



MIDDLEBURG TOWN COUNCIL
Work Session Meeting Minutes
Thursday, February 28, 2019



PENDING APPROVAL

PRESENT: Mayor Trowbridge M. Littleton
Vice Mayor Darlene Kirk
Councilmember Chris W. Bernard
Councilmember J. Kevin Daly
Councilmember Kevin Hazard
Councilmember Peter Leonard-Morgan
Councilmember Philip Miller
Councilmember Cindy C. Pearson

STAFF: Danny Davis, Town Administrator
Rhonda S. North, MMC, Town Clerk
Ashley M. Bott, Town Treasurer
William M. Moore, Deputy Town Administrator
Jamie Gaucher, Business & Economic Development Director

The Town Council of the Town of Middleburg, Virginia held their regular work session on Thursday, February 28, 2019 in the Town Hall Council Chambers, located at 10 W. Marshall Street. Mayor Littleton called the meeting to order at 6:00 p.m.

Councilmember Daly presented bonuses to Town Administrator Davis and Deputy Town Administrator Moore for their hard work during the boil water notice. He noted that they went above the call of duty by delivering bottled water and ice to the restaurants. Mr. Daly also presented Stuart Will with a copy of a letter that was sent to IES recognizing him for his efforts and recommending he be given a bonus.

Town Administrator Davis thanked Mr. Will for his hard work, as well as the members of the Town staff. He noted that it was a team effort.

PUBLIC PRESENTATIONS

Annual Report – Christmas in Middleburg

Jim Herbert, Organizer of Christmas in Middleburg, noted that the Council had his written report and advised that he was available to answer any questions they may have. He acknowledged the bad weather that was experienced; however, he noted that those who attended knew what to expect. Mr. Herbert reported that he had no metrics to provide performance data. He advised that anecdotally, he was told that it was a good retail day. Mr. Herbert reported that their parking numbers were down by 65%.

Mayor Littleton noted that other jurisdictions rescheduled their Christmas parades that were supposed to be held that same day. He questioned whether it was possible to do so here.

Mr. Herbert confirmed it was not due to the logistics associated with the two parades. He advised that all he could do was to cancel the event and would do so under the advice of the Chief of Police for public safety reasons.

Council questioned whether Mr. Herbert planned to organize the event for another year. Mr. Herbert confirmed he did and noted that he had primarily done so for the past nine. He noted that many of the volunteers were getting burned out and explained that this event was a “heavy lift” for them. Mr. Herbert advised Council that he was looking for endowment sponsors in the hopes of raising \$300,000, which could provide a return on the investment of

\$15,000 annually to support a part-time paid person to run the event. He noted that if this was the case, he would likely stay on as an advisor. Mr. Herbert advised that in the past, his focus was on the event itself; however, it was now on strengthening the organization so it could continue its mission.

Mayor Littleton opined that this was the right approach and noted that an organization should not rely on one person. He asked Mr. Herbert to provide the Council with any thoughts he may have on how the Town could assist in that regard. Mr. Littleton presented Mr. Herbert with a Resolution of Appreciation for his efforts, as well as those of the volunteers and sponsors, associated with the 2018 event.

COUNCIL APPROVALS

Request for Refund of Water & Sewer Connection Fees – Tom & Marianne Dodson

Town Administrator Davis advised Council that the Town Code did not address a proactive request for a refund; however, it did allow for a refund if the connections were not made in a year. He advised that the staff supported the request. Mr. Davis noted that the staff also recommended the Town Code be clarified on utility items, such as billing, to bring consistency and create guidelines.

Councilmember Hazard moved, seconded by Councilmember Daly, that Council approve the request for a refund of the Water and Sewer Availability Fee from Tom and Marianne Dodson in the amount of \$27,500. Councilmember Hazard further moved, seconded by Councilmember Daly, that the Town Council direct staff to prepare amendments to the Town Code, as needed, and other policies and procedures to provide more clarity and consistency regarding billing, fees, and refunds.

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

No – N/A

Abstain: N/A

Absent: N/A

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

Reimbursement for Businesses – Costs related to Boil Water Requirement

Town Administrator Davis explained that during the boil water notice event, there were some things the restaurants needed to address that the Town could not assist with, such as purchasing soda. He advised that some of them were now asking for a credit on their water bill or a refund of those costs. Mr. Davis noted that there was no precedent for doing so; however, the staff believed the Town should make a good faith effort to assist the restaurants.

Town Administrator Davis noted that one restaurant was seeking reimbursement for other items, such as gift cards it offered to its customers; however, the staff was only recommending reimbursement for one-half of the cost of consumables. He reminded Council that the Town spent \$3,000 purchasing ice and bottled water, which were distributed to the restaurants.

The Council questioned whether the Town should reimburse the residents who incurred expenses due to the boil water notice. Town Administrator Davis recommended it not and noted that while the residents could boil their water, the restaurants were not in the same position.

After some discussion regarding whether doing so would set a precedent and the amount of the reimbursement, the Council agreed to authorize reimbursement for one-half of the cost of consumables.

Vice Mayor Kirk moved, seconded by Councilmember Miller, that Council approve the request for a reimbursement of expenses for water, soda, drinks, and ice incurred by restaurants during the Boil Water Notice issued on January 25-27, 2019, at an amount of half the direct costs incurred by such restaurants. Vice Mayor Kirk further moved,

seconded by Councilmember Miller, that staff is authorized to issue additional reimbursements if receipts are provided by restaurants no later than April 15, 2019, and are found to be for the purposes described in the staff's memorandum dated February 28, 2019.

Councilmember Hazard offered an amendment to the motion to include a cap of \$1,500. Mayor Littleton suggested the reimbursements to be done on a pro-rata share basis up to the cap. Vice Mayor Kirk and Councilmember Miller accepted the amendments.

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

No – N/A

Abstain: N/A

Absent: N/A

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

(On motion as amended)

DISCUSSION ITEMS

FY '20 Budget

Town Administrator Davis reminded Council that he was returning with the results of their January work session discussion. He reported that the Strategic Finance Committee reviewed the staff's proposed formula for identifying revenue projections and agreed it was appropriate. Mr. Davis advised that under this formula, it was anticipated that the Town would receive an additional \$175,000 in revenue for the current fiscal year; and, would receive \$145,000 more than was originally projected in FY '20. Mayor Littleton noted that the Finance Committee agreed the formula was well done.

Town Administrator Davis advised that the question was what to do with this money and noted that it should not be placed into the operating funds. He advised that the staff proposed that it be placed in a contingency reserve to be used for one-time items if the funds were received. Mr. Davis noted that he included some ideas for its use in his memorandum. He reminded Council that the list was not needed at this time and suggested it be prioritized at some point so it could be used as the funds became available.

Mayor Littleton asked that the Council's strategic priority initiatives be included in the list.

Town Administrator Davis reported that the Town's cost for health insurance premiums would remain flat during the coming fiscal year. He advised that the funding for the professional development line items was increased. Mr. Davis reminded Council of their suggestion to lump those line items into one; however, he advised that the staff believed it made sense to keep them in each department so the funds could be managed.

Town Administrator Davis reviewed the other items that had been incorporated into the budget, including an electric charging station and funding to enforce the dangerous structures ordinance. He advised that the funding for the Town Hall Project was increased to \$1 million.

Town Administrator Davis noted that the Middleburg Community Center requested \$22,000, which would cover the fireworks as well as the other costs associated with their Fourth of July Celebration. Mr. Davis reminded Council that historically, the Town gave them \$15,000 to cover the cost of the fireworks. He noted that it also provided them with an additional \$4,000 last year for the other items. After some discussion, the Council agreed to fund one hundred percent of the costs for the celebration as it was a community event.

Town Administrator Davis reminded Council of their idea to continue to contribute toward the Health Center Fund and suggested that funding could be added to the budget if desired. After some discussion, the Council agreed it would be premature to provide funding until they identified an organizational structure to administer the funds.

They asked that the staff identify the purpose, structure and powers for a possible organization during the March 28th work session. It was noted that the amount of funding to be provided could be determined when the Council looked at the residual funds available at the end of the year.

Town Administrator Davis reported that the staff had not yet refined the marketing budget. He advised that it was looking at the options that were available for a CRM system. Mr. Davis noted that what was needed for economic development may be different than what was needed for identifying interactions with citizens. The Council suggested the need for the staff to identify their requirements and needs. It was noted that if the staff ultimately determined it was only needed for economic development purposes, this was fine; however, if a CRM was purchased for use by the entire staff, everyone would be expected to use it.

