



MIDDLEBURG TOWN COUNCIL
Regular Monthly Meeting Minutes
Thursday, February 13, 2020



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

STAFF: Danny Davis, Town Administrator
Martin Crim, Town Attorney
Rhonda S. North, MMC, Town Clerk
A.J. Panebianco, Chief of Police
Jamie Gaucher, Business & Economic Development Director
Estee LaClare, Planning & Project Associate

The Town Council of the Town of Middleburg, Virginia held their regular monthly meeting, beginning at 6:00 p.m. on Thursday, February 13, 2020 in the Town Hall Council Chambers located at 10 W. Marshall Street. Mayor Littleton led Council and those attending in the Pledge of Allegiance to the flag.

Appeal of HDRC Decision – Emmanuel Episcopal Church Parish House Sign Application

Mayor Littleton announced that this agenda item was being tabled to the February 27th Council meeting.

Special Recognitions by Mayor & Council

Resolution of Appreciation – Reverend Swan

Mayor Littleton noted it was Black History Month. He reviewed the history of desegregation in Middleburg. Mr. Littleton noted that in 1961, when President Kennedy was renting property in Middleburg, the town was still segregated. He advised that two African American gentlemen – Reverend Swan and James Smith – decided to raise awareness of segregation by sitting at the pharmacy counter one day, which caused a stir. Mr. Littleton further advised that the next day, the NAACP recognized that this was a bad contrast as President Kennedy, who was a champion of civil rights, came to the community on the weekends; therefore, they scheduled a march. He noted that several ministers met with community leaders to discuss what happened and it was decided that this would not look good for the President or Middleburg; and, within one day, the town was desegregated before the march could be held. Mr. Littleton noted that Middleburg was the first town in Virginia to do this, which later drove Leesburg to do the same.

Mayor Littleton advised that he recently discovered that the two gentlemen who sat at the counter were Reverend Swan, of the Mt. Zion Church, and James “Smitty” Smith. He noted that the church recently recognized Reverend Swan for all that he did and as a part of that event, he issued Reverend Swan a Mayor’s Proclamation in recognition of his contribution to the desegregation of Middleburg. He read the proclamation aloud. Mr. Littleton noted that he planned to issue a Mayor’s Proclamation for Mr. Smith as well and would read it during the next Council meeting.

Middleburg Library

Vice Mayor Kirk recognized the Middleburg Library for celebrating their thirtieth birthday on February 12, 2020.

Councilmember Leonard-Morgan announced that the Middleburg Library would be a part of the Wellness Day event to be held on March 28th.

Public Presentations

2019 Christmas in Middleburg Report

Jim Herbert, Organizer of the Christmas in Middleburg event, reported that 2019 was a good year. He reviewed their marketing accolades and noted that the overall image of Middleburg was carried throughout the nation, as well as internationally. Mr. Herbert advised Council that their social media posts were seen by over 120,000 people, with 24% engaging with them. He opined that the message that was sent was that Middleburg was welcoming.

Mr. Herbert reported that based upon anecdotal information, the restaurants were at one hundred percent capacity that day and the retailers had “very meaningful” sales. He opined that it was a strong cash flow day.

Mr. Herbert thanked Chief Panebianco and the volunteers who assisted with the operational logistics of the event. He reported that aside from two glitches, the operations went smoothly. He noted that one of the glitches, which involved a Sheriff’s Deputy giving priority to Route 50 traffic over the shuttle buses, would be corrected next year.

Mr. Herbert reported that the food court yielded good results and advised that they planned to increase the variety of the food next year. He opined that moving the announcers stand was also successful, as it allowed the surrounding audience to better hear what was occurring. Mr. Herbert noted that the Hunt Parade went off without a hitch and the Christmas Parade included seventy-four entries, including many returning ones, and lasted a little over an hour. He reported that volunteers policed the streets following the close of the event and picked up a lot of trash. Mr. Herbert opined that everything went well.

Mr. Herbert reported that the event raised approximately \$12,000 in charitable contributions, in addition to the Town’s contribution toward the shuttle bus costs, and \$50,000 in advertising revenue, for a gross revenue total of \$85,000. He further reported that of that amount, \$13,000 was retained.

Mr. Herbert reminded Council that the operation of the event was being migrated over to the Myers Group. He reported that he had held discussions with revenue developers regarding the development of an endowment, which could include the pursuit of national sponsors. Mr. Herbert reminded Council that the Christmas in Middleburg Committee had not increased its fees for the local angel sponsors in years.

In response to an inquiry from the Council, Mr. Herbert opined that national sponsors would not change the scope of the event and advised that having 15,000 in attendance was the ideal size for Middleburg. He explained that the idea was simply to add visibility for the national sponsors on the event’s existing platforms.

The Council encouraged Mr. Herbert to move cautiously and reminded him of the uproar that occurred when banners were added to the barricades, as people felt the parade was losing its small-town atmosphere. They suggested that national sponsors may push for more than Middleburg would be comfortable giving. Mr. Herbert noted their concerns.

Mayor Littleton thanked Mr. Herbert, the volunteers and the business community for their hard work in making Christmas in Middleburg a great event.

Staff Reports

Mayor Littleton announced that there would be a new process for the staff reports. He explained that the Town Administrator would highlight any items of importance, as opposed to each staff member giving a verbal report; however, the staff would still be present to answer any questions the Council may have.

Town Administrator Davis reported that IES had set a target date of March 2nd for getting Well 4 at least cleaned and ready for testing, if not operational. He announced that the Regional RFP for Solid Waste Collections was out on the street and thanked Town Clerk North for her hard work in that regard. Mr. Davis noted that he had heard from multiple towns commending her on the great job she did in pulling that together. He reminded Council of the economic development community roundtable held the night before and reported that the draft economic development strategy plan would be presented to EDAC during their March meeting. Mr. Davis noted that the Treasurer's Report showed the meals and lodging tax revenues exceeded the budgeted expectations.

In response to an inquiry from the Council, Business & Economic Development Director Gaucher reported that an existing car show, which was currently located in Vienna, was looking to relocate to Middleburg. He advised that he was going to meet with their representatives soon. He confirmed this had not yet been presented to the Cultural & Community Events Committee for their consideration. Mr. Gaucher reported that it was proposed to be held on private property that was close to Middleburg, possibly at Glenwood Park, and would entail up to one hundred twenty cars.

The Council expressed concern that given that Middleburg hosted the Millie Miglia, this could be too many car shows. Town Administrator Davis opined that this would not be an issue and suggested it may create better synergy to have two events and may bring more awareness to the Millie Miglia.

The Council asked that this event be sent to the Cultural & Community Events Committee for discussion.

Mayor Littleton reported that during their last meeting, Leesburg's Mayor spoke very highly of Town Attorney Crim, who was serving as their interim Town Attorney. He reported that the members of COLT were also very complimentary of Middleburg and Town Clerk North, as they have all heard good comments from their current refuse/recycling vendors.

Mayor Littleton reminded Council that the Board of Supervisors would be in Middleburg in March to brief the Coalition of Loudoun Towns on how they planned to move forward with the zoning amendments that were needed as a result of their new Comprehensive Plan. He advised that the County wanted COLT to be a stakeholder in the process.

Consent Agenda

- (a) Approval of Meeting Minutes – January 23, 2020 Regular Council Meeting; January 24-25, 2020 Council Retreat
- (b) Release of Letter of Credit – Branestrom, LLC

Vice Mayor Kirk moved, seconded by Councilmember Daly, that Council approve the consent agenda as presented.

Vote: Yes – Councilmembers Kirk, Bernard, Daly, Jacobs, Leonard-Morgan, Miller and Pearson
No – N/A
Abstain: N/A
Absent: N/A
(Mayor Littleton only votes in the case of a tie)

Action Items (non-public hearing related)

Vision-Mission-Initiatives 2020-2023

Town Administrator Davis reminded Council that the purpose of this agenda item was to have one last review and to formally endorse the vision, mission, core values, strategic priorities and the objectives and initiatives for the coming year. He noted the need for a discussion of the Councilmembers’ responsibilities related to the top twelve initiatives.

Mayor Littleton thanked Town Administrator Davis, Town Clerk North and Facilitator Terrie Glass for putting together a great off-site retreat. He also thanked the members of Council for their participation. Mr. Littleton clarified that Councilmember Bernard would serve as the primary Council representative for the economic development strategic initiative, with Councilmember Miller assisting.

In response to an inquiry from the Council regarding the timeframe for completion of the items, it was noted that each contained a “definition of completion” section. Town Administrator Davis reported that the staff would work with the appropriate Council representative(s) to develop an action plan, including estimated completion dates, for each item. He advised that those plans would then be presented to Council during their first meeting in March. It was noted that it may take up to three years to complete some of the items.

In response to an inquiry from the Council, Town Administrator Davis reported that the staff would utilize “Monday” software, which was web-based, to track the status of each item. He noted that the members of Council would be able to log into the system.

In response to an inquiry from the Council regarding the availability of staff resources for the strategic initiatives, Mr. Davis advised that in addition to tracking the initiatives, other items that took considerable staff time would be entered into the system so the scheduling of the deadlines could be staggered.

Town Administrator Davis noted that a communication was received from Councilmember Bernard after the agenda packet was delivered regarding his preferred list of projects. The Council agreed to add Councilmember Bernard as the secondary member responsible for the site acquisition & development plan for the new Town Administration Building initiative.

Councilmember Daly moved, seconded by Vice Mayor Kirk, that Council adopt its 2020-2023 Vision-Mission-Initiatives as presented.

Vote: Yes – Councilmembers Kirk, Bernard, Daly, Jacobs, Leonard-Morgan, Miller and Pearson
No – N/A
Abstain: N/A
Absent: N/A
(Mayor Littleton only votes in the case of a tie)

Special Events Funding Requests– Spring Races and 1725 Gravel Grinder Race

Business & Economic Development Director Gaucher reported that two applications were received by the Cultural & Community Events Committee (CCEC) – one from 1725 Gravel Grinder and one from the Middleburg Spring Races. He reported that the Gravel Grinder was a bicycle race that would involve approximately six hundred riders this year. Mr. Gaucher reported that the race would start in Middleburg and would be conducted on gravel roads in Loudoun County. He explained that the riders would compete in either forty-, sixty- or eighty-mile rides. Mr. Gaucher noted that the money raised by the event would be used to preserve gravel roads and to tell their story. He reported that the CCEC recommended funding in the amount of \$3,000 for the creation of a booklet, which would be handed out to the riders and published electronically, that would allow the Town and local businesses to be represented.

Business & Economic Development Director Gaucher reported that as to the Middleburg Spring Races, the Committee asked the applicant to rework their proposal. He noted that representatives from the Spring Races were in the audience to answer any questions the Council may have.

Vice Mayor Kirk reported that the riders would not leave Middleburg all at once, but rather ten to fifteen would leave at a time.

Business & Economic Development Director Gaucher reviewed the proposed routes. He explained that the race would involve different courses, depending on the length of the ride. Mr. Gaucher noted that the registration fees would also vary depending on the ride.

In response to an inquiry from the Council, Business & Economic Development Director Gaucher reported that this would be a tourism event. He noted that six hundred riders would be based in Middleburg, some of whom were from other states, as would the event staff. Mr. Gaucher advised that the eighty-mile ride, which was a daylong event, would end at the Salamander Resort. He noted that the riders would return on a staggered basis.

After some discussion, the members agreed that if the CCEC felt the application was good for the Town, they would agree to provide the funding.

Andrew Stiffler, of the Middleburg Spring Races, reminded Council that last year, the Town provided a \$5,000 donation for marketing their event. He noted that this included surveying four hundred fifty-two attendees, of which one hundred thirty-five responded. Mr. Stiffler advised that of the one hundred thirty-five individuals, one-third indicated they shopped in Middleburg that day, of which twenty-five percent bought something. Mr. Stiffler advised Council that the Town's donation was used to enhance their social media presence, which changed how people learned of the event. He reported that of the four hundred people surveyed, ninety reported coming from the Washington, DC area and five from the Carolinas. Mr. Stiffler reported that they have revised their proposal and were requesting money for help cover the cost of a youth art tent.

Kristen Noggle, of the Middleburg Spring Races, reported that the tent would house local artists who would help kids paint a canvas to take home. She noted that they would also sell stick ponies at the tent and offer carriage rides and corn hole games.

Mr. Stiffler noted that they were also proposing to give the Town a rail spot that could be used for economic development purposes, as well as access to the Owners Tent. He reported that the requested donation for the art tent was \$1,500, which would allow the Town to be a co-sponsor with Ferrari. Mr. Stiffler advised that the rail spot would cost \$2,250 and would include eight tickets for entry to the Owners Tent.

It was noted that the CCEC had not had the opportunity to discuss the revised proposal. The Council agreed to return the application to them for their recommendation. It was suggested that the Committee also offer recommendations on the best manner to utilize the rail spot if approved.

Mr. Stiffler advised that they would continue to survey the participants, as well as the local businesses.

Council suggested the races also consider engaging with the Town's economic development consultant.

Vice Mayor Kirk moved, seconded by Councilmember Leonard-Morgan, that Council approve funding of \$3,000 for the EX 2 Adventure's Gravel Grinder event in this year.

