

Middlesex County Economic Development Authority Meeting Historic Courthouse, 877 Puller Highway, Saluda February 17, 2022 Minutes

Attendance:

Gordon White, Chair  
Janet Riggs, Vice Chair/Treasurer  
Celane Roden, Secretary  
John Anzivino, Member  
James Reed, Member  
Bill Cawthorn, Member  
Hallie Holmes, Member  
Holly Oliver, Staff (electronic attendance)

Welcome: Chairman White opened the meeting of the Middlesex County EDA at 9:30 in the Boardroom of the Historic Courthouse. A quorum was determined by roll call.

Approval of Agenda: Chairman White requested the Board Meeting Procedures discussion be moved to after New Business. The adjusted agenda was adopted without objection.

Minutes: The January meeting minutes were accepted without objection.

Financial Report:

JANUARY FINANCES: Ms. Riggs reported the January financial report requires an adjustment so will be removed from today's proceedings and presented next month with February report.

Mrs. Riggs presented an invoice from the County for shared audit services by Robinson, Farmer and Cox. Associates. The invoice requests EDA to cover \$1500 of the audit costs. Mr. Anzivino moved, seconded by Mrs. Riggs that EDA honor the county's request for reimbursement of the Authority share of the audit costs. Passed unanimously by roll call vote.

PREP AND DISTRIBUTION OF FINANCIAL REPORTS: Mr. Cawthorn moved, seconded by Mrs. Riggs that the following proposed Accounting and Financial Procedures document be adopted. Motion passed unanimously by roll call.

MIDDLESEX ECONOMIC DEVELOPMENT AUTHORITY Accounting and Financial Procedures

Given the current limitations of the County's financial software, the EDA hereby establishes the following procedures for maintaining its accounting records until a new County software system is in place:

1. The EDA Vice-Chair/Treasurer has purchased a month-to-month subscription to Accounting Suite software as previously approved by the EDA Board. The cloud-based software can be accessed on any computer.
2. The login and password for the account are in the possession of the EDA Vice-Chair/Treasurer, the EDA Chairman, and the County Administrator.
3. The EDA has operating, savings and certificate of deposit accounts at Primis Bank. Signers on these accounts are the EDA Chairman, EDA Vice-Chair/Treasurer, and the County Administrator. The County Treasurer has and will continue to have full access to these accounts for auditing purposes and should review the accounts as necessary. These accounts were established at the Deltaville branch initially (it is now closed) but are now serviced from the Hartfield branch.
4. Whenever possible, invoices are paid via online banking. The login and password for these accounts are in the possession of the EDA Chairman, Vice-Chair/Treasurer, and the County Administrator.

5. Copies of invoices as well as other EDA related documents are stored in the cloud from the EDA Vice-Chair/Treasurer's personal computer. In the event of her demise or incapacity her personal representative can provide copies of these documents upon request. There is also a checkbook in the possession of the EDA Vice-Chair/Treasurer which can be retrieved from her personal representative as noted above.
6. The EDA's accounting records will continue to be a part of the County-wide annual audit.

PROPOSED EDA BUDGET FOR 2022-23 - Mrs. Riggs presented a fiscal year budget balanced with Revenue and Expense totals of 215,242.77. Mr.

Anzivino moved the budget as presented be adopted, seconded by Mrs. Riggs. The motion passed unanimously by roll call vote.

NEW BUSINESS: Community Member Conversations on County Tourism Needs Susan Cockrell, VRR Organization and Operation and ARPA Recommendations Ms. Cockrell presented an overview of the immensity of marketing work of the organization with its partners, Lancaster County, Middlesex County, Lancaster, Urbanna, Irvington and White Stone. Middlesex (\$205,500) and Lancaster (\$200,000) are the largest contributors to the partnership. Ms. Cockrell presented the multiple strategies for showcasing the area and all it has to offer, the audiences they reach and media tools used for outreach. Most of their work is through various forms of social media with targeted campaigns. The VRR handout is included as an addendum to these minutes.

Ms. Cockrell suggested EDA make use of the platforms already in place for social media outreach for any digital marketing the County chooses as a part of their ARPA Grant activities.

