



MIDDLEBURG TOWN COUNCIL
Regular Monthly Meeting Minutes
Thursday, October 24, 2019



PENDING APPROVAL

PRESENT: Vice Mayor Darlene Kirk
Councilmember Chris W. Bernard
Councilmember J. Kevin Daly
Councilmember Peter Leonard-Morgan
Councilmember Philip Miller (arrived late)
Councilmember Cindy C. Pearson

STAFF: Danny Davis, Town Administrator
Rhonda S. North, MMC, Town Clerk
William M. Moore, Deputy Town Administrator
A.J. Panebianco, Chief of Police
Jamie Gaucher, Business & Economic Development Director
Estee Laclare, Planning & Project Associate

ABSENT: Mayor Trowbridge M. Littleton

The Town Council of the Town of Middleburg, Virginia held their regular monthly meeting, beginning at 6:00 p.m. on Thursday, October 24, 2019 in the Town Hall Council Chambers located at 10 W. Marshall Street. Vice Mayor Kirk led Council and those attending in the Pledge of Allegiance to the flag.

Public Presentations

FY '19 Audit – Mitchell & Company

Sandy Tondreau, of Mitchell & Company, advised Council that she presented the FY '19 audit report to the Strategic Finance Committee earlier in the week in great detail. She noted that she was only going provide Council with the high-level happenings for the year.

Comparative Balance Sheet – Ms. Tondreau reported that the Town experienced an increase in its cash and investments balances at the end of the fiscal year for the General, Utilities and Health Center Funds. She noted that the Town's cash was in its checking account, certificates of deposit and investments through the Virginia Municipal League and advised that they generated approximately \$100,000 in interest last year.

Ms. Tondreau reported that the General Fund receivables were up and explained that this was primarily due to the change in property tax billing and the transfer of those collections to Loudoun County. She noted that while Loudoun collected the money in June, they did not remit it to the Town until July. Ms. Tondreau explained that the other reason they were up was that in the past, the Town recorded receipt of its meal and lodging taxes on a cash basis; however, it switched to an accrued basis this year in order to accurately reflect the year in which they were earned. She noted that, as a result, they booked July's monies as a receivable at the end of June.

Ms. Tondreau reported that there were no major additions to the fixed assets, aside from the newly installed Marshall Street sidewalk in the General Fund and the improvements to the water lines in the Ridgeview area in the Utilities Fund.

Ms. Tondreau advised that the liabilities were down and explained that this was due to the payables for the Ridgeview Water Line Project that remained unpaid at the end of FY '18. She noted that the liabilities at the end of FY '19 included some standard bills that were outstanding, as well as the payment for the Records Digitization Project that was currently underway.

Ms. Tondreau reported that the Town's long-term debt was down due to payments and noted that most of it was in the General Fund, with a small portion being attributed to the Utilities Fund. She explained that the Other Obligations liability consisted of the vacation and sick leave balances for the employees and the unfunded pension. Ms. Tondreau reported that the unfunded pension liability was down from the prior fiscal year.

Ms. Tondreau reported that the Town's total equity fell into a couple of categories. She advised that a large part of the Utilities Fund's equity consisted mostly of fixed assets and reported that it had an undesignated fund balance of \$894,000. Ms. Tondreau further reported that the General Fund had a small portion of equity in fixed assets; however, it had an undesignated fund balance of \$5 million. She noted the restricted fund balance in the amount of \$50,000 and explained that this was related to the fire pass through grant. Ms. Tondreau noted that the Health Center Fund had experienced little activity due to the sale of the property. She advised that it carried a receivable in the amount of \$50,000, which was still owed to the Town and was to be paid by the purchaser over the next several years. Ms. Tondreau further advised that there was a small payable showing, which was for the elevator repairs that the Town was obligated to pay.

Profit & Loss Summary – Ms. Tondreau reported that all three of the Town's funds ended FY '19 with a surplus.

Operating Revenue – Ms. Tondreau reported that the biggest fluctuation occurred in the General Fund and noted that this was most evident with the opening of Salamander in 2014. She advised that in 2017, the Town received a one-time transportation enhancement grant that accounted for the fluctuation that year. Ms. Tondreau reported that the remainder of the increase was due to increased meals, lodging and business license tax revenues.

General Fund – Other Revenues – Ms. Tondreau explained that this page was intended to show the major revenue categories (bank franchise, meals, occupancy and business license taxes) and their trends. She noted that changes could be seen when Salamander opened. Ms. Tondreau explained that the changes in the bank franchise revenue was the result of the changes in the banks located in Middleburg.

Water & Sewer Fund Revenues – Ms. Tondreau noted that most of the increases in the revenues were the result of increased water usage and increased user rates. She advised that the improvement to the gallons-to-billed percentage also contributed to the increased revenues.

General Fund – Budget to Actual – Ms. Tondreau reported that the Town continued to be conservative in projecting its revenues; therefore, they were more than budgeted. She further reported that its expenditures continued to be lower than projected.

General Fund – Surplus Fund Balance – Ms. Tondreau reminded Council that this number was extremely low prior to 2010; however, the Town did a great job of increasing it since that time. She noted that given the healthy surplus, the Town now had the opportunity to determine what it wanted to do as far as keeping a reserve and spending a portion of the funds.

Revenue/Expense Summary – Ms. Tondreau explained that this information was provided in order to identify the true operating costs in the Utilities Fund. She further explained that this was determined by deleting non-operations items, such as the cell tower lease revenues and depreciation, and adding back in the debt service.

% of Gallons Billed to Pumped – Ms. Tondreau noted that this was something the Town had looked at a lot over the last several years. She reported that it was 79% last year, down from 81% the previous year. Ms. Tondreau noted that at one time, it was only 48%. She reported that the number had increased due to the better tracking of usage and the replacement of the older water meters. Ms. Tondreau suggested this was an area where the Town should continue working.

Summary – Ms. Tondreau reported that Mitchell & Company issued a clean opinion for the Town. She noted the good working relationship that they had with the staff; however, she reminded Council that they worked for them and advised that they would have reported any issues to the Council had they found them.

Town Administrator Davis reiterated that the Town was now adjusting its beginning balance so the revenues would reflect in the proper years for comparison purposes.

Unfunded Pension Liability – Ms. Tondreau opined that this was not a huge concern and explained that it was a calculation that was based upon what would happen if all of the Town’s employees retired immediately, which would never happen. She stressed that the Town had paid what it was told to pay into the system and had not under funded the pension. Ms. Tondreau noted that there was also a small (\$75,000) unfunded liability associated with the life insurance, which was identified as an abbreviated footnote. (Councilmember Miller arrived at the meeting at 6:18 p.m.)

Land Purchase Contract – Ms. Tondreau advised Council that the audit noted the land purchase contract that was initiated by the Town in FY ’19 but had not closed by the end of the fiscal year.

Council questioned why the revenues were down from FY ’15 and FY ’16. Ms. Tondreau explained that this was the result of a one-time grant the Town received for a street improvement project.

Town Administrator Davis explained that this was the challenge associated with having capital projects in the operating budget. He advised that the staff was looking at using a separate CIP fund so the operating trends would be reflected more accurately.

Middleburg Strategic Finance Committee - Town Administrator Davis reported that the Strategic Finance Committee was pleased with the audit results. He reported that they discussed a financing plan for the Town Administration Building Project, updating the Town’s financial policies and seeking a line-of-credit for the Utility Fund. Mr. Davis advised that they made some recommendations with regard to amending the Town’s financial policies to increase the reserve balance and to set debt policies; and, noted that they would be presented to the Council during their November meeting. He advised that during their next meeting, the Committee would discuss the Utility Fund and planned to make recommendations that would be forwarded to the Council during their December meeting.

Staff Reports

Town Administrator Davis advised Council that the staff provided an update on the Town’s projects. He noted that he also added a budget/cost estimate for each as requested by the Council. Mr. Davis noted that there was an error in one of the names on the EV Charging Station Project and advised that it should be ChargePoint.