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

No – N/A

Abstain: N/A

Absent: N/A

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

Funding Process for Coalition of Loudoun Towns (COLT) Expenditures

Town Administrator Davis reminded Council that they previously authorized the Town to contribute up to \$3,000 for COLT activities. He noted that some of their expenses have been paid by individuals, who then sought to be reimbursed. Mr. Davis explained that this was an issue for some of the towns and Loudoun County, as they could not write checks to individuals. He advised that the proposal was for Middleburg to outlay funds for COLT activities and issue invoices to the towns seeking reimbursement.

Mayor Littleton described some past experiences regarding the payment of COLT expenses in which he paid the bill and sought reimbursement. He explained that the idea was that Middleburg would reimburse him and then seek reimbursement from the other towns.

The Council expressed some concern about taking on this responsibility. They suggested COLT form as a 501(C)(3) entity, with the Town funding it annually. They agreed the Town should reimburse Mayor Littleton for any COLT expenses he incurred.

Mayor Littleton agreed to raise this during the next COLT meeting to determine whether they wished to become a legal entity.

Town Attorney Crim suggested that setting COLT up as a 501(C)(3) may be complicated. It was noted that this could also be an issue since they were a lobbying group. Mayor Littleton advised that he would contact the Town Attorney to discuss this further.

Discussion Items

Presentation – Town Administrator's FY '21 Recommended Budget

Town Administrator Davis provided an overview of the current and proposed budgets for the General and Utility Funds, as well as the schedule for the adoption of the budget. He reminded Council that some of the current year's highlights included the update to the Comprehensive Plan; process and technology improvements; new events and tourism attractions, including the Millie Miglia which was scheduled to return in 2020; and, the financial review that was conducted by the Strategic Finance Committee, which affirmed the Town's fiscal strength.

Town Administrator Davis reported that the goals for FY '21 included the implementation of the Council's new strategic initiatives; the completion of current projects; planning and zoning efforts, such as updating the Historic District Guidelines and zoning ordinances; events and economic development efforts; and, the Town's fiscal resilience.

Town Administrator Davis reported that the proposed budget included a more realistic approach to General Fund revenue projections, as the FY '20 revenues would exceed projections unless the trends changed in the next few months. He explained that the FY '21 projections were based on the actuals for FY '19 and the projections for FY '20. Mr. Davis reiterated that the meals and lodging tax revenues have increased. He reported that the real estate assessments increased overall by 1.19%; however, when combined with new construction, grew by a total of 2%. Mr. Davis reported that he was proposing a \$.153 real tax rate, which would result in a nominal increase in the average taxpayer's bill. He further reported that the Town would continue to increase its fund balance.

Town Administrator Davis reviewed the history of the real estate tax rates and revenues. He reported that the average tax bill would increase by \$6-10 based on the reassessed values.

Town Administrator Davis reviewed the major General Fund revenue sources, which included property taxes, business license taxes, meals taxes and lodging taxes. He reiterated that in FY '20, the meals tax revenues were projected to increase by 3% over what was projected, and the lodging tax revenues were projected to increase by 12%. Mr. Davis opined that the latter was due to strong room sales. He reiterated that the revenue projections for FY '21 were based on a combination of the actuals for FY '19 and the projections for FY '20; and, equated to a 4% growth factor.

In response to an inquiry from the Council, Town Administrator Davis confirmed the real property assessed value numbers were a blending of all the categories, some of which may have seen different changes than others.

Mayor Littleton asked that an "all other" category be added to the chart in the future to reflect total projected revenues in the General Fund.

Town Administrator Davis reported that the General Fund expenditures for FY '21 were generally level across the board. He reported that funding was proposed for a number of key projects and to support the Council's initiatives including the hiring of consultants for the Planning & Zoning Department to assist with the Historic District Guidelines update, updates to the zoning ordinance and the Federal Street Design Charrette; outside help in the Economic Development Department for event management and marketing, to include the implementation of the brand; and, the construction of the new Town Administration Building, as well as other capital needs.

Town Administrator Davis advised Council that, for the first time, the Town's capital budget was being separated from the operating budget. He noted that the operating budget would include a line item transfer to the Capital Fund. Mr. Davis advised that any debt service would be reflected in that budget. He opined that this change would help the Town to better budget and track its capital projects.

Town Administrator Davis reported that the FY '21 Budget continued to include funding for investments in the Town's employees. He explained that it included funding for a 3% COLA/market adjustment so the Town could remain competitive with other jurisdictions/employers. Mr. Davis noted that the health insurance costs were increasing by 4.8%; however, VRS rates were down by 3%, which would result in a \$26,000 savings. He advised that funding was also included for educational opportunities.

Town Administrator Davis reviewed the history of the General Fund revenues and expenditures. He noted the jump in expenditures, which was tied to the use of cash from the fund balance for the Town Administration Building Project. Mr. Davis reminded Council of the plan to use a combination of cash and debt for capital projects. In response to an inquiry from the Council, Mr. Davis advised that the charts included the surplus/contingency reserves so the revenues and expenditures would match. He noted that the proposed budget included \$200,000 in unallocated funds, which was shown as the contingency reserve.

Mayor Littleton asked that the chart be consistent in the future and include numbers in all the boxes.

Town Administrator Davis reported that the proposed budget continued the annual 3% rate increase in the Utility Fund. He advised that funding was included to assist low-income residents with their utility bills; and, noted that the staff would bring options to the Council in March for doing so. Mr. Davis advised that any revenue received as the

result of the payment of connection fees or additional users would be additional income, as the proposed budget did not plan for that growth. He reported that FY '20 water consumption was down by 6.5%; therefore, revenues were down by 3.5%. Mr. Davis advised that the staff was trying to identify the reason for this and whether it was a long-term trend. He advised that the proposed budget would implement the financing plan for the Utility Fund projects.

Town Administrator Davis reported that the FY '21 Utility Fund expenditures included the annual increase of 2% for the IES contract. He reported that IES and the staff were looking at the cost of the operations, which resulted in decreased chemical costs. Mr. Davis reported that the proposed Utility Fund Budget included investments in key equipment, including new membranes at the wastewater treatment plant and a clear well at Well 4.

Town Administrator Davis reviewed a chart showing the history of the Utility Fund revenues and expenditures. He reiterated that the operating budget did not include major capital projects.

Town Administrator Davis noted the Utility Fund challenges for the coming year, which included updating the Utility Master Plan, replacing the aged water mains, repairing and recoating the water tower and continuing the source water protection activities.

Town Administrator Davis reviewed the proposed budget schedule, which included a budget discussion during the February 27th Council meeting; a public hearing on the real estate tax rate on March 12th; and, the setting of the real estate tax rate and the budget public hearing during the March 26th meeting. He reminded Council that they needed to adopt the budget by June 30th. Mr. Davis recommended the Council schedule a budget work session for early March.

Town Administrator Davis noted that public input could be provided on the budget at any Council meeting and was welcomed. He reported that the draft budget would be posted on the Town's website. Mr. Davis advised that citizens could call the Town Office to leave messages or could provide comment on the budget through the Town's website.

Town Administrator Davis reported that the Town continued to be in a strong financial position and that its financing strategies proved the Town was in a position to advance its key projects and address its infrastructure needs. He noted that the Council recently adopted financial policies that put the Town in a positive position regarding future changes to the economy. Mr. Davis advised that the Town was in a position to fund its strategic initiatives.

In response to an inquiry from the Council, Town Administrator Davis reminded the members that the bid solicitation for a temporary line of credit for the Utility Fund was on the street. He advised that the Town was also exploring whether it would be possible to refund the 2010 bond at the same time. Mr. Davis suggested the Town take advantage of the favorable rate environment.

After some discussion, the Council agreed to hold a budget work session on Monday, March 9th at 6:00 p.m.

Citizens Academy

Town Clerk North reminded Council that she and Councilmembers Daly and Pearson offered a draft recommendation for the development of a Citizen's Academy last July and suggested their final recommendations be returned after the first of the year. She reviewed their final recommendations for the academy, which was proposed to be held as a day-long session on August 12th. Ms. North reviewed the proposed schedule. She noted that the academy was proposed to cost \$1,000 and advised that funding was included in the FY '21 Budget for it.

It was noted that the staff was recommending the academy be limited to ten participants. Town Clerk North confirmed it was as the academy would include tours of the Town's facilities, some of which could not accommodate large crowds. She suggested that if more than ten people expressed an interest in signing up for the academy, the staff could return to the Council with a request to fund a second one.

The Council agreed the staff should implement the Citizen's Academy as recommended.

Information Items

Councilmember Pearson noted the Middleburg Community Center’s Bingo night and advised that it was well attended. She encouraged the members of Council who did not do so to attend the next one.

The Council held some discussion regarding the economic development roundtable that was recently held. It was noted that approximately seventy-five people were in attendance; therefore, there was not enough time for everyone to participate. It was suggested that, in the future, sessions such as this should be held in the morning for the convenience of the business community.

It was noted that a representative from the 2020 Census was at the last Bizz Buzz meeting. It was further noted that the Census response rates in Aldie and Middleburg were lower in the past than they were in the other areas of Loudoun County. The Council questioned what the Town was doing to encourage the citizenry to participate.

Town Administrator Davis reported that the Town was utilizing the Census toolkit in order to post things on Facebook, in the utility billing newsletter, on the Town’s website and in the e-newsletter. He agreed it was a challenge to get people to respond to the survey.

The Council expressed concern that disinformation was being spread about risks associated with the Census. It was noted that the National League of Cities put out an information sheet to dispel this disinformation.

Closed Session – Property Acquisition & Appointments to EDAC, Planning Commission & BZA

Councilmember Leonard-Morgan moved, seconded by Councilmember Bernard, that Council go into closed session as authorized under Section 2.2-3711 of the Code of Virginia, for (1) the discussion or consideration of the acquisition of property for a Town Administration Building as allowed under Subsection (A)(3) and (2) for the discussion, consideration or interviews of prospective candidates for the appointment of specific public officers, appointees and employees of the public body as allowed under Subsection (A)(1), for the purpose of discussing appointments to EDAC, the Planning Commission and the BZA. 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, Jacobs, 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 the members so did. He reminded those present for the closed session that any discussion that occurred within it should be treated as confidential.

Action Items (continued)

Appointments to EDAC, Planning Commission & BZA

Councilmember Leonard-Morgan moved, seconded by Councilmember Miller, that Council appoint Dev Roszel to the Planning Commission to fill an unexpired term, said term to expire December 31, 2021. Councilmember Leonard-Morgan further moved, seconded by Councilmember Miller, that Council appoint DeeDee Hubbard, Cathy McGehee and Lauren Peterson to the Economic Development Advisory Committee, said terms to expire December 31, 2020.

Councilmember Leonard-Morgan further moved, seconded by Councilmember Miller, that the Council recommend the appointment of Eric Combs to fill an unexpired term on the Middleburg Board of Zoning Appeals, said term to expire December 31, 2021, to the Judges of the Loudoun County Circuit Court.

Vote: Yes – Councilmembers Kirk, Bernard, Daly, Jacobs, 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 8:42 p.m.

APPROVED:

Trowbridge M. Littleton, MAYOR

ATTEST:

Rhonda S. North, MMC, Town Clerk

February 13, 2020 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: All right. Call the February meeting to order. First item is Pledge of Allegiance.

Everyone: [Pledge of Allegiance]

Bridge Littleton: Will's not here. So first item is a roll call.

Chris Bernard: Chris Bernard

Bud Jacobs: Bud Jacobs.

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.

Martin Crim: Martin Crim, town attorney.

Danny Davis: Danny Davis, town administrator.

Bridge Littleton: I will note that the lapel pin of our town attorney is reflecting the wrong jurisdiction.

Martin Crim: I knew that was going to happen?

