

**THE MINUTES OF THE FEBRUARY 16, 2023 MEETING
ECONOMIC DEVELOPMENT AUTHORITY OF MIDDLESEX COUNTY
IN THE BOARDROOM OF THE HISTORIC COURTHOUSE
SALUDA, VIRGINIA**

Present: John Anzivino, Vice Chairman – Acting Chairman
William Cawthorn, Treasurer
Celane Roden, Secretary
Gerald Crittenden
Joe Heyman
Hallie Holmes
James Reed

Absent: Bill Cawthorn, Treasurer

Staff: Trenton Funkhouser, Executive Director

CALL TO ORDER

The February 16, 2023 meeting of the Economic Development Authority of Middlesex County (the “EDA”) was called to order by Chairman Anzivino at 9:30 a.m. in the Boardroom of the Historic Courthouse, Saluda, Virginia. Mr. Anzivino asked for a roll call and formal determination of a quorum. The Director noted a quorum was present.

APPROVAL OF AGENDA

The Chairman asked for any changes to the Agenda. The Director noted the deletion of the Presentations of Resolutions of Appreciation to be scheduled for a future meeting and he would address the EDA on the 2nd Saturdays topic.

APPROVAL OF MINUTES

The Chairman asked if there were any additions, changes or other revisions to the minutes.

The Chairman advised the Director to correct the reference to the EDA to delete the tourism reference. He also noted the need to correct two different spellings of Urbanna.

The minutes of the February 16, 2023 meeting, with noted amendments, was unanimously approved on roll call vote, on motion of Mr. Heyman, seconded by Ms. Roden.

TREASURER’S REPORT

Mr. Funkhouser noted the monthly summary of Savings, CDs and Checking Account information and that Mr. Cawthorn would review recommendations for establishing certain CDs using available EDA funds at a future meeting. Mr. Funkhouser noted a TreasuryDirect account has been established but a temporary lock on the account was imposed pending mailed verification of

the identities of he and Mr. Cawthorn. Mr. Funkhouser reviewed several investment options under consideration by Mr. Cawthorn.

The Chairman asked for budget performance information such as revenue and expenditures year to-date noting important decisions will need to be made for FY 23-24. Mr. Funkhouser indicated he would provide that information at the March 16, 2023 meeting,

The Chairman declared the Treasurer's Report accepted as presented.

OLD BUSINESS

A. Bylaws Review – Mr. Anzivino asked the Director to introduce this item. Mr. Funkhouser noted a formal draft is not part of the agenda package and reviewed items the EDA had generally considered to-date and asked for any consensus on amendments or other revisions. Mr. Anzivino asked if there were any member comments in this matter. He noted the importance of tourism as a primary function/duty of the EDA and suggested that term should be referenced in the by-laws and noted the need to have more flexibility regarding the agenda format.

Ms. Roden agreed on the subject of emphasizing tourism in future by-law revisions. Mr. Anzivino asked the Director to provide a marked up copy of proposed revisions at the March 16, 2023 meeting.

No action taken or required.

NEW BUSINESS

A. Grant Request – Gamechangers – Juneteenth, Motown the Musical events and Mental Health seminar. Mr. Anzivino welcomed Ms. Cynthia Beverly and asked her to address the EDA on the requests. Ms. Beverly noted former Chairman Gordon White asked her to come back next year to provide information on the 2022 events and seek continued/increased funding. She noted the events were very successful and reviewed the community improvement purposes of the Gamechangers organization. She also noted the various planning and logistical work required for these events. She referenced Mr. Funkhouser's memo citing previous funding and options to provide increased funding or a funding at a sliding scale of 25-50% of the 2023 request. She noted a third event proposal to conduct a one-day mental health seminar and reviewed various required and optional expenses that would be modified according to any sponsor funding.

Mr. Anzivino thanked Ms. Beverly for her presentation and asked if there were any EDA member questions or comments. Ms. Roden asked about other sponsors or partners for the planned events to generate more enthusiasm in the community generally as well as funding assistance. Ms. Beverly indicated the group would continue to seek other assistance with funding and in-kind services. Ms. Roden noted small tactics such as tip jars at stage events can generate a significant amount of revenue.

Mr. Heyman posed several questions about 2022 funding of \$5,300 relative to current requests. Ms. Beverly noted budget expenses were higher than expected and EDA funds partially offset

those expenses. Ms. Roden asked about net revenues for events and Ms. Beverly indicated approximately \$1,500 after expenses.