Town Administrator Davis reminded Council that the public hearing on the real property tax rate was scheduled for March 28th. He further reminded them of the need to make a decision on the rate that evening. Mr. Davis reiterated that the Strategic Finance Committee wanted to do a deep dive into the Town's finances with the assistance of Davenport. He advised that he would bring a contract to engage their services to the Council on March 14th.

REPORTS OF TOWN COUNCIL/COMMITTEE LIAISONS

Councilmember Leonard-Morgan reminded Council of the HEALth Fair/5K scheduled for March 30th. He noted that fifteen runners had registered to date. Mr. Leonard-Morgan advised that they had lots of sponsors; therefore, they would have nicer grocery bags to distribute this year.

Councilmember Hazard reported that the Planning Commission was reviewing the entire Comp Plan update document. He opined that it looked nice. Mr. Hazard advised that they were hoping it would be adopted in July or August and opined that it was moving in a good direction.

Mayor Littleton reported that the Middleburg Strategic Finance Committee was looking at the Town's revenues and would begin looking at its expenditures during their next meeting. He noted the plan to bring in Davenport in April so the Committee could look at economic factors.

OTHER DISCUSSION ITEMS

Mayor Littleton announced that the Loudoun County Chamber of Commerce Breakfast would be held on March 13th in Middleburg. He reported that all seven Mayors in Loudoun County would talk about economic development and the County's Comp Plan update. Mr. Littleton encouraged the members of Council to attend. It was asked that the Town Clerk send them a calendar invite and then register those members who responded.

Mayor Littleton reminded Council that the PEC and Loudoun County Preservation & Conservation Coalition would host an information session on March 27th at the Middleburg Community Center on the County Comp Plan update. He noted that the draft plan would have been forwarded to the Board of Supervisors by that time.

Some members of the Council noted that they received some negative feedback as a result of the Loudoun Now article on the proposed independent living facility. It was noted that there were also negative comments about the project online.

CLOSED SESSION

Councilmember Daly moved, seconded by Vice Mayor Kirk, that Council go into closed session as allowed under the Virginia Freedom of Information Act Sections 2.2-3711(A)(3) and (1) for the discussion or consideration of the acquisition of property, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body and for the discussion, consideration or interviews of prospective candidates for employment, assignment, appointment, promotion, performance, demotion, salaries, disciplining or resignation of specific public officers, appointees and employees of the public body. Councilmember Daly further moved,

seconded by Vice Mayor Kirk, that these matters be limited to: (1) the acquisition of property for a Town Administration Building; and (2) appointments to EDAC. Councilmember Daly further moved, seconded by Vice Mayor Kirk, that in addition to the Council, the following individuals be present during the closed session: Danny Davis, Will Moore, Rhonda North and Jamie Gaucher. Councilmember Daly further moved, seconded by Vice Mayor Kirk, that the Council thereafter reconvene in open session for action as appropriate.

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

No – N/A

Abstain: N/A

Absent: N/A

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

Mayor Littleton asked that Council certify that to the best of each member’s knowledge (i) only public business matters lawfully exempted from open meeting requirements under the Virginia Freedom of Information Act and (ii) only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed or considered in the closed meeting, which each member so did. He reminded those present for the closed session that any discussion that occurred within it should be treated as confidential.

COMMITTEE APPOINTMENTS

Economic Development Advisory Committee

Councilmember Miller moved, seconded by Councilmember Daly, that Council appoint David Greenhill, Prem Devadas, Rick Allison, Sean Martin, Vicki Bendure, Bob Ball and Dev Roszel for terms expiring on December 31, 2019, to the Economic Development Advisory Committee.

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

No – N/A

Abstain: N/A

Absent: N/A

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

There being no further business, Mayor Littleton declared the meeting adjourned at 7:23 p.m.

APPROVED:

Trowbridge M. Littleton, MAYOR

ATTEST:

Rhonda S. North, MMC, Town Clerk

February 28, 2019 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: [Off mic]. We will call the February Work Session to order. First we'll do roll call.

Chris Bernard: Chris Bernard.

Kevin Hazard: Kevin Hazard.

Philip Miller: Philip Miller.

Darlene Kirk: Darlene Kirk.

Bridge Littleton: Bridge Littleton.

Peter Leonard-Morgan: Peter Leonard-Morgan.

Cindy Pearson: Cindy Pearson.

Kevin Daly: John Kevin Daly.

Rhonda North: Rhonda North, Town Clerk.

Danny Davis: Danny Davis, Town Administrator.

Bridge Littleton: OK. Before we go into Public Presentation with Jim from Christmas in Middleburg we have some special recognitions that we want to give out in recognition of the town support during the boil water moment, and Mr. Daly.

Kevin Daly: [Off mic]. [Laughter]. [Off mic]. May I have Danny Davis. Is there a Danny Davis here? Stand up please. Mr. Will Moore stand up please. And Mr. Stuart Will, not to be confused with Will Moore. [Laughter]. Gentleman, for exceeding expectations, taking the initiative when all else was failing [off mic] and people were screaming and restaurants were threatening to close. Y'all took the initiative. You thought of an idea to go out and get water, provide water, provide ice, Will volunteered to help you out and you gave up your weekend. Mr. Will, you went over and above. Not only did you get the valve corrected, but you ran down samples to get them inspected and approved so that we can get off the boiling the water list. So we thank you for that.

Stuart Will: That's actually not over and above. That's my job. [Laughter].

Kevin Daly: Well we think it's going above and beyond because you could have had 48 hours. You could've finished it off on a Monday. You finished it on a weekend.

Stuart Will: Yeah

Kevin Daly: That's taking initiative that's going above and beyond. I do owe you an apology. There is nothing worse than getting an impact award, from personal experience, getting a Silver Star one year after the event. No one is around to know what you did or care [off mic]. Anyway. I'm going to pass this over to you. Mr. Will I apologize too

because you don't get a cash reward, but you do get an attaboy being sent to your company, and we're strongly recommending that they give you some sort of bonus.

Stuart Will: Oh good. [Laughter].

Kevin Daly: If not, just a hearty well done and a pat on the back that's all you're going to get [off mic]. [Laughter]. [Multiple speakers]. Thank you all gentlemen. [Applause].

Danny Davis: I will just say if I can real quick.

Bridge Littleton: Sure.

Danny Davis: Thanks to Stuart for sticking around. I didn't tell him why he had to stay an extra two hours today, but I do want it just for all of his. [Off mic]. His good hard work during that event, and of course beyond us there was an amazing team here at town hall doing a lot of just the coordination behind the scenes even calling in from home to make the recordings and really good work. So our team here really just came together and so it is teamwork and I thank you all for recognizing that.

Stuart Will: [Off mic]. [Laughter]. [Multiple speakers].

Bridge Littleton: Okay. Next we will go to public presentation. Mr. Herbert from Christmas in Middleburg. Thankfully not Holiday in Middleburg.

Jim Herbert: Greetings everyone. Chris I guess this is your first work session with Christmas in Middleburg. Nice to see you aboard.

Chris Bernard: [Off mic].

Jim Herbert: Danny. Yours too.

Danny Davis: [Off mic].

Jim Herbert: Familiar face, but a new role.

Danny Davis: [Off mic].

Jim Herbert: You bet. I have submitted a report which you all have read. It might be more effective if we actually stand for questions here. Has this sparked questions? What can I answer and address both 20/20 hindsight and whatever cloudy foresight we can muster?

Peter Leonard-Morgan: [Off mic].

Bridge Littleton: Sure.

Peter Leonard-Morgan: I think I'd start obviously by saying thank you very much again, Jim, for doing it. There's nothing you could do about the weather. You know clearly that you know I work in town, we had an event for clients, and it was you know it was okay but it was you know washed out really.

Jim Herbert: Right

Peter Leonard-Morgan: Unfortunately and people just knew the weather was going to be bad, so a lot obviously didn't come into town and then a lot of people split after the first [inaudible]. So you know what can we do?

Jim Herbert: Well, it wasn't empty

Peter Leonard-Morgan: No.

Bridge Littleton: No.

Darlene Kirk: No.

Cindy Pearson: [Off mic].