Bridge Littleton: Why did you leave it on then? [laughter] [inaudible] Yeah. Real. Yeah. [off mic] Got the wrong jacket. [off mic] OK. The next item is the public comment session. If anybody would like to address the town council on any matter. Please come forward. And we will close the public comment session. Next is the appeal of the HDRC decision from the Emmanuel Episcopal Parish Church. We are going to table this issue until the next council meeting. So if you guys could just remember to put it on the agenda for next time. Ok, next item is Special recognition by mayor and council. And I actually do have something I wanted to mention for everybody and I would like to read it so. This is Black History Month, and I'm not sure if a lot of people know the history of desegregation in the town of Middleburg in the 1960s. So 1961, John F. Kennedy was renting Glendora Farm right after he was elected and was coming out here on the

weekends. Middleburg was still a segregated town. There was [Inaudible] pharmacy and the coach shop and other restaurants and businesses in town. Two gentlemen decided, two African-American gentlemen decided that they wanted to raise awareness of the issue. So they went into [Inaudible] pharmacy to sit at the counter and they were able to sit at the counter, but it definitely caused a little stir. After that, I think I was like the next day, the NAACP recognized that it was a bad contrast for John F. Kennedy president of the United States who was a champion of civil rights to be coming to a town on his weekends that was segregated. So they were going to do a march and do like a sit in in town. So at the time, there was a local Catholic reverend. I think his last name was Pariah, Perea, something like that. And I know I'm getting it wrong. Got together with several other ministers in town and also the town mayor at the time, his name was Mayor Remer and they met and decided that this was not going to be good for the town. They didn't want to embarrass the president and it wouldn't look good for Middleburg. So they all got with the restaurant owners and the other businesses in town. And the town was in one day the day before the march was desegregated. And it was the first town in the Commonwealth to officially and formally everywhere desegregate. And that later drove Leesburg to desegregate Loudoun County. And sad to say, Virginia was the last state to officially fully desegregate, which wasn't until 1978. Believe it or not. But with that, this past week, I found out something that I did not know, which was unbelievable. So the two gentlemen who the two African-American gentlemen who went in and sat at that diner at the counter are two residents of Middleburg. Now, the one was actually not a resident of Middleburg at the time. He moved to Middleburg three years later. But the other one was and they are Reverend Swan.. And the other one is James Smith. Smitty. Smitty lived here in town and he was friends of Reverend Swan and they were the two who challenged convention and did that. So Mount Zion Baptist Church was having a event at their on Sunday to recognize Reverend Swan., not only for that, but for everything he's done, you know, 37 years as the pastor for Asheville Baptist Church down in Marshall and a lot of other things. So they asked if we'd be willing to do a proclamation, you know, not a resolution, but a proclamation recognizing his contribution. So we put one together and I went to the service on Sunday and we presented it to Reverend Swan and to his wife. And so I would like to just read it real quickly. And then also because again, I didn't realize it was also Smitty who was the other one who had done it. We're gonna do the same thing for him because he was equally as brave at the time. So this is a mayor's proclamation for Reverend Dr. William F. Swan. contribution to the Middleburg community. Excuse me. me. Whereas Reverend William F. Swan has been a longstanding resident and citizen of the town of Middleburg. And whereas Reverend Swan served as pastor for the First Asheville Baptist Church in Marshall, Virginia, for over 37 years, and whereas Reverend Swan is a graduate of the Washington Bible College, where he earned his degree in business management. And whereas Reverend Swan has been instrumental in promoting equality and diversity in and throughout the Middleburg community for over 60 years. And whereas Reverend Swan sought to, in partnership with Mr. James Smith and other community leaders, end segregation in the early 1960s, which still existed in the town of Middleburg and throughout the entire Commonwealth of Virginia. And whereas Reverend Swan's hard work and determination, along with those of Mr. James Smith and others, the town of Middleburg to include the Coach Stop Restaurant and how [Inaudible] drugstore desegregated, becoming the first town in the Commonwealth of Virginia, to do so. And whereas these events had a profound impact on the character and future of the Middleburg and Greater Loudoun County in the years to come. And whereas in recognition of his immense contributions to our community and for equality. Reverend Swan was honored by the Trinity Theological Seminary with an honorary doctorate in divinity in 2000. And whereas none of this would have been possible without the love and support of Reverend Swann's wife of over sixty seven years, Sylvia. Now, therefore, be it proclaimed that the mayor and members of the town council of the town of Middleburg, hereby recognize Reverend Dr. William F. Swan. for his tireless work and express our sincere appreciation for his invaluable service to the town of Middleburg in the Greater Middleburg community.

Kevin Daly: Hear, hear. [applause]

Bridge Littleton: And the true accomplishment is 67 years of marriage. Let me rephrase that. 67 years of happy marriage. And so next meeting, we'll do the one for Smitty as well. OK. So next item is public presentation. Yes, ma'am. [off mic] Oh, please.

Darlene Kirk: [off mic] Oh, thank you. I want to say happy birthday to the Middleburg Library. It turned 30 yesterday. 30 years. Very proud of them.

Peter Leonard-Morgan: And the Middleburg Library will be at the Middleburg Wellness Day on the 28th of March as part of Go Green.

Bridge Littleton: It's healthy to read. [off mic] Next item is public presentation. Christmas in Middleburg. Mr. Jim Herbert.

Jim Herbert: Hardly the stuff that you just mentioned regarding Smitty and Reverend Swan. So we have submitted a report which I'm sure you will ravenously digested in a nutshell without reading it word for word. We had a good year for Christmas in Middleburg from the overarching standpoint of marketing and public relations. We earned the accolades from Forbes magazine. We received the Travel Channel listing among the top 10 best cities in the United States to visit for Christmas and the other earned press across the board from Southern Living and from Garden and Gun and from all the Northern Virginia lifestyle magazines reinforced this. So the overall image of Middleburg was carried out nationwide. And perhaps Danny can attest, even internationally with Mr. and Mrs. Ambassadors who decided to come and we're appreciative for Danny picking up the ball in that because apparently they had a fantastic time. And the mayor. Oh, you ended up being more of a host than anyone, didn't you?

Peter Leonard-Morgan: It was wonderful to meet them. They are lovely, lovely people.

Jim Herbert: Well, there'll be more of that now. They'll be back. So we achieved and a reach and visibility, which I'm still at a little bit of a grasp to understand what Facebook means by that. But nonetheless, their analytics gave us over one hundred and twenty thousand people that in the short time leading up to Christmas in Middleburg were seeing our posts, our messaging. And I am told astoundingly over 24 percent engaged with what they saw. By commenting, liking, sharing, forwarding, etc. Once again, some of that's a little Greek to me. But people who know such things say that it's unheard of to have that percentage of high engagement. And so we're reaching people with the message. And the message is not dissimilar to that one day desegregation message. This town is open armed, open heart, welcoming to everybody and is an inclusive place to be. And the Christmas message for all people everywhere simply reinforces that. Then comes the actual visitors who out of those hundreds of thousands, show up and they arrive with a very positive attitude, very generous expectations. They end up having a better time here and experience here because of that. And they go back out and tell everybody else. Then they also have a fine retail experience here. I do not have a town wide survey, but anecdotally, the retailers in town beginning with 100 percent capacity at all the restaurants down to some of the other retailers that maybe their high end and they don't expect to sell dozens and dozens of any one thing on a given day. But they all had sales that were very, very meaningful in a high revenue above a weekend average. So the trickle down economic development was also very, very beneficial for the town, creating another very strong cash flow revenue day of the calendar year for the retailers in town. This all takes a lot of operational logistics. We're very blessed to be able to work, first of all, with all of you all and your support. We're very lucky to be able to work with Chief AJ. We have a number of volunteers, a couple of dozen who do a lot of heavy lifting. And without them, none of this would really be able to get pulled off. So we had only really two glitches that I can point my finger to. And they were both related to

parking shuttle bus logistics and primarily to sheriffs under my direction or lack of specific direction, I should say. I hire them. They weren't the supplementals that, A.J. hired and under that engagement from us to the sheriff's department. We had sheriffs both at the Exxon station and at Route 50 at Carter's Farm Lane, who were giving priority to US Route 50, not to J Street and not to Carter's Farm Lane. And so we had delays and shuttle buses coming out from Carter's Farm Lane to return empty to pick up people. And from the Exxon station, having dropped off people, the empty buses to go back and pick up more. Getting back onto Route 50. And so note of operational improvement next year is to be very, very specific about the priority for the shuttle bus. Ingress, egress, not necessarily through traffic on Route 50 among those sheriff deputies. So that did cause the one thing that's kind of a to be avoided, let's say, at all cost. And that was people waiting for an empty bus back at Mickey Gordon to come pick them up and then taking it upon themselves to walk down the shoulders of Route 50 into town. Which did happen once at about 10:30 in the morning, people wanted to make sure they got to the eleven o'clock hunt review. And in the meantime, that very crowded and that demand cost us to have a lot of shuttle bus activity trying to get back off of the Exxon station from Jay onto Route 50 and police giving thruway right away to Route 50 instead of to the shuttle buses. Note to self. We had very good results with the food court and we are going to be upgrading that next year around and making sure that we have a variety of almost concept restaurant, epicurean food trucks there, virtual destinations in themselves. And looking forward to that, we had another very good success with the announcers stand for lack of a better word. That's what we call our hay wagon underneath the stoplight. And moving that off of Noble House Porch, where we were only ever given one half of the porch to begin with, has enabled us to provide more capacity for the audio system that gives us a better audio system, more opportunity to receive and interview people from intown, for instance. Each of you, all our angel sponsors, other business leaders. And that gives a more fulsome patois for our announcer and co announcer, Matt Cahir and Katie Tyrrell to be able to do. And this being the third year they've worked together. They have a virtual primetime television show going on. And it is very appealing. It is professional. It's engaging, it's entertaining to those who are around the stoplight and can hear it. And we get lots of very, very positive feedback about what the show is like. I can't call it the Today Show. I can't call it the Regis Show or whatever. We're going to call it something. And it's working. It's a good improvement. Our afternoon parade went off without a hitch. The morning parade with the hunt review went off without a hitch. And that's no small feat. We have always had a natural barrier of resistances as we have to get out of the Red Fox with the hunt review onto Marshall Street, going west behind the library, coming back out onto Route 50. How are we detouring? How can everybody be coordinated with the detours over data communications, walkie talkies and everything else? And it went flawlessly this year. So we had a very strong, smooth on time hunt review. And similarly with the Christmas parade itself at two, we had seventy four elements this year. Generally, we're in the high 70s, low 80s. So that was very consistent. And we had a very good return of our usual suspects, which I think adds so much of the local complexion to somebodies viewing of the parade in its entirety. Things like the Corgi Corp. They are organic staples of the parade. Starting out as simply as the sheriff Loudoun County Honor Guard following AJ's cruiser at the lead of the parade. The Harley Group not only was honorary at the front end of the parade, but again, they brought about 700 or 800 pounds of food to Seven Loaves with their month long food drive. And nobody knows that. So now they do. We managed conclusion of it within an hour and five minutes this year, which is meeting my objective of keeping it less than an hour and 15 minutes. We had the the the back office support from Perry Robinson, who was managing the food court trash, managing all the town municipal receptacles up and down Main Street. And then even until about eight o'clock at night when I made my last sweep coming off the parking lots, they cleaned Washington Street from the community center to the Exxon station so that residents didn't wake up to literally tons of thrown candy and such in the storm drains. And everything went really, really quite well. And so from the the social media feedback of those who came and even those who didn't come and said they wished they had all the way to parade participants and visitors that we know from among the locals who come out and then see us on the sidewalk and say so. The responses to this year's parade were

overwhelmingly positive. So we're grateful. That's what good weather can do. We ended up. Anytime you come off of a very, very difficult year, it's hard to rebound 100 percent the subsequent year. But we did a really good job. We raised about eleven or twelve thousand dollars in charitable contributions. And that was pointed outreach beginning at the end of last December to try and come up with what was going to be missing by the time we paid all the bills from last year with a rain dampened date. And when parking goes down to 20 percent of it's normal because it was raining, you end up with some difficulties and we had some. So we had charitable giving in the 11,000 range to help keep us solvent. Then we had the generosity of the town in helping to subsidize the shuttle bus fees. And then we had another 50 or so thousand dollars of I call it marketing platform revenue from sponsors and advertisers. So we totaled about eighty five thousand dollars in gross revenue and we had retained earnings at the end of the day of approximately thirteen thousand. You know, my objective is always been to skid in empty on fumes in the tank. Well, we had a little better than that this year, and going forward we are continuing to migrate with more and more experience under the belts of the Myers 5 group. Michelle and Doug remain committed to taking on more and more and more of what goes on. We are also in discussion with some revenue development professional expertise, both from a development side to come up with an endowment in the four hundred thousand dollar range, as well as to enhance our operational revenue from sponsorships and that will be pursuing some national sponsorships. We've been told that this level of national exposure. The Forbes, the Travel Channel, the Garden and Gun, the southern living that we can legitimately go to a table to a national sponsor and pitch. And that's what we're going to begin doing. And so that falls into the mantra of keeping down and suppressing the costs for local businesses who are local angel sponsors and not increasing them year after year after year. We haven't raised those prices in over five years, but nonetheless, leveraging the success with some out of market senior sponsors like senior debt is more money and see where we get with that. So those are some of our objectives moving forward. Mostly we're very, very grateful. That we ended up in a year where we were solvent after last year. Have some cash flow in the bank going forward into this year. Are are very, very healthy and everybody's experience with this year being 2019. They all want to re-up. So the goodwill from the events standpoint, not just from the Middleburg perception branding standpoint, is very strong.

Darlene Kirk: Thank you, I'm sorry. Will, the big sponsorships that you're talking about, change the scope of the size of the parade or the crowd?

Jim Herbert: It shouldn't. we don't anticipate doing any more marketing. Ideally, we have a very sweet spot in the 15000 person range, much more than that. But can become seemingly too crowded. Much less than that. We become concerned about making the ends meet. So no, this would be simply added visibility for that particular sponsor on our existing outreach platform and trying to leverage not those ten thousand people who came this year, but the hundred and twenty two thousand highly qualified demography set in the region of 40 miles around Middleburg in favor of that sponsor.

Philip Miller: I would just caution you remember when we put up the official stanchions for the parade and the banners on them and the uproar that we received that it was overly commercialized and it lost its small town character and all that. I would just say that in your pursuit of those sponsorships, they are going to probably push you for more than might be palatable.

Jim Herbert: That is a very, very good caution to bear in mind. It won't be a sponsor Christmas in Middleburg. We're not talking about a named sponsorship or selling any soul. What we're really are talking about is leverage.

Philip Miller: Middleburg brought to you by Blank Chevrolet.

