

**AGENDA**  
**MIDDLESEX COUNTY**  
**ECONOMIC DEVELOPMENT AUTHORITY**  
**Boardroom of the Historic Courthouse, Saluda, Virginia**

**Thursday May 19, 2022**  
**9:30 A.M.**

1. Call to order
2. Approval of agenda
3. Approval of Minutes – April 14, 2022
4. Treasurer’s Report
5. Old Business
  - A. ARPA Grant Planning Update – Mr. Reed, Ms. Holmes
6. New Business
  - A. GoVirginia – Ian Ginger, Region 6 Coordinator – Presentation
  - B. Tourism-Marketing Assistance Proposal – Whitney Law, startsmall. THINK BIG Marketing
  - C. Treasurer – Request for Volunteers
7. Tourism Report – Trent Funkhouser
8. Adjournment

**Next Scheduled Meeting Date: To Be Determined**

**April 14, 2022 MEETING  
ECONOMIC DEVELOPMENT AUTHORITY OF MIDDLESEX COUNTY  
IN THE BOARDROOM OF THE HISTORIC COURTHOUSE  
SALUDA, VIRGINIA**

**Present:** Gordon White, Chairman  
Janet Riggs, Vice Chairman/Treasurer  
Celane Roden, Secretary  
John Anzivino, Member  
James Reed, Member  
Bill Cawthorn, Member  
Hallie Holmes, Member

**Absent:** Holly Oliver, Economic Development and Tourism Asst.

**Staff:** Shanae Hammond, Accounts Payable  
Matt Walker, County Administrator  
Heather Lewis, Staff Attorney

**CALL TO ORDER**

The April 14, 2022 meeting of the Economic Development Authority of Middlesex County (the "EDA") was called to order by Chairman White at 9:30 a.m. in the Boardroom of the Historic Courthouse, Saluda, Virginia.

**APPROVAL OF AGENDA**

There being no objections, the agenda was approved for this meeting.

**APPROVAL OF AGENDA**

The minutes of March 17 meeting, April 4 special meeting, and formatting amendments January 20 meeting were adopted without objection.

**TREASURER'S REPORT**

Mrs. Riggs presented the March financial report with a balance of \$594,383; March income of \$744.11 (interest & fees from VSBFA Church Schools); and expenses of \$3,818.71 (auditor fee, supplies, and payroll). Mrs. Riggs announced her resignation as Vice President/Treasurer and Member of the Authority, effective May 31. Chairman White invited a volunteer to serve as Treasurer. He announced Mr. Anzivino was willing to serve as Vice-Chairman through the end of the fiscal year. Mrs. Riggs reviewed the financial report components and advised she will work with the new Executive Director and the new Treasurer, once selected, recommending bookkeeping management be transitioned to staff. With no volunteers to assume the Treasurer position, a plan was put in place to support the transition: (1) County Administrator Matt Walker, Mr. Anzivino and Chairman White will become signatories on the bank

account; (2) the new Executive Director, Chairman White, and Mr. Anzivino will be given access to the online accounting system; (3) Mr. Anzivino will temporarily be the Authority name on the debit card until the transition is complete for the new ED.

ACTION: Chairman White made the following motion, seconded by Mr. Anzivino, as amended: In the absence of a Treasurer the new Executive Director will carry out the Treasurer's duties (eg financial status reports, online accounting system management), the debit card will temporarily be placed in Mr. Anzivino's name; Mr. Anzivino and Chairman White will have transaction oversight and approval, all of this temporarily until a new Treasurer is selected. Terms of this motion become effective on May the motion passed by Roll Call, all members voting yes.

Discussion: Mrs. Riggs pointed out that her status as a licensed CPA required more precise bookkeeping than might needed for bookkeeping in general. Mr. Anzivino said that the EDA wants to adhere to accounting standards. Mr. Reed asked how long it would take to bring new folks to the desired standard. Mrs. Riggs stated the answer depends on the new Executive Director's skills. Mr. Anzivino emphasized the importance of getting the transition right.