Jim Herbert: Right. I really had the sense that the people who came came eyes wide open and they came knowing full on what to expect and they came with pretty phenomenal attitudes. As you know we're not very deep as an organization and I don't have many metrics for performance data. Anecdotally I have retailers in the men's clothing and ladies clothing realm who said they had fantastic days. The restaurants tell me they did 100% capacity and overflow. The food trucks all want to come back. So it does appear that there was a good retail day despite the fact that our numbers, our parking, our everything was down probably 65% from the previous year.

Cindy Pearson: The buses [off mic].

Jim Herbert: Oh. They were lickety split right on time weren't they? [Laughter]. I wish there was a better way to take a look at our Friday night weather report and scale back \$5- or \$10,000 of overhead. There's just no way to do it.

Bridge Littleton: I noticed that Purcellville rescheduled there's a week later. I can't remember what caused that. I think was rain as well. Is that possible for us? I mean now there's is just a parade. It's not a big event or anything.

Jim Herbert: No, we're a rain or shine, and so we don't postpone. And I would only cancel under the advice of Chief AJ if there was a weather related public safety emergency. You know we were all around in 2009 and the snow was called for. We all met at 6:30 in the morning like we normally do and gauged the scenario and knew that snow was coming. We didn't think three inches an hour was coming. Neither did anybody who was on the weather forecasting end of things. And so that is the year we should have canceled. But other than that it's not a rain date event.

Darlene Kirk: [Off mic].

Bridge Littleton: But in fairness you got the best pictures that we'll ever.

Jim Herbert: That's indisputable.

Kevin Daly: [Multiple speakers]. [Off mic].

Jim Herbert: Yeah. Yeah.

Kevin Daly: [Off mic].

Jim Herbert: I'm glad we had photographers that day. [Laughter].

Bridge Littleton: So as anybody have any questions for Jim just on the 2018?

Jim Herbert: Thank you.

Darlene Kirk: [Off mic].

Jim Herbert: Thank you Darlene.

Kevin Daly: So you're gonna be here another year?

Jim Herbert: Well, yes. Having been involved for 12 or 13 or 14 years and then I think for the last nine years I've been the primary responsible culprit. So the next 10 years of that kind of leadership that's not going to happen. I'm finding from my own standpoint, but more sensitively from the standpoint of some of the people who have been at my shoulder who have done yeoman's work but literally burned out. This has gotten more sophisticated, more heavy lifting, and more complicated lifting than volunteers can reasonably be expected to shoulder. And so I've already begun looking for additional legitimate sponsors, reaching out to more entities who can benefit from the platform that we've developed. If it was just a single event day then we'd have a tougher time with this. But now that we've built a reliable four month long integrated channel we can provide return on investment to marketing participants that are very solid and very cost effective. So I am looking to raise an additional \$15,000 in marketing sponsorships to support a part time, but recurring paid person who I hope to be able to share with Michelle and Doug Myers because they have a business that is a management bureau providing staffing support for businesses that don't want to staff that themselves. And this is gonna be like a pop up job. Now before I can ask them they would love to be involved. I need to see that I've gotten the financial ducks in a row so that they can be promised a fair return for helping. Then we're in a situation of being able to afford them an additional staffer who they would like to bring on anyway for additional clients that they see in their pipeline and then they bring in some business, I bring in this extra business, we get one paid person, and that person becomes institutional resource ongoing year after year for all involved. That allows our advisory committee to truly advise and stay involved, and as an advisor I could stay involved until I died. So can Deedee, right? [Laughter]. Deedee says yes until you die. [Laughter].

DeeDee Hubbard: [Off mic].

Jim Herbert: But Deedee is a, for instance, somebody who has worked very very long and hard on this and there's just not that much room in the envelope for how this success has grown the demand for attention and labor. So that's what we're looking at. Strategically, that increase in money will go to provide paid staff resources. I'd want to implement that this year. I'm also looking at raising money that gives us a more sustainable buffer. Having a bad weather year burns through a lot of residual earnings and then further I am in touch with a number of local private foundations to try and come up with a real fund of \$300,000 or more that would buy its investment income spin off that \$15,000 so that we can have that to be counted upon by buy resources in a bank. So it's pick up the bootstraps time and raise this organization into something that has more durability. I have said it in here I think pretty plainly, the focus has been on each event. And right now after this bad weather year and and the challenges that that has brought financially I'm really focused on strengthening an organization that can do events. So we're just changing the focus a little bit. We're going to tackle a couple of strategic objectives and then get this situated so that its next phase can be sustainable and continued to do the mission which is brand Middleburg, bringing people here to a welcoming community and love and joy and they have a phenomenal experience and not just on Christmas and Middleburg day but for all of the other events that we similarly promote through our channel, create a very good retail calendar day and ongoing retail business for sustainable economic development in town, strive to help with the visitor tourism strategy which is a very good strategy of economic development. People come, they spend some money, they go home, and we don't have to have them in houses or cars or all the time and all that. It makes very good sense. We have that as one of our mission bullets. And then at least to break even, but now we're adding this organizational stability and organizational durability to it. So that's through the looking glass into the future.

Bridge Littleton: Anybody have any other input or thoughts, questions for Jim? So from just from my perspective there's a couple of thoughts. I think it's a great idea. Right? There's running events which is very tactical, and then there's an organization, which is beyond just doing that. I think it's exactly the right approach to take is the last thing you want to do is make it relied on a person. You want it to be relying on an organization because an organization endures people, right? We all retire and eventually shuffle off the mortal coil.

Jim Herbert: If you can't be replaced you can never be promoted.

Bridge Littleton: Exactly. [Laughter]. Exactly. So if there's you know whatever your thoughts on how we could help you know with that superstructure. And I'm just curious you were talking about reaching out to an organization to help start that endowment I guess is what you would call it. Are you talking to the Community Foundation?

Jim Herbert: No.

Bridge Littleton: They'd be good too. They'd be really

Jim Herbert: Well, as a landing zone.

Bridge Littleton: Yeah.

Jim Herbert: For a Christmas in Middleburg fund.

Bridge Littleton: Gotcha.

Jim Herbert: Having been on the board of that organization many years I'm very familiar with it. We have a family fund there ourselves. I have to find the money before I know where to put it.

Bridge Littleton: Sure. Sure.

Jim Herbert: But there are some very receptive ears in the community, and we're making progress towards that already.

Bridge Littleton: [Off mic] any help we can be.

Jim Herbert: Thank you.

Bridge Littleton: Just let us know.

Jim Herbert: Well we're taking checks.

Bridge Littleton: No, I got that. [Laughter]. That's one part, but there's other parts. So again one more. Any other questions for Jim? So Jim before you go we have a resolution of appreciation.

Jim Herbert: [Inaudible].

Bridge Littleton: So I'd just like to read it real quickly. Whereas, since 1979 Christmas and Middleburg has been held on the first Saturday in December; and whereas, Christmas and Middleburg features performances and events throughout the town including a hunt parade, Christmas Parade, craft show at the community center, Breakfast with Santa and silent auction, Emmanuel Episcopal Church Piedmont Singers, and much more; whereas, this event is enjoyed by thousands of people including residents and visitors providing many benefits to the community; and whereas, such an event takes hundreds of volunteer man hours as well as financial support from the community. Now therefore be it resolved by the Mayor and Town Council that the Town of Middleburg extends its sincere appreciation to Jim Herbert, Chairman, and the members of the Christmas in Middleburg Committee as well as the many volunteers who offer their time for the benefit of the community. Be it further resolved that the Town Council offers its appreciation to the members of the Loudoun County Sheriff's Department, the Virginia State Police, and the town's staff for their support. Be it further resolved that the Council offers its appreciation to the vendors who provide equipment for the event and to the many sponsors and advertisers without whom the event would not be possible.

Jim Herbert: Lovely. That's very inclusive.

Bridge Littleton: Thank you very much. [Off mic].

Rhonda North: [Off mic].

Bridge Littleton: [Off mic]. [Applause].

Jim Herbert: [Off mic].

Darlene Kirk: Thank you.

Bridge Littleton: OK. So next is council approvals. First item is a request for refund for water and sewer connection fees from Tommy & Mary Dodson.

Darlene Kirk: [Off mic].

Bridge Littleton: Marianne Dodson. Who is?

Danny Davis: Me. I'll take it.

Bridge Littleton: Danny.