In response to an inquiry from the Council regarding the cost, Town Administrator Davis reported that the affected members of the staff would have a conversation next week about the Maintenance Building Shed Project. He noted that the staff wanted to propose a building that would meet the Town’s needs but was not over built. Mr. Davis advised that the cost estimate came from a contractor and opined that it was in the ballpark for a four-bay building of this size. He reiterated that the staff was going to meet next week to determine whether there were other options that could be considered and advised that he would have an update for the Council during their December meeting.

Consent Agenda

- (a) Resolution of Appreciation – Mary Kay Garwood
- (b) Approval of Meeting Minutes – October 10, 2019 Regular Council Meeting

Councilmember Leonard-Morgan moved, seconded by Councilmember Daly, that Council approve the consent agenda as proposed.

Vote: Yes – Councilmembers Kirk, Bernard, Daly, Leonard-Morgan, Miller and Pearson
 No – N/A
 Abstain: N/A
 Absent: Mayor Littleton

Action Items (non-public hearing related)

Special Event Funding Request – Christmas in Middleburg

Business & Economic Development Director Gaucher reminded Council that Jim Herbert, Chair of the Christmas in Middleburg Committee, appeared before them in July to report on the event, at which time the Council discussed the funding the Town provided. He reminded them that the Town currently provided \$9,000. Mr. Gaucher reported that following the meeting, Mr. Herbert submitted a special event funding request for \$9,000 to be used to cover part-time personnel expenses. He reported that the Community & Cultural Events Committee reviewed the application and instead recommended an \$11,000 one-time donation to be used to cover the shuttle expenses associated with the event.

Jim Herbert reported that the shuttle costs were previously \$12,000; however, they were increasing to \$15,000 this year. He opined that the shuttle company did a good job. Mr. Herbert advised that he would be grateful for any assistance the Town could provide. He opined that they were in good financial shape this year and reported that they had already sold over two hundred pre-paid parking passes and had one more angel sponsor than last year. Mr. Herbert advised that if the weather was good, it would mitigate the financial damage done last year when it was bad. He reported that the insurance had been paid for the event and that the Police Chief had planned the road closure route so he could apply to VDOT for the road closure permit. Mr. Herbert advised that the barricades were on order and reported that they had thirty-five parade entries thus far, including three bands.

In response to an inquiry from the Council, Mr. Herbert opined that they would love to have one hundred fifty riders in the Hunt Parade. He reminded Council that participation in the Hunt Parade was weather related. Mr. Herbert noted the economic benefit to the Hunt of having a larger number of participants as it collected fees from the riders.

In response to an inquiry from the Council, Mr. Herbert advised that he was not concerned about the increase in the shuttle costs and advised that their expenses had increased for the drivers and fuel. He noted that in the event of bad weather, he could reduce the shuttle service upon seventy-two-hour notice and advised that the \$15,000 was the maximum cost. Mr. Herbert advised Council that he used a quality company.

In response to an inquiry from the Council, Mr. Herbert reported that he had fifteen angel sponsors this year, most of which were local businesses. He noted that they had not increased the rate to be an angel sponsor for six years.

In response to an inquiry from Council, Mr. Herbert reported that he was negotiating with a company to provide utility vehicles that could be used to push cars out of the mud should this be needed. He further reported that the plan was to have a vehicle at each of the parking lots, as opposed to having one vehicle that had to cover them all.

In response to an inquiry from Council, Mr. Herbert reported that they would have banners over every other barricade again this year.

Town Administrator Davis reported that Beth Erickson, of Visit Loudoun, offered to identify rates for quality firms to handle the transportation. He opined that if the Council approved the funding request, it would allow Christmas in Middleburg to build a reserve fund for the future if the weather was good this year.

Councilmember Bernard suggested the Council approve \$15,000 to be used for shuttle services. He further suggested that if that much was not needed this year, the Committee could hold the balance in reserve to cover the shuttle costs for 2020.

In response to an inquiry from the Council, Mr. Herbert confirmed that Christmas in Middleburg was continuing to make charitable donations to those that helped them, such as The Hill School. He advised that they hoped to make a donation to the American Legion this year as well. Council noted that the Town already made donations to some of those organizations and advised that they did not want to double give to them as a result of what Christmas in Middleburg was giving.

Councilmember Bernard moved, seconded by Councilmember Daly, the recommendation of the Cultural & Community Events Committee that the Town Council approve additional one-time funding for Christmas in Middleburg not to exceed \$15,000 for shuttle services associated with the 2019 event, with the extra proceeds going toward next year's event.

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

No – N/A

Abstain: N/A

Absent: Mayor Littleton

In response to an inquiry from the Council, Mr. Herbert reported that the Christmas in Middleburg Committee did not need to meet as often as he had brought on part-time help to handle some of the items the Committee previously handled. He advised that they would meet in early November and again after Thanksgiving. Mr. Herbert opined that hiring part-time help was the solution to the over burdening of the volunteers.

Information Items

2019 Oktoberfest Review

Business & Economic Development Director Gaucher opined that the event was a great success. He reminded Council that it was a combination of the inaugural Middleburg Oktoberfest and Art in the Burg. Mr. Gaucher noted that fourteen artists participated and advised that they reported that their business exceeded past events. He reminded the members that the Oktoberfest part of the event included wine, beer, cider, food and music.

Business & Economic Development Director Gaucher advised that he met with the Town's event partners for a wrap-up session and to determine how to improve it next year. He opined that there were four to five thousand participants. Mr. Gaucher suggested that in the future, it needed to include more signage, more family-friendly activities and artists, and should be extended down Federal Street. He noted that the Oktoberfest buttons were a success. Mr. Gaucher advised that there were minor reports of alcohol being taken outside of the zone and noted the need to do a better job of containing it in the future.

Business & Economic Development Director Gaucher reminded Council that they approved a budget of \$20,000 for the event. He advised that due to the collection of donations and fees, the Town only spent \$17,600. Mr. Gaucher noted the need to develop a budget for future events.

Council noted that someone suggested the Town provide a coat and gift check area so people could shop and check their bags until they were ready to leave. Town Administrator Davis opined that there was merit to the idea and noted the need to find a location and volunteers to man it. He reminded Council that this event was developed at the last minute and opined that it was phenomenal. Mr. Davis questioned whether the Council was willing to approve expenditures for it in the future or whether they were looking only to provide seed money. He suggested this be a topic of discussion during the upcoming Council retreat. Mr. Davis opined that the overall issue of special events needed to be discussed and suggested the need to hire either additional staff or a contractor if the Council wished to continue doing them. He questioned how much the Town was willing to invest in special events. Some members of Council expressed a desire to have an events coordinator on the staff.

The Council held some discussion about expanding the event further down Federal Street in the future. They suggested that in addition to artists, craftsmen be solicited. It was noted that this event was put together at the last minute. It was suggested that advance planning should be done in the future.

It was noted that while there were not a lot of comments raised, there were some issues with parking. It was suggested that pulling the event down Federal Street would help encourage people to use the National Sporting Library & Museum's parking lot, which was under-utilized this year. It was suggested that ending the event at 7:00 p.m. would also help as people were reluctant to walk to their cars in the dark.

It was noted that some of the retailers indicated that while people walked into their stores, they did not buy anything. It was further noted that this was not bad as they still gained exposure. It was agreed that the signage could be improved, particularly with regard to the food and water stations. The Council agreed with the need for more family friendly activities.

Status & Update on VDOT Progress on Crosswalk Project

Town Administrator Davis reported that the Virginia Department of Transportation asked for more time to complete their recommendations. He advised that they would be prepared to make a final report during the November Council meeting; however, he would like to meet individually with the members first to outline the potential options.

Interim Town Treasurer

The Council thanked John O'Neill for filling in as the Interim Town Treasurer and noted that he was doing a wonderful job.

Closed Session – Disposition of Public Property and Property Acquisition

Councilmember Leonard-Morgan moved, seconded by Councilmember Bernard, that Council go into closed session as allowed under the Virginia Freedom of Information Act Section 2.2-3711(A)(1) for the discussion or consideration of the acquisition of property or the disposition of publicly held property, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body. Councilmember Leonard-Morgan

further moved, seconded by Councilmember Bernard, that these matters be limited to (1) the disposition of the Asbury Church; and, (2) the acquisition of property for a new Town Administration building. Councilmember Leonard-Morgan further moved, seconded by Councilmember Bernard, that in addition to the Council, the following individuals be present during the closed session: Danny Davis, Rhonda North, Jamie Gaucher and Will Moore for all of the items. Councilmember Leonard-Morgan further moved, seconded by Councilmember Bernard, that the Council thereafter reconvene in open session for action as appropriate.

