

AGENDA
MIDDLESEX COUNTY
ECONOMIC DEVELOPMENT AUTHORITY
Boardroom of the Historic Courthouse, Saluda, Virginia
Thursday February 15 2024
9:30 A.M.

1. Call to Order
2. Approval of Agenda
3. Approval of Minutes – December 13, 2023 Meeting
4. Guest Speakers
 - A. Dredging & Marine-related Economic/Community Development Issues – Bryan Miller, Miller Marine
5. Tourism/Marketing/Promotion Report – Ms. Law
6. Treasurer’s Report – January
7. Old Business
 - A. County Dredging Program
8. New Business
 - A. Middlesex Water Authority (MWA) – Water System Status Update & EDA Loan Restructuring Request, Greg Chambers, Chairman, MWA
9. Reports/Information
 - A. BOS/EDA Steering Committee Meeting – 02/08/24 Meeting
 - B. Committee Reports
 - i. Tourism – Ms. Roden & Mr. Heyman
 - ii. Aquaculture/Agriculture/Forestry Industries – Mr. Crittenden & Mr. Reed
 - iii. Business & Community Development – Mr. Anzivino & Ms. Holmes
 - iv. Workforce Development – Mr. Reed & Ms. Roden
 - v. Infrastructure, Business & Industrial Sites – Mr. Crittenden
 - C. Executive Director – Mr. Funkhouser
10. Chairman’s Comments
 - A. Planning & Zoning Matters – Draft Letter to Board of Supervisors
11. Board Member Comments
12. Public Comments
13. Closed Meeting
 - A. Public Property – Pursuant to §2.2-3711(A)(3) of the Code of Virginia to consider real property proposed or used for a public purpose, specifically pertaining to: 1) the acquisition of real property for a marine-related economic development project and 2) the disposition of publicly held real property that may be considered surplus by the Middlesex County Board of Supervisors where discussion in open session would adversely affect the Authority's bargaining position or negotiating strategy.

14. Adjournment

Next Scheduled Meeting Date: 03/21/24

**THE MINUTES OF THE JANUARY 18, 2024 MEETING
ECONOMIC DEVELOPMENT AUTHORITY OF MIDDLESEX COUNTY
IN THE BOARDROOM OF THE HISTORIC COURTHOUSE
SALUDA, VIRGINIA**

Present: John Anzivino, Chairman
James Reed, Vice-Chairman
Celane Roden, Secretary
Gerald Crittenden
Joe Heyman
Hallie Holmes

Absent: William Cawthorn, Treasurer

Staff: Trenton Funkhouser, Executive Director
Kelsey Briggs- Office Manager

CALL TO ORDER

The January 18, 2024 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.

ANNUAL ORGANIZATION MEETING

Mr. Funkhouser opened the floor to nominations for the Chairman.

Election of Chair- A motion by Mr. Heyman was made to nominate Mr. Anzivino as Chair. Mrs. Holmes seconded the motion. There were no additional nominations and, with Mr. Anzivino abstaining, the motion was approved unanimously by roll call vote.

Mr. Funkhouser turned the meeting over to Mr. Anzivino and the Chairman opened the floor for nominations for the following positions:

Election of Vice Chair- A motion by Ms. Holmes was made to nominate Mr. Reed. Ms. Heyman seconded the motion. There were no additional nominations and, with Mr. Reed abstaining, the motion was approved unanimously by roll call vote.

Election of Treasurer - Ms. Roden made a motion to nominate Mr. Heyman as Treasurer. Mr. Crittenden seconded the motion. There were no additional nominations and, with Mr. Heyman abstaining, the motion was approved unanimously by roll call vote.

Election of Secretary- A motion by Mr. Heyman was made to nominate Mrs. Roden. The Motion was seconded by Mr. Crittenden. There were no additional nominations and, with Ms. Roden abstaining, the motion was approved unanimously by roll call vote.

Mr. Anzivino deferred appointments to the committees until the next meeting. Mr. Anzivino reviewed the 2024 meeting calendar. Mr. Anzivino reminded the Board that per the by-laws there is a minimum attendance requirement. All meetings are held on the third Thursday of the month except for the December meeting that is scheduled for the 2nd Tuesday of the month. Hearing no changes, Mr. Heyman made a motion to adopt the 2024 Calendar and attendance requirements. Ms. Holmes seconded the motion and motion approved unanimously.

APPROVAL OF AGENDA

The Chairman asked for any changes to the agenda. Hearing no changes, the agenda was adopted by acclamation.

APPROVAL OF MINUTES

The Chairman noted minutes of the December 13, 2023 meeting were completed and asked for any discussion or a motion for approval. The minutes were approved unanimously on motion by Mr. Heyman, seconded by Mr. Reed.

TOURISM/MARKETING REPORT

Whitney Law provided reporting for the last two months for review on the Small Town Go Big for the Holidays campaign. Ms. Law stated they began right after the Oyster Festival. Ms. Law stated there were influencers and bloggers who come out and experience the holidays in Middlesex. Ms. Law noted that in December Instagram saw a significant rise with Virginia's River Realm link clicks for small town holidays page. Activity was up over five hundred percent from last year and over four hundred percent from the last period. Ms. Law stated the influencers were particularly good for new followers and engagement from the target markets.

Ms. Law reviewed the current campaign, Restaurant Week. She noted there is a Facebook group for all the restaurant owners to join as another added source of communication along with emails and phone calls. Ms. Law stated Media kits were provided to the participating restaurants. She noted a zoom call was also done with the local businesses to explain what they could do, with little participation in return on that call.