Jim Herbert: Yeah, exactly. [inaudible] Duly noted and appreciated. Thank you.

Bridge Littleton: Any other questions for Jim? So, Jim, I just want to say thanks again for all your hard work. It was a, you know, near-flawless event. God forbid, you ever actually have a flawless one, because then what fun would it be? But yeah, thank you to you and the committee and all the volunteers and the hard work and the community, the business community for really making it a great event. And even Peter, for giving the ambassador and his wife a ton of liquor.

Jim Herbert: It takes a village.

Bridge Littleton: So look forward to a. Oh Bud..

Bud Jacobs: Just one comment. Terrific report. I really enjoyed reading. It was very, very well done.

Jim Herbert: Thank you, Bud.

Bridge Littleton: And Jim, do you have any questions for us?

Jim Herbert: No, I don't. The only questions that I would end up having would come later when everybody's fiscal situation is more clear by the time we pass July 1 and get into F Y 21 and see what can we do together. Perfect. I just appreciate everybody and support [multiple speakers]. That one we'll table.

Bridge Littleton: All right. Thanks a lot.

Jim Herbert: Thank you all.

Bridge Littleton: All right. Next item is staff reports. So the excitement begins. We're gonna do a new process going forward. Danny will take the lead on reviewing any notes, you know, of importance on the staff reports. But we won't have each person come up and say any questions. So, Danny will take those. But the staff members will be here in case there are any specific questions from the staff report and we can dive into the detail. So with that, Danny, take it away.

Danny Davis: Thank you, Mr. Mayor and council members. And of course, I want to thank staff because they do put together thorough reports and cover a lot of the great work that they do that you don't always see behind the scenes. So I do want to bring to your attention four quick items. The first regarding utilities is that we have a March 1st target date. I should probably say March 2nd, because March 1st is a Sunday to get Well 4 if not completely operational, but at least completely cleaned out and ready to start testing again. So we have some work to be done. And Mark assured me today that that is still his schedule and his plan. So we are targeting March 1st for that. And I'm excited to get that moving forward for the Well 4 treatment plant. The second item is just a reminder, lets you know the joint RFP with the other towns for waste disposal services is on the street. I cannot give enough thanks to Rhonda for her hard work on that. And so that's outlined in your item. But that is an amazing effort. And we have heard from multiple towns of what a great job she has done pulling that together. You can't imagine the coordination. The third item is regarding the economic development strategy. We had a business roundtable last evening with good turnout from the community. And I think we're going in a good direction with that. And we're excited to see where that comes. And we hope to have draft recommendations to EDAC at their March meeting, which is the end of March. And then finally, I just wanted to point out that we do have a treasurer's report in your agenda packet and I'll be discussing the revenues more in detail as part of the budget presentation. But briefly, that report does indicate that our meals and TOT revenues are exceeding expectations even

greater than what we had projected, which is encouraging and also gives us other opportunities in the budget. So with that, if there are questions about any of the staff reports, we're happy to answer those questions.

Bridge Littleton: Does anybody have any questions for Danny or any member of the staff on a specific report? Going once. So I have one for Jamie. Question is on this new car show event. What's the details behind that?

Jamie Gaucher: I was approached by an existing car show. This is an event and I believe it is a club or a group of clubs representing Mercedes Benz, Porsche and potentially BMW. And this event takes place annually in Vienna, Virginia, or they have been in Vienna for quite some time. And they're interested in coming to Middleburg. So the gentleman who's putting that event together, he and I've had several conversations and I'm hoping he's going to come to Middleburg next week or the week after to explore possibilities.

Bridge Littleton: Is something the events committee has looked at?

Jamie Gaucher: They had not looked at it. No.

Danny Davis: And my understanding is currently they're looking at private property.

Jamie Gaucher: They are. Private property in town

Danny Davis: Due to size.

Jamie Gaucher: Exactly. We're talking about something in the neighborhood of one hundred and twenty automobiles.

Bridge Littleton: In town?

Jamie Gaucher: On private property somewhere close to Middleburg.

Bridge Littleton: Okay. So it wouldn't actually be in the town. I was gonna say, where would you put a hundred cars other than Salamander. I couldn't think where you could put a hundred and twenty cars in town.

Jamie Gaucher: We're actually we're talking about Glenwood Park as well as a potential option.

Bridge Littleton: Okay. So I just. So I ask the broader question. How does that intersect with Millie Miglia. And is that something that create you know do we car ourselves out. I don't know, I'm not, I'm not. You know, I just.

Danny Davis: No, no, no, no concern at all, especially in terms of the the difference in the type of activity that this is. And in fact, it may create a better synergy around each of the two events, specifically bringing more awareness to the Millie Miglia.

Bridge Littleton: Okay. And you're going to bring it to the events committee.

Jamie Gaucher: Correct.

Darlene Kirk: [off mic]

Jamie Gaucher: Absolutely.

Darlene Kirk: Okay. Cause this is the first I've heard of it.

Bridge Littleton: Yes, sir.

Bud Jacobs: When do they do the event in Vienna? And would that be more or less the same timeframe? We'd have it here?

Jamie Gaucher: I believe it's May or June. So I will circle back with the specific date. I'm not sure.

Chris Bernard: [off mic]

Jamie Gaucher: Yes. No here instead. Correct. [off mic] Correct. [off mic] Potentially.

Bridge Littleton: No, I gotcha. OK. OK. Does anybody have any other questions for on the staff reports or anything? OK, thank you. Next item is reports on town. Thanks Stuart. Town committees or council liaisons. [inaudible] One thing I will mention is we had a COLT meeting last night up in Lovettsville. It's a nice long drive. Mayor [Inaudible] spoke very highly of Martin as their interim town semi-permanent attorney. And the only thing I wanted to mention, though, is that actually everybody who was there was very complimentary of our town. But also, Rhonda, for all the hard work you've done on the RFP. So I think of all the towns in Loudoun, Leesburg's is the only one not participating because they just are so much bigger. But everyone's really excited and they've all heard very good things and good responses from their current bid, you know, support contractors and everybody really wants to participate. So it's going to be very interesting to see who comes to the bidders conference. So and then the only other thing I think after that was in March, the county is going to come and brief how they plan to move forward with the zoning amendments after the comp plan. So you've got the comp plan now you got to go all the zoning changes and the county now wants to have COLT as a stakeholder in that process. So we'll have a seat at the table as it goes forward. Yep, that was it for me. All right. Next is the consent agenda. Excuse me. Would anybody like anything removed from the consent agenda? Ok. Is there emotion?

Darlene Kirk: I move we approve the consent agenda as stand as it stands.

Kevin Daly: Second.

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

Everyone: Aye.

Bridge Littleton: Opposed, abstentions. Okay. Next item is vision mission initiatives 2020 to 2023. Mr. Davis.

Danny Davis: Mr. Mayor, thank you. And again, thank you to Rhonda for putting this document together. Very helpful in recapping the discussions from your strategic planning retreat in late January. And the purpose of this item is to have council review one last time and formally endorse both or all of the vision, mission, core values, strategic priorities, and then the objectives and initiatives for the coming year, as

well as the discussion about council members have responsibilities/liaison efforts for each of these top twelve initiatives for the upcoming year. So we're happy to answer any questions and move forward as appropriate.

Bridge Littleton: Thanks. Anybody have any inputs too, or thoughts? I know we spent well, first let me just back up. I want to say thank you to Danny and to Rhonda for really, you know, putting together a great offsite retreat. And the facilitator we had, Terry. Yeah, she was great. I thought it went really, really well. Everybody was very focused. And I appreciate everybody on Council for taking all the time that night and all the next day to really put the gray matter into, you know, making all of that, you know, bringing all this forward for our priorities. So, you know, a big thank you to everybody's efforts there. The only one thing I wanted to update on this was I know you and I talked about it. I guess it just didn't get captured. So on the first one, which is to implement the top three strategies from the economic development strategy. So that is you know that that's Chris and Philip. But I mean, Chris is the primary responsible person with Philip as needed to help. I got it. I know. I just wanted to make sure it was because when you see both names without a you know, it's like always both people you're equally responsible or whatever, so. Okay. Any other questions or input? [off mic] What's that? [off mic] What's that? What's that thing? It's deny everything, make counter accusations. Any other again, any thoughts, inputs, questions? It was. It's just that good. OK. It was good. It was really good. Yes, sir.

Bud Jacobs: Refresh my memory on the timeframe we set for ourselves for completion of the tasks that are outlined in our statement.

Bridge Littleton: If I remember, didn't we have. Ah well they're not listed in the priority line are they.

Cindy Pearson: [off mic]

Danny Davis: They are our intent. Oh yeah. Our intent with this was once formally endorsed and adopted by council we would go and put action steps and plans and estimated dates as we look at all of our various projects together. So for instance, working with you and Will to figure out the coordination of HDRC activities, zoning ordinance and Federal Street. Can they go all at the same time? Do they need to stagger? So our idea would be to build that out over the next, say, month or so and come back to you with kind of those action plans and then obviously we'll be tracking those, too.

Bridge Littleton: Is your idea to do that, like in coordination with each one of us on our specific ones? Okay, great. That's perfect. And then and I know we mentioned it, but it was about, you know, whether it's Monday or whatever other kind of tool to make sure, you know, that like a web based tool that we can have all these things visible if we want to log in and see what the status is and stuff like that.

Danny Davis: Agreed. And, you know, coming out of that session, the mayor and I had some conversations about these tools. And I do believe Monday is gonna provide us much better capabilities than the other program we had attempted to use, Click Up. And so I've looked at various different ones. But I think just for what we're looking for without being too complex, but giving us the capability to build in some of those, I drafted one out and I see how it can work for staff easily without too much difficulty and work for me and in working with staff and then you to be able to check in as well on what those dates and timelines are. So I think it's a we'll get that built out.

Bridge Littleton: I think that. Cindy go ahead.

Cindy Pearson: [off mic]

Danny Davis: it is. It's all web based. Yes.

Bridge Littleton: Yes. You can log it anywhere in the world. And the other thing I like about it, too, was the thing I liked about it, too, was you can set the notifications, right? Like so if somebody updates something, you can get an email and says, hey, Cindy, this is ready for you to review. You click a link and it goes right in.

Bud Jacobs: Yeah, but yes, I don't know where I had the notion or where I got the notion. But in my own mind I was thinking of look ahead of about three years to do all this stuff. Is that a fair summation of what we agreed? And my second question, really or a comment, I suppose Will's not here, unfortunately, but Estee is. One of our tasks is to in the planning domain is to continue the process of reconciling our audiences with the comp plan. Will and Estee have put a lot of time into that and the processes. I would say well underway. However, I'm a little worried about bandwidth and would suggest that as you guys start benchmarking things, you put the other tasks that we're responsible for as a slightly lower priority than doing the then reconciling the ordinances with the comp plan. You guys have a I don't know if you would agree with that Estee, but if not, please speak up.

Estee LaClare: Good evening. Thank you. I think we need to sit down to have a meeting actually about this so we can prioritize and get this all laid out. I think that, by the way, going forward.

Danny Davis: Yeah I do. And I think as well part of the value of this Monday and our own tracking internally is is putting together your strategic initiatives. But also being on the track these other items that are happening at the same time and understanding the ones that are taking Estee's time, Will's time or whoever might be said that yes. If we have 10 expected deadlines on April 1st, that may not be reasonable. And so understanding how we bump those out appropriately and then working with the liaison and council as a whole to say what should take the highest priority? I mean, these are clearly your top twelve. And if that means bumping some other things back as appropriate, then we bumped those back and then tackle them as we can. So I think that's the exact conversation we want to have.

Estee LaClare: Thank you.

Danny Davis: Yeah. If I may, Mr. Mayor, on a slightly different topic. We received input from Council Member Bernard after the packet was published, and if it would be amenable to the council and to Council Member Daly, I would actually ask if he could be a secondary on the site acquisition and development plan for the new town office just to provide some backup and support. So it's one of the ones that he had identified on his preferred list and it just again was after the packet was published.

Bridge Littleton: You got it now. Got it now.

Kevin Daly: No objection.

Bridge Littleton: So, Kevin, remember, when everything fails. The guy who came in the door last. Ok. Any other questions or input on the strategic initiatives? Great. Thank you guys very much. Oh, yeah. Oh, it's fine. Is there a motion?

Kevin Daly: I move that council adopt it's 2020-2023 vision mission initiatives as presented.

Darlene Kirk: Second.

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

Everyone: Aye.

Bridge Littleton: Opposed, abstentions. All right. All right. Next item is special event funding request, the Spring Races and the 1725 Gravel Grinder Race.