#### C. Recognition and Thanks to Mrs. Riggs

Mr. White, on behalf of the entire Authority, presented Mrs. Riggs with a framed certificate recognizing her long service to the community as vice-chairperson and particularly as Treasurer of the EDA

#### **OLD BUSINESS:**

##### A. Cook's Corner Property

ACTION: Due to the recent BOS rejection of possible remedies to allow Tractor Supply's zoning request to change the zoning on the proposed parcel from Village Community to General Business TSC has withdrawn their contract to purchase the property at Cook's Corner. County Administrator Matt Walker reported that the BOS was requesting the transfer of the property back to them. Chairman White made a motion, seconded by Mrs. Riggs, that EDA return the property at Cook's Corner to the BOS through a Deed of Gift. The motion was adopted by roll call, all members voting yes.

Discussion: Details of the transition will be worked out between EDA and BOS. Chairman White offered whatever assistance EDA can be in the reformation of the building and property to achieve BOS plans for the property. Mr. Walker updated the Authority on the sewer and water progress for the property.

##### B. Appointment of Vice President

ACTION: Mrs. Riggs made a motion, seconded by Mrs. Roden, to appoint Mr. Anzivino to fill the remainder of Mrs. Riggs term as EDA Vice Chairman. The motion passed by roll call, all members voting yes.

#### **OLD BUSINESS**

##### A. Game Changers Grant Application

Game Changers, a new non-profit organization created to promote equality, strengthen

community unity, and organize a local Juneteenth celebration, in the March meeting \$5260 to cover the costs of planned 2022 Juneteenth celebrations: Friday night Motown Food and Dance Party at St. Clare Walker Middle School and a Saturday Community Family Juneteenth Festival at Middlesex High School.

ACTION: Mrs. Riggs made a motion, seconded by Mrs. Roden, to approve the Game Changers grant request in the amount of \$5300. The motion passed by Roll Call vote, all members voting yes.

Discussion: Mr. Anzivino suggested EDA request a follow up report on the success of the event. Mrs. Holmes shared her experience with last year's first annual celebration and Mr. White stated this is an example of an event that advances economic development by bringing visitors the county to support county businesses. Mrs. Beverley thanked the EDA for their support.

## **NEW BUSINESS:**

### **A. BOS/EDA Consultation on Economic Development**

Board of Supervisors Chair Lud Kimbrough was invited to address the issue of BOS-EDA communications. He noted that the economic development strategic plan is 12 years old and in need of revision. This, he said, should be the core of cooperative work between the two groups. Mrs. Lewis suggested that with legal guidelines regarding numbers of members who can meet outside a publicly announced meeting limited to 2, that each body appoint two members to work together to set up an agenda for a joint meeting. Mr. Anzivino pointed out the Authority has been aware of the need for a plan update/revision. and has been discussing and exploring the issue for some time. He said that the Cook's Corner property issues took energy away from more forward movement; both bodies need to be on the same page; and we need to move along.

ACTION: Chairman White appointed Mr. Anzivino and himself to be the Authority representatives on this effort,

### **B. Collaborative Work on the State ARPA Grant**

Mr. White suggested a committee to look at the ARPA grant suggestions EDA received during public statements on best use of the county ARPA grant award and prepare EDA recommendations for use of the funds to offer the county. Administrator Walker asked that the EDA ARPA committee work with the BOS appointed committee, also working on the best use of the ARPA grant funds.

ACTION: Chairman White appointed Ms. Holmes and Mr. Reed to serve as EDA ARPA Committee.

## *CLOSED SESSION*

A motion was made by Mr. Cawthorn seconded by Mr. Reed to convene in Closed Session, pursuant to the Code of Virginia, Section 2.2-3711(A)(1), for the discussion, consideration, or interviews of prospective candidates for employment, specifically. the hiring of the Executive Director of Economic Development and Tourism; and pursuant to the Code of Virginia, Section 2.2-3.711(A)(3) for the discussion or consideration of the disposition of publicly held real property, where discussion in an open meeting would adversely affect the

bargaining position or negotiating strategy of the Authority. The motion passed by roll call vote, all members voting yes. The Authority convened in closed session.