Mr. Anzivino asked Ms. Law to give her opinion on how Middlesex county's participation is doing on Virginia's River Realm. Ms. Law stated the county's Instagram and Facebook pages are continuing to grow with over 300 followers on Facebook and 3,384 clicks for November. She noted Instagram has also grown with multiple link clicks and views.

Mr. Funkhouser noted the continued efforts with Ms. Law to launch the Visit Widget. Mr. Funkhouser stated they put out a request for quotes in December, for sizzle reels that will be used on various social media platforms. He and Ms. Law have reviewed the quotes and have three good proposals from Riverdale 24 Productions, Photochrome Design and Creative Visual Design. Mr. Funkhouser stated that they have tentatively selected Creative Visual Design, based in Richmond, and are working through final contract issues with them.

GUEST SPEAKERS

Bay Consortium Workforce Development - Jackie Davis, Executive Director, introduced herself as well as Jason McCaleb, Business Services Representative. Ms. Davis stated they have oversight of the public workforce system for the region. She noted this is not just a regional program but also a national program. She stated Mr. McCaleb serves as a resource to businesses and the EDA. Ms. Davis stated as part of the workforce development they work with job seekers and employers. She stated they also help with funding to help reimburse businesses with new training to upskill their current workforce up to 90 percent. They also have an on-the-job training program that helps subsidize their salaries.

Ms. Davis noted projects they are currently working on include the Go Virginia project, Town Pipeline initiative that was just finished and a report will be issued at the next Go Virginia meeting. She stated they also were able to get a federal grant through the United States Department of Labor for climate resiliency that will focus on the Middle Peninsula, Northern Neck, and Eastern Shore.

Dredging and Marine-Related Economic/ Community Development Projects - Curt Smith Director of the Middle Peninsula Planning District Commission (MPPDC) introduced himself to the board. Mr. Smith stated one of the primary economic development strategies the MPPDC is pursuing for the region is coastal resilience and water management. Mr. Smith stated the goal is to make the Middle Peninsula the best place to work and live on the Atlantic seaboard. He stated to do this they have to have the workforce and be ready to face the challenges coming to this region such as extreme flooding and sea level rise. Mr. Smith stated in 2020 MPPDC launched the Fight the Flood Program. Mr. Smith stated it is the first municipal program of its kind to deal with sea level rise and flooding. The program has grossed over \$31 million in its first three years in grants and loan funding to support the work that needs to be done. There are currently thirty-six different businesses that participate in the Fight the Flood Program.

Mr. Smith noted Dredging and working waterfronts are key elements in the program. They currently have a multi-year project in partnership with Virginia Sea-Grant where multiple awards are being issued to drive innovative and cost-effective practices in dealing with these challenges. Dredging has been a focus and there is value in the dredge material. Mr. Smith stated there are businesses the MPPDC has supported for innovative purposes. One of the challenges for these businesses is making concrete out of the dredged material and they have done it using a process called calcination which produces a concrete-like product.

The State created and funded the Virginia Waterways fund which has supported a substantial portion of the work done by MPPDC. Mr. Smith stated a challenge they have is where to put the dredged material. He notes this is where the calcination comes in. The product can be placed along the shoreline and is estimated to be 40% cheaper than the traditional shoreline protection.

Mr. Crittenden asked if this cement could take the place of structural cement? Mr. Smith stated no but they are working on that. Mr. Smith advised that there are a number of local businesses already participating in the program and have benefited greatly.

Mr. Smith noted the MPPDC is currently working toward approval of a regional municipal dredging program through the Middle Peninsula Public Access Authority. They are currently looking into sixty sites and designing now to be prepared to apply for federal funding.

Mr. Smith noted the MPPDC has received the “green light” from the county to do an emergency dredge on Broad Creek. He stated bids for that project are going out as soon as possible to get the project done before “warm weather season”. Mr. Smith also stated that they are currently working on a full design of Whiting Creek. Mr. Heyman asked about a timeline for the larger Broad Creek Project, to that Mr. Smith stated the MPPDC would like to have the smaller project done by the end of the year. Once that project is completed, they will advance with the larger project. There is no timeline for that project currently. Mr. Smith noted that the County wanted him to focus on the smaller project for public safety.

TREASURER’S REPORT

Mr. Funkhouser noted the monthly summary of Savings, CDs, and Checking Account information. He stated one CD was Maturing on January 26, 2024. Mr. Funkhouser asked the board if they would like to roll over all or a portion of the CD. He stated if it rolled over it would be at the Primis Bank rate.

Mr. Funkhouser stated there was no unusual activity, typical expenses with ongoing grants. Mr. Funkhouser reviewed the current amount in CDs is \$350,000, \$100,000 of that money is for site development left over from Cooks Corner project.

Mr. Funkhouser suggested making better use of cash funds such as additional CDs and asked the board their preference on banking branches. Mr. Anzivino suggests the authority give Mr. Heyman and Mr. Funkhouser the authority to take \$82,000 and develop an investment strategy to decide what can be accomplished with that money and report back to the EDA at the February meeting. Mr. Crittenden made a motion to allow Mr. Heyman and Mr. Funkhouser to work together and decide how to handle the maturing CD. Mr. Reed seconded, and the motion was approved unanimously.

OLD BUSINESS

- A. EDA Grant Program – Mr. Funkhouser reviewed the various grant programs previously considered by the EDA noting the Chairman had asked for as recommitment to putting these documents in final form for EDA consideration. Mr. Funkhouser noted final drafts for: 1) Events/Activity Sponsorships, 2) Business Development Incentives and 3) Site/Façade Assistance could be circulated to appropriate committees during February and EDA could be prepared to review them at the March 21st meeting.
- B. Spring Social/Business Appreciation Event- Mr. Funkhouser noted May was considered a good date to hold this event to kickoff Business Appreciation Month. Mr. Funkhouser stated he needed help with the format of what the events would be and how many should be held.