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

No – N/A

Abstain: N/A

Absent: Mayor Littleton

Vice Mayor Kirk 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 the members so did. She reminded those present for the closed session that any discussion that occurred within it should be treated as confidential.

There being no further business, Vice Mayor Kirk declared the meeting adjourned at 7:36 p.m.

APPROVED:

Darlene Kirk, VICE MAYOR

ATTEST:

Rhonda S. North, MMC, Town Clerk

October 24, 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)

Darlene Kirk: [off mic]

Rhonda North: We're not at work session anymore.

Everyone: [Pledge of Allegiance]

Darlene Kirk: [off mic]

Chris Bernard: Chris Bernard.

Darlene Kirk: Darlene Kirk.

Peter Leonard-Morgan: Peter Leonard-Morgan.

Cindy Pearson: Cindy Pearson.

Kevin Daly: John Kevin Daly.

Rhonda North: Ronda North Town Clerk.

Danny Davis: Danny Davis, Town Administrator.

Darlene Kirk: So now you know how I make short meetings. I just skip things. All right. Public comment. Does anyone here wish to say anything? We ask you to keep it to three minutes or less. And if not, then OK, we will move along. We're going to have a. [inaudible] We are going to have a presentation by Mitchell and Company. Does this look odd to you? I mean you're OK with it set up?

Sandy Tondreau: Oh, yeah. It's fine. Switched around from what I'm used to. Hi, I'm Sandy Tondreau Mitchell and Company. And I was told to keep this short. So I know you didn't say. I won't say who did it. We completed the audit for the fiscal year ending June 30, 2019. And just to mention, we do as part of the process I met with Danny and went over some of the results and questions back in September. And then on Tuesday I met with the Finance Committee and went over all of this and kind of probably excruciating detail for them. Kind of the same presentation that I'm going to go over with you all. I just went over more detail with them. So with you all, I'm going to try and kind of just stick to this and kind of like a high level major happenings for the year. I believe you also got a draft copy of the report, which I won't really go into in detail or anything since it's so big. But I'll refer you to a couple pages in case you want to make note and go back later to look at some more detail. The first page is just a comparative balance sheet. Looking at some of the comparatives from this year to last year for all of the three funds, the general fund, the health fund and the water and sewer. As you can see, the cash and investment balances are up over the prior year. And your cash and investments is basically made up of the checking account, some CDs and the investments with VML. The best thing to note about all of this is with the the investing strategy and what you've earned on the CDs and even the money earned on the checking account across all three funds was almost a hundred thousand dollars in interest for the year. So that's really great. Receivables are up for the year, primarily due to two changes for this year. One being the change in the property tax billing. In the past you just build once a year in the fall, switching to the county, billing for you. They bill once in the spring and once in the fall. So and because they also they collect the moneys after they bill and then remit to you kind of a month behind. So at the end of the year,

there was still some outstanding. The county had collected a lot of it. They just didn't remit it to you till July. So that was ninety five thousand of this receivable in the general fund. The other large portion is a little change in how the town decided to handle the meals and occupancy tax. In the past we always kind of recorded that more on a cash basis and in discussions with Danny, he really kind of wanted to get it to match up more with the year because it's always behind. The meals taxes are paid usually a month behind the occupancy is like a whole quarter behind. So although in past years you still had 12 months of income in there, it wasn't always representative of what was truly happening during the year because it was paid behind. So the money that you received in July, we actually booked as a receivable at the end of June. So that accounts for that. So it's definitely money you got in. It's not crazy receivables that you're never going to see. And as far as fixed assets, the major there weren't major fixed asset additions in the general fund, mostly just the sidewalk work that you all did and you had received the grant for that in the prior year. But most of the work was done in this current year. And then in the water and sewer fund, the biggest change was the Ridge View Project, which was completed during this year. On the liability side, payables and total actually are down. That was primarily due to the prior year. There were some owed on the Ridge View project had actually started in June of what year was that, 18. And so there were some outstanding payables, but then as that project was finished and completed, that was all paid up. And so at the end of this year was mostly just some standard bills that weren't paid until July. The biggest probably being we did incur into last year the money for the records, digitizations. I didn't say a word. You know what I mean. [laughter] So that's in there. So that makes the general fund up a little bit. Long term debt is down. You haven't added any additional long term debt. So obviously over time you've been paying down that principal and there's just a small portion of that that is allocated to the general fund and the rest is all water and sewer debt. In the other obligations is basically made up of our accrual for vacation and sick time for the employees. The unfunded pension liability and that amount, which I'll talk about a little bit more just at the end, but that is down from the prior year. In the prior it was like three hundred nineteen thousand and it is down to one hundred and seventy three thousand. And then as far as your equity, that's what you have left to spend. But it is kind of made up of a couple of different categories, especially in the water and sewer. A high part of that is mostly wound up in your fixed assets, the infrastructure of the water and sewer system, leaving us with an unrestricted in the water and sewer of eight hundred ninety four thousand at the end of the year. In the general fund, there is also some wrapped up in the fixed assets, but you have restricted of five million. And then there is restricted related to the fire program that is that fifty thousand dollars. If you all remember, you kind of act as a pass through. The state, gives money to for use for the fire department. And then when they spend it, you all pass that through to them. And they haven't spent any of the past couple of years with the change over to the county. But as Danny had said, they are aware that that money's there. So you're just holding onto it till they're ready for it. And if you want to see more information about the balance sheet, page eleven of this report and also on page 20 for the Health Center. The Health Center, you know, the biggest as you all know, you sold the buildings. So mostly there wasn't a whole lot of activity in there. There's mostly just the cost of the proceeds that you received on the sale in cash. There is a receivable for the fifty thousand that Old Ox still owes to you all that's gonna be paid out over the next several years. And then just a payable for as part of the sale you all are agreed to pay some elevator repairs, so you'll have to reimburse them for that. The next page is just high level profit and loss. All three funds had a surplus for the year. The general fund a surplus of \$1.1 million. Mostly the revenues were up mostly the normal revenue categories, just increasing the meals and occupancy and then the additional with the real estate billing coming through this year. The first part of the year. The Health Center. Mostly just related to the sale and water and sewer had a surplus of eighty three thousand, up from fifty five thousand last year. Expenses were fairly flat. The biggest change there was just the increases in the water and sewer rates and actual usage and water and sewer. And if you would like to see more detail of that in the report, page 14 for the general fund. Page 18 for the water and sewer on page 21 for the Health Center. The next slide is just kind of like a graph representation of the operating revenue. Basically for all three funds, but the biggest fluctuations you probably notice are there in the general fund primarily if you see in 2014 was when Salamander opened. So that's where we see kind of the first spike. The next year you all had received a transportation enhancement grant. So that's why that one is a little out of the lineup. But then the steady increases that you've been seeing related to, you know, mostly the meals and occupancy and business licenses. Water and sewer has most of their increase has been consistent with the Salamander opening an increase in usage in the town. The next slide just shows just kind of looking at some of these major categories in the general fund. Just looking at those trends. You know, as I said, Salamander opening in 2014 and you can really see how over time with maybe 15 being the first full year, but how the meals have continued to increase as well as the occupancy tax and even the business licenses. We were talking the other day a little bit about the bank franchise tax, which was