*RECONVENE PUBLIC MEETING*

A motion was made by Ms. Holmes, seconded by Mr. Reed to certify to the best of members' knowledge only public business matters lawfully exempted in the motion by which the Closed Session was called were considered or discussed in the closed session. The motion passed by roll call vote, all members voting yes.

**C. Executive Director Employment**

**ACTION:** Mr. Reed made a motion, seconded by Mrs. Holmes, that the Middlesex County Economic Development Authority employ Trenton Funkhouser to be the Executive Director of the Authority according to the terms of the employment agreement executed on April 14, 2022. The motion passed by roll call vote, all members voting yes.

**ECONOMIC DEVELOPMENT AND TOURISM REPORT** - Holly Oliver

No report made. Information about VRR was included in the meeting packet for review of the members.

***IN APPRECIATION***

1. Mr. Anzivino thanked Mr. Whitley for stepping in to provide administrative work and guidance over the past month. He will step away on May 1.
2. Mr. Reed thanked Janet for years of sharing her accounting skills and numerous hours of time as our Treasurer. She will be missed!

**ADJOURNMENT:** The motion made to adjourn was made by Mr. White and seconded by Mr. Reed.

**NEXT MEETING:** May 19, 2022

Respectfully submitted,

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Celane Roden, Secretary

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Approved, Gordon White, Chair

**Economic Development**

Trenton L. Funkhouser, AICP  
Executive Director

877 General Puller Highway  
P.O. Box 428  
Saluda, Virginia 23149-0428  
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**Economic Development Authority**

Gordon E. White, Chair  
VACANT, Vice-Chair  
John Anzivino  
William Cawthorn  
Hallie Holmes  
James Reed  
Celane Roden

May 19, 2022

**TO:** Economic Development Authority  
**FROM:** Trenton L. Funkhouser, Executive Director  
**SUBJECT:** Treasurer's Report – April 2022

The April and May Treasurer's Reports will be provided at the next EDA meeting. The Director met with Ms. Riggs and Mr. White on May 12<sup>th</sup> to handle basic orientation on banking business and the accounting software used by Authority. Ms. Riggs has provided registration information for Director's use of the accounting software. Ms. Riggs will assist the Director and the EDA Treasurer (to be appointed) in preparing the April and May reports.

No significant transactions have occurred in April and May other than the normal posting of interest to various cash accounts at banks and several accounts payable items such as Verizon Wireless bill and pay for Bill Whitely and the Director.

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May 19, 2022

**TO:** Economic Development Authority

**FROM:** Trenton L. Funkhouser, Executive Director

**SUBJECT:** Marketing Proposal – Whitney Law – startsmall. THINK BIG! Marketing

Attached for EDA consideration is a proposal submitted by Ms. Whitney Law to handle certain tourism/marketing tasks. Ms. Law currently has a consulting contract for similar work with Virginia's River Realm (VRR). Mr. Bill Whitely solicited Ms. Law's proposal to assist the EDA with handling certain web page and social media duties. Ms. Law will discuss her proposal at the EDA's May 19<sup>th</sup> meeting and will also address EDA member questions and comments regarding how her firm can assist with duties associated with maintaining a "tourism program" (publicity, handling social media interactions and handling tourism-related grant application and administration).

The Director has also discussed with Ms. Law the possibilities of the EDA using the services of her firm to assist more generally with the transition away from a full or part-time Economic Development Assistant and providing strategic planning and staffing support for tourism efforts generally and the balance of the County's Economic Development Program (e.g., buildings and sites, infrastructure, and non-tourism grant application and/or management services).

The EDA may wish to engage Ms. Law to provide short-term services consistent with her proposal. The County Attorney and EDA Chairman have been involved in preliminary review work regarding the proposal and a professional services contract could be negotiated consistent with the EDA's Small Purchase Policy.

Should the EDA wish to obtain temporary web site and social media service support, the Chairman could be authorized to negotiate and sign an acceptable professional services contract not to exceed \$2,500 over a stated time period. Similarly, the EDA may wish to receive a brief report from Ms. Law regarding her recommendations on the specific tasks and duties that could be performed by a consulting firm on an ongoing basis to support the tourism and economic development initiatives of the County and EDA. If this option or some variation is favorable to the EDA, following completion of Ms. Law's work and discussion with the EDA, the Director can work towards a more detailed solicitation that can be used to obtain consulting services on a longer-term basis consistent with the EDA's general purchasing policies and the Code of Virginia regarding procurement/purchasing.



