

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

Thursday June 16, 2022
9:30 A.M.

1. Call to order
2. Welcome – New Member – Joe Heyman
3. Approval of Agenda
4. Approval of Minutes – May 19, 2022
5. Treasurer’s Report
6. Old Business
 - A. ARPA Planning Grant Update – Mr. Reed, Ms. Holmes
 - B. Tourism Marketing Assistance Proposal – Contract Status - Chairman
7. New Business
 - A. Insurance Policy Renewal Authorization
 - B. BOS/EDA Steering Committee Meeting Report – 06/10/22 - Chairman
8. Executive Director’s Report
9. Adjournment

Next Scheduled Meeting Date: 07/21/22

THE MINUTES OF THE MAY 19, 2022
MEETING ECONOMIC DEVELOPMENT AUTHORITY OF MIDDLESEX COUNTY IN THE BOARDROOM
OF "THE HISTORIC COURTHOUSE
SALUDA, VIRGINIA

Present: Gordon White, Chairman
Celane Roden, Secretary
James Reed
Hallie Holmes
Bill Cawthorn, Treasurer
John Anzivino, Vice Chairman

Absent: Janet Riggs

Staff: Trent Funkhouser, Executive Director
Shanae Hammond, Accounting Tech/ Accounts Payable
Heather Lewis, County Attorney

CALL TO ORDER

The May 19, 2022, meeting of the Economic Development and Tourism 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 the meeting.

APPROVAL OF MINUTES

There being no objections, on motion by Mr. Anzovino seconded by Mr. Cawthorn, the minutes of the April 14, 2022, meeting were accepted.

TREASURER'S REPORT

The Director noted the April and May Treasurer's Report will be provided at the next EDA meeting. The Director met with Ms. Riggs and Mr. White on May 12th 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 (Mr. Cawthorn) 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 Whitley and the Director.

(All information provided above was from the report typed by Mr. Funkhouser and presented at the May 19, 2022, meeting)

OLD BUSINESS

1. ARPA Grant Planning Update- Mr. Reed and Ms. Holmes

No committee reports. The Director will work committee members to determine recommendations to made to the EDA and Board of Supervisors for approval and subsequent submission of applications using the required website of the Virginia Tourism Commission (VTC).

NEW BUSINESS

1. GoVirginia- Ian Ginger, Region 6 Coordinator- Presentation (appended to Agenda Package)
Mr. Ginger reviewed the general roles and functions of GOVirginia organization and Region 6. He also reviewed four sites in Middlesex County previously studied by Draper Aden Engineers as part of state-wide effort to review the readiness of sites for economic development using the Tier system definitions of the Virginia Economic Development Partnership (VEDP). Discussion among EDA members and Mr. Ginger touched on a variety of topics with a focus on the need for improvements in workforce training through work with Rappahannock Community College and the Middlesex K-12 Schools, identifying options to improve the Tier ranking of sites and buildings in the County, Marine Industrial Park opportunities and options and the need for apprenticeship programs and other techniques that could assist small business owners of the County.

2. Tourism-Marketing Assistance Proposal- Whitney Law, startsmall. THINKBIG
The Chairman recognized Ms. Law and invited her to address her proposal. Ms. Law reviewed various aspects of her proposal noting specific work that would handle certain tasks performed by the former part-time EDA staff work as well as other technical work handling web content, social media communications and the development of specific branding, messaging and other marketing efforts/campaigns. The Director referenced the proposal included in agenda package and the potential short-term contract in anticipation of a longer-term contract with a consulting firm to manage tourism marketing and publicity as well as assist the EDA and County with its marketing and publicity of County generally as well as sites and buildings and other special projects. EDA members generally discussed authorizing the Director to negotiate a scope of work and contract, not to exceed \$2500 for Chairman to review and sign. The Director and Chairman was so authorized, upon motion of Ms. Roden, seconded by Ms. Holmes and approved unanimously

3. Treasurer- Request for Volunteers
The Chairman noted Mr. Cawthorn volunteered to be the new treasurer for the EDA. In a related matter, Ms. Roden noted she would continue as Secretary so long as actually taking the minutes and perhaps a By-Laws amendment may be necessary to clarify this role. The Director noted actual secretarial duties could be handled by staff and the Board member would continue with oversight duties. Upon Motion of Ms. Roden, seconded by Mr. Reed, the appointment of Mr. Cawthorn as Treasurer was approved unanimously.

ECONOMIC DEVELOPMENT & TOURISM- Trent Funkhouser

The Director noted his recent meeting with Urbanna Town Manager and Zoning Administrator and their attendance at meeting. He further noted there is no statistical information in the Agenda Package, and he will be working on a revised report in an attempt to better present statistics and other data to the EDA for review and consideration. The Director and EDA Members generally discussed possible work program tasks and priorities of the EDA regarding topics such as tourism, workforce development and reviewing the current inventory of available sites and buildings generally and in consideration of water and sewer services recently installed or

planned throughout the County. The Director also noted attendance at certain community meetings such as Museums of Middlesex and generally establishing or re-establishing local, regional, and state contacts with various people and organizations.

UPCOMING EVENTS

There are no upcoming events.

COUNTY ADMINISTRATOR UPDATES- Matthew Walker

There are no updates at this time presented.

MIDDLESEX COUNTY BROADBAND- Kevin Gentry

There are no updates at this time presented.

WORKSESSION (PROPOSED)

Before the adjournment there was a motion made by Mr. Cawthorn and seconded by Ms. Riggs to replace the regular EDA meeting with the work session instead. The session will be on June 16, 2022, at 9:30 a.m.

ADJOURNMENT

Motion to adjourn was made by Mr. White and seconded by Mr. Anzivino.

Gordon White, Chairman
Middlesex County Economic Development Authority

Celane Roden, Secretary
Middlesex County Economic Development Authority