always a pretty good category, has fluctuated a little bit over the past couple of years just with the changes in the banks. So seeing how that works out over time. The next one, kind of the same sort of thing with the water and sewer fund, just looking at some of those trends. You know, mostly a trend up. There was a little blip down the one year in 17. And I'm not really sure I remember why that happened. But mostly it's been an increase with the increases in usage and the increases in rates. And as we compare from last year to this year, the [inaudible] build was up from 35.9 last year up to almost 36.8 million gallons as well as the rates increasing. The next slide, just a little comparison of the general fund budget to actual, as you know, a big function of the government organizations are to have a budget and try and stick closely to it. Sometimes things can get out of whack, obviously. I think the town's always been pretty conservative on the revenue side. So as you see, the actual revenues are usually higher than the budget and kind of the same on the reverse. The the actual expenditures are usually lower, although that does tend to sometimes move year to year if a project doesn't get done in one year, but then you move it to the next year. And the next slide is kind of a good slide to kind of see that growth in the surplus that you all have had. If this went back further than 2010, as you know, it was in an even lower position. [laughter] So this has been a great increase. And now you all have the opportunity with this, you know, very healthy surplus to determine what you need as far as a reserve and what you can do with the rest of that money. So it's a very good position to be in right now. And the next slide we've been kind of doing for a couple of years, just kind of a good way, especially with the water and sewer fund to see the numbers we give you a surplus are accounting numbers with our some of our funny little adjustments. But a lot of people probably especially for the town, like to see what how the water and sewer fund itself is actually operating. So if we took our surplus, if you're looking at this 2019 column, took our surplus and took out some of the other things that aren't really related to operating the water and sewer fund like availability fees, the tower rental depreciations, one of those accounting things that we put in and then we usually for purposes of accounting, pull the debt service out the principal portion, but that really is related to your operating. So we kind of put that back in. That actually the operating surplus would be two hundred and thirty three thousand. And then also comparing just to but then comparing to the cash inflow outflow, there was actually more cash flowing out. Seven hundred fifty four thousand. But primarily, you know, a lot of the capital expenditures accounted for that this year. And the next slide, the gallons build pumped. This has been an area that we've been looking at a lot over the years. You know, it's critical to figure out where the water's going and making sure you're getting the most of it. This year it was about 79 percent. So last year was 81 percent. The town has been as high as 88 percent and I think that was back in 2016. But it's also been as low as 48 percent. So there have definitely been improvements in that area. And I know Danny's talked a lot to the people over at the water plant and, you know, working on some of it has been, you know, the way that water's tracked and accounted for, but I know a lot of improvements have been made with the capital improvements you've made and replacing meters. And so it's just an area to keep working on. And it definitely has seen some improvement. My final slide, just to summarize. I get what everybody really wants to know is that we issued a clean opinion on the audit, so everything was good. And just knowing that we you know, we love working with management. Danny's great and we've gotten to work with John this year. So that's been great. And but, you know, we really work for council. So if there were big issues or problems, we would definitely bring those to your alls attention. But there was nothing like that noted and everything was smooth. I had on here the meals and occupancy. But I think we already pretty much talked about that. Was there anything else that we talked about the other day related to that?

Danny Davis: Just that the you adjusted the beginning balance for fiscal 19 because the way we're doing the quarters so that FY 19 doesn't look like it has an extra receivable in it. Yeah. So when we do comparisons 19 to 20, it'll be actual fiscal year 19 and fiscal year 20. And I think that'll help us going forward to get a true sense of what that's like in those actual months that the taxes were collected.

Sandy Tondreau: And when you look at the detail there, you could see that adjustment that we did like on the page. I think I mentioned looking at page 14, it shows last year's ending fund balance. And then we showed an adjustment to that balance and that was three hundred and twelve thousand. So that was the amount that was real received in July of 18 that was really fiscal year 18 moneys. And then as I said, I was just gonna mention the pension and OPEB that we've talked about this in the past. But, you know, you all have there is an unfunded liability. I don't think at this point is a huge concern. You know, that those amounts are calculated based on, you know, a lot of actuarial calculations looking at if everyone under the town plan retired now. That's what you would have to pay. And obviously, that's not going to happen. And, you know, some people may want to, but I don't think it's going to

happen. So I don't think it's a huge concern. And, you know, the town has always paid what they've been told to pay as far as the rates. And, you know, have never you have never underfunded the plan. It's just been based on the calculations and how the market has worked out. So I think everything's in line there. And just to mention that we did footnote, you were all also under the life insurance plan with the state. Your unfunded portion there is pretty small. So we didn't do a whole big pension footnote. I don't know if you all have ever looked at this thing that's like 15 pages long of required schedules. So for seventy five thousand dollars, we didn't think we should do another 15 pages of schedules. So we just did a kind of abbreviated footnote that just mentions that you have it and it's a little bit unfunded, but it's not a huge amount. So just to know that's in there. And then as far as subsequent events I did, just noting that there we did mention in the one footnote that you all approved the contract on the land purchase in fiscal year 19, although it didn't happen. It was just a bigger item for you. So we just thought we'd throw it in there so people are aware of it. Does anybody have any questions?

Peter Leonard-Morgan: Thanks very much. That was great. I just wanna ask you about slide number 4 on the first [inaudible]. I probably should know this. So 2015 and then 2016 to 17 and then back to 18, the general fund operating revenue went down. What was the reason for that, do you recall? I should know that.

Sandy Tondreau: Went down?

Danny Davis: [off mic]

Peter Leonard-Morgan: Yeah. So what?

Sandra Tondreau: Because 15 have the transportation enhancement grant. So that kind of blipped it up a little bit and then it kind of went back down. And I think since 14 is kind of just been on an upward trend.

Peter Leonard-Morgan: So was that the road work. The road changes.

Will Moore: [off mic]

Peter Leonard-Morgan: Thank you. So then if you do the curve without that, it's still got. Yeah. See the trend. Okay. Thanks.

Danny Davis: Yeah. That's one of the challenges continuing having those funds as essentially in our operating budget is that it can skew it if we get a big grant one year versus another. Again, a conversation we're having about trying to create a separate CIP fund that can then those track in May vary year to year because the CIP projects will vary depending on funding and up other expenditures. But that would allow our operating to be more normalized for lack of a better word so that we can see those trends more accurately.

Darlene Kirk: [off mic] Go ahead Danny.

Danny Davis: If there are no questions, if I can just briefly mention what we discussed at finance committee on Tuesday. Do you want to discuss? Okay. The Finance Committee had this same conversation. It was very good. They were very pleased, of course, with the results of the fiscal year 19 audit and end of year status for the town. And this led into continued discussions that we've been having over the past three to five months or so regarding financing plans for town hall and that coming up, as well as establishing new financial policies and updating our financial policies. And then the third piece of that being the potential line of credit that we've discussed I think at least once with the Council for the Utility Fund to kind of help replenish our fund balance and the utility fund allow us to be able to continue forward with the projects needed. The Finance Committee made recommendations on some of the financial policies and we'll be bringing those to the town council on November 14th to discuss upping for instance, how much we keep in reserve so that we have a very solid, strong reserve year after year to protect against this potential recession, as well as debt policies that will lead into then financing conversations when we're ready for that with town hall. The next peaceful is going to be discussed one more time, a finance committee regarding the utility side to make sure that that's all buttoned up and and ready to go. And they felt that once we got through that

we'd be ready for that to council for discussion in December. So, again, Finance Committee heard very a lot of this information. And again. Yes, and more and again, we're very we appreciate their input and review because that helps provide additional inside and additional questions and then allows council to hear that information to.

Darlene Kirk: Anyone have have any questions for Danny or Sandy? No. Well, thank you very much again.

Sandra Tondreau: Thank you. Thank you very much.

Darlene Kirk: This is on point. Next, we have status reports from town projects.

Danny Davis: Thank you, Madam Vice Mayor. And we have provided an update like we did last meeting in response to Council Member Leonard-Morgan's request. We tried to put a budget line in each of these projects. Some of them are still estimates or some of them are approximate, I can't speak either, approximations. It has been a long day. However, we do want to cover those those items just to make sure that they're representative of what we believe the cost to be. I'm happy to answer any questions on these. I do want to also mention an error that I had. Council Member Leonard-Morgan pointed out the EV charging stations. We're looking at two options. One is potentially electrify America. The other is not EV Go. It's actually charge point. But we're still waiting for updated information from Electrify America on their plans for the DC metro region as a whole. They were still trying to fix issues out or deal with some of their projects in California before they put full attention here to the D.C. metro area. So happy to answer any questions that you might have on these projects.