Mr. Anzivino asked about dates of the various events noting the EDA carefully considers funding requests and may seek additional information to justify any approvals relative to economic development and tourism promotion priorities. He further noted the EDA typically defers action on grant requests for a minimum of 30 days to ensure complete information before determining any award.

No action taken.

B. Grant Request – 2nd Saturdays – Urbanna – Mr. Anzivino noted Ms. Austin had a medical situation, could not attend meeting and Mr. Funkhouser would address the EDA on this topic. Mr. Funkhouser generally addressed the Gamechangers grant requests in tandem with the 2nd Saturdays event noting the EDA may wish to fund 25-50% of a given event and consider such funding as seed money for start-up assistance with an event during its first few years. He noted 2nd Saturdays is a multi-day event over a five-month period and may be considered as an EDA sponsorship initiative rather than a grant application.

Mr. Anzivino noted Deltaville and other events don't receive EDA support and have successful events. He further noted 2nd Saturdays is a Town event and he is interested in any Town and/or County support for these and other types of events and the need for these events to have a direct economic impact and be fair and equitable throughout the County.

Ms. Roden agreed the EDA had set somewhat of a precedent with funding Juneteenth noting the planned Tourism Committee could review the event grant subject and make a recommendation to the EDA. She commented on some silo effects and the need for more collaborative and cooperative marketing where possible for similar events or different events in the Town or other areas of the County. She also cautioned on having competing events on weekends in such a small County.

No action taken.

C. Grant Request – En Plein Air Event. Mr. Funkhouser noted the Arts in the Middle (AIM) grant was a cooperative effort from the VA Commission for the Arts and the EDA inherited administration of this grant. He stated the En Plein Air Event is a different type of event and proposed to be held over several days in Deltaville and is requesting \$100-300. Ms. Roden concurred on the inheritance of the grant noting the County was the original applicant for VCA funding. Mr. Funkhouser confirmed he is responsible for annual reporting to VCA and annual application for future funding. EDA members discussed the history of AIM with Ms. Roden noting the County requested a citizen group form to promote the arts and has provided matching funds each year. Mr. Funkhouser noted the En Plein Air event may be a good opportunity to start a relationship and explore how this event could further support arts initiatives in the County.

Mr. Anzivino observed this is a private-sector effort and not a non-profit organization that would be typically be supported. Ms. Roden complimented Mr. Cherry's past work indicating he had a successful track record for these types of events.

Mr. Anzivino stated AIM indicated it would be supporting the event by providing a \$300 contribution.

Mr. Heyman indicated even if it is a small grant request, he would be opposed to funding such requests in the absence of specific policies to guide decisions. He also indicated a need for having more cooperative and collaborative marketing and providing those services to events and groups rather than direct funding on an annual basis although he did indicate support for seed money to assist a start-up event. Ms. Roden agreed there should be a more definitive list of what the EDA can and will do to support events and will typically be about assistance other than

No action taken.

D. EDA Committees. Mr. Funkhouser noted Mr. Anzivino's email requests of members to express an interest in serving on the four special committees identified to-date: 1) Tourism, 2) Aquaculture/Agriculture/Forestry Industries, 3) Community & Economic Development and 4) Workforce Development.

Mr. Anzivino review the proposed purposes and duties of the respective committees requesting confirmation and comments upon the direction of these committees to-date.

Ms. Roden asked if the Chairman was seeking a motion to adopt the four committees. Mr. Anzivino stated he was interested in such a motion either before or after members were satisfied with the discussion, questions, answers and comments on the topic.

EDA members discussed the difficulties of organizations knowing who/how to ask for funds and supporting their requests with good information. Mr. Anzivino stated the Director would be pursuing additional information with Ms. Beverly. Members also discussed how future applicants could be supported by the Director and the committees in preparing applications, seeking other funding sources and providing guidance on what would or wouldn't typically be funded by the EDA.

Mr. Anzivino asked if the proposed committees accomplish the objective of having groups work on specific priorities of the EDA's Strategic Plan and its implementation.

Mr. Heyman made a motion to approve the proposed committee structure, seconded by Ms. Roden with the understanding the committees have the ability to modify their duties and purpose statements as needed with subsequent affirmation by the EDA. The motion was approved unanimously on a roll call vote.

Mr. Anzivino thanked the EDA noting while he has the authority to appoint members to committees, he is seeking member interests and asking members to select one or more committees they would most like to serve and advise him as soon as practical.