Danny Davis: Just very briefly our codified ordinances, our town code, don't specifically address the fact of a proactive request for a refund. And so staff has no objection to the request and if it's set for a year they would get it refunded anyway. So we're coming to you to say would you just authorize the refund for the Dodson's for this availability fee. And also we do think there's some value in pursuing clarifying some in bringing some consistency to our billing and fees and language in the sewer and water different sections of the code whether potentially creating a new section that just deals with billing itself or creating some policies and procedures on the backside that will clarify some of these things. So we just would seek your guidance here. I can answer any questions you have.

Bridge Littleton: Anybody have any questions for Danny? [Inaudible] thoughts or concerns with moving forward? Kevin.

Kevin Hazard: I was just going to.

Bridge Littleton: Oh you're ready to jump. OK. So Danny your question around guidance. Yes. Great.

Danny Davis: Thank you.

Bridge Littleton: Yeah. All right. Is there a motion?

Kevin Hazard: I move that the Town Council approve the request for a refund of the water and sewer availability fee from Tom and Marianne Dodson in the amount of \$27,500. I also move that the Town Council direct staff to prepare amendments to the town code as needed and other policies and procedures to provide more clarity and consistency regarding billing fees and refunds.

Kevin Daly: Second.

Darlene Kirk: Second. [Off mic].

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

Everyone: Aye.

Bridge Littleton: Opposed? Abstentions? Motion passes. All right. Next item is [inaudible].

Darlene Kirk: Easy for you to say.

Bridge Littleton: Give me one second. Been a long week. Reimbursement for Businesses - Costs Related to the Boil Water Requirement. Mr. Davis.

Danny Davis: During the boil water notice there were a few items that we couldn't either immediately address or throughout the event directly address for the restaurants, and that relates to things such as soda machines maybe ice that they had to purchase before we could bring ice and bottled water. Things like that. So some of the restaurants asked is there any credit or refund or something you're gonna help us out during this time, and we heard their plight and said save your receipts and approach us and we'll talk about it. There's no real direct precedent for this so there's no way to say specifically what the right or wrong answer is. However, we do think it shows some good faith on behalf of the town to understand that as specifically a restaurant or food service type business to keep running they needed certain things that they had to purchase from a store because of this situation. As you see in the item one of the places of business also asked for some other things beyond just those consumables, credits they gave it to clients, gift cards to to compensate them, a filter that clogged near that time period. Can't say it's directly tied to that situation although it could have been additional sediment stirred up when the water came back through the system. That being said our recommendation is that we reimburse half of the consumable expenses the restaurants may have incurred during this period of time. You know if council wishes you can reimburse the full amount. I would note that we did the town did spend about \$3,000 on supplies to help the restaurants. So we have put in our our own effort in that process too. So I'm happy to answer questions or if you want to know any other details.

Bridge Littleton: Kevin.

Kevin Daly: Well personally I think it's a good idea to increase this bona fides with the businesses in town, but I also ask what are we doing for the residents who also suffered some financial loss because of in some cases no water pressure, lower water pressure when it came up, filters, their own personal filters were clogged.

Danny Davis: Right, and so that's part of the reason for on the filter side that we haven't recommended reimbursing that for the businesses either. If residents went out and purchase bottled water for their own consumption our feeling is that it's much easier for an individual or for personal use that you can boil the water that you need and use it at the time that you need it. It's a different situation when you're getting into food service where you may be feeding you know hundreds of people over a day and keeping that constant flow is more challenging. And also we're wanting to help the businesses stay profitable and in business during this kind of situation. I think the impact on residents was felt, but not as financially impactful as it could be to the restaurants.

Kevin Daly: I'm satisfied

Bridge Littleton: Darlene.

Darlene Kirk: I had no problem with this, but I just want to make sure that if we're establishing a precedent here by doing this that we kind of have some boundaries on what we're going to do. And my other concern is that if they find out two them got money back the others may come back in and then we might have a lot more.

Danny Davis: Correct, and so we did try to tell everyone that we worked with if you do have expenses you keep them. We do know one other restaurant that indicated they might have, but we haven't heard from them as of yet. Many of the other restaurants didn't really indicate that they had gone out and bought their own water, bought their own ice or had any direct issues. So we recommended that if someone brings us proof of this by the end of this when this bill is due I wouldn't expect this amount to even double I would say. I think it's going to be pretty minimal for this situation. As for the future I don't want to set a precedent either that we have to do this every single time. Hopefully doesn't happen very often at all, so I would say that this is truly discretionary. So if it were to happen again the council does have the ability to say either based on the magnitude you could put a cap on it. You could put a

percentage on it based on a customer's water bill perhaps and say we would reimburse up to X, Y, Z percent of the water bill for that period of time. We didn't do that in this situation since it was fairly minimal, but those are some options that you have if it were to happen again.

Bridge Littleton: Anybody else?

Darlene Kirk: I'll make a motion if you know want. Oh.

Bridge Littleton: Yeah.

Peter Leonard-Morgan: Actually we were in a restaurant when this was happening and it wasn't just a physical offering of the water bottles it was more the waiters and waitresses had to explain what was going on and then they had push back from clients. So you know the water thing was obvious. I have to say I'm more inclined to suggest that we, it's not a great deal of money, and I think maybe we should offer the full amount as long as we don't create this precedent. The difference between \$500 and \$1,000 you know is, if that's what I read correctly here, I think that would be a better sort of gesture of good faith. That'd be my feeling.

Bridge Littleton: Anybody else? Any other thoughts? So I do have a quick question. So the trigger of this whole event was the power outage, right?

Danny Davis: That what we believe. Correct.

Bridge Littleton: So no fault of Town essentially, right? The power went off, it triggered this thing that caused the pressure and some back flush and then you got to be careful and all that kind of stuff. So as best as we can tell. So what happens next time when we have a boil water notice for five days? What happens next time when the trash will not come because their truck breaks down on the highway? What happens next time when I mean you name it, right? And you're certain things that are out of our control. I've never, you know New York City, Washington D.C., Fairfax they get power outages all the time. They have water issues all the time. I mean is there a you know standing thing that they reimburse businesses for know inconvenience in like the power going out, right? Movie theater. Here's a good example. Power goes out, movie there can't show movies. Does the county reimburse them or does Dominion Power reimburse them for the loss that you know people want refunds on tickets or stuff? And the really reason I ask this is, and I'm not saying we shouldn't do this, I just want us to be very very thoughtful about you know people asking for replacement filters. Well next time somebody changes the pressure, right? Oh no town changed the pressure. You know we get sediment all the time. Now you've got to pay for my thing. And we are setting a precedent. This is precedent setting because once we do it now the next time something like this happened, and maybe it's not for five years, but it will happen, that restaurant will call and say hey I had \$16,000 worth of damage. Right? So again I don't know the right answer. I just want us to be very very very thoughtful about starting this line. And we can afford it right now because on issue of the cost. It's just you know just like I said I just want us all to really talk about this and make sure we're comfortable that next time it happens that we're going to have another motion like this. [Off mic].

Cindy Pearson: I believe I'm right on this that most businesses have a part in their insurance that will pay for losses

Bridge Littleton: Business interruption insurance.

Cindy Pearson: Yes. So if it did happen to be that long amount of time that you said I think that would probably, I'm sure there's a deductible or something.

Bridge Littleton: Yeah.

Peter Leonard-Morgan: So I think what Danny mentioned, the operative word really, is discretionary. And you know this is, I've lived here five or six years, I think it's the first time that I've heard about a boil water. [Off mic].

And you're right there could be something much bigger one day and we had to cross that bridge when we come to it. As long as it's clear that it is discretionary.

Bridge Littleton: No, I mean I guess where I'm going with it like is there's been plenty of times where there's a lot of sediment in our water and it's kind of this color. I don't think the restaurants serve that. Right? When the water gets this color like that they don't serve out their glass. I'm sure they go get bottled water and stuff like that.

Kevin Daly: [Off mic].

Bridge Littleton: Yeah yeah. So again like I said it's not that I'm against it. I just want to make sure that you know. We are creating an expectation. Even though it's you know it's totally discretionary, it's an expectation. So anyway , Darlene.

Darlene Kirk: This has happened before because Tim Dimos was mayor and he sent Channel 9 to my door to watch me boil water. [Laughter].

Bridge Littleton: But with that.

Kevin Daly: [Off mic].

Darlene Kirk: We weren't asked to give anyone back any money or anything, and it was a longer time. I think [off mic] were told to boil water. Because it was a couple days, but it wasn't you know like a week or anything but it was a couple days.