Darlene Kirk: [off mic]

Philip Miller: How did we end up with such a high number for the maintenance shed? I thought we were talking about like [inaudible] deal, kind of. Almost prefab building,

Danny Davis: So one of our conversations that we intend to have once we get through this weekend is between the chief and Mr. Cole and Mr. Moore and myself to talk about what are we actually wanting to achieve in this building to make sure that we capture our needs as appropriate. But don't over construct it. Nonetheless, we had taken just general size and sent it to a construction firm that I've dealt with in the past before. And then also I think we had gotten maybe some general info from other firms, but if not.

Philip Miller: So this is just a ballpark.

Danny Davis: This is a ballpark. But it also I mean.

Philip Miller: High ballpark, right?

Danny Davis: Well, it's I would say it is not. It is not necessarily out of out of an uncommon amount for the size structure that may potentially be built. If we're talking about four bay type building, that's part of the conversation. I think there are other opportunities we have in front of us to discuss with council whether this still is the right thing to do or whether we look at other options on the existing site. Not saying we necessarily need to make that decision immediately, but I think as we get a little bit more information, maybe we have that conversation with Council about opportunities ahead of us. So I think maybe what we can offer to you is when we come back to you with our next status update, which we plan to bring the first meeting in December, since we only have one meeting in November, maybe we'll have a little better information. We can discuss that with you. Okay.

Darlene Kirk: That'd be good if you could do that. Anybody else having questions, comments, thoughts? Ok, good enough then. Thank you very much, Dan. That's really a good report. Ok, now let's see [off mic] Yeah. Do we have [off mic] committees? Well, you have finance. Yeah. And we have a consent agenda. Has anyone like. Would anybody like to make a motion?

Peter Leonard-Morgan: I move, we accept the consent agenda as detailed,

Kevin Daly: Second.

Darlene Kirk: Ok. All those in favor say aye.

Everyone: Aye.

Darlene Kirk: Opposed? It passes. I forgot one of them. OK. Abstentions as well, I forgot. Sorry about that. OK. Jim, you have a special funding request for us.

Danny Davis: If you'd like Madam Vice Mayor, I may ask Jamie to also come to the table and just brief on the conversation from the Cultural and Community Events Committee and then share with you. The report covers it, but share with you that conversation. Then obviously Mr. Herbert can answer questions.

Jamie Gaucher: Madam Vice Mayor, members of council, if you remember, Mr. Herbert came to a council meeting back in July and we started to talk about his budget for the forthcoming Christmas and Middleburg. Especially in light of last year's Christmas in Middleburg. We discussed the funding that the town provides currently to the event, to the organization. If you remember, it was in the amount of nine thousand dollars. And at the request of council, Mr. Herbert submitted an application for special event funding that came to our Cultural and Community Events Committee, and we sat together and reviewed that application just, I think that was last week and the committee, after some conversation, I should say that Jim's application was in the amount of nine thousand dollars. After some conversation the committee decided to recommend a council increasing that amount to eleven thousand dollars and making it a one-time funding, specifically targeting the shuttle services that Christmas In Middleburg provides to visitors that are coming from the east and the west. Right. Both sides. So with that as a very brief background, I hand it over to Mr. Herbert.

Jim Herbert: So the shuttle expense incursion has been eleven, twelve thousand dollar range. Our proposal received this year, which matches last year's exact number of buses, drivers, same period of time costs have gone up it's fifteen thousand. That's not alarming. It's a very good company. It's reliable. Part of the biggest value in dealing with this company is that the drivers are there, the drivers are professional. The drivers run the routes, the drivers do what they're told. And we don't have complaints from shuttle users, as we did the very first year that we engaged the shuttle company that there was a public relations nightmare. So Christmas in Middleburg is deeply grateful for the the Town's and this council's interest in further help beyond the nine thousand dollar. The committee discussion was to shift a recognition of this cost going against the expenses away from temporary staff consulting outsourcing of people which we're migrating towards to get a permanent part time solution in place for Christmas In Middleburg and instead to tie it to something that is concrete. And the recommendation was to tie it to shuttle bus expenses. So if and the council's opinion finances are available in any dollar amount to offset the shuttle expenses. The proposal was copied to Jamie earlier this week. We are grateful. And if they're not available, we all understand. But there you have it. Very briefly, overall, I think we're in good shape with Christmas in Middleburg this year. We've done a lot of work to go out ahead of the curve and promote that biggest ephemeral revenue item, which is parking. And we have over 200 prepaid parking tickets right now. So if we can keep that promotion level up and have good weather on the day of, we'll end up doing everything in our power to mitigate this potential bad weather downside. But I'm happy to report that we have one more angel sponsor this year than last year. Three quarters of them are even already paid. We have our insurance has been paid, but I haven't yet received the policy in hardcopy back and town of Middleburg is named as co insured. And when that certificate of insurance arrives, put it into y'all's hands. So you have it on record. The shuttle bus people have already provided certificates of insurance and town of Middleburg is named on those. AJ's done a great job with the public safety planning and the road closure planning. When I get the physical copy of the insurance policy, I can go to VDOT. I expect to next week and get our road closure applications all taken care of. All the barricade infrastructure has been ordered and contracted and AJ is the point of contact. So Lord love him. He gets the 03:30 a.m. telephone call about, you know, can we start unloading now? And we already have thirty five elements signed up to be in the parade, including three high school bands. And so when we generally have an 80 compliment of all elements, having thirty here with six weeks to go is ahead of the curve. So I know

people are always concerned, especially after a bad weather year. What are the pulse points? What's the health and well-being? How are things progressing and moving along? And I'm very pleased to make that report.

Cindy Pearson: How's the hunt? Are they set? And do they have more this year? Horses.

Jim Herbert: They, too, are weather related. They'd love to have 150 riders again. As we know there's there's an overall message presented through all promotions of Christmas In Middleburg that that brands Middleburg with a very warm hearted, open armed feeling. But it's still, at the end of the day, has an economic development impact and the Middleburg Hunt is no less a recipient of that than all the retailers here in town. They have capping fees that create a revenue day for them because so many people from all the other hunts want to have that experience and they they pay the guest fee and and Middleburg Hunt signs them up gladly. Bad weather day is bad for that, but they will be there. I was with with John [Inaudible] and Penny [Inaudible] recently on this. And everybody's very excited.

Darlene Kirk: Any other questions?

Peter Leonard-Morgan: Jim, so the shuttle's gone up more than 30 percent. Are you not concerned about that?

Jim Herbert: Not really. Because what we need to be able to do is flex with their cost increases, their driver wages, their fuel expenses and everything else. We always tweak this when we get up to the event. My commitment to them is not ultimately for a final dollars and cents payment. When we get up to the event and we see that we are dealing with maybe a bad weather forecast, I have a certain period of time. It's like maybe it's like canceling a dinner reservation or a hotel reservation. So 72 hours out, we can tweak this. And until I really see where we get to at the very, very bottom line, I'm not concerned by their expression of it's likely to cost more this year. We do have some manageability over it. It's such a quality assurance with this particular company. I don't, on the one hand, feel hostage to it, but I know what the alternative creates.

Peter Leonard-Morgan: And are you able to say what the new angel sponsor level is?

Jim Herbert: We have fifteen on the books as opposed to 14 on the books from last year. And once again, with angel sponsors and with half page and full page advertisers, we have not increased rates because most of them are town businesses. And so we've kept that flat for them, for this is now the sixth year running without any cost increase.

Darlene Kirk: Peter? I mean, I'm sorry. I'm looking right at you. Chris go ahead. I'm sorry.

Chris Bernard: So you said the what you're anticipating or what your budgeted is fifteen for the transportation?

Jim Herbert: Yeah. I really had it in my head that it was going to run up to 12. So it is higher than I expected, but it is a manageable expense and it could be less.

Chris Bernard: So my question was, do you see a possibility that it could be more? Are you going to add on?

Jim Herbert: No.

Chris Bernard: OK. It could be less, but that's your that's your ceiling.

Jim Herbert: We are not promoting Christmas in Middleburg to have that twenty five thousand visitor experience again. And so I do not see this going up.

Chris Bernard: And so you're your total asks for eleven and change? Is that the number you're looking for ideally?