Jamie Gaucher: Mr. Mayor. Members of council, the town received two applications, each of which was reviewed by the Cultural and Community Events Committee. The first one I'm going to discuss is connected to the gravel. The seventeen, the Loudoun. 1725 Gravel Grinder. I believe the initial the inaugural race, it's a bike event and it's more of a ride than it is necessarily a race. Had something in the neighborhood of 300 riders this year. They're anticipating something in the neighborhood of six hundred riders. The ride takes place on gravel roads across Loudoun County, starting and finishing here in Middleburg. They partner with the resort. And so everybody pulls out and heads out on Fox Croft Road to do a 40 mile ride, a 60 mile ride or an 80 mile ride. And as I understand it the proceeds are used to help tell the story of gravel roads here in Loudoun County and to preserve to the best of their ability gravel roads here in Loudoun County. The company that put together the application and made the request of funding suggested to the committee and the committee endorse the idea of creating a folio, a book that would allow the town to have representation. It would allow us to include potential sponsorships from the local business community. It would be potentially an opportunity for you, Mr. Mayor, to write a letter or address the recipients. And not only would this be handed out during the event to all of the riders, it would also be published and be electronically available. The committee liked that idea and endorsed the application and is recommending funding in the amount of three thousand dollars. The second application that we received was from the Middleburg Spring Races Association and the committee had a longer conversation about that application. We asked the applicant, the association to rework their proposal and to resubmit and they did over last weekend. And that in turn was put forth in front of the committee. And we have some members or some representatives from the association here to answer any questions that you may have with regard to their funding request and their projected use of funds.

Bridge Littleton: So I guess Darlene and Cindy, if you guys want to opine first.

Darlene Kirk: Okay. Just having a rough day. One thing about the gravel grinder that she didn't mention is not gonna be six hundred bikes going all at once. They release groups of 10 of 15 at a time like off of Fox Craft Road.. So you're not going to see this great big group of six hundred bikes at one time. So I thought that might ease everybody's mind a bit.

Bridge Littleton: Peter

Peter Leonard-Morgan: Could you tell me, with the gravel grinder going from Salamander, what's the first gravel road it hits? And also, is this is this. Oh good. And also, is this the same event which was, I think last year focusing on conserved conservation easements? Is that the same? Okay.

Jamie Gaucher: It is. I believe that. I believe when they pull out of the resort onto Fox Croft Road, they make a left to go by Good Stone. And I believe that is the first official gravel road that they're on. But they go all the way up through Lincoln. They go up through Bluemont again. They have different courses. You can do a 40 mile, you can do a 60 mile, you can do an 80 mile. And the registration and fees differ depending on how long you want to ride. [off mic] You're correct.

Cindy Pearson: And they end up at a winery that I can't remember the name of it. [off mic]

Jamie Gaucher: Thank you.

Bridge Littleton: So how does what's the aspect of this that brings is this. Is this a cultural event or is this a tourism event?

Jamie Gaucher: I think it's a tourism event. I think from my perspective, they're going to have a minimum of 600 riders that are going to be based here. Some of them come from other states for this event. Right. And participate. And some people bring family members, plus the staff that manages the event is somewhere in a vote of 10 to 15 people.

Bridge Littleton: But is it an overnight thing, is it just during the day?

Jamie Gaucher: Some people. So it takes to go. It starts early in the morning to go 80 miles, takes most people a full day of riding. So there is a sendoff in relatively small groups. To your point. I think the people that are doing the longer rides leave earlier and then they come back for an event at Salamander. And they come in again, it's not a race. So they come in at staggered times throughout the day.

Darlene Kirk: But again, it's sort of about preserving the cultural of our ancient roads and the gravel roads that exist all across the United States because they do this all across the United States, not this particular group, but others do.

Philip Miller: But it's an economic driver.

Jamie Gaucher: It is.

Philip Miller: It's tourism that happens to be focused on a cultural thing. That's a character of the town and the county.

Bridge Littleton: No wonder y'all are sitting next to each other. Ok. Any other thoughts or discussions or questions on the gravel grinder?.

Peter Leonard-Morgan: So the committee is recommending 3000. Was that the request? It was.

Jamie Gaucher: Yes, sir.

Darlene Kirk: [off mic] Which will have pictures of our back gravel roads

Jamie Gaucher: It's in June. [off mic]

Bridge Littleton: And let me just, I'll ask boldly any concerns?

Peter Leonard-Morgan: I think if the committee feels it's good for the town of Middleburg, let's be honest, that's what it's all about. And I would agree with the committee.

Bridge Littleton: Ok. So we'll go on to the next one now, which is the Middleburg Spring Races.

Jamie Gaucher: Middleburg Spring Races.

Bridge Littleton: OK, so I've been I'm not sure if our illustrious visitors want to join the dais or not. You don't have to. Yeah. Dive into the details.

Andrew Stiffler: I'm Andrew Stiffler and this is Kristen Noggle. In presenting to the committee. I think there's one thing that more people should hear about, and that's one of the things we did last year. The town funded thousand dollars, which you use for marketing and advertising. And part of that is we did a survey following that at the end of the races, after the races of which 452 people were surveyed. We got 135 responses, which is basically 29.96 percent or something like that so it's 30 percent. And I think the main thing as you look at that, there are about a third of that group shopped in Middleburg and twenty five percent bought something in Middleburg of the group of that hundred thirty five, which we got back. I think the key thing that Kristen can talk about is we've enhanced our social media position and that is sort of changed the how people come to the races and how they hear about them. Oh, probably about 60 percent of the people came to the races because word of mouth. And that's strictly today that's not me talking to you. It's social media. [off mic] Yeah. And there [inaudible] to respond to that question. They're saying social media. And also, we had the numbers on people from where they came. It was interesting. We had a slide on the committee. Me. But I can give you a couple of quick ones. Middleburg there about of the people responded. I'm sorry. Let me take another way. 90 of the people that 400 some came from Middleburg, 100 from D.C., Alexandria and Arlington. And then it drops down from there. Those were the major things. And we dropped down to about five people from the Carolinas. So it's a broader scheme. It's not just here. There's Pennsylvania and other places. The reason Kristen is here with her stick ponies is that's part of you might talk about what you're saying. We've revised our proposal. And the original proposal was for the town to support the owner trainer rider tent where everybody gathers during the races. And the committee obviously didn't find that was that exciting to support. So we've put a revised proposal in and that is to share in the funding of the art tent. And I'll let Kristen talk a little about what that is.

Kristen Noggle: So I know you all have seen the youth art tent at that Upperville show. We did a version of that last year and within our family fun paddock. So we're going to do that again this year. Over the 20 by 10 tent with sides and have local artists come and kids can paint canvas to take home. So that was pretty popular. And we'd like to do that again. It'll be within this area that'll be kind of roped off with tents. We'll have the stick ponies for sale. There will be stick pony jumping. There's going to be corn hole. There's going to be carriages. There's going to be the crooked angels going to come and play in a tent. So I'll be kind of a little circle of tents in the picnic parking area. [Inaudible] be part of that.

Andrew Stiffler: And the second part we were proposing and the revised proposal is to have a rail spot for the town of Middleburg and have that group people be used for economic development. And then it falls into Jamie's area. So let him see whether that's something that he wants to do. And we'd also be close enough to the owner, trainer, rider tent that he could have access to that. And if he has guests from out of town and wherever they're from, he could then use that for socializing. So the combined proposal is fifteen hundred dollars to do the art tent and that would be a joint sponsorship with Ferrari, who's doing the other part. And then do the owner, trainer, rider plus the rail parking spot. And that would probably if you took a spotter, probably be beside the Middleburg Financial, which will have two spots along the rail. [off mic]

The spots twenty two. Excuse me, two thousand two hundred fifty dollars plus the owner, trainer, rider tickets into that are about seventy five dollars apiece. So we figured eight of those tickets.

Bridge Littleton: So Cindy and Darlene, how, what was the committee's perspective?

Cindy Pearson: Well, the committee hasn't seen the second.

Bridge Littleton: Oh, OK. I got you.

Darlene Kirk: [off mic]

Chris Bernard: [off mic]

Darlene Kirk: I don't think so, necessarily. I think we can go back to them at the next meeting and say, you know, they did bring this and we agreed to it or.

Cindy Pearson: My only concern is we've had other. Events come to us in years past the Great Meadows and different ones and wanted us to buy support to use it as a rail pass, and that gets a little difficult with us using our money like that. And with the kids tent, which I think is a really good idea, and the kids just really use the whatever out of that. But somehow have it more and I don't know, you know, what you call Middleburg artists, but I'm Middleburg is surrounding with that, which we understand. You know, it's so it's a lot to consider. So I am thinking maybe we do need to go back to the committee, but it's not something that we would like to say to you Yay or nay, I must speak to them.

Bridge Littleton: When do you guys meet next?

Cindy Pearson: Next week?

Jamie Gaucher: Next week.

Bridge Littleton: Okay. And then we have a meeting after that.

Cindy Pearson: So bring it back on the 27th.

Bridge Littleton: Okay.

Cindy Pearson: [off mic]

Andrew Stiffler: We need to know about the spot by the 15th of March at the latest.

Bridge Littleton: Oh, okay. Oh God. Yeah, this'll be two weeks.

Andrew Stiffler: The sooner the better. [multiple speakers].

Cindy Pearson: Absolutely. We'll. by the 27.

Bridge Littleton: I mean we'll know two weeks from today. Yeah. So the one I get your point too about the rail thing and everything. The one thought I had is they were describing it. You know, we look you know, there's economic development for Jamie. But you know what? When I'm actually thinking, too, is and again, this is just for you got everybody to consider that actually might be something great to have for all the people who serve on our committees. If we want to do something nice for them and invite them to come, you know, I mean, we had the [inaudible] reception, but it's like, hey, we're gonna have this spot. And, you know, we really appreciate you and the town staff as well. You know, maybe it's something that we have as a thank you for all those people who work for and support the town and all the volunteers we

have. And I mean, I mean, not a lot of them will come, but some people may really enjoy that as a special thing. So, yeah, I mean, I know. I'm just trying it out for the committee to consider. Right. If you're sitting there going well, Jamie may not have any businesses that want to visit. You know, maybe it's something we use that way. So, again, it's just a thought. You were going to say Peter.

Peter Leonard-Morgan: Yeah. Well, before you mentioned that, I was thinking, first of all, I'm very supportive of the spring races because it's the Middleburg spring races. It's been going since 1921 and it's a wonderful, wonderful event. And we see people come into town. It's what it's all about. My feeling about the rail spot is also my thought was perhaps we use it, you know, respectfully and in the right sort of way to promote Middleburg and downtown Middleburg, which is exactly what economic development is. Right. So more people who just happen to go flying through Middleburg to get to Glenwood and they'll see something about, you know, you can chat with us and learn more about the town a little bit. But I do love your idea as well, because the volunteers volunteer and it's a nice little thank you if they can make it.

Bridge Littleton: So maybe what we do is when you guys go back to the can we just toss around the ideas of how you'd want to utilize that space? Yeah, how best and most effective to use it. [off mic]. Andrew, you're not doing much that day.

Cindy Pearson: And that will be discussions we'll have to have with [multiple speakers]

Kristen Noggle: Right on the rail. I mean, right inside the resort enclosure. It's you know, it's [inaudible]. Okay.

Andrew Stiffler: So I think your idea of using it to develop the town [multiple speakers]. And you could put a banner on the front as people come in and see the town of Middleburg, and they'd say, oh, what's that? [off mic].

Bridge Littleton: So are you guys, got everything you need.

Cindy Pearson: Yes.

Bridge Littleton: Okay, great.

Andrew Stiffler: To make one more point. I think one of the benefits of our survey last year was very valuable from our standpoint of improving the races this year. But also, again, this year we're planning on doing that survey. And that's part of a deal with the town if we get the proposal to do a survey of the business group in Middleburg as well. And we tempt people to respond to the survey by gift certificates. And we've got five of those set up already this year. It does help.

Bud Jacobs: The thought occurs. Have you had any engagement at all with the company that's doing our economic development strategy? Have they cross-pollinated?

Andrew Stiffler: Not that I'm aware of.

Jamie Gaucher: I'm not. I don't think they've been interviewed.

Bud Jacobs: Perhaps that's worth thinking about.

Jamie Gaucher: Ok. Thank you.

Andrew Stiffler: Thank you.

Kevin Daly: One quick question.

Andrew Stiffler: But you may want to buy one of these at the races.

Kevin Daly: I want to find out do you have unicorns stick horses?

Kristen Noggle: I do.

Kevin Daly: Great.

Bridge Littleton: Ok. We'll see this back in two weeks. Great. Thank you. OK. Next item. [off mic]. What? Oh, God. Sorry. All right. Is there a motion for the gravel.

Darlene Kirk: I move we approve funding of three thousand dollars for the EX 2 Adventure's Gravel Grinder event in this year?

Peter Leonard-Morgan: Second.

Bridge Littleton: [off mic] All those in favor say aye.

Everyone: Aye.

Bridge Littleton: Oppose, abstentions. Okay. Now the next item, which is the funding process for COLT expenditures. Mr. Oh God. I was just gonna say another name. Mr. Davis.

Danny Davis: Thank you, Mr. Mayor. [off mic] This item before you as a request. Previously, the town council had authorized the town of Middleburg to contribute up to \$3000 annually towards COLT activities for the Coalition of Loudoun Towns. And what we have found recently is that some expenses have been paid by individuals and cannot be reimbursed by other governments, specifically the county government or other town governments. And so the requests in front of us today is asking if the council would be comfortable with the town of Middleburg, essentially outlaying funds for COLT activities and then the other towns and or county is appropriate reimbursing the town of Middleburg. So essentially we'd be just handling the payments out and then the invoices to get payments in from the joint towns. This would allow us to more easily reimburse for some of those prior expenses and then also to be able to handle future events that come forward.