Marilyn South, Museums of Middlesex

Museum Needs and ARPA Grant Recommendations Mrs. South reported the Middlesex Museum has recently hired museum curator professional Holly Horton on a part time basis. Ms. Horton is well known for her skills from previous years of work with the museum. David Moran is a researcher for the Deltaville Maritime Museum. These are two invaluable resources for telling the Middlesex County history stories, but they are underutilized due to funding restraints. Mrs.

South suggested/requested funding from the ARPA grant be directed to MOM to allow them to expand their work. She emphasized the importance of using VRR to enhance this expansion. Mr. White asked Mrs. South to return next month with a formal request.

Bryan Miller, County Marinas Rep

Marina Needs/ARPA Grant Recommendations

Bryan Miller, Deltaville boatbuilder with close to 100 year family history in the county spoke on behalf of the marine industry in the county. He offered suggestions for supporting and expanding the local industry that is an economic backbone in the county. He suggested the top need is a sufficiently trained labor force and offered the importance of working with local school program as a start. He asked the EDA to join them in exploring the possibility of creating a Marine Industrial Park in Deltaville to provide supports, including trained workers, to the various businesses in the county marine business community. Mr. Anzivino discussed his visit to the Jarrett Bay, a 175 acre Marine Industrial Park in Morehead City and invited Authority members to do online research on this site as a possible model or information source for such an endeavor. Mr. Miller also pointed to a second such park in Anacortes, WA. Chairman White asked Mr. Anzivino and Mr. Reed to work with Mr. Miller to explore possible role for the EDA and report back with suggestions. Mrs. Roden suggested this would be a large and important undertaking for the county, with the process providing rich PR/storytelling possibilities, worthy of documentation.

OLD BUSINESS: Procedures for Preparation and Distribution of Board Meeting Materials Mrs. Riggs presented the following procedures document for review and adoption. Mrs. Roden moved, seconded

by Mrs. Riggs the Authority adopt the draft procedures. The motion passed unanimously by roll call vote.

MIDDLESEX ECONOMIC DEVELOPMENT AUTHORITY Procedures for Preparation and Distribution of Board Meeting Materials The County Deputy Accounts Payable Clerk will provide the tape recording of the meeting to the EDA Secretary no later than the day following the meeting.

The Secretary will prepare the draft minutes and send them via e-mail to the Chairman and Vice-Chairperson within a week of the meeting. These Board members will review the minutes and send any additions or corrections to the Secretary and the Economic Development and Tourism Assistant. If there is no response from these Board members within four days of the draft minutes having been sent, it will be assumed that they have been reviewed and approved.

The Economic Development and Tourism Assistant will draft an agenda with input from the Chairman and Vice Chairperson including any attachments for each agenda item. Once the Chairman and Vice-Chairperson have approved the agenda with attachments and communicated that approval to the Economic Development and Tourism Assistant, the Assistant will prepare the packets and mail or email (as specified by each Board

member) the full packet. On the same day as the packets are transmitted to EDA Board members, the Assistant will provide a copy of the packet to the Deputy Accounts Payable Clerk who will arrange for the agenda to be posted in the glass case at the front entrance of the Historic Courthouse and the full Board packet given to the Director of Information Technology for posting on the County website.

Economic Development and Tourism Report - Holly Oliver Virginia's River Realm - Ms. Oliver presented VRR Analytics for the past and reported on her work for the past month including print ad in Local Scoop and various social media and web posts; report to VCA for 2022 AIM spring art show and the VCA grant application to support the AIM 2023 art show; inviting local restaurants and lodging to a meeting next month; spotlights for black owned businesses and grant report for VRR.

Lodging Tax: Ms. Oliver reported the December, 2021 county-wide monthly lodging tax paid to the county: 2648.11. EDA receives receiving 3/5 of this amount.

Broadband Update: Kevin Gentry reported no new updates for broadband this month. He hopes to have more information in March meeting.

Adjournment: Motion by Mr. Reed, seconded by Ms. Riggs to adjourn. Passed without objection.

Next meeting: March 17, 2022

Respectfully submitted,

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Celane Roden, Secretary

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Approved, Gordon White, Chair