- C. County Dredging program- Mr. Funkhouser noted per the Chairman's request at the December meeting, a letter was prepared and mailed to the Board of Supervisors.
- D. Blue Catfish Industries- Mr. Funkhouser stated during a Local Government Administrators (LGA) meeting he attended at the MPPDC, he gained interest in participating in a regional grant with GoVA. He noted he attended a Zoom call with VA Tech peninsula office staff to discuss the scope of work that may be needed. Mr. Funkhouser is waiting to hear back on the proposed scope of work needed for GoVA. Both the King and Queen County Administrator and the Gloucester County Administrator have stated they would like to participate with the Regional Grant to explore what can be done to incentivize fishermen, to also assist them with getting their catch to processors and to develop flash freeze or any other processing capabilities within the county or the region.

NEW BUSINESS

None

REPORTS/INFORMATION

- A. BOS/EDA Steering Committee Meeting- Mr. Anzivino noted that the meeting has been rescheduled to February 8th . Mr. Anzivino stated, despite two Board members being unable to attend, there was a good discussion with County Administrator on a variety of topics.
- B. Committee Reports
 - i. Tourism- Mrs. Roden noted her appreciation to Ms. Whitney Law for the Holiday promotion. Mr. Funkhouser noted the holiday promotion went well. He also reminded the board of the Restaurant week promotion starting.
 - ii. Aquaculture/agriculture. Forestry Industries- There were no specific updates.
 - iii. Business & Community Development- There were no specific updates.
 - iv. Workforce Development- Mr. Reed stated the vocational tech program at the High School is moving forward. He noted they are getting more projects and classes are continuing to grow.
 - v. Infrastructure, Business & Industrial Sites- There were no specific updates.

Mr. Anzivino stated he would like the committees to become more regular in their communications and work to move forward and show progress and positive results.

CHAIRMAN'S COMMENTS

Mr. Anzivino noted, in the board packet, there is a copy of letter to the Board of Supervisors regarding the Dredging Program. He also noted the Draft letter to the Board of Supervisors concerning Planning and Zoning regarding how the zoning ordinance matches up to

the strategic plan and the new investments the county has made. Mr. Anzivino suggested a review of the draft letter and have Mr. Funkhouser send it to the board for revisions and have all edits and comments done by the February meeting.

Mr. Anzivino also noted the Annual Statements of Economic Interests forms are due by January 22, 2024 from all board members.

Mr. Anzivino also noted that on January 22nd & 23rd there is an Economic Summit in King George County at the University of Mary Washington campus (Dahlgren). Mr. Funkhouser to send out an electronic registration to the board members.

BOARD MEMBER COMMENTS

Mr. Anzivino asked if any Board members had any comments. Mr. Heyman stated he was pleased with the board packet this month. He stated it was very thorough and addressed items that were on his list. The packet was very comprehensive and well done. Mr. Reed agreed with the statements made by Mr. Heyman. Mr. Reed also stated the Director was doing a decent job of keeping the board aware and up to date on items of interest.

PUBLIC COMMENTS

No Public present for comment.

CLOSED MEETING

Mr. Anzivino asked for a motion to convene in Closed Meeting to discuss real property acquisition and the disposition of publicly owned real property.

The EDA convened in Closed Meeting at 11:15 a.m. by approval of a unanimous roll call vote following motion of Mr. Heyman, seconded by Mr. Crittenden to consider the following two items:

- A. Public Property - Pursuant to §2.2-3711(A)(3) of the Code of Virginia to consider the acquisition of real property for a public purpose where such discussion in open meeting would adversely affect the EDA's bargaining position or negotiating strategy.
- B. Public Property - Pursuant to §2.2-3711(A)(3) of the Code of Virginia to consider the disposition of publicly owned real property that may be considered surplus by the Middlesex County Board of Supervisors where such discussion in open meeting would adversely affect the EDA's bargaining position or negotiating strategy.

Mr. Heyman made a motion to end the Closed Meeting. Mr. Reed seconded the motion and the motion was approved unanimously by roll call vote.

The EDA ended the Closed Meeting at 12:15 p.m., reconvened and unanimously adopted, by roll call vote, on motion of Mr. Heyman, seconded by Ms. Holmes, Standing Resolution # 1 (SR-1), a resolution to certify compliance with the Freedom of Information Act (FOIA) regarding meeting

in closed meeting and conformity of the meeting in accordance with §2.2-3712 D. of the Code of Virginia.

The EDA took no action following the Closed Meeting.

ADJOURNMENT

Meeting adjourned at 12:05 p.m. by acclimation of members.