Bridge Littleton: Cindy's got a big. Here's the way it works. Here's what happens. So COLT, right, is an organization, but it's not actually like a 501c 3. There's no bank account. So when expenses come, we take care of it personally. [off mic] I wrote a check. Yeah, right. So we recently had this event in Leesburg. And so the deal was that COLT would pay for half of it. And then the county would pay the other half. Well, unbeknownst to most of us, even though we're in local government, the county is, I guess, forbidden from reimbursing an individual. So the county, you know, and I'm not trying to throw the county under the bus. Much, much, much. But it was it was oh, we're you know, let's go and do this event. This will be great. We'll cover half of it. You pay for it. We'll reimburse you guys. And it was like, okay, great. So we did it. And there was you know, I didn't know that they can't reimburse a non-Loudoun County person personally.

Danny Davis: Otherwise, you'd have to be a contractor.

Bridge Littleton: Right. Or a county staff. Yeah. So the whole thing is the town and it's the same with the other town. So Purcellville can't do it. And whatever. So the idea here is, is that the town of Middleburg can reimburse me. And other towns and the county can reimburse the town of Middleburg because it's an organization. So the idea is to let the town of Middleburg be the in between. Well, kind of. But it's like. But the front end of it is always we're going out of our pocket first. So the town isn't going out of pocket first. We're going out of the pocket first. And then as the other towns reimburse us COLT members personally, it'll come through Middleburg and then Middleburg will repay me. And if [Inaudible] pays for something, then we'll pay Purcellville and Purcellville will pay [Inaudible]. It's just difficult.

Cindy Pearson: I get it. Yeah, I get it. It's but it's a. It adds into our accounting nightmare because you're gonna be chasing down money from different towns. And if the county's that hard to get money from. But I don't see any other option.

Philip Miller: What would it cost us to go ahead and setup a 501c3 for COLT and then we fund it every year with three thousand, five thousand, whatever.

Bridge Littleton: So I got to get the agreement from the mayors. I don't think anybody would have an objection to that. I mean, if you want to go to USA Corporation.com and set up, you know, a non-stock entity, it's 500 bucks and then seventy five dollars a year. Right, Martin? \$50 a year. State Corporation Commission filing fee. You got to file some paperwork. So let me do this. Let me at our next meeting, let me ask all of them if there is the actual appetite to do that. Because now it's a legal entity. And, you know, you have to maintain it. And so I don't want to sign us up for maintaining a legal entity in perpetuity. Right.

Philip Miller: [multiple speakers] de facto

Bridge Littleton: Maybe I would say this. as long as I'm on it I have no problem doing it. It's a an annual filing. It's no big deal. But, you know, it's about 20 years from now. You know, when someone says, did you come here? Did you drink before you got here? [laughter] Yeah.

Philip Miller: Careful, we're not in Leesburg.

Bridge Littleton: It's awful thin, I don't know. So let me run that [inaudible] if anybody wants to do that. So. And if so, then actually it also allows COLT to do a lot of things we don't do otherwise.

Peter Leonard-Morgan: So I would say that COLT is here to stay. It's really important. And maybe what you're saying is the bigger picture. You know, it's another step forward for COLT. To take it even more seriously.

Bridge Littleton: Well, you can make it a lot easier to because what you could do is [multiple speakers] contributes X amount of dollars per year. And that's it. You know, there's no reimbursement. [inaudible]. Oh, yeah. Well, you no, the county ain't going to do it. COLT is the mayors. The mayors representing the towns. It is. It's actually the whole point of all seven towns coming together to speak with a louder voice to the county.

Cindy Pearson: But that event that you had, they would pay for it and expense it

Bridge Littleton: Well that one they agreed to. They agreed in advanced. They asked for it. And they said, look, we'll split the cost. But there may be something else. They say, no, no, we're not. We'll come back, you know. So it's a case by case basis.

Chris Bernard: [off mic]

Darlene Kirk: So do you want this passed or not tonight?

Bridge Littleton: I mean, that one. Yeah. Because I just want to get paid back.

Kevin Daly: [off mic]

Darlene Kirk: I'll make a motion. [off mic]

Bridge Littleton: So like I said, I will talk. We have our next meeting in a month. I will talk to everybody then and then come back with what the consensus is.

Philip Miller: I think anybody is against you being reimbursed by the town of Middleburg for your expenses that you incurred on behalf of the town via COLT.

Bridge Littleton: Yeah, it was nine hundred bucks. [off mic]

Philip Miller: But the messy nature of the structure is a concern. So I mean how do we do we need to make a motion to reimburse Bridge for those expenses or just.

Danny Davis: I mean I feel like there's been general direction already that those expenses are okay. It was more talking about the long term structure of this and whether council is comfortable with us being that accounting agent, if you will.

Bridge Littleton: I don't think it's the dollars. I don't. I mean, I would say this. If the towns and the county could reimburse individuals, this wouldn't be a problem. But I mean, like you know, Roger said, oh, yeah, I've got a check in the mail to you. You know, for the expenses not a problem. I get it. It says Town a Middleburg. Like Roger, I can do it anything with this. Oh, well, we can't issue to a person..

Martin Crim: Could you deposit the check with the town. The town pays you?

Bridge Littleton: What's the evidence of the transaction. Why is the town giving me hundred fifty bucks?

Martin Crim: Well, you showed them the receipt for the expense.

Bridge Littleton: I mean, yeah, we could do that. Sure. We could do that. Well that's what we're subjectively saying anyway. Just Roger was gonna issue it in my name and it showed up at the town of Middleburg and I'm like I can't do anything with this.

Martin Crim: Right. There's accounting issues, audit issues with regard to setting up a 501c3. that is basically an alter ego of the town. So as Danny and I just found out and so it might be a little bit more complicated than just going to a web site and setting up an organization page.

Bridge Littleton: Well, thanks, Martin. [off mic] For right now. Yeah. So, yeah. Yes, sir.

Bud Jacobs: There's also the question of 501c3 lobbying activities, which is something that may or may not be a factor when you guys think about setting this up.

Bridge Littleton: That is a good point. So c3 is educational. c6 is advocacy. You know what. I'm just. Martin, I'll call you sometime and we'll just figure it out.

Philip Miller: Somebody cut Bridge a check for nine hundred bucks or whatever. [off mic]

Danny Davis: we'll work on that. I have checks for you to sign anyway, so.

Bridge Littleton: Oh, goody. [inaudible] OK. Yes, you need it. So you're good Okay. You're good. Yeah. All right. So the next item is discussion item is presentation of the recommended budget for 2021. Mr. Davis.

Danny Davis: Thank you, Mr. Mayor. You have a presentation in iLegislate on your surfaces. It was updated earlier today. So if you have the old PDF file, it is a little bit different. But if you're using iLegislate, you have the new version in there. So I want to thank you for the opportunity to present the draft budget for fiscal year 2021 and thank staff for their hard work and helping put this together real quickly as an overview. We will talk about our current year and the highlights and accomplishments of our year. We'll look forward to next year and what goals we are looking to accomplish as many of those we've talked about and are in relation to the strategic initiatives. We'll talk about the general fund first and then the utility fund, and then we'll go over a little bit of the schedule in terms of the budget itself, the review process and the public's opportunity for input. So briefly, wanted to give a quick recap over the prior year, which I think is important just to remind where we've been and the accomplishments in the current year's budget. We have completed and the town council has adopted the comprehensive plan, which sets the stage for long range planning and implementation through the zoning ordinance amendments as well. That's a huge accomplishment and hadn't been done, as you know, for over 14 years. So it was a long time coming, we saw many improvements, process and technology improvements to include the new web site, the scanning of our paper documents and the Laserfiche Program, which is underway and going very well. Our new citizen request portal, which is live and online, our project management tracking system, which we're continuing to improve, and other continued integration of ideas that come forward in using technology and innovation to be successful and to serve our residents more effectively. Obviously, with new events and visitor attraction, we had the Oktoberfest this past fiscal year as well as the Millie Miglia, and we are happy to say that the Millie Miglia is coming back again in October and it's going to be another exciting event. I think we'll be nothing we'll grow over last year, especially with the advance notice that we have and the ability to get the word out in a much greater way, and especially considering the success of last year. Absolutely. People will. [off mic] It is not over Halloween weekend. That's correct. Yep. [off mic] Also, invisible attraction. We are nearing completion of the branding project and we see that leading to, again, enhanced marketing efforts. And you'll hear more about that shortly. And finally, it is a really big highlight for the past year, which is the financial reviews that were undertaken by the Strategic Finance Committee, the economic analysis that was conducted, looking at the general fund and our strength there and our capabilities of weathering economic downturns and setting up the right policies to be prepared for that. And then also in the utility fund, finding ways to make sure that the capital needs are moving forward as appropriate. So looking forward to 2021, not to rehash this too much since we've been over it already. But of course, you had your strategic planning retreat, which was very successful, and some of those projects are already underway, the branding and then will lead into implementation. The EDAC strategy, which will lead into implementation and of course, the town hall project that we're continuing to work through those details. And is it really a generational type project for the town. In planning and zoning

we've talked about we have the HDRC guidelines, the zoning ordinance amendments, the Federal Street Project, which I think will be very good in terms of how we go to potential either landowners or developers and put a vision in front of them to say, how can you help accomplish this here in the town of Middleburg. And then continued collaboration with the county and focusing on those land use issues that impact the town of Middleburg. On the economic development side. You will see as we go over the budget and emphasis and recommendations of funding in the areas of event management and continued implementation of the town's events, putting focus on visitor attraction and again on the branding and marketing. And then finally continue goals in 21 for fiscal resilience. We want to the council has identified and we want to make sure that we are adopting and implementing sound fiscal policies and continuing to look at the budget process and how this process itself can be improved to provide better insight for council support for staff and transparency to the public. So moving on now to general fund revenues. As you know, in fiscal year 20, during the last year's budget discussions, the council asked to be more optimistic in our revenue projections and to say what do we really think it's going to be for fiscal year 20. Not only did we hit those projections, [off mic] yes.

Bridge Littleton: Not optimistic but realistic.

Danny Davis: Realistic and some might say aggressive, which again, goes counter to much of what government typically does. However, on this realistic standpoint, it's worth looking at what do we think is truly going to come into the town? I'll get a little bit more into details in a couple of slides when we have the breakdown of revenues to date. Nonetheless, we are meeting those projections and then likely exceeding those unless trends significantly change in the next couple of months. That being said, looking at fiscal year 21, we have actuals from fiscal 19 that we can build growth factors off of. We also have our six months of fiscal year 20 that we can build these projections off of. So we've blended a little bit of that together to again, try to put together a realistic projection for fiscal year 21. And what we're seeing is, again, significant increases in meals and occupancy. And I'll cover that again in just a minute. In terms of real property assessments our reevaluation, which is existing properties that get reassessed every year. The growth of that was 1.19 percent. So home values themselves grew very slightly. However, we also had new construction and growth as well in town. So overall, the portfolio for the town grew almost 2 percent. That being said, we've proposed maintaining the tax rate at 15.3 cents, which results in a very nominal change in the tax bill for the average tax homeowner. And I'll cover that in the next slide as well. Finally, in the proposed budget, with this revenue growth, with all the other expenditures that will go over in a minute, we still see growth in our fund balance and we still see adding to that fund balance in which essentially is a little bit of that buffer and contingency should revenues not meet the expectations that we are projecting out. If revenues meet or exceed that, then those can be used for onetime purposes or again adding to the current fund balance, which then gets used for the town hall project and other things down the road. So this slide here shows the average residential assessment in town. And as you'll see, we had a very, very slight uptick to about four hundred forty seven thousand being the average single family home value. Now this is again, could be single family detached townhouse. It's all single families, not including multi-family. And with this rate, the average homeowner's tax bill would increase in the range of six to ten dollars for the year. Just overall, very minimal increase. And this chart just shows the tax rates staying the same. Here's the chart showing major category revenue projections. And so we've broken out the four major revenues, property taxes on the bottom, a business license next, the meals tax and then the TOT. Just as a reminder, we've shown you the slide before and for fiscal year 2019 actuals. If you recall, we had the extra half year collection of property tax revenues from the county because of the change to the county doing two collections twice a year. So that's why the bottom number on the second column from the left is nearly eight hundred thousand dollars. When typically it's more in the 5 to 550,000 range. You'll see our budgeted line item for fiscal year 20 and you'll see that meals tax is tracking nearly 30000 above. So we're on about a 3 percent or so increase year over year over expectations. TOT is

where the big jump is occurring and about over a 12 percent increase over projections and that is due to strong lodging demand at both properties in town. I would say they are both shared with us things going very, very well for them and occupancy rates being good, rates being able to grow as well to take advantage of that. So what we are seeing for projecting for fiscal 21 is taking the fiscal 19 actuals, as well as our projections right now for the meals tax putting or actually for both putting about a 4 percent growth factor. On the TOT, the growth factor is actually built off of a slightly lower number than the fiscal 20 projection until we wait and see how the next quarter really shakes out, this is typically a slower quarter for the town. However, in speaking with one of the property owners or managers, they anticipate still a very strong year over year. So I took their estimates year over year, factored into our receipts from last year and then put those numbers together. So again, a little bit of sausage behind the scenes. But I will say one way or another, I think we're realistic in our estimates. We're not overshooting. It still could be right on the edge of do we hit that and what happens in 18 months? We don't know. But I think it's a fair number to be included in the budget for revenues. I'm happy to take questions now if you'd like me to stop on this page.