Bridge Littleton: No and I'm also all for helping out all the businesses, right? I'm all for that, but I just the next time it happens we're gonna be asked to pay for it. Just make sure we all are good with that. So other than anything else? OK. Is there a motion or everybody generally in favor of reimbursement? [Off mic]. Okay. Is there motion?

Darlene Kirk: Would you want to do the full or half? [Off mic].

Bridge Littleton: Can we do that? Yeah we can do a straw vote.

Danny Davis: I mean you're in open session.

Bridge Littleton: Yeah.

Danny Davis: There's nothing you're to hide.

Bridge Littleton: Yeah I do. What's the general feeling? Want to do half or full? Half? [Off mic]. Yeah. [Off mic]. Yeah. Everybody has a little skin in the game. Okay.

Darlene Kirk: All right.

Bridge Littleton: Yeah, what you don't want to do is oh boil water, go by 700 cases of Diet Coke. You know? [Laughter].

Darlene Kirk: [Off mic].

Bridge Littleton: What's that?

Darlene Kirk: You could do that?

Bridge Littleton: No no, the business. Town's paying for it all. You know? Yeah. Okay. Is there a motion?

Darlene Kirk: All right. I move that the Town Council approve the request for reimbursement of expenses for water, soda, drinks, and ice incurred by restaurants during the boiled water notice issued on January 25 to 27 2019 at an amount of half the direct costs incurred by such restaurants. I further move the staff is authorized to issue additional reimbursements if receipts are provided by restaurants no later than April 15th 2019 and are found to be for the purposes described in the staff's memorandum dated February 28, 2009.

Bridge Littleton: Any second?

Philip Miller: Second.

Bridge Littleton: Any discussion? Kevin.

Kevin Hazard: Friendly amendment.

Bridge Littleton: Yes sir.

Kevin Hazard: Can we put a cap on the amount for this? [Off mic].

Bridge Littleton: Oh you mean for this time?

Kevin Hazard: For this time. I mean right now it's there is no cap and it's open ended.

Chris Bernard: [Off mic].

Bridge Littleton: Like Salamander.

Peter Leonard-Morgan: [Off mic].

Bridge Littleton: No I mean hey they're an in-town business, right?

Danny Davis: Thankfully they were not directly affected.

Philip Miller: They weren't affected by it though.

Bridge Littleton: Oh that's where they got their, yeah yeah yeah.

Danny Davis: Yes.

Bridge Littleton: That's right. Yeah, I forget about that. Yeah. Kevin what would you recommend?

Kevin Hazard: Double that amount. \$1,000, \$1,500 max.

Bridge Littleton: Everyone comfortable with the \$1,500 max?

Darlene Kirk: [Off mic] a friendly amendment do you Philip.

Philip Miller: I do.

Bridge Littleton: So I would say this way then if it hits that cap then everybody pro rata gets whatever portion of it comes out, right? It's not like one gets all of it and then the last guy then gets nothing. Okay. Everyone good with the amendment? All right. All those in favor say aye.

Everyone: Aye.

Bridge Littleton: Opposed? Abstention? All right. Thank you. Next item is 2020 Budget. Oh the dynamic duo. [Laughter]. The budget duo.

Ashley Bott: [Off mic].

Danny Davis: I give Ashley all the credit for this item.

Bridge Littleton: Why's your name first?

Ashley Bott: Joint effort.

Kevin Daly: [Off mic].

Bridge Littleton: [Laughter] Exactly!

Kevin Daly: [Off mic].

Bridge Littleton: That's another way of saying all the responsibility

Ashley Bott: Right?

Danny Davis: I was at a conference in Stanton and starting to feel the flu come on and I was like here.

Bridge Littleton: What Danny just said was I was nowhere near you when this happened. [Laughter]. Will's back there nodding your head. [Laughter].

Kevin Daly: [Off mic].

Ashley Bott: In spirit he was here [laughter].

Danny Davis: So we wanted to bring back to you the results of the discussions that we had on the January 31st work session. I won't try to rehash everything that I've written in here, but I do you want to go or a few things and then cover a few additional things just verbally as well. Briefly on the revenue side we met with the Strategic Finance Committee yesterday and talked through a number of different topics including the revenues. And we went over this discussion here of how we are projecting our meals tax and TOT. So essentially we took a look back at the prior three fiscal years, FY'16, '17 and '18, looked at the revenues received in the first six months compared to the total revenues received for that year, and what was that percentage essentially. Because we know that it isn't a straight double. For meals tax it's about 85%, 86% you know of the first six months. Whereas in TOT it's actually even less. It's only about 75% of what we receive in the first six months of the year. So we apply that to our first six months revenues in FY'19. You'll see this on the top of page two. So when we added this factor in the new estimate for FY'19 it has actually increased our current, or is about \$175,000 more than what we have budgeted for the current fiscal year. So we took the FY'19 new estimate and added a 4% growth factor to that thinking meals tax will continue to grow. We don't again know exactly what that might look like. We know TOT will continue to grow. I think 4% is fairly reasonable and that gives you the FY'20 revised budget numbers in that chart on the far right. That is approximately \$145,000 more than originally budgeted in the Fiscal Year '20 budget. So essentially you've just increased your revenue line by \$145,000 if if you're agreeable and acceptable with this methodology and with this approach. So I'll stop there real quick. If you want we can talk about revenues or how we got to this number. If I didn't make any sense I can clarify.

Bridge Littleton: Any questions for Danny so far? I just want to say one thing, so we went over his methodology of how to actually project for revenues using a much more sound methodology than just you know backing off 20% and that's our contingency. The Strategic Finance Committee thought it was a very very well done. well put together

methodology. It made a lot of sense and really gives us a good view on what we really think it's going to come in at. So you guys did a great job on that.

Danny Davis: Thanks. So leading into that the question is, as we discussed at the last meeting, what do you do with these extra funds? You don't want to put these into operating funds and be reliant upon them necessarily, but instead let's put those aside in some contingency for onetime projects. It could be studies, it could be infrastructure, it could be other things that are good onetime uses of funds. This is where I think a discussion will be appropriate whether it's now or perhaps even at the next time we get together talk about the budget. What are some of those onetime projects that we know we need to invest some dollars? We know that there is going to be some expense. I've put a few ideas here in the memo. Pinkney came out at the last meeting and we're going to work with our engineers on getting some general estimates of what that might cost to rehab and redo *Pinckney* so that it could be accepted into the VDOT system. I don't think that's going to be a very cheap process. I mean there's potentially you know going down deep redoing a fair amount of the road and getting it prepared. Hopefully there's nothing beyond just simply the road itself. That being said that would be a great great example of how to use if we end this current fiscal year with \$300,000 left over and it's a \$200,000 project, great use of fund balance from the from Fiscal Year '19. You'll see some other ideas whether we need to continue looking at our sidewalks and how we link our sidewalks and/or rehab some of our sidewalks as needed. Public spaces throughout the town. We could continue putting money aside specific to the town hall project, very easy to to designate a portion of those funds. We also have studies to do we know that are coming up, Economic Development Strategy, some water and wastewater master plan, different studies like that where we could designate some funds. So not saying we need to vote on those or prioritize that list, but I think that's good to be thinking about. And then when the time is right maybe we go ahead and come up with a list that's prioritized, so as funds do become available either throughout the year at the end of the year we can begin working through some of those projects

Bridge Littleton: Anybody got any questions for Danny? The only thing I would add is, and also the strategic priorities we have, if there's things in there that we need to do to support those those can go on the list too.

Danny Davis: Yes, absolutely. Next item just briefly. We were very surprised and pleased to see that our health care expenses remain flat for this year. That's great.

Ashley Bott: Great news.

Danny Davis: So we will take that. [Laughter]. I was in Herndon talking with them today. They actually had three years where their rates did not increase for three years in a row, which was impressive. It went up this year 7% which actually is still not terrible.

Ashley Bott: That's not bad

Danny Davis: Maybe we've seen a little bit of leveling off. I don't know, but being a small place we could see another jump next year.

Bridge Littleton: [Inaudible] 8,000.