John Anzivino, Chairman
Middlesex County Economic Development Authority

Celane Roden, Secretary
Middlesex County Economic Development Authority

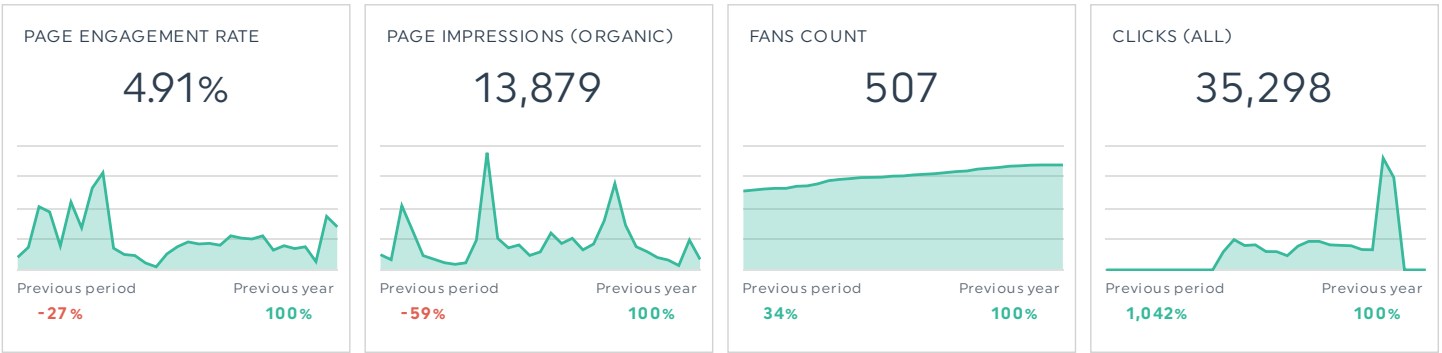


REPORT FOR JANUARY 1, 2024 - JANUARY 31, 2024






EXPLORE MIDDLESEX SOCIAL

SOCIAL MEDIA INSIGHTS

FACEBOOK











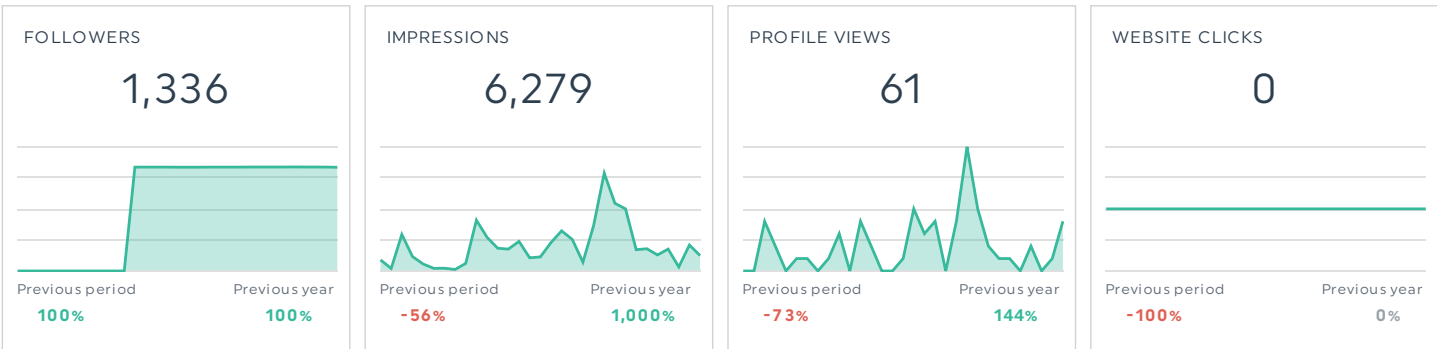
TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image	Engagement Rate	Total Reactions	Post Comments	Post Shares
 (id: 117076067991345_312964985064941)	20.57%	+20	2	=
 (id: 117076067991345_312963685065071)	13.98%	+5	1	=
 Step into the post-holiday tranquility of Middlesex. Enjoy a peaceful stay at The Chesapeake Inn in charming Urbanna, VA. Begin your mornings with	12.45%	+12	2	+12
 Explore the delectable offerings at Little Jimmy's during Restaurant Week! 🍴 Their new menu is packed with mouthwatering options, and keep an	11.23%	+5	=	=
 🍴 #EatLikeALocal 🍴 🍴 Virginia's River Realm 🍴 Restaurant Week 2024 🍴 (id: 117076067991345_305005749194198)	9.52%	+4	=	=
 Photos from J&W Seafood - Gourmet Market's post (id: 117076067991345_301248312903275)	9.52%	+4	=	+1

INSTAGRAM

ENGAGEMENT BY POST (WITH IMAGE)

Post With Image	Likes	Comments	Engagement
 <p>Step into the post-holiday tranquility of Middlesex. Enjoy a peaceful stay at The Chesapeake Inn in charming Urbanna, VA. Begin your mornings with coffee or smoothie from The Wooden Pickle and leisurely strolls by the marinas or Waterman's Park. Warm up with appetizers and draft beer at Something Different, and savor</p>	52 +52	0 =	57 +57
 <p>Explore the delectable offerings at Little Jimmy's during Restaurant Week! 🍴 Their new menu is packed with mouthwatering options, and keep an eye out for the enticing specials – as shown in these tempting photos, they're nothing short of amazing! 🍴 #RestaurantWeek #LittleJimmysMenu</p>	32 +32	2 +2	41 +41
 <p>Tune in to Deltaville Maritime Museum's Turner Lecture Series! This month, on January 21st at 2:00pm, Turner Lecture series presents John Melvin Ward- "Bay Boats to Tug Boats" in the pavilion! John Melvin Ward's family has been running Tugs and other work boats on the By for many, many years. Visit their website to see the other Turner Lectures coming</p>	21 +21	0 =	22 +22
 <p>Join us January 18-28 for Restaurant Week! Virginia's River Realm's Restaurant Week is an 11-day celebration of the many restaurants, food trucks, and Bay to Table food retailers throughout our 8 Great Small Towns. From fine to casual dining and the freshest seafood around, you're sure to find a taste you'll love. Visit our restaurants from January 18 – 28</p>	21 +21	1 +1	26 +26
 <p>Dive into deliciousness during Restaurant Week starting TODAY! 🍴 Explore the local flavors with these tempting specials! Keep an eye out for more! 🍴 Virginia's River Realm's Restaurant Week is an 11-day celebration of the many restaurants, food trucks, and Bay to Table food retailers throughout our 8 Great Small Towns. From fine to casual dining and</p>	18 +18	0 =	20 +20
 <p>Get ready to groove! 🎵 Middlesex County is bringing the heat with live music this month! Between @somethingdifferent_bbq @littlejimmysrestaurant and Nooners Bar & Grill, there is plenty of entertainment. Know of anything else going on? Let us know!</p>	17 +17	1 +1	21 +21
 <p>Savor the yummy delights of Restaurant Week at The Wooden Pickle in Urbanna! 🍴 Enjoy a great selection of lattes, smoothies, sandwiches, overnight oats, baked goods, and breakfast plates. 🍴 Your taste buds are in for a treat! 🍴 #RestaurantWeek #WoodenPickleEats</p>	17 +17	0 =	21 +21
 <p>Calling all BBQ enthusiasts! 🍴 Don't miss out on Something Different's offerings during Restaurant Week – where the best flavors and more await! 🍴 #RestaurantWeek #SomethingDifferentBBQ #BBQLovers</p>	15 +15	1 +1	19 +19



