good seeing him. That dude. [off mic]

Cindy Pearson: He is bright as that light.

Bridge Littleton: He did not miss a beat. I mean, he walked in and saw everybody in there in the back room and he was so just sort of like taken aback. He went. I'm here. It was great. [laughter] So anyway, with that, any other items? All right. Meeting adjourned.

Philip Miller: No Closed Session?

Bridge Littleton: No, just on there in case. [multiple speakers]