Danny Davis: It's little. It can still be a hit from time to time. Professional Development appreciate the council's investment in the staff, and so we have increased those line items for each of those departments if it wasn't already at that level. And we'll continue to review that and then work together on making sure that for ourselves and for our staff that we have the resources and ability to use those dollars. I will say one of the verbal conversations was whether to lump these all into one pot of money in administration to be then dispersed out of administration. As looking at it further we thought it makes sense to keep it by department because you get to see you know what your budget is for that year and you get to use it effectively for your team. And if you have one person that used 500 maybe you have an extra thousand to help someone go to a bigger program or you can manage those funds appropriately. So that's professional development. A few other budget updates that had either come up at some point or that we had missed in the original go of the budget we included some funding in there for electrical vehicle charging stations for go green. We included the dangerous structures dollars, updated the town hall project right now

to show a million dollars for fiscal year '20, and we can talk more about that later. You mentioned a couple of those things potentially from current or future fund balance. Right now there was discussion about event management services and where that is in economic development. I've left that's not specific at this point, but there is a \$20,000 contingency fund or a line item in economic development that can be used for that as needed or we can add that in specifically based on what comes out of the community and cultural events committee over the next few months.

Bridge Littleton: How'd you come to the \$20,000 for that?

Danny Davis: That number's just been there. So that's just a number that's been kind of over the years for potential, I assume, it's for potential projects or studies or needs that may come up.

Philip Miller: And just thinking about what Jim told us, what kind of money he's looking at [inaudible] in the kitty for basically a single day event. I'm not sure that's enough if we're really going to pull off a new tent pole event during this budget time. It might need to be boosted.

Bridge Littleton: That assumes we're going to pay for it .Christmas the Middleburg you know we give them 15 grand or whatever it is and some ancillary support, but they figure out how to fund themselves. Not saying it's right or wrong, you know?

Darlene Kirk: We can also do a budget amendment as needed.

Danny Davis: One thing I did add in here that we did not bring up previously so I wanted to bring it up to your attention now is the community center had actually requested \$22,000 for the fireworks program. Traditionally, I think the town has given \$15,000 and that's been pretty standard for a number of years. The actual cost of the fireworks are \$17,500. And then there are additional costs around it with porta potties and other things. I'm not saying we have to give them the full amount they're asking for, but I did want to just bring that to your attention since their request was higher than what was put in the budget.

Philip Miller: Didn't they asked for more this year. Didn't we end up giving them \$19-?

Ashley Bott: Yeah we are giving them a little, yeah, the prior year.

Philip Miller: They came back and said we need more?

Ashley Bott: Yes, we need more.

Darlene Kirk: And this is the first year I think they've asked us to pay for everything. They were supposed to be splitting the cost of the fireworks, paying for some of it. [Off mic].

Philip Miller: Yeah, I think we've been paying for it for a while.

Cindy Pearson: [Inaudible] one of the accounts on the budget had this amount, the fireworks amount in it? Does it have other ones in that amount too? What other ones do we hold in there?

Danny Davis: We'll find that in one quick second.

Ashley Bott: It's the community one. [Inaudible].

Danny Davis: The community development special event support?

Ashley Bott: Yes

Danny Davis: Is that correct? 3060?

Cindy Pearson: [Off mic].

Ashley Bott: Yeah, the film festival's in that as well.

Cindy Pearson: [Off mic].

Ashley Bott: I will let you know [inaudible].

Bridge Littleton: [Off mic].

Cindy Pearson: [Off mic].

Bridge Littleton: No, no, it's the five. No, it's like five that have always been on there. [Multiple speakers] film festival. There was like two more.

[Off mic].

Danny Davis: Open late.

Bridge Littleton: Open late concert series is one.

Danny Davis: Ashley and I are racing to the...

Bridge Littleton: I don't remember.

Cindy Pearson: [Off mic].

Ashley Bott: In my report I have Fireworks Middleburg, the concert series, the film festival are the three that I have mentioned and then there was nothing else on that line item as of my report.

Cindy Pearson: [Off mic].

Danny Davis: Yes. Film festival, fireworks, Christmas in Middleburg, and Open Late. [Multiple speakers].

Ashley Bott: Yeah.

Cindy Pearson: [Off mic].

Bridge Littleton: Any thoughts around this request from the community center? I mean is everybody for it? Against it? [Inaudible] share the pain.

Darlene Kirk: I think it's a good event. I mean I've been coming for that for a number of years. All the kids and the families they're just really happy and I think it's a good thing for us to do, small town.

Kevin Hazard: I think it's our second biggest event of the year. I mean right behind Christmas in Middleburg. And I know that they get a boost from it, but not as much as I think the town does.

Bridge Littleton: Peter.

Peter Leonard-Morgan: Can you remind me what the rationale is for the big increase as compared to previous years?

Danny Davis: I don't have specific information on why it's increased that degree except to say that I think generally the cost of the fireworks themselves have gone up a little bit by a few thousand dollars and then the additional costs that go into everything from you know they pay a band \$2,000.

Ashley Bott: Yeah.

Danny Davis: You have porta potties and stages .

Ashley Bott: Clean up

Danny Davis: Those are all just.

Peter Leonard-Morgan: I saw that when I was reading through the note, but I just want to know why. Is it just cost increases do you think?

Bridge Littleton: Well from last year to this year the cost of fireworks alone has gone up \$3,500. [Off mic]. It said \$14,000.

Philip Miller: [Off mic].

Bridge Littleton: It said \$14,000.

Philip Miller: [Off mic].

Cindy Pearson: [Off mic].

Bridge Littleton: Oh I see. And they have it all rolled together. Okay. Yeah, what? Well look at so last year their total costs were \$21,540.

Philip Miller: Yeah.

Bridge Littleton: I mean we gave 'em \$19- but, so I get it. Okay. Sorry.

Ashley Bott: And actually, Cindy to your question, before I think you asked if that money was already in that line item. T the increased amount is not in that line item. So we would increase it by the additional funding.

Philip Miller: I mean it's essentially a town event and we're paying for it.

Bridge Littleton: [Off mic].

Darlene Kirk: I don't have a problem paying for it. I think it's a good event.

Peter Leonard-Morgan: [Off mic].

Kevin Daly: I think for, if I may, we did a lot for the businesses at this past, and this is something that helps bring the community together. It's kind of like the National Night Out. I think that I have no heartburn with increasing our support to this community event because it is for the entire community.

Bridge Littleton: So that give you guys guidance? I think everyone's for it.

Ashley Bott: Okay.

Darlene Kirk: Yeah.

Danny Davis: Definitely so.

Bridge Littleton: Okay. Darlene?

Darlene Kirk: [Off mic].

Bridge Littleton: On what?

Darlene Kirk: [Off mic].

Bridge Littleton: Oh!

Ashley Bott: [Laughter]. [Inaudible].

Bridge Littleton: Thank you. [Laughter]. OK. Anything else.

Danny Davis: So right now there are a couple other things that I didn't have in the memo just to address briefly. Council had brought up the idea of health center fund and whether to continue putting some, if we set up a separate 501(c)(3) whether to continue putting money towards that to help it continue to be able give out donations without pulling away from the principal too much. Something we're happy to integrate into the budget, if council decides us a direction we want to go, or we can see how it goes for a few years. I mean Council's contribution is seeding the program and getting it off off the ground.

Bridge Littleton: I think it's very premature. I mean I've got no problem us donating. Personally I would have no problem supporting whatever this entity becomes, but we don't know what it's gonna be. We haven't defined their purpose. We haven't set it up. Once we get that all done then I think we figure out you know how they're going to run themselves, are they going to really try to drive fund raising? You know I think we need to know all that stuff because like what do we typically do when like if we were given like 40 grand? That's a lot of money.

Darlene Kirk: [Inaudible] 40 in last year because I mean I asked him to put 40 in last year we had had 30 one year.

Ashley Bott: It was 30 prior.

Darlene Kirk: And I just ask him to up it because some of the groups were gonna come in requesting more. I knew.

Bridge Littleton: No, I know but now it's a totally different thing.

Darlene Kirk: Yeah I know.

Bridge Littleton: You know it's I think we've got to set it up first.

Darlene Kirk: I think so too. [Inaudible].

Bridge Littleton: And get it organized, select the board, set their bylaws, and then figure out how we want to continue to support it.

Darlene Kirk: When are we going to do that. Is that something we want to do at a work session. Maybe April?

Bridge Littleton: Yeah.

Darlene Kirk: March.

Bridge Littleton: Why don't we do it in March?

Darlene Kirk: Okay.

Bridge Littleton: I mean does a month give you guys enough time to get with Martin to get this structure nailed down.

Danny Davis: I believe I have a draft from him of a thing he did similar in Culpeper, that area, so it's enough to get us started. I think we can.

Bridge Littleton: Okay.

Danny Davis: The work session in March.