VIRGINIA'S RIVER REALM SITE

TOP TRAFFIC SOURCES

Session Default Channel Grouping	Sessions
Organic Social	2,788
Direct	1,232
Organic Search	855
Display	366
Paid Search	107
Referral	101
Unassigned	14

TOP SESSIONS BY LANDING PAGE

Landing page	Sessions
/small-town-holiday-magic/	507 -960
/	210 +87
/restaurant-week/	201 +197
(not set)	86 +19
/restaurant-week-businesses/	58 +58
/deltaville/	46 +20
/events-calendar/	42 -4
/girls-getaway/	39 +21
/things-to-do/	34 +16
/kilmarnock/	31 -2

TOP SESSIONS BY CITY

City	Sessions
(not set)	562 +298
Richmond	388 +303
Virginia Beach	355 +64
Baltimore	290 +85
Newport News	206 +152
Tuckahoe	136 +108
Kilmarnock	124 +83
Woodlake	113 +91
Chester	111 +92
Washington	106 +31

SESSIONS BY USER TYPE

New / returning	Sessions
new	4,965 +1,975
returning	299 +106

VIRGINIA'S RIVER REALM SOCIAL






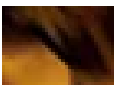



TOP CAMPAIGN BY CLICKS (ALL)

Campaign Name	Clicks (All)
2024 Restaurant Week	27,722
Influencer Boosts	7,576

ENGAGEMENT BY AD

Ad ID	Post Engagement	Post Reactions	Post Comments	Post Shares	Link Clicks	CPC (Cost per Link C
@urnovafoodie	62,116	457	10	607	5,482	
Post #1	17,516	237	37	28	1,212	
Colonnade	8,364	614	32	141	7,516	
DVLTap Burger	3,637	225	12	53	3,310	
Post #4	3,393	35	2	2	230	
@sipsandtripswithpaige	2,284	12	1	7	157	
@realfoodwithgratitude	1,042	4	0	2	53	
Instagram Carousel	781	43	1	5	731	
Post #2	643	26	0	2	611	
Post #3	514	19	0	3	485	

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image	Engagement Rate	Total Reactions	Post Comments	Post Shares
 What great timing for the River Realm foodie news! Congrats Small Town Burger! (id: 802459276539242_763224449171605)	6.99% +6.99%	83 +83	2 +2	4 +4
 You can't talk about eating in the River Realm if you haven't visited Dredge! Dredge offers up boat-to-table delicacies like tacos, burritos,	0.00% =	29 +29	2 +2	6 +6
 Take a foodie cruise through Urbanna! A great home base for your Virginia's River Realm Restaurant Week base is the The Chesapeake Inn.	8.14% +8.14%	26 +26	0 =	5 +5
 What you could be eating at Car Wash Cafe & Catering in the final days of Restaurant Week or ANYTIME you've got a craving for incredible cakes,	0.00% =	26 +26	2 +2	1 +1
 Oysters are the River Realm's natural aphrodisiac. Indulge during your Valentine's getaway. Here are a few places to get the mojo	4.26% +4.26%	24 +24	0 =	8 +8
 Fall in love with River Realm food at The Table during Restaurant Week! Enjoy decadent brunch, lunch, dinner and dessert at this Deltaville, Virginia	0.00% =	23 +23	1 +1	0 =
 Some yummy foodie finds from Little Jimmy's! Scroll to the last image to see their exclusive Restaurant Week menu! Expect a collection of	6.40% +6.40%	18 +18	1 +1	3 +3
 Big juicy flavor finds at @baybistrotogo in @visitkilmarnockva! Add this *new* River Realm foodie destination to your Restaurant Week hit list	3.62% +3.62%	18 +18	1 +1	0 =
 Agree or disagree: Fridays are for Pizza! Head to DeltaPie Pizza and Specialty Market for Restaurant Week. Enjoy creative hearth fired pizzas, garlic	3.42% +3.42%	18 +18	2 +2	1 +1



DMO Grant - Explore Outdoors

Summary of the "Explore Outdoors" Marketing Initiative

Timeline: May to September 2024

Objective:

The "Explore Outdoors" initiative is designed to showcase Middlesex County (Virginia's River Realm) as a prime destination for a comprehensive outdoor experience, blending water recreation with outdoor events, wildlife observation, and ecotourism. With a budget of \$20,000, supported by a 50% match in cash or in-kind contributions, this initiative aims to promote sustainable tourism and bolster local businesses.