Jim Herbert: That was actually a recommended number that came out of the committee. My original ask when we were talking about an orange instead of this apples going against a concrete cost outlay as opposed to part time

staffing was for nine. And so my opening statement is I'm grateful for one or more. We're not trying to dictate anything here.

Peter Leonard-Morgan: I meant to ask also about the in the event of bad weather. Have we got new plans for pulling people out of the mud?

Jim Herbert: Yes.

Peter Leonard-Morgan: Great.

Jim Herbert: And sadly, we've lost Jerry Tumblin who was one of the major, I'm going to correct the term, pusher outers. You have to come in behind a vehicle with a very, very padded front of the utility vehicle and push. If you're pulling, you've got to connect to the other car. You've got to do change your snatching fender guards and pieces of plastic and the way automobiles are milk built now. And so I am negotiating now with a a company in Frederick, Maryland, that provides utility vehicles with heavy duty brush guards out front that we can hang used tires from and have one of those at each of the three parking stations all day long. Instead of having a see if we can get Jerry to go back up and down the road here and then there and then back in them forth. I'm confident that we'll reach a satisfactory agreement. And that's what we're doing this year.

Cindy Pearson: Banners. Will you have banners again this year?

Jim Herbert: On the pedestrian barricades on order and we will again have banners. And when we install the banners, we will again put a slip cover, I call them slip covers, the barricade covers, over one banner, leave the next one blank and then the next barricade banner customer goes in. And so we're never having consecutive banners covered. If there's ever somebody who isn't more than this high and wants to look around, they'll be able to look around and do the see-through.

Darlene Kirk: Danny go ahead.

Danny Davis: If I may just add two items real briefly regarding the transportation at the committee meeting, Beth Erickson from Visit Loudoun offered to provide support in terms of potential either other firms or working with this firm to be able to, in the future it probably won't work for this year just because we're so close to the event, but to identify whether the rates are generally in line with what a quality firm would be charging and to assist in any way.

Jim Herbert: That's a great value add of the committee actually to have that shared expertise. I look forward to that next year.

Danny Davis: Absolutely. And then on the finances side, one of the the feelings and comments of the additional contribution for this year was that should things go well for Christmas in Middleburg as an organization this year, weather is good and the revenues are good, that allows again to perhaps start building up that reserve for future years when the weather is not good. And so they can carry a little bit of that cushion into the future. This is essentially, again, a little bit of that. It's not seed money because the parade's been going on for 40 years, I guess but it's again, helping them kind of get over that hump so that in the future they don't run into these negative years. So that was a feeling of the committee that that was another positive reason for the additional contribution.

Darlene Kirk: Okay. Go ahead.

Chris Bernard: [Off mic].

Darlene Kirk: Go ahead.

Chris Bernard: So if they're looking for potentially 15 to cover the cost of the shuttles, it could be less, but it won't be more. Why don't we give them fifteen and whatever they use, they use and whatever they don't use gets allocated

not to other expenses this year, but to transportation for future years. And they can put it in the bank and get interest, whatever they want with it.

Darlene Kirk: That's fine if you want to make that motion. Phillip, do you had something you want to say?

Chris Bernard: [Off mic].

Philip Miller: Do you really have the staff time to account for every penny and make sure that it stays and follows up for the next year? Can we trust you on your word [multiple speakers].

Jim Herbert: The organizational structure that the town of Middleburg is experienced with is to have individuals separate funds for such types of things I do not. Yes. We can account for every single penny. QuickBooks is complicated to learn, but it is really good at doing that. And so the retained earnings are easily presentable and that which flows into the next year. We would even be able to track those expenses not spent, make sure those all go into retained earnings and there's a way to do it. I can see a way to do it. I'm kind of thinking off the top of my head here, but if that is a request, we'd be happy to fulfill it.

Darlene Kirk: [Off mic].

Cindy Pearson: I do. Well, concerning that, I don't remember what year, but at one point you did give some funds at the end of the year to a charity. Are you not going to do that now that you're trying to pay a part time person?

Jim Herbert: We are still making some charitable distributions and we try and do it primarily for those who help us the most. So the Hill School is a non-profit organization and they not only are an angel sponsor, but they give us the critically important staging site. Our charitable distribution back to the Hill School is roughly fifteen hundred dollars a year. We hope to be able to make a charitable contribution to the American Legion this year and try and do our part as funds are available.

Cindy Pearson: Ok. Yeah, with that. You know, because we give to those charities also, it's just we don't want to double give with what we're giving to you. So having this for the parking I think is a great idea. And then have that carried over into the next year.

Peter Leonard-Morgan: [Off mic].

Cindy Pearson: Yeah.

Jim Herbert: Well, I'm sure there's a very easy way to set up an account in QuickBooks to make that happen.

Darlene Kirk: [Off mic]. Chris, you want to make a motion?

Chris Bernard: [Off mic]. So I move the recommendation of the Cultural and Community Events Committee that the town council approve additional one time funding for Christmas in Middleburg not to exceed the sum of fifteen thousand dollars for shuttle services associated with the 2019 event, with the extra proceeds going towards next year?

Kevin Daly: Second.

Darlene Kirk: Philip did you have a question? OK. Anybody have any other questions? All those in favor say aye.

Everyone: Aye.

Darlene Kirk: Opposed, abstentions. OK. It passes.

Jim Herbert: Thank you all.

Darlene Kirk: Thank you very much Jim.

Jim Herbert: We're deeply grateful.

Philip Miller: Jim, I'm glad to hear that you're looking forward to that information for next year's event. So that means you're locked in already? [Laughter].

Darlene Kirk: [Off mic].

Jim Herbert: Like I say when you're victims of success, it gets more sophisticated and complicated.

Kevin Daly: Real quick when does your Christmas in Middleburg committee begin?

Jim Herbert: Now, the interesting thing about that, Kevin, is having brought on some help that's doing a lot of the heavy lifting that some long-suffering volunteers have been doing in the past, we'll have a meeting in early November. We'll have a meeting right after Thanksgiving before the 7th, but so many of the things that Lord love them, you know, JoAnn Hazard and Deedee Hubbard, we've gotten solutions to overburdening the volunteers like that.

Danny Davis: Yeah, and if there are any operational or other questions, A.J. can answer as well. But in talking with him, I think we're continue to feel comfortable and on our side, everything is looking positive as well. And, you know, the plan last year worked. We're gonna tweak a few things regarding crossings on the barricades and stuff like that. But other than that, [inaudible].

Jim Herbert: Pedestrian return down Federal Street, but no automotive return down Federal Street. A.J.'s got that all in hand.

Danny Davis: Yup.

Darlene Kirk: [Off mic].

Jim Herbert: Thank you all again. This is a very pleasant partnership.

Darlene Kirk: [Off mic]. [Laughter]. I'm sitting here thinking what, huh? [Laughter]. [Off mic] talk to us.

Jamie Gaucher: Sure.

Darlene Kirk: [Off mic].

Jamie Gaucher: Thank you. I think it was a great success, Madam Vice Mayor. Again, it was the inaugural Oktoberfest and we were doing it with Art in the Burg. We were on South Madison Street. At the end of the day we had 14 artists participating. And we were fortunate enough to include some quotes from the artists in my report. The overall response from the artist community was that it was very positive that the turnout and the business that the artists were able to conduct far exceeded anything else that Art in the Burg had previously had. From the Oktoberfest specific perspective we had wine, we had cider, we had beer available, we had food as well, and we had a stage with live music all day long. If you remember, the artists started at 10:00 a.m. and then we had a horse drawn carriage that came to town with the Mayor and with Mr. Daly. Yes. And we opened the first keg and started the Oktoberfest proper. After the event I wanted to bring to your attention in my report I listed all of the partners that were involved. Some of the merchants, some of the artists, some of the organizational development folks, including the Middleburg police. They had a huge role in making sure that the day went well, both in the planning and execution of Oktoberfest. And after the event, and A.J., feel free to join me, we got together as a group, all the

people that were involved in the planning, including A.J. and Mr. Davis and myself. And we sat around the table and we talked about how could we even improve the next rendition of Oktoberfest? So I've included here some ideas like doing a better site with signage. Obviously having more time from a marketing perspective, we approximate that we had somewhere between 4000 and 5000 people at the event. Having more activities for children and family friendly activities could be something that we could do moving forward. And I think there's also an opportunity to have even more artists participate and even extend it down Federal Street next time. We ran out of buttons very quickly, that was incredibly more successful than we thought it was going to be.