# startsmall **THINKBIG!** marketing

startsmall. THINKBIG! Marketing

Whitney Law



BILL TO: Trenton Funkhouser • t.funkhouser@co.middlesex.va.us

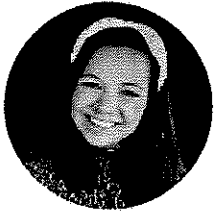
ITEMS	QTY	UNIT	PRICE	TAX	TOTAL
 <b>Social Media Marketing</b> Up to 2 Posts Per Week Across Facebook and Instagram Channels  Includes: Creation and Collection of Content, Planning, and Scheduling/Publishing					<b>\$500</b>
 <b>Monthly Consultation</b> startsmall. THINKBIG! will act as liaison between Virginia's River Realm and Middlesex County keeping both side apprised of collaborations, efforts, and results with the tourism entity.					<b>\$350</b>
				Subtotal	\$850
				<b>Monthly Total</b>	<b>\$850</b>

## PAYMENT SCHEDULE

This is an ongoing payment occurring on the 10th of every month.

AMOUNT	WHEN	INVOICE #	STATUS
\$850	May 10, 2022	#267235-000181	UPCOMING





Whitney Law

startsmall. THINKBIG! Marketing

Other

(804) 832-2179

[whitney@startsmallthinkbig.marketing](mailto:whitney@startsmallthinkbig.marketing)

# Small Purchase Policy

## Middlesex County Economic Development Authority

Recognizing that the Middlesex Economic Development Authority (hereinafter "Authority") may be required to make purchases of goods and services and that proper stewardship of the Authority's funds represents one of the greatest responsibilities of the Authority hereby establishes the following policy regarding small purchases:

As set forth in the Virginia Public Procurement Act, Section 2.2-4303 of the Code of Virginia, the Board of Directors of the Authority hereby establish that two officers of the Authority, (typically the Chairman and the Treasurer), acting together, may at their discretion, make purchases and approve contracts under the Authority's Small Purchase Policy when circumstances do not allow time for a vote of the full Authority.

Purchases made and contracts awarded under the Small Purchase Policy will not require competitive sealed bids nor competitive negotiation as defined in the Code of Virginia for single purchases or term contracts for goods, non-professional and professional services if the aggregate or the sum of all phases is not expected to exceed \$12,500. Purchases exceeding \$12,500 shall not be covered by this policy and shall require at least two formal competitive sealed bids or negotiations in accordance with State Code subject to approval by the full Authority.

The following small purchase procedures shall provide for competition wherever practicable to achieve the lowest cost to the Authority for the highest quality goods, non-professional and professional services and sales or leases, and are hereby established to guide this policy.

- (1) Purchases in amounts of less than \$2,500 shall not require solicitation of written bids or proposals
- (2) Purchases of more than \$2,500 but of less than \$12,500 shall require solicitation of at least two informal written bids or proposals
- (3) The Authority may negotiate with offerors to determine the most qualified, responsive and suitable provider at the best price for the best quality goods, services and/or lease or sale.

This policy shall be considered a Rule under Article VII of the By Laws of the Authority.

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May 19, 2022

**TO:** Economic Development Authority  
**FROM:** Trenton L. Funkhouser, Executive Director  
**SUBJECT:** Tourism Report - April 2022

No specific data is provided this month. I will provide the typical Virginia's River Realm (VRR) web site data (not received in time for meeting agenda package delivery). Similarly, I will provide the lodging/occupancy tax revenue/data at the next EDA meeting

I plan to revise the monthly statistical information on these subjects as well as related economic development indicators. I am uncertain what information the EDA has historically reviewed and/or would like to receive. Please advise me of any information you would like to receive on a regular or periodic basis that would be meaningful to you and assist with analyzing progress towards economic goals and objectives.