Program Structure:

- **Hub:** Middlesex County's (Virginia River Realm) outdoor experiences serve as the central focus, offering an array of activities that cater to all ages and interests. This includes exploring the county's waterways, participating in outdoor concerts, visiting farmers markets, and engaging in wildlife and ecotourism activities.
- **Spokes:**
 - a. **Campgrounds:** Lodging Partner. Targeting multi-generational families with outdoor lodging and fun.
 - b. **Chesapeake Inn:** Lodging Partner. Provides easy access to outdoor activities in Urbanna.
 - c. **Fishing:** Features guided fishing experiences and bait & tackle retailers/outfitters
 - d. **Paddling:** Promotes kayaking and paddleboarding adventures suitable for all skill levels along the county's rivers and creeks, as well as rental outfitters: Paddle On & Jackson Creek Outfitters
 - e. **Boating:** Encourages exploration with boat rentals, charters and cruises, as well as boat ramps & Marinas for bringing your own vessel.
 - f. **Ecotourism/Wildlife:** Introduces visitors to local natural habitats and wildlife spotting excursions, emphasizing environmental stewardship.

Marketing Approach:

- Potential Marketing Product Development (Pick One):
 - **Explorer Weekends:** Themed weekend events/meet-ups throughout the year, including outdoor concerts, farmers markets, and special water recreation activities, offering unique experiences that spotlight the county's commitment to outdoor living and ecological preservation.
 - **Eco-Tourism and Conservation Workshops:** Educational programs in partnership with environmental organizations to highlight local ecosystems, conservation efforts, and sustainable tourism practices.
 - **Explorer Series:** A content series/ambassador program showcasing the variety of outdoor activities, from water sports to wildlife tours, aiming to engage audiences through videos, blogs, and social media.
- Develop unique itineraries focusing on water activities.
- Utilize influencers like RivahSistah to reach target audiences with an interest in outdoors and water recreation on Instagram and TikTok.
- Implement digital advertising across Google and social media platforms to drive engagement and visitation.

- Utilize the Explore Middlesex App

Goal:

To increase tourism and economic activity in Middlesex County & Virginia's River Realm by showcasing its diverse outdoor experiences, promoting multi-night stays and repeat visits, and supporting lodging & local businesses.

Economic Development

Trenton L. Funkhouser, AICP
Executive Director

877 General Puller Highway
P.O. Box 428
Saluda, Virginia 23149-0428
(804) 654-1363 (C)
t.funkhouser@co.middlesex.va.us



Economic Development Authority

John Anzivino, Chair
James Reed, Vice-Chair
Joe Heyman, Treasurer
Celane Roden, Secretary
Gerald Crittenden
Jean Hallie-Holmes

February 15, 2024

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

The monthly Summary of Checking Activity & CD/Savings Account balances is attached for your review.

Activity of note includes quarterly payroll invoices from County for the Director and Office Manager for October-December. I have requested invoices for July-September. Paid the annual check to Arts in the Middle for the Arts Festival in June - \$9,000 total – 50% by EDA and 50% by VA Commission for the Arts (VCA). Reimbursements to Whitney Law and VRR for expenses associated with VTC grant, 50% of total expenses, will in turn be paid back to EDA.

The EDA's 3/5^{ths} share of Transient Occupancy Tax Revenue for 1st and 2nd Quarters of FY 24 has been requested but not received to date.

The Chairman and Treasurer handled signature card renewals at Primis Bank and the Treasurer handled renewal of the CD with Primis Bank now maturing 02/01/25 (12 Months @ 3.94% with an approximate balance of \$82,400).

During the transition, the debit card was cancelled by Primis Bank as it was in the name of Mr. Cawthorn. For general purposes and in situations such as the recent change in Treasurer, a credit or debit card should be obtained. A total of two cards in different names would be sufficient to handle monthly auto-debit purchases for Accounting Suite software fees and any on-line purchases for goods, subscriptions, memberships and conference/training registrations. County policy is to use Credit Cards and not Debit Cards. The EDA may wish to follow County policy in this instance as one can better dispute any alleged fraud and there would be no direct link to the EDA checking account.

Recommendation

Authorize the Treasurer to obtain up to two credit cards with Primis Bank or other appropriate Credit Card issuer in name(s) of Treasurer and Executive Director with any such use of cards reported to the EDA as part of monthly financial reports.

Middlesex Water Authority
Greg Chambers, Chair
P. O. Box 1268
Saluda, Va. 23149
804-758-4330



Delivered via e-mail

February 2, 2024

Mr. John Anzivino
Chair, Board of the Middlesex Economic Development Authority

Re: Loans Provided to the Middlesex Water Authority

Dear John:

The Middlesex Economic Development Authority (EDA) made a series of grants and loans to the Middlesex Water Authority (MWA) during the project development phase for the water system ultimately constructed by the MWA. The MWA remains grateful for this financial assistance; the project would likely never have gotten off-the-ground without this assistance. A total of \$80K in loans were provided, all documented through promissory notes:

1. \$40K loan, 1 % annual interest, due 12/31/24 was made on 7/11/18.
2. \$20K loan, 1 % annual interest, due 12/31/24 was made on 6/20/19.
3. \$20K loan, 1 % annual interest, due 12/31/24 was made on 3/17/21.

The construction of the water system for the MWA is now fully constructed and operational. We look forward to providing the EDA board with an operational overview of the system at an upcoming EDA board meeting (2/15/2024). Although not unexpected, the system is currently running at a loss financially whereas expenses exceed revenues. We anticipate this is a short-term problem, reducing over time as customers are added to the system. But payment of all loans made by the EDA to the MWA at one time, on 12/31/24, would compound this issue. Therefore, we ask that the EDA consider extending the loan repayment schedule to a 25% per year schedule for the next four years:

1. 50% of the 7/11/18 loan repayment (\$20K) plus interest to be repaid by 12/31/24.
2. Extend 50% of the 7/11/18 loan repayment (\$20K) plus interest by 12/31/25.
3. Extend payment of the 6/20/19 loan (\$20K) plus interest to 12/31/26.
4. Extend payment of the 3/17/21 loan (\$20k) plus interest to 12/31/27.