Darlene Kirk: [Off mic].

Jamie Gaucher: We are very flexible.

Danny Davis: Not too flexible. [Laughter].

Chris Bernard: [Off mic].

Darlene Kirk: Oh, okay.

Chris Bernard: [Off mic].

Jamie Gaucher: We could have done an even better job. We had volunteers staged at Washington Street and Madison Street and at Federal Street and Madison Street. There were some, just a handful, some minor reports of people carrying alcohol outside of the designated zone. That made our list. That's something we could do. That's something we could do a better job of. And then lastly, from a budgetary perspective, the council had authorized spending of up to \$20000. And with the donations and the financial support from the Garden Club and some of the fees that we collected, we actually came in at just almost seventeen thousand six hundred dollars. Mr. Davis and I and everyone else will obviously get together, put together a budget for future events and future Oktoberfest. I don't know that it would necessarily approach what this budget was, but that's downstream.

Darlene Kirk: [Off mic] it's hard to maneuver. That was a beautiful day. But if it's a little cooler or something, it's hard to maneuver with packages. And I did have packages, but I also had a good parking space. [Off mic].

Danny Davis: That was a suggestion of the Mayor's, an idea to be securely store it and be able to retrieve it either later that evening or even the next day. I think there's potential merit to it. We'd have to do some logistics with how that works and security. But even if we could find a retailer along South Madison or in that area that had space, an empty storefront where they could be stored and secured, take some additional volunteers or folks.

Darlene Kirk: I was gonna suggest Salamander does coat check all the time. Maybe they would be willing to undertake that if we have a spot [off mic].

Peter Leonard-Morgan: [Off mic].

Danny Davis: Sure. Yeah, that's right. Something of that nature. Exactly. I do think the report indicates the extent of cost that something like this can take to put it on well. You know, we jumped into this, as we all know, very last minute and quickly and it turned out phenomenally. The challenge becomes is that a cost that Council is open to continuing to expend year after year? If so, the goal would be then to continue the sponsorships and enhance those sponsorships year after year so that we can either spend more, you know, expand the event with the same amount outlaid net at the end of the day or to reduce the town's overall long term contribution. I think one conversation both for the Cultural Events Committee as well as for the council, perhaps at our strategic retreat when that happens, hopefully early next year is what kind of is the long term look of special events for the town of Middleburg as we're getting into Oktoberfest, [inaudible], other activities. do we need to dedicate additional staff to that? Do we need to bring on a contract partner that that does all of our event logistics and support? And what's the town's openness to that type of investment? Because as you know, Mr. Gaucher's time, you know, kind of diverted. It all comes back to

economic development, but it diverted from day to day economic development activities to logistics and planning and outreach and coordination.

Darlene Kirk: It'd be nice to have someone on staff we could just go to too, not just.

Danny Davis: So those are conversations, I just wanna make sure that we know what we're looking forward to as future thinking as we kind of look strategically for what does this look like. I think it's a great event to continue forward and it's such a great part about this is the location is so, I shouldn't say unique, but it's so special in terms of the beauty of the South Madison Street area. It feels like you're in a European village type place. And so that, I think, contributes to the success. Regarding flexibility of layout and I apologize if you said this, that the goal would be to expand down Federal. That really is where the expansion can occur. If we add children's activities down there now that all of a sudden draws half the crowd down there and then we can have additional artists that aren't butted right up next to grills or cooking. So we can have a little bit more space to spread out, add some more artists potentially in there, and then draw people down because maybe we have a second beer truck, right? So we don't have as much of a queue at that one location. So a lot of ideas that came forward in our post event debrief that I think lead to making it even better next year.

Darlene Kirk: I know that the artists had some concerns about being not on Madison Street because it's important that they be centrally located.

Danny Davis: Yeah. And I think once they saw...

Darlene Kirk: [Inaudible] vendors down there or something.

Danny Davis: I think it was once they saw the the number of people and if we have something to truly draw them down Federal, then I felt like in speaking, especially with Melissa Craig afterwards, that there was full agreement that that would be a very good idea to expand down that way and that they wouldn't necessarily lose business just because they went that direction. I think if nothing else it would definitely do better for the artists who had been in front of the church on Washington Street. If they were on Federal they probably would have gotten a double or triple the traffic just this year alone.

Chris Bernard: [Off mic].

Darlene Kirk: Then you pay a little more.

Chris Bernard: [Off mic].

Jamie Gaucher: There was a degree to which this was a learning experience for everybody involved, the artists and everybody here, and everybody who was pulling on the rope, right? We all learned something. And so moving forward there are a lot of questions that need to be addressed. And we'll just take it one piece of the time. It's very modular.

Chris Bernard: [Off mic] where they slot everything. It's like a monopoly board.

Jamie Gaucher: Right?

Chris Bernard: [Inaudible]. I want this one.

Jamie Gaucher: Yep.

Chris Bernard: It's a premium price. It's like real estate.

Darlene Kirk: Cindy.

Cindy Pearson: With the event, either person or company, I would think that would have to be decided, though, fairly quickly because you would want to start on these plans again first part of the year, not waiting until June.

Danny Davis: Absolutely.

Jamie Gaucher: We have been approached by the firm that we retained to help us with this event. They've already requested execution of a contract for future Oktoberfests,

Cindy Pearson: But that would make your budget go up also.

Jamie Gaucher: It probably would. We would have to offset some of that expense with additional sponsorships.

Darlene Kirk: Kevin.

Kevin Daly: Would this particular company also be amenable for the Christmas parade and the other events in Middleburg that may help defray some of the costs for a single event?

Jamie Gaucher: Perhaps. That I don't know that. Certainly a conversation worth having.

Darlene Kirk: Okay. The other thing I was going to suggest is because I know that until the last minute A.J. really wasn't brought in. Maybe you want to come in and send someone to attend the cultural meetings once a month just so you kind of have an idea of what we're talking about or planning. [Inaudible].

A.J. Panebianco: [Off mic].

Darlene Kirk: It did. I understand that.

A.J. Panebianco: [Off mic]. [Laughter].

Darlene Kirk: Tell me about it.

A.J. Panebianco: [Off mic].

Darlene Kirk: I agree.

A.J. Panebianco: [Off mic].

Darlene Kirk: I was thinking that. [Laughter].

A.J. Panebianco: [Off mic].

Darlene Kirk: Yeah. I just thought if you guys were there at the meeting and we came up with an idea you would say, whoa.

Cindy Pearson: Yeah. But the other part of that is [off mic] more hours. Woops, sorry.

Darlene Kirk: Yeah.

Cindy Pearson: [Off mic] communication between. [Multiple speakers].

A.J. Panebianco: [Off mic].

Darlene Kirk: Okay. All right. I just wanna make sure [inaudible]. Peter.

Peter Leonard-Morgan: So I totally agree first of all, that it was a wonderful event, and also, it was very, very busy all around Old Ox and around the center. So spreading out to Federal Street would work really like a T, I think. I wanted to ask you, were there any negative comments from anyone like serious comments that we can learn from, not ones that just were upset because they weren't involved, but.

Jamie Gaucher: Well. So for some of the artists that were involved, this was a different type of event. It was a different setting. A festival has a different environment, has a different energy. And so some of the artists were not as enthusiastic about it quite frankly. All of the food vendors and all of the beverage vendors, the providers, were very enthusiastic about it. Most of the restaurants in town did well that day and that evening. And many of the retail shops on the eastern side of town on Washington Street also did well. I don't think there was as much impact on the west side of Washington Street. That's not really a negative per say. The only other negative that comes to mind would be about parking. There were some concerns about parking and people who were coming to Middleburg perhaps for the first time and might have been unfamiliar with the town were not prepared, you know, as you would expect, to drive around looking for parking.

Danny Davis: A lot of that was signage.