Bridge Littleton: Any questions for Danny? Yeah.

Peter Leonard-Morgan: Just going back to the slide on the assessed values, I guess I may be missing something, but I funny enough just got a bill for our house and it went down this year by about 3 percent, which surprised me. I just wondered, is this an assumption of increased assessed values?

Danny Davis: It's not an assumption. It is essentially all categories blended together. So it might be that some homes in some locations see a higher growth than others. It's all based on actual assessed values. So a \$200,000 house wouldn't have as much influence on the percentage as an eight hundred thousand. It is weighted right. However, different areas may have seen different changes in terms of the demand and also available sales, you know.

Kevin Daly: And it is odd. Yours went down, mine went up. And I have a townhome. You have a detached home.

Danny Davis: We'll ask them to reevaluate it. [inaudible].

Chris Bernard: [off mic]

Danny Davis: And that is that is part of the challenge of calling it an equalized tax rate because it assumes everyone is on that average number and it's not. So people will see differences based on whether the the assessed value goes up or down by a certain percentage or not. [off mic] [laughter]

Bridge Littleton: No, no, no. It's because it was white. It's the white fence. [off mic] One quick thing I was gonna mention on this slide, I just realized it. As we go forward let's add in there also the piece of it, which is all other taxes. Because we're not actually we're only looking at four categories. That's not the total projected revenues of the town for next year.

Danny Davis: That is correct. I do have a slide in a couple of slides with total revenues and total expenditures.

Bridge Littleton: [off mic] bank franchise tax and the cigarette tax and all that stuff. I mean, I don't even see those broken out but just. [off mic]. No, I know. I know. One catch all for everything else.

Cindy Pearson: Like when you're speaking with for the TOT funds, they have more availability so it's able to go up for next year. Or do you think it's the rise in price or is that a combination?

Danny Davis: It's a combination. It definitely I know that there is the capability for them to raise rates to accommodate the demand. And I know that we've heard from honestly both properties that their time periods where there is no availability, they are very, very well occupied. But I think, you know, you still hit those periods of time where they can fill spots. So it is a combination of the two.

Bridge Littleton: Any more questions before we move on. OK, great.

Danny Davis: Next slide is to get into the expenditure side and generally across the board are expenditures are remaining level, but obviously we have some key exceptions to that, which I wanted to highlight for you. First, obviously we are including funding for the key projects and for support of the council's initiatives. So this would be in planning and zoning as necessary to get support outside support for the zoning ordinance update the historic district guidelines, which some of that may occur in current fiscal year. Some may occur in the next fiscal year. And then looking to the future for the federal street design charrette. So in fact, I know that Mr. Moore is talking with and has had conversations with potential outside support on each of those projects. Second, major increase is in the area of economic development. And this gets into events management and also marketing and research. We have recognized with the success of Oktoberfest and with the success of the Millie Miglia that those and other events moving forward we cannot continue to sustain on our own. Even though we did a great job as much as we could, we need outside help. And so we discussed the options of do we bring in a part time staff person, do we look for outside help. And at this point, what we're recommending is to get events management support to help boost those events, run those events. Man those events day of and make them continued successful. That also gives the opportunity for bring in better sponsorship dollars and offsetting some of those costs, because many of these firms that do this have existing partnerships already with those interested in being sponsors. On the marketing side with the implementation of the brand. Looking at options for enhancing and supporting our digital and print marketing our social media presence and bringing on the necessary firm or group or individual who can assist and provide the ability to enhance and support our marketing efforts. And so that is shown in the economic development budget. In terms of capital projects. Obviously, our main one on the general fund side is planning for the town administration building and the town projects for the town offices. The change here is that even though we have not issued any debt as of yet, the information developed by Davenport in the proforma includes assuming debt service for fiscal 21. So we have built that into the budget. If you recall those conversations with Davenport, they assumed some use of fund balance for those needs and also some other cash that would be used for other capital projects throughout the year and for general fund needs. So that might be things like [Inaudible] Street might be for the shops in the storage shed at the wastewater plant, might be for sidewalk repair in the future, those types of activities. One big change that we have done for this year is separated out all the capital projects in to their own sheet. We haven't separated in our system as its own fund, but essentially considering its own fund. So from the general fund, we have transfer of cash into the capital fund. And in the capital fund, if there's debt, we have debt that would pay for those projects as well. And then on the general fund side and operating, we would have the debt service payments coming out of the operating budget. So that is a change in the budget document and I can walk you each through that both at a work session as desired or individually as the time is appropriate. So I think that will help us better budget plan and also track the capital projects and keep it from causing these major swings in buildings and grounds that had a million dollar change last year. You know that that doesn't really make sense, that it's more appropriate to put that into a capital fund. Finally, we are. I am recommending continued investment in our employees. As I know the council is very supportive of our employees. I'm proposing a 3 percent cost of living slash market adjustment in

our looking at our competitors and other jurisdictions around. It's similar if not falling behind potentially. And so I want to make sure that we're remaining competitive with other jurisdictions and other employers. I will note that our health care costs have gone up about 4.8 percent, which is not out of extreme. We had a zero percent increase last year, which was nice. And it's definitely not the days of the 12 and 16 percent increases. On the positive note, our VRS contributions have actually decreased by about 3% of how much we contribute to each employee, so across the board it's about a twenty six thousand dollar savings says actually very positive for the town and shows that we have been funding our portion of the VRS, our unfunded liability, well enough that we're able to decrease our contribution even while the VRS has changed some of their lowered some of their assumptions on rates of return. So where other jurisdictions may be seeing increases, we actually are seeing a decrease this year.

Kevin Daly: When I look at investment in employees, I also consider educational opportunities and professional development. Is that also included or is that a separate line item?

Danny Davis: It is. That's included as in current year where council is working with us to make sure that we're pursuing those opportunities. And so are you kidding me? Thank you, Windows, for being so wonderful. I'm so sorry about that. My computer just decided to restart on me. [off mic] five days.

Bridge Littleton: Well, when you've gone nine months without doing the updates eventually, it's going to force you.

Danny Davis: I did it earlier today, too. I'm not sure that I've got this here. So all that being said. Yes, sir. We have professional development built into the budget as in last year, though, one slight difference I would say is that in the police department, much of their training and professional development comes free from the academy that we are part of or through the state. So their professional development may go to other programs or may go to college education support for those who are trying to attain their college degrees. And it's a great use of the professional development dollars. [off mic] It's it's restarting. So. [off mic] Any questions before I move to the next slide? All right, the next slide is should be Slide 9, which is general fund revenues and expenditures. What I wanted to show you is just our history of revenues on the left, expenditures on the right for 18 and 19. Obviously, you'll see those huge years and you've seen this before where revenues greatly exceeded our expectations. And there are numerous reasons for that. And expenditures did not rise. And we're not fully expended some of those, again, primarily being capital projects. What I've shown [off mic] and well, and there's there's rationale for that, too. And that's what's worth walking through with you. Is that the jump in that is tied to the use of fund balance cash for the town administration project. And so even, you know, again, part of this challenge here is showing that an appropriate way, that it doesn't cause concern from the public that these are ongoing annual costs, but that we are showing measured investment in the future of the town.

Bridge Littleton: It's CapEx, not OpEx.

Danny Davis: That is very true. And so that, again, the challenge being traditionally these have always been straight from cash from the operating budget. And as we're transitioning this into a better capital project, we'll still have debt service now, in addition, and we will still some cash going to other capital projects, but not seeing that happening year after year or not seeing the huge numbers like we did for this current year. I'll get to it eventually. So what you'll see is in the FY 2020 projection, that's the next to last set of columns, the red boxes are intended just to show the the surplus or the contingency in addition to contingency. You'll see how that red box has grown from the budgeted amount to the projected amount. Again, based on the additional revenues, about three hundred thousand additional revenues that we're projecting out now for the year as well as in that assumes that we spend all of the budgeted funds, which

we may not spend. Again, a million of that being for the town administration building project. So the expenditures there may not meet 4 million for current fiscal year. Then looking at 2021, you'll see our revenue projections and then you'll see our expenditures, which again includes things such as debt service and cash towards other capital projects. Any questions before I move on?

Peter Leonard-Morgan: Silly question. F.Y. 18 and 19 actuals would have been nice to see the little red boxes there just too.

Bridge Littleton: Or no red boxes.

Danny Davis: Yeah, I mean, it was if I wanted to make it clear that we are still we obviously budget out revenues to match expenditures. So but I wanted to be clear that our budget as presented and as you'll get in a minute, has approximately two hundred thousand dollars of unallocated funds that at this point would go towards contingency, if you will. So, yes, I mean, we don't have to show that red box, but.

Bridge Littleton: I think this form over substance. But if you're gonna have red boxes have them consistently across, and have numbers in them.

Danny Davis: Fair enough.

Bridge Littleton: An on the index below. And I mean, I've never seen them with red boxes like that. But just either way it's fine. Just be consistent.

Danny Davis: Then don't look at the utility fund. [off mic] So with that moving onto the utility fund, the town is continuing with the plan 3 percent rate increases, which is demonstrated in our rate model and long term funding projections. It's also in keeping with the plan that was prepared by our financial advisor and it was endorsed by both the Strategic Finance Committee and also by the town council at your last meeting, one topic of conversation that we had last year was about how to assist low and fixed income residents with water bills when they have difficulty paying. I spoke with Mr. [Inaudible] earlier today and talked with staff on some ideas. And we intend to bring some ideas and options to you at the first meeting in March. So ways that we can assist in that manner in a way that's still equitable across the board in terms of our rates and in how we treat all customers. Just as a few assumptions in our revenues, any utility connection fees or availability fees, if they are if they do connect to the town. Those are treated as just additional income. We don't plan any of those in our income or revenue stream as well as additional users and consumption. If we have additional use and consumption across the board, that is essentially additional revenue for the town that we don't plan. So we don't plan factored growth of consumption rates. Part of that is what we're seeing right now, which is in fact in F.Y. 20 current year, we're about six and a half percent below last year in terms of consumption. Yeah, which is a little surprising when you [off mic], well it could be that it could be major users that are, you know, just one little change here or there could make a change across the board. So we haven't fully figured out if that's any issue on the town side or just simply a change in usage patterns by town wide. With the rate increase that means our revenues are down about three and a half percent year over year. So we're gonna keep an eye on that and try to figure out what that long term might look like.

Cindy Pearson: How many years we've been using this new software.

Danny Davis: The southern software? I think we're in our third year, third full year. We can go back to about I guess July of 2017. So and then finally, this as discussed, the financing plan is put forth by our financial advisor. Our revenues account for that in terms of transfers to again, transfers of cash to capital

in our ongoing debt service with our expected financing that we hope to close by the end of March. On the utility fund side. And again, that will come back to you before that's closed. And that's the utility fund line of credit temporary financing. Moving on to expenditures. Our contract with IES has annual 2 percent increases. So that is, of course, factored in. We did sit down with IES to evaluate the entire utility budget to figure out where we spending money, where we're not spending money, how do we right size this in many places we had a big chunk of money set aside for the what if scenario. You know what? If we lost five pumps in a year, that's not necessarily the best way to plan dollars because you put what if money in there and you never spend it. So we wanted to really right size what do we reasonably think is necessary for equipment maintenance replacement and also know that we have flexibility should other issues occur outside of that planning or greater than expected. So we believe we've right sized those budgets appropriately, which has resulted in approximately 8 to 10 percent reduction in a few of those line items in O&M. We're also working to make sure our chemical costs are under control. Some of them had been building correctly almost 1 to 2 times greater than it should have been. So we're looking to get those actually funds refunded to the town.

Peter Leonard-Morgan: I think Stuart deserves a big pat on the back for that.

Danny Davis: Yeah, Stuart recognized it. And then he and Mark have been working with our current supplier. He's also identified a lower cost from a different supplier. Once we can get our money back from the people we currently use.

Bridge Littleton: How long was it going on for?

Danny Davis: It's been at least a year, year and a half. So we are investing in our key equipment. And these are things, again, that are in the plants, they might be blower's, they might be pumps, motors to continue the longevity of their life. And finally, this capital program for this year in the utility fund begins the funding of the wastewater treatment plant membranes, which we know is critical as well as the clear well at Well Four. So once we get Well Four up and running, the clear well will be a key, key part of the infrastructure to make sure that the water it's using for back flushes is completely clean and free of any debris. So the next slide ignore the red boxes is very similar to the one you saw you actually see in 2018 a slight deficit in in the fund. And then what this doesn't account for directly and this is partly just the way things are accounted for and partly the way it's shown in other accounting is this doesn't include our major capital projects, so Ridgeview, water line and Westend Pump Station, which were paid out of fund balance. Essentially cash out of fund balance are not shown in these charts. These are just the operating costs in the utility fund. [off mic] We can do that.

Bridge Littleton: So utility. It says fund revenues and expenditures. You've made the assumption that it's all.