Thank you for your consideration of this proposal.



Greg Chambers
Chair, Board of the Middlesex Water Authority

AGENDA
MIDDLESEX COUNTY
BOARD OF SUPERVISORS/ECONOMIC DEVELOPMENT AUTHORITY
STEERING COMMITTEE
Woodward Building Conference Room, Saluda, Virginia

February 8, 2024
9:00 A.M.

- 1) Call to Order
- 2) Approval of Agenda/Agenda Changes
- 3) Old Business
- 4) New Business
 - a) Dredging – Letter to BOS & Broad Creek – Anzivino
 - b) Surplus Properties – Next Steps/Timeline?
 - c) Marine I-Park – Next Steps on any sites available?
 - d) EDA Member Vacancy
- 5) Status/Updates
 - a) Tourism - Funkhouser
 - b) Airport
 - c) Workforce Development
 - i) Bay Consortium Workforce Development Board – EDA Alternates for CLEO (Chief Local Elected Officials) Consortium & 02/07/24 Meeting @ DMM – Funkhouser
 - d) EDA Strategic Plan Implementation - Committees
 - e) EDA Activities – Past Month
 - f) EDA Agenda – 02/15/24 Meeting
- 6) Next Meeting – March 7th (Thursday) or March 14th (Thursday) @ 9:00 AM ??? – Or Resume every other month – April 4th (Thursday) or April 11th @ 9:00 AM
- 7) Adjournment

Economic Development

Trenton L. Funkhouser, AICP
Executive Director

877 General Puller Highway
P.O. Box 428
Saluda, Virginia 23149-0428
(804) 654-1363 (C)
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Economic Development Authority

John Anzivino, Chairman
James Reed Vice-Chairman
Joe Heyman, Treasurer
Celane Roden, Secretary
Gerald F. Crittenden
Jean Hallie-Holmes

February 15, 2024

The Honorable Donald Harris, Chairman and Members of the Middlesex County Board of Supervisors
P.O. Box 428
Saluda, VA 23149-0428

RE: Comprehensive Plan and Zoning Ordinance Matters Critical to Economic Development

Dear Chairman Harris and Members of the Board of Supervisors:

Over the course of several meetings in late 2023, EDA members discussed the County's Comprehensive Plan and Zoning Ordinance and met with Dave Kretz, Director of Planning and Zoning, to discuss the proposed Comprehensive Plan update and certain zoning matters relative to future economic development opportunities. The EDA is thankful for the existing text in the Comprehensive Plan relative to economic development and its importance to the County's future and is hopeful the Board will move forward with considering additional Comprehensive Plan language as well as associated Zoning Ordinance amendments that will not only signify the County is "open for business" but is "ready for business". Some of the issues which the EDA Board has discussed include:

- There is a need for relatively minor zoning ordinance amendments to provide greater building height flexibility at Hummel Field.
- The need for the Board of Supervisors to consider pursuing Zoning Ordinance amendments to enhance the development of Hummel Field and when complete pursue the rezoning of Hummel Field and certain parcels in the vicinity of the airport to a Light Industrial classification.
- Water and Sewer service (installed and planned) throughout the County should result in reconsideration of certain Comprehensive Plan designations recognizing higher residential and other development densities are not only possible but should be encouraged in certain areas to better reflect the nature and economies of scale provided by those utilities. In well-managed communities it is recognized that more reasonable densities promote a higher level of utility use and enhanced fiscal health of the utilities, which rely upon user fees and charges for their sustainability.
- Current efforts to develop a Marine Industrial Park and discussions concerning recruitment of a Data Center may require zoning ordinance amendments to allow

those uses “by-right” subject to certain supplementary regulations and the identification and rezoning of certain parcels to improve their “shovel-ready” status.

- Similarly, the Board may wish to consider Zoning Ordinance amendments that increase mutually beneficial citizen and developer expectations for the location of certain commercial uses in areas designated for such development by the Comprehensive Plan. Additional Business Zoning District classifications and/or the creation of supplementary regulations regarding development standards may be needed to direct certain land uses to appropriate locations.
- Scheduling of the previously proposed worksession between the Board of Supervisors, Planning Commission and Economic Development Authority we believe would be very beneficial to discuss these matters and provide direction to staff on priorities for the necessary Comprehensive Plan and Zoning Ordinance amendments to meet mutually agreed goals and objectives for economic development purposes.

Please feel free to contact us if you feel a need to better understand our interest in these issues and to answer any questions you may have. We look forward to supporting the Board of Supervisors and the Planning Commission in your efforts to ensure Middlesex County remains a great place to start, expand or relocate a variety of businesses that would expand the County’s tax base and benefit our residents and visitors.

Sincerely,

John A. Anzivino
Chairman - Economic Development Authority of Middlesex County

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February 15, 2024

TO: Economic Development Authority

FROM: Trenton L. Funkhouser, Executive Director

SUBJECT: Director/Department/EDA Activities – January/February

Board of Supervisors – Attended January 5th Strategic Budget Worksession of Board with Chairman Anzivino and discussed recent past, present and future work activities of the EDA. Director attended February 2nd Board of Supervisors Budget Request Worksession and briefly reviewed County/EDA Budget Line Items and thanked BOS for maintaining its annual contribution to the EDA, providing the 3/5^{ths} share of Transient Occupancy Tax Revenue to the EDA and providing payroll services and office space.