Jamie Gaucher: Yes, correct. Addressing that proactively is another potential remedy.

Danny Davis: And in one of the coups I think that Mr. Gaucher had been able pull off was getting approval to use the National Sporting Library and Museum, which is a little bit hard to just tell people go park here because it feels far off. It's really not that far away, but I think that's the key one that we can really see [inaudible].

Philip Miller: [Inaudible] visually separated from the rest of the town. That's the problem.

Danny Davis: It is, yeah.

Philip Miller: But it's also a nice thing that it's separated from the town. So you don't just have all those cars sitting there.

Danny Davis: Yeah.

Jamie Gaucher: Correct.

Danny Davis: But then you would do some signage there to be able to point people that direction and then guide them to walk just straight down Federal Street. [Multiple speakers].

Darlene Kirk: That's what I was going to say. It encourages them to walk.

Jamie Gaucher: We were very fortunate. We had partners specifically with regard to parking. The Baptist church on Federal Street graciously allowed us to use their lot. The charter school allowed us to use their parking lot, the Hill School and the National Sporting Library and Museum, and even I think this parking lot, the parking lot associated with this building was utilized to some degree. So we were very fortunate from that perspective. But it still was difficult for some folks.

Danny Davis: I will say direct comments about parking, we maybe heard 3 or 4, which for a crowd that size is actually phenomenal. And I asked a number of folks how is parking? Did you have any trouble? Oh, no. I mean, I had to park down there, but it wasn't big deal. So definitely an improvement opportunity, but not something that was an extreme concern.

Philip Miller: And some of those places are far off considering the hour that the event ended too though.

Danny Davis: True. Yeah, and that was, again, one of the recommendations definitely from the police, from pretty much everyone involved was end it at 7:00. Let's get it completed before it gets too dark. That gives the vendors time to break down by 7:30-ish as it's starting to get dark. And yeah, where we had some of the artists parking was at the Baptist Church. So they would have to walk down in the dark, get their car, drive it back, and then it rained. [Off mic]. Yeah, definitely wanting I mean, as it's getting dark you want to guide people at least along the street or, you know, help them out. [Inaudible]. Ok. You had your mic on. I didn't want to interrupt you. On the retail side just briefly, we did hear from a couple of retailers. And we know this because the type of event it is, it's a different clientele than you're going to bring in for even the film festival or goodness the Mille Miglia today. Right? It's just it's local people coming in to have a great time, enjoy community, but also to experience what Middleburg has to offer different than maybe people who are coming to spend a weekend at Salamander perhaps or other things. That's not bad. It's a really good thing, in fact. And the whole goal is to gain exposure of Middleburg. Some of the retailers said I had a lot of people walk in, but they didn't do anything. They didn't buy anything. I tried to say that I think that's still a positive because then now someone has seen your store. So I wouldn't say they were complaints necessarily from the retailers, but that was just some feedback that we heard. And then I do think a little bit of the where do I lineup for food, how do I buy a ticket, how do I wait for the beer? Signage. Again signage all around could've been better. Mr. Miller brought up water station and we had free water at the Ion tent all day long. I went there like eight times just to keep chugging the water. But there was no big sign that said water station. Big, big signs towards restrooms. So again, it's just logistics, coordination.

Philip Miller: I think it was a great event and I was surprised by the number of families there.

Darlene Kirk: Yeah it was a lot of families.

Philip Miller: Increasing some kids activities. I mean, I know we waited, [multiple speakers] face painting, which was amazing. But yeah, something, some additional activities I think would be great because I was pleasantly surprised at the number of families and how kid-friendly it was.

Jamie Gaucher: And throughout the day there was an expectation from the folks who were planning it that families and some number of children would be there early in the day. But there were still children late and folks with dogs and it was still a family friendly environment. At 8:00 in the evening. And I think that's valuable.

Philip Miller: With regard to the artists I guess now that we know that it's a different clientele, different age group, different demands of what they're looking for, maybe make it a little bit more open ended and provide a description for what the event was this year demographically and maybe open it up to artists and artisans.

Jamie Gaucher: Right.

Philip Miller: You know, something more craft oriented.

Chris Bernard: [Off mic].

Darlene Kirk: No.

Philip Miller: Right. Exactly.

Chris Bernard: [Off mic].

Darlene Kirk: Yeah, they'll tailor it. I mean, they'll know who is best suited for being there. The other thing I was gonna mentioned, I did get some complaints about the food line because people didn't understand you buy your ticket here and then you go get in another line. So there was a little bit of misunderstanding about that. But again, signage would help.

Danny Davis: Yeah, Old Ox fully owned that one up.

Darlene Kirk: Yeah.

Danny Davis: I mean, not that it was bad by any means. It was just unclear. So, again, they were fully on board with making that more clear in the future.

Darlene Kirk: But the food was great and everything was great. [Off mic]. [Laughter]. All right.

Peter Leonard-Morgan: I think people in lederhosen should get in free next time. [Multiple speakers]. [Laughter].

Jamie Gaucher: I agree. I agree. I think that's a great idea.

Darlene Kirk: [inaudible] ask for free beer. [Inaudible].

Philip Miller: Thank you, Jamie. A lot of hard work. Thank you and everybody else. [Applause].

Jamie Gaucher: Thank you.

Darlene Kirk: Good event, yeah. Anybody else have anything for us? Okay. Thanks, Jamie.

Jamie Gaucher: Thank you, ma'am.

Darlene Kirk: Now, huh?

Danny Davis: Status update on crosswalks.

Darlene Kirk: [Inaudible] repairs. [Multiple speakers].

Danny Davis: That's all right. I actually don't have a full update for you. I spoke with the VDOT representative earlier this week, and they actually asked for just a little bit more time to complete their recommendations. They have come up with a report or a substantive memo I would say on what they believe has occurred. They're pretty confident in their review of it. They want to do a final, I think, quality control and final maybe third party look at that. And then also coming forward with some recommendations about options ahead of us. I think before I disclose any of that directly, I think it's probably worth having conversation with each of you individually about some of those potential options ahead of us and then allow them to come to us at the November 14th meeting to actually present the memo and then discuss it, have VDOT representatives here to discuss it with council. So at this point, that's not much of an update, but we're getting close on that and look forward to seeing what it actually is.

Darlene Kirk: November 14th meeting sounds like it's going to be very long.

Danny Davis: We have a few different updates that are going to be on that. But so far, so good.

Darlene Kirk: Okay.

Danny Davis: But it's only one meeting in the month.

Darlene Kirk: That's right. [Off mic]. All right. Anybody else have any questions? Go ahead.

Cindy Pearson: [Off mic].

Darlene Kirk: I think we are finished with that. Anybody else have crosswalk information?

Cindy Pearson: Kind of. We didn't, while we were talking finances earlier with the budget and things, we didn't thank John, for all his work that he's done for us this year, coming in and filling in like that. Thank you. I know what you're going through, but you've done an excellent job. Thank you for being here. [Off mic]. [Laughter].

Darlene Kirk: Well, thank you very much for all your hard work. It's appreciated. It really is. Do we have to go into closed session?

Danny Davis: [Off mic].

Peter Leonard-Morgan: I move that council go into closed session as allowed under the Virginia Freedom of Information Act section 2.2-3711 A1 for the discussion or consideration of the acquisition of property or the disposition of a publicly held property where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body. I further move that these matters be limited to one, the disposition of the Asbury Church and two, the acquisition of property for a new town administration building. I further move that in addition to the council, the following individuals be present during the closed session. Danny Davis, Rhonda North, Jamie Gaucher, and Will Moore for all of the items. I further move that the council thereafter reconvene in open session for action as appropriate.

Darlene Kirk: [Off mic].

Kevin Daly: Second.

Darlene Kirk: All those in favor say aye.

Everyone: Aye.

Darlene Kirk: [Off mic]. OK. We go into closed.

Rhonda North: We are.

Darlene Kirk: [Off mic].

Chris Bernard: Yes.

Philip Miller: Yes.

Darlene Kirk: Yes.

Peter Leonard-Morgan: Yes.

Cindy Pearson: Yes.

Kevin Daly: Yes.