Danny Davis: And then it's looking at fiscal year 2021, you'll see the revenues increasing again slightly for the. With the rate increases. And then you'll see the expenditures increasing slightly as well. Again, some of that due to new debt service being added, some of that being cash going to capital projects. And then, of course, with the associated reductions and other O&M cost. Utility fund. I will note the next slide that we continue to have challenges and opportunities in our utility fund. We do need to update our master plan for the utility system. It's severely outdated and is one of those projects that's not infrastructure and it's not daily operations, but it is something that we need to fund. And so I'm looking at ways where we might have flexibility to make that happen if possible in the current year. The upcoming fiscal year. We do have water mains that are aging and have aged. We replaced Ridgeview and that's great. But we have others throughout town that are over 40 years old. And so we need to pay attention to those and be ready

for that when the time comes. We will have a project for re repairing and recoating our water tank, especially the one here on Marshall Street. And that's something that we had not expected as of yet. But it's come to our attention that we'll need to be dealt with relatively soon. And then, of course, continuing in our source water protection activities, specifically in the area of incentivizing residents that currently have septic systems in town and try to support their efforts to connect to our system. And that takes a couple of different mechanisms and we have some ideas on how to make that potentially happen. [off mic] Serviced or surfaced? I don't recall last time it was painted, it was a few years ago, I think. Or has it been longer than that? [off mic] But the challenge challenges a number of its beyond its recoating capability, meaning the next time we do it, they have to blast down to the bare steel. There are power lines right next to it. There's obviously the fence and the school to be impacted. There's some challenges with the current paint that is on it that we have to mitigate. And then you're anytime you do blasting, you're doing containment. So there I'm working with our contractor right now on proposals and what that could look like in terms of cost. So it's a big undertaking. I would just say.

Cindy Pearson: I want you to know that I'll be out of town the whole time that's going on, so don't look for me at any meeting. [laughter]

Danny Davis: So but yeah, that one is definitely more critical than than the Stonewall tank, which still will need some. Stronger attention, you know, in the coming years, three, four or five years down the road, but is not necessarily at the point where this one is right now. So and I mean, no concern about structural failure by any means, but it's obviously you want to make sure that the coding is appropriate to make to protect the steel, you know, and to protect the overall structure. Moving on now, transitioning to the budget process. I would recommend that we at our next council meeting on the 27th just have a brief item on the agenda to discuss the budget. I'll hand the budget out to you when we're finished with our meeting tonight so that you can read through that. I would also be happy, like I mentioned, to meet with you individually if you'd like to go over the proposed budget, either the structure itself just you know, what is proposed in it or that the dollars and the programs as well. We do have to have a public hearing on March 12th for the real property tax rate. This goes back to a very strict state code requirement regarding the tax levies, real property tax levies that you bring in year over year and we exceed that threshold by a thousand and twenty three dollars. And so that required us to hold a public hearing, will hold a public hearing. And that's what it is. But the tax rate is not changing or is not planned to change. And then you'll see the other dates listed on the screen here. One item for council's discussion is regarding holding a budget work session. We'd recommend perhaps in early March to hold a work session with the council so that we can go through the budget. We can work with the liaisons for the respective departments in areas to present that to council and to answer questions that might arise. So I think either now or at the end of this presentation, Mr. Mayor, we might want to look at what dates would work for the council. I do want to make sure that we let the public know that this is a public process and we welcome any comment from the public in terms of the budget. It will be posted online under MiddleburgVA.gov/budget tomorrow. And so we'll have the presentation. We'll have the budget document itself posted. The public are welcome to come to any council meeting, provide input, the public comment sections or at any of the formal public hearings related to the budget. The public is welcome to call and leave a message on our voicemail or with our staff and we will relay that to the council. And then we also do have our citizen portal online MiddleburgVA.gov/input. And in that section there is an area called Community Issue or Opinion and the citizens are welcome to give their input through that as well. And that will get to all of the council members. So finally, all the points that we've stated before the town continues to be in a very strong fiscal position and we have the strategies and the policies in place to continue that, to support our infrastructure needs and to demonstrate that we can fund the projects ahead of us. The council is established and continues to review those policies and then continues to fund the strategic initiatives to meet your goals

for the coming year. So thank you for your time and thank you for the ability to talk through this. Happy to answer any questions now. And like I said, we'll pass out the budget document at the end of the meeting.

Bridge Littleton: Any questions for Danny. Bud.

Bud Jacobs: Did I read correctly that Davenport has put the credit facility opportunity on the streets?

Danny Davis: That is correct. Yes. Yes, sir. That was sent to I believe it was one hundred and seventeen banks. And we also, in keeping with Council Member Bernard's question, maybe at our last meeting recognized that we could go ahead and ask banks to provide separate from our current temporary financing line of credit mechanism. Also respond if they wish to the refunding of the VRA for a loan that will come due. It's call date is in October and so they can we've asked for either options to do it immediately, which would be taxable or to lock in a rate effective August 5th, which would be not taxable and tax exempt. So those are also going to be part of that response from the banks that wish to do that. So go and see if we can take advantage of the favorable rate environment right now.

Bridge Littleton: Any other questions? Ok, Danny, thank you very much. So the idea, too, about setting a special work session meeting was just to, you know, spend maybe an hour, whatever's going to make us focus on the budget exclusively. And like we said, each Council Member who has, you know, the responsible area of whatever, you know, for Kevin, like policing in. Right. Exactly. To partner with the town staff and department manager who's responsible for that. Everybody on consensus with the budget and whatnot. And each cohort, let's say so it'd be Kevin and A.J. with Danny, brief it together, walk through, make sure everybody's on board. Any questions or whatever. And just do it all in one focus session. Nothing else that you know. Get it. Get it clean. Get it done and move on. So anybody have any concerns or objections with that? And if not, then let's try figure and out what a good date would be. So. OK. Danny, what do you what are you thinking?

Danny Davis: Initially, I was thinking the first week or two of March if available for council.

Bridge Littleton: How does so. Is there any on the first week of March is there anything in here on any given day?

Danny Davis: Thursday would be HDRC.

Rhonda North: [off mic]

Darlene Kirk: So you thinking just do it like a night meeting?

Bridge Littleton: I mean, I think we meet at 5:00. We're done by six. Or what works for you? 6? [off mic]

Danny Davis: Elections are in here. Okay.

Rhonda North: [off mic]

Danny Davis: Yeah. They won't be out till well. Polls close at 7:00.

Rhonda North: [off mic]

Bridge Littleton: Okay. So. All right. So Monday and Tuesday don't work. So then it's the following week. All right. Or Friday the 6th.. I don't think we went to do that on a Friday. No.

Rhonda North: [off mic]

Bridge Littleton: Okay. How does that Monday work for everybody? Monday, the 9th of March. [off mic] . Yeah. OK. Goal will be to be no more than an hour. But I mean, if it takes longer. It takes longer, but that's the goal. Do you guys mind sending out a, yes. Sending out a meeting invite? Yes.

Danny Davis: Rhonda will do that. Great. Okay. Moving on. Where are we now? Citizen Academy. Rhonda.

Rhonda North: [off mic]

Bridge Littleton: Any questions? Any input? I think it looks great, Peter.

Peter Leonard-Morgan: You mentioned only 10 people, that's to see how it kicks off the first time round [inaudible] right. You like to have more. But I think you're right.

Chris Bernard: [off mic]

Bridge Littleton: And we're all here.

Rhonda North: [off mic]

Peter Leonard-Morgan: And that presumably happens here with that numbers.

Rhonda North: [off mic]

Chris Bernard: [off mic]

Bridge Littleton: Everyone good? Kevin.

Kevin Daly: So from. Want to make a point. I've been hearing Rhonda's name mentioned several times throughout the evening with Kudos. So I also want to give my own kudos. And Danny, keep that in mind when you're writing efficiency reports later this year.

Bridge Littleton: What's an efficiency report? This is a government, isn't that an oxymoron.

Kevin Daly: I guess if it were up, it's out of the order, too.

Bridge Littleton: Ok. I believe that's everything. So it's now. Any other information items for anyone? All right. Time for the close session Cindy sorry.

Cindy Pearson: [off mic]. Sorry had their bingo night last Friday night and there is a few of you there. Shame we didn't see a few more of you there. You should really come and support it. It was a great mixture of people from young to old to new faces and people who've never played bingo before. And I think folks were really glad just to be out since it's February.

Bridge Littleton: Well, there is one significant problem with it.

Cindy Pearson: What's that?

Bridge Littleton: The fact that Tucker and his family won half of the including the 500 dollar.

Cindy Pearson: And I gave them sold them all the tickets that they got.

Bridge Littleton: I'm sure you did. How much did you get of that? Yes. Yeah. Chris.

Chris Bernard: So I'm sure. I mean, most of you were there last night, but we had our economic development session. I unfortunately had to duck out early. Are they planning on doing another one? Or was that it?

Jamie Gaucher: I think that's that format in that setting. I think that's the only one.

Chris Bernard: OK. I just wanted to check.

Kevin Daly: Let me piggy back with that is the tremendous support from the council. It was like every council member was there with the exception of the Mayor and Vice Mayor.

Bridge Littleton: Well look where she is now.

Peter Leonard-Morgan: It was great. And it was a horrible evening weather-wise, but it would be so nice to have a few more people. It's so difficult to get folks out.

Chris Bernard: [Off mic].

Bridge Littleton: I will say I didn't even realize it was on the calendar until two days before when I got there was a thing on Facebook that said, come to this thing.

Philip Miller: We've been talking about it in council meetings for at least a month.

Bridge Littleton: I know we've been talking about doing it, but anyway. OK. Well the point is, if we don't, we're not getting enough attendees people in the [inaudible]. They can go knock on doors. Like Helen, I'm sure she wasn't doing anything.

Bud Jacobs: 35 people there. I thought it was actually considering the circumstances really good turnout.

Philip Miller: Ok. We had so many people, we had so much feedback and people working and commenting that we actually didn't have enough time budgeted to finish.

Bridge Littleton: So who was it that said there wasn't enough people there?

Peter Leonard-Morgan: Me.

Philip Miller: I think businesses, you'd probably be better off doing it at nine the morning.

Bud Jacobs: This week, there was a young woman from the Census Department. I guess she's early is on it from Loudon County to the Census Bureau. And she noted that within Loudoun County, Aldie and Middleburg have the lowest crappiest census response rates in the county. And the notion occurred to me that are we are we doing anything to urge our citizens to take part? And if so, what are we doing? Can I?

Danny Davis: So Stacey from the county has provided us with their entire toolkit of outreach opportunities. And so that's everything that we can put in our weekly newsletter use on Facebook. We are going to put in our next utility billing newsletter. If we didn't already, maybe we did already. We did. So trying to use every mechanism. It's on our website. Anyway, yes, she's engaged with us since, you know, late last fall. And so we're going to continue to roll through that because we do know that it's a challenge to get everyone to respond. We have our own unique challenges as other places have their challenges. So we do hope to encourage our citizens directly to respond.

Bud Jacobs: Is there a census disinformation piece in that toolkit?

Danny Davis: There is a little bit of that just to make sure that it's clear that answers are all confidential, if that's what you're getting at, to make sure people are not concerned about the misinformation going out there, but have the accurate information.

Bud Jacobs: Well, the kind of disinformation that apparently is is a risk here are the kinds of postings you see about whether the census should or is going to question non-citizens, for example, for all that stuff, which is fairly ugly, but nevertheless is something we probably need to take account of. And as it happens, the National League of Cities has a quite robust package that they've that they've put out and that the disinformation piece of it is actually kind of an eye opener. So y'all might want to take a look at that.

Danny Davis: Absolutely. Will do. Will do.

Bridge Littleton: Okay. Unless there's anything else information, items wise. Who would like to read the motion for the court session? Go ahead, Peter.

Peter Leonard-Morgan: I move that council go into closed session as authorized under section 2.2-3711 of the code of Virginia. For one, the discussion or consideration of the acquisition of property for town administration building as allowed under subsection A 3 and two for the discussion, consideration or interviews of prospective candidates, for the appointment of a specific public officers, appointees and employees of the public body as allowed under subsection A 1 for the purpose of discussing appointments for EDAC, the Planning Commission and the BZ. I further move that council thereafter reconvene in open session for action as appropriate.

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

All: Aye.

Bridge Littleton: Opposed? Abstentions? We're in closed session. All right. I asked that council certified to the best of each member's knowledge. One only public business matters lawfully exempt from open many requirements in a Virginia Freedom of Information Act, and to 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. I would like to remind those present for the closed session that a discussion that occurred within it should be treated as confidential.

Chris Bernard: Yes.

Bud Jacobs: Yes.

Philip Miller: Yes.

Darlene Kirk: Yes.

Peter Leonard-Morgan: Yes.

Cindy Pearson: Yes.

Kevin Daly: Yes.

Bridge Littleton: Yes.

Peter Leonard-Morgan: I move that Council appoint Dev Roszel to the Planning Commission to fill an unexpired term said term to expire December 31st, 2021. I further move that council appoint DeeDee Hubbard, Kathy McGehee and Lauren Peterson to the Economic Development Advisory Committee said terms to expire December 31st 2020. I further move that the council recommend the appointment of Eric Combs to fill an unexpired term on the Middleburg Board of Zoning Appeals said term to expire December 31st, 2021 to the judges of the Loudoun County Circuit Court.

Philip Miller: Second

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

All: Aye.

Bridge Littleton: Opposed? Abstentions? Meeting adjourned.