Bridge Littleton: Okay. Yeah, let's get it going. I would say this. We don't need to review the bylaws. Just you know come up with you know what the purpose, the goal, the vision, what you all would recommend as a board structure, what authorities and power that they're going to have, how the council's gonna be that interacting body, is there a council rep, is that the council itself? Whatever. Right? And then we can all chew on it and go from there.

Danny Davis: Okay.

Bridge Littleton: Everyone feel comfortable with that?

Kevin Daly: [Off mic].

Bridge Littleton: Okay.

Darlene Kirk: I was going to say one thing. It is sort of the philanthropic arm of the town. And if it goes to a separate organization then we might want to do some sort of donation to it so that we're still [inaudible].

Bridge Littleton: We've got plenty of time and figure it out.

Darlene Kirk: I know.

Bridge Littleton: Yeah.

Darlene Kirk: I'm just mentioning.

Bridge Littleton: Yeah. No that's good.

Kevin Hazard: Well, and another thing we're talking about residual funds at the end of the year we could look at the end of the year and this might be a good place. We could earmark it if it's there if we decide to do it.

Ashley Bott: Yup.

Bridge Littleton: Right because we're not tied to the building anymore. Right. That's a good point. Okay.

Danny Davis: In terms of economic development we talked about funding for marketing and clarifying what's cooperative marketing where we work with others, what's advertising dollars. We haven't refined that fully yet. So that's you know waiting to be seen, but that's on the list. And then at the end it came up about CRM and how we were pursuing a CRM for economic development and then a discussion about a CRM town wide. So we're looking at what options are out there that either integrate with our current systems or that might be a separate system. I'm not sure, and I don't want to say it's not out there, but if we're looking for something that's best to serve the economic

development function maybe something different than is best to serve our interaction with residents that are primarily related to you know

Ashley Bott: Utilities?

Danny Davis: Utilities, the water issues and [inaudible].

Bridge Littleton: So you know what my question to you is going to be? What are your requirements?

Danny Davis: Sure.

Bridge Littleton: Sit down.

Danny Davis: Well.

Bridge Littleton: Pull up your list of requirements for everybody [multiple speakers] it works or it doesn't.

Danny Davis: And I think that's a conversation that if, I will tell you to be honest, we had not pursued or intended to go after a CRM for just general town projects. And so what I'd like to hear from council is if that's something you're expecting us to do and want us to do, and if so we'll go develop what that needs to look like.

Bridge Littleton: So, and please everybody weigh in on this, we don't need a CRM. You do. So you tell us what you need.

Danny Davis: Sure.

Bridge Littleton: To run the government effectively, bring it to us, and we'll you know say hey that seems like a great idea, affordable, whatever. But this is a town government management tool, not something that we as council [inaudible] going to use.

Danny Davis: Yeah.

Bridge Littleton: So you're the customers, so develop your list of requirements, what you think you need, and [inaudible] at the end of the day come up and say you know economic development needs it, but town government really doesn't. Okay, makes sense. You're the one to know.

Danny Davis: Yup. OK.

Bridge Littleton: Anybody have any thoughts on that?

Peter Leonard-Morgan: My only thought is with CRM if you're going to go that route I've seen it before where organizations get a CRM and then after a couple of years it's the wrong one or they could have used it for multiple departments and just modified. So when you say you know maybe have one for economic development and one maybe for government, let's say, it seems a tragedy to have two separate ones. If you could work one, but you know you can only [inaudible] has access to certain things and that's there. I mean it's fairly simple these days.

Bridge Littleton: Adopt not adapt.

Danny Davis: Mhm.

Bridge Littleton: [Laughter]. No, Peter's got a great point. We don't want to maintain two systems, two trainings, two updates, you know that's crazy.

Chris Bernard: [Off mic].

Bridge Littleton: Yeah, exactly. Yeah. [Inaudible] questions?

Danny Davis: We'll do that. The last thing for us is just about the schedule. We have the hearing on the tax rate for March 28th. Regrettably I'll say the time caught up with me. I had intended it to be March 14th, but it's on the 28th and that's the night you do need to make a decision on the tax rate, so we can get it to the county for collection. And then one discussion where we had with Strategic Finance Committee and we're continuing to talk about is integrating our financial advisor and bringing them in to do a deeper dive into our finances especially as we're looking at town hall or utility fund. They provided something in council four years ago that was a little bit deeper and had been done in a while. They refreshed it a couple of years ago but it wasn't much of a real deep update, so I'll probably bring something back to you in March at your first meeting. That would be authorization for us to engage with them based on some projected deliverables and costs related to that. But I think that's one of those very valuable processes and projects that gives us tools and information just as we would do on the economic development side to help us be most successful there. On the financial side getting us the strategy and the information that guides decisions of counsel into the future. So with that I don't think there's anything else unless y'all have additional questions or are seeking additional information right now.

Bridge Littleton: Any other questions for Danny or Ashley? One thing I forgot to mention about CRM, also recognize this, and I look at everybody in the room. If you implement a system.

Danny Davis: You have to use it.

Bridge Littleton: And you're going to live by it. You're going to live by it. There's no not putting stuff in. Garbage in garbage out. Lack of information is even worse. So it will become a part of your daily everyday lives and you will wake up in the morning going I'm so excited for CRM, and you'll go to bed at night saying thank god for CRM.

Ashley Bott: [Laughter] Doubtful.

Bridge Littleton: Right, exactly. [Multiple speakers]. [Laughter]. Because if not you know what we'll do? We'll just delete it. We'll get rid of it.

Danny Davis: I think the requirements just said that we don't need it for general town operations. [Laughter].

Ashley Bott: Fine by me [laughter].

Cindy Pearson: [Off mic].

Bridge Littleton: Now you know I've talked about a project planning tool. That's not a CRM. That's totally different, right? But again if you're gonna do that there better never be one wrong e-mail address or one wrong phone number or whatever. Okay. Any other questions for Ashley or Danny? Awesome. Thank you guys very much. Next one, Reports of Town Council or Committee Liaisons. Peter. [Laughter].

Peter Leonard-Morgan: Thank you very much. I appreciate it. [Laughter]. Everyone's sitting comfortably?

Darlene Kirk: Yes.

Peter Leonard-Morgan: Okay. [Laughter].

Cindy Pearson: [Off mic].

Peter Leonard-Morgan: Just a reminder that we have our [inaudible].

Bridge Littleton: One second.

Peter Leonard-Morgan: Just a reminder that we have our HEAL fair and 5K on the. Thank you very much by the way. I was absent at the last regular meeting and I did watch actually afterwards, which is a great thing to have.

Bridge Littleton: [Off mic].

Peter Leonard-Morgan: No I was busy. [Laughter].

Bridge Littleton: That's right it was your wife's birthday.

Peter Leonard-Morgan: It was Valentine's night.

Bridge Littleton: It was Valentine's night, so you weren't that busy.

Peter Leonard-Morgan: No, but I know which side my bread is buttered.

Kevin Daly: [Off mic].

Darlene Kirk: Moving on.

Cindy Pearson: [Off mic].

Peter Leonard-Morgan: [Inaudible] leave it like that. So just to repeat that we've got a HEAL fair and 5k. We've only got 15 runners signed up so far. Now that's not specifically my department, but I'm trying to really support it and about 14 of those are my friends. [Laughter].

Philip Miller: [Off mic].

Peter Leonard-Morgan: Indeed. So the Mayor here hasn't signed up [inaudible].

Bridge Littleton: [Off mic].

Peter Leonard-Morgan: Oh you did?

Kevin Daly: [Off mic].

Peter Leonard-Morgan: Ah.

Kevin Daly: [Off mic].

Peter Leonard-Morgan: It's the 30th of March, Saturday, and it's at 8:00 in the morning and the HEAL fair actually is going really well. We've got a lot of logo sponsors now, really ramped that up this year so we're gonna be very much nicer reusable grocery bag. Everyone knows I'm really for the grocery bags situation with logos all over it. And they're made out of plastic bottles actually, funny enough talking about plastic bottles. Each bag apparently three plastic bottles to make that bag which is amazing. So that's that event. And I won't bore anyone any longer. Thank you.

Bridge Littleton: Kevin.

Kevin Hazard: Just a update, planning commission and our comp plan. We got our first really really rough draft of a complete plan and we're making some you know the first rough changes, but it is a living document. The first blush it looks very nice. We'll get it into a usable format and bring it to council.