E. FY 23-24 Budget Request to County. Mr. Funkhouser noted he participated in a February 5, 2023 Board of Supervisors worksession thanking the BOS for its past support relative to the Transient Occupancy Tax revenue and other support as the EDA continued its transition to more actively managing economic development and tourism promotion efforts. He noted he would provide previously requested budget schedule and proposed budget information at the March 16, 2023 meeting.

F. VA 250 American Revolution Commemoration – Mr. Funkhouser reviewed a proposal for the EDA to request the Board of Supervisors establish a local VA 250 committee with an official membership consisting of the three museums (Middlesex, Urbanna and Deltaville Maritime), the Colonial Seaport Foundation and the Heritage Committee. Other supporters would include anyone with an interest in contributing time, funds and/or expertise for the various events and activities that could occur over the 2023-2025 commemoration period.

Mr. Anzivino asked if there were any questions or concerns regarding the proposal.

Mr. Anzivino asked about various administrative aspects of this proposal and Ms. Roden stated she assumed most of the work would be accomplished through the respective museum and historical groups of County and the Director affirmed that planned effort.

Mr. Heyman observed this was a good effort to establish a committee as required to be eligible for grants provided by the VA Tourism Corporation and this was the type of support EDA should be offering.

Resolution #2023-03 requesting the Board of Supervisors authorize the creation of a local VA250 committee was approved unanimously on a roll call vote following motion of Mr. Reed, seconded by Ms. Roden.

REPORTS/INFORMATION

A. BOS/EDA Steering Committee – No February Meeting. Next meeting scheduled for March 9, 2023 and meetings shall occur bi-monthly thereafter.

B. Executive Director – Mr. Funkhouser noted he would attempt to structure future report information consistent with the committees just established by the EDA. He noted a GIS layer on County-owned sites was recently created and has met with County Engineer and County Administrator on the list of such sites as a whole and is reviewing the sites to determine what options may be available for EDA management of those properties.

He noted a workforce training meeting with School Superintendent and staff on local implementation of the Middlesex portion of a GO Virginia Region 6 grant using a Jason Learning Program being implemented in other Region 6 localities. He noted initial contacts with retail consultants to explore how best to define a scope of work for Middlesex to determine goods and services gaps and retail leakages of the County as well as determine trades areas for prospective business expansion, formation, location or relocation. He also noted attendance along with Ms.

Law at the first of fur Tourism Action Plan meetings for Urbanna coordinated by the VA Tourism Corporation. Lastly, he noted completion of the Arts in the Middle grant report for the 2022 event, submitted that report to the VA Commission for the Arts and has prepared a draft application due April 1, 2023 for the 2023 event (FY 24 State Funds Match).

C. Tourism – Ms. Law noted the recent conclusion of Restaurant Week in Middlesex and Lancaster Counties and observed business feedback indicated great success and results. Ms. Law noted the general County Facebook Page and the need for establishing a more Tourism and Economic Development centric social media presence across various types. She also noted the need for an effort to providing marketing service assistance as discussed by the EDA in the course of current and previous meeting topics too help businesses manage their publicity efforts and work more effectively with the County, Virginia’s River Realm and VA Tourism Corporation.

CHAIRMAN’S COMMENTS

Mr. Anzivino briefly noted the joint meeting of the BOS/PC/EDA regarding the Comprehensive Plan Update Process was cancelled and remains to be rescheduled. He also noted the Board of Supervisors support for economic development initiatives and pursuing policy and ordinance updates and utilities infrastructure expansions that should expand the County’s tax base and capabilities. He congratulated Mr. Reed on his re-appointment to the EDA. He stated an interest in having one or more sites with improved business readiness (tier ranking) so the EDA can promote “shovel-ready” sites to promote to prospects.

Mr. Crittenden noted the importance of the future joint meeting of the BOS/PC/EDA and strong interest in having the Chairman be able to attend that meeting.

BOARD MEMBER COMMENTS

Mr. Anzivino asked for any member comments. General statements by members affirmed the need to have budget information and event grant guidelines at the March 16, 2023 meeting.

ADJOURNMENT

Meeting was adjourned at 11:22 a.m. by acclamation following motion by Mr. Heyman, seconded by Ms. Holmes.

John Anzivino, Chairman
Middlesex County Economic Development Authority

Celane Roden, Secretary
Middlesex County Economic Development Authority