Aquaculture/Agriculture/Forestry –Awaiting response from VA Tech (Peninsula Office) to DC, to define a scope of work and associated costs to focus on identifying options to assist fishermen with landing and transporting catfish to existing processors in Middle Peninsula and the viability of developing flash freeze processing facilities in the Middle Peninsula Region based on development costs, proximity to markets, product demand and similar factors. Proposed study will be performed through a GO Virginia Region 6 Planning Grant. Attended 01/12/24 Local Government Administrator’s meeting of MPPDC to discuss topic and County Administrators in attendance – Middlesex, King & Queen and Gloucester – are interested in participating in a regional application led by the Middlesex EDA.

Sea Farms of Gloucester/Mathews received the sole Blue Catfish Flash Freeze infrastructure award for \$250,000. Email on this topic sent by Director to EDA members and similar Governor’s Press Release covered by Southside Sentinel and Gloucester-Mathews Gazette Journal.

Business & Community Development – Participated in BOS/EDA Steering Committee meeting of 01/11/24 and 02/08/24. Attended 01/23 Urbanna Main Street Committee meeting via zoom. Small Town Burger application approved by Urbanna Town Council.

Tourism Promotion – Restaurant Week was January 18-28th in Middlesex and Virginia’s River Realm Region. Don’t yet have good statistics or information from participants to share.

MSX VA250 Committee met February 5th, January 8th meeting cancelled. Bi-Weekly meeting with Whitney Law, startsmall Think BIG Marketing, EDA consultant and bi-weekly meeting

with Virginia's River Realm (VRR). Attended Urbanna Oyster Festival Foundation meeting of January 4th and the Oyster Festival Event Planning meeting of January 24th.

Continuing work on VTC-ARPA grant funded projects. Visit Widget web/mobile travel planning application approved by Apple and we are working through testing and final refinements with a planned launch of February 20th. Creative Design (Chad Wilson) selected as Vendor for Sizzle Reel (2 Minute County Points of Interest promotional video) with a kick-off meeting scheduled for end of February.

Workforce Development – Miles Friedman of Pheonix Consulting discussed with Director re-submitting the previous Young Entrepreneurs Program application (High School based effort in Middle Peninsula region) based on recent conversations with GO Virginia staff.

Workforce Housing – No significant activities.

Infrastructure, Business and Industrial Sites/Prospects – Director and County Engineer met with a prospect team developing electric seaplanes to discuss possible use of Airport runway, access to adjacent waters for testing and leasing associated hangar space. Director working with Richmond Realtor seeking 2-3 acres of commercial property suitable for fencing contractor. Reviewed one Marina site scheduled for Auction (EDA member referral to Director) and reviewed several properties off General Puller Highway and adjacent to Broad Creek that may be suitable for a recreational/commercial boat ramp (EDA member referral to Director).

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February 15, 2024

TO: Economic Development Authority

FROM: Trenton L. Funkhouser, Executive Director

SUBJECT: Closed Meeting – Public Property

Attached forms are provided for the EDA's use for the Closed Meeting proposed for the February 15th EDA meeting based on recent conversations among some members of the EDA with the Executive Director regarding the prospective auction of a Marina adjacent to Broad Creek, the possibility of acquiring property to develop a boat ramp for commercial and recreational boat use and continued conversations about possible designation of publicly-owned land as surplus properties by the Board of Supervisors

Recommended Motion

I move the Economic Development Authority convene in Closed Meeting pursuant to Section 2.2-3711(A)(3) of the Code of Virginia, to consider real property proposed or used for a public purpose, specifically pertaining to: 1) the acquisition of real property for two different marine-related economic development projects – auction of an existing marina and acquisition of property for a commercial and recreational boat ramp and 2) the disposition of publicly held real property that may be considered surplus by the Middlesex County Board of Supervisors where discussion in open session would adversely affect the Authority's bargaining position or negotiating strategy.

CLOSED MEETING MOTIONS

PERSONNEL - In accordance with Section 2.2-3711(A)(1) of the code of Virginia, I move that the Economic Development Authority convene in Closed Meeting to consider a personnel matter involving the (choose from list below):

1. appointment of individuals to Committees, Boards and Commissions (Name Committee, Board or Commission)

2. interview of a prospective candidate for employment
(or the)

3. Employment 6. Promotion 9. Salary

4. Assignment 7. Performance 10. Discipline

5. Appointment 8. Demotion 11. Resignation

of a specific public officer/appointee/employee (At times it may be appropriate to name the position discussed)

PUBLIC PROPERTY - In accordance with Section 2.2-3711(A)(3) of the Code of Virginia, I move that the Economic Development Authority convene in Closed Meeting regarding real property proposed or used for a public purpose, specifically pertaining to (choose one of the following):

1. the acquisition of real property for a public purpose (It may be appropriate to name the purpose)

2. the disposition of (name publicly held real property involved)

where discussion in open session would adversely affect the Authority's bargaining position or negotiating strategy.

PROTECTION OF PRIVACY OF INDIVIDUALS - In accordance with Section 2.2-3711(A)(4) of the Code of Virginia, I move that the Economic Development Authority convene in Closed Meeting to discuss a personal matter not related to public business in order to protect the privacy of the individuals

PROSPECTIVE BUSINESS OR INDUSTRY OR EXPANSIONS OF EXISTING BUSINESS OR INDUSTRY - In accordance with Section 2.2-3711(A)(5) of the Code of Virginia, I move that the Economic Development Authority convene in Closed Meeting to discuss a prospective business or industry or expansion of an existing business or industry where no previous announcement has been made of the business' or industry's interest in locating or expanding its facilities in the County.

INVESTING OF PUBLIC FUNDS - In accordance with Section 2.2-3711(A)(6) of the Code of Virginia, I move that the Economic Development Authority convene in Closed Meeting to discuss the investing of public funds where competition or bargaining is involved because initial disclosure at this time would adversely affect the Authority's