Bridge Littleton: Let me guess. Ten million square feet of commercial space in town. Oh wait that's the county's plan.

Kevin Hazard: The three 25 story towers, but that's max. [Laughter].

Peter Leonard-Morgan: [Off mic].

Bridge Littleton: Perfect. Please.

Peter Leonard-Morgan: Just a comment. Wonderful looking document. It looks really alive and readable and interesting. You know to make something like that look interesting.

Bridge Littleton: How do you get it?

Peter Leonard-Morgan: It's in our thing. We all got it. Well, no. It was a planning commission on the minutes.

Cindy Pearson: Minutes.

Bridge Littleton: Oh, it's in the minutes. OK

Peter Leonard-Morgan: Yeah

Rhonda North: [Off mic].

Bridge Littleton: Kevin's for. So let me ask you a quick question. So Kevin do you guys still feel comfortable that by July 1st we'll have it adopted? At the target?

Kevin Hazard: As of target we're saying in July or August 1st. It'll be in a very good format. It's going to depend on you know somewhat on us. And it's moving in a very good direction right now.

Bridge Littleton: Anybody else have a report or info? I'll just. The finance committee met again yesterday. Joe *Boling* is great. So he gets together, I think he's going to have a normal rhythm of getting together with Danny and Ashley and maybe others at a halfway point between meetings. We spent the time yesterday really going through all the sources of revenue and understanding. It's interesting there's no wrong answer to anything. I mean they're looking at TOT and meals and property tax and you know hey did we raise TOT? I mean you know. So they're really trying to understand how we can do that. We're now going to fold in the expense piece to it and see how the two relate to one another. And then what's the goal is in April to bring in Davenport and the economists.

Danny Davis: That's correct. Yeah.

Bridge Littleton: To really start to look at how do we model economic factors, how we could be susceptible to that stuff. So it's going well. They're a smart group. I bring the IQ down. [Laughter]. Anybody else? Okay. Any other discussion items? So just three reminders. March 13th from 8 a.m. to 10 a.m. Chamber of Commerce here, or Chamber of Commerce, yeah. Loudoun chamber having their all seven mayors of Loudoun policymaker series. You do have to sign up for it online. Has everybody here signed up?

Cindy Pearson: [Off mic].

Bridge Littleton: Yeah, go ahead.

Cindy Pearson: On that, when you go to sign up for that as us.

Bridge Littleton: Yes.

Cindy Pearson: The town is a member, but we can't register as a member because it just doesn't work that way when you sign up online.

Bridge Littleton: Yup.

Cindy Pearson: So is there a way for the town to do that for us or should we just call?

Bridge Littleton: No, so everybody still has to pay.

Cindy Pearson: Yeah.

Bridge Littleton: There's a member rate and a full rate.

Cindy Pearson: And it saves you like 30 bucks.

Bridge Littleton: It does. The Chamber sent us an email with a code that you can use. Well, so you guys have it right? E-mail it to everybody. We also they offered it for all of us and for MBPA members to sign up. Did you guys send that to MBPA right? OK. So just make sure that everybody gets it here, but is everyone intending to go? [Off mic]. You won't be in town. That's right. What's that?

Chris Bernard: [Off mic].

Bridge Littleton: You're gonna try. OK. Try harder. 8 a.m. 10 a.m. breakfast is served. They have somebody called the omelet guy coming.

Darlene Kirk: I hate eggs.

Bridge Littleton: Well, you can have a doughnut.

Darlene Kirk: [Off mic].

Kevin Daly: [Off mic].

Bridge Littleton: Yeah right. And then also the mayors will be here talking about economic development and talking about the comp plan. So I'll be fun. Yeah.

Danny Davis: As a town we would cover that cost for council members generally, correct?

Bridge Littleton: I don't know the answer to that.

Danny Davis: I mean I think it would be appropriate. So I was gonna suggest.

Cindy Pearson: [Off mic].

Danny Davis: Yeah.

Bridge Littleton: Okay, yeah.

Danny Davis: So if you would want to let us know who would like to go.

Kevin Daly: [Off mic].

Danny Davis: In the morning.

Kevin Daly: [Off mic].

Darlene Kirk: [Off mic].

Danny Davis: It's a morning. Yeah, 8 a.m..

Bridge Littleton: It's a morning. It's a Wednesday. Let's do this.

Kevin Daly: [Off mic].

Darlene Kirk: [Off mic].

Bridge Littleton: Yeah, let's do this. If someone, I mean Rhonda maybe it best would be you, send a calendar invite out to everybody for March 13th 8:00 a.m. to 10:00 a.m., and then when you get the calendar invite accept it or reject it and that way you we'll know who's going to be there and we'll use that. I guess the easiest thing just call [inaudible].

Danny Davis: That or we can do it online probably under our account.

Bridge Littleton: OK.

Danny Davis: Right.

Bridge Littleton: OK. Perfect. The second thing was March 27th. PEC and the Loudoun County Preservation and Conservation Coalition. Don't ask me to do the acronym. Is going to help host their information session here an engagement session on Envision Loudoun comp plan, next steps. By that time the planning commission's version of the comp plan will have gone to the board. The board will have only had it for like four or five days, so it'll be very apropos to see. We'll be able to talk about the final draft and just what it is and what it says and inform people. Community Center, free to the public, 6:30 to 8:30 p.m. on March 27th. So if you can be there for that.

Peter Leonard-Morgan: [Off mic].

Bridge Littleton: It's not last night for those of you who showed up on February 27th to attend. [Off mic]. Anyway that was the two things I had. Last thing I was going to mention, I'm curious how many of you all have gotten feedback from folks about the article that Loudoun Now did on the retirement home thing? Has anybody gotten any feedback?

Kevin Daly: [Off mic]. Negative.

Bridge Littleton: Negative.

Darlene Kirk: Yeah it was negative.

Peter Leonard-Morgan: [Off mic].

Bridge Littleton: You did get? I got some too. I think.

Chris Bernard: [Off mic].

Bridge Littleton: Okay. Was anybody like yes this is great, or was basically everybody like no this was a bad idea. Okay.

Darlene Kirk: And there's a lot of negative online too.

Bridge Littleton: Yes I saw that. Okay. Just curious. And I think that's it. Unless anybody else has anything else.

Darlene Kirk: Nope.

Bridge Littleton: For staff or anything. Okay. Time for closed session. And who wants to read? Kevin.

Kevin Daly: [Off mic]. I move that council go into closed session as allowed under the Virginia Freedom of Information Act sections 2.2-3711 Alpha 3 and 1 for the discussion or consideration of the acquisition of property where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body and for the discussion, consideration, or interviews of prospective candidates for employment, assignment, appointment, promotion, performance, demotion, salaries, disciplining, or resignation of specific public officers, appointees, and employees of the public body. I further move that these matters be limited to 1) the acquisition of property for a town administration building, 2) appointments to EDAC. I further move that in addition to the council the following individuals be present during the closed session. Danny Davis, Will Moore, Rhonda North, and Jamie Gaucher. I further move that the council thereafter reconvene in open session for action as appropriate.

Darlene Kirk: Second.

Bridge Littleton: Discussion? All those in favor say aye.

Everyone: Aye.

Bridge Littleton: Oppose, abstentions? Closed session we're in. Okay I ask the council certify that to the best of each member's knowledge 1) only public business matters lawfully exempt from the open meeting requirements from the Virginia Freedom of Information Act and 2) only such public business matters as were identified in the most and by which the closed meeting was convened were heard, discussed, or considered in the closed meeting. I would like to remind those present for the closed session that any discussions that occurred within it should be treated as confidential.

Chris Bernard: Yes.

Kevin Hazard: Yes.

Philip Miller: Yes.

Darlene Kirk: Yes.

Bridge Littleton: Yes.

Peter Leonard-Morgan: Yes.

Cindy Pearson: Yes.

Kevin Daly: Aye.

Bridge Littleton: [Inaudible] bring that back didn't you? You just had to bring that back.

Kevin Daly: [Off mic].

Bridge Littleton: Okay. Do I have a motion?

Philip Miller: I move that council appoint David Greenhill, [inaudible], Rick Allison, Sean Martin, *Vicki* Bendure, Bob Ball, and [inaudible] for terms expiring on December 31st 2019 to the Economic Development Advisory Committee.

Kevin Daly: Second.

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

Everyone: Aye.

Bridge Littleton: Opposed, abstentions? Motion passes and meeting is adjourned. [Clapping]. [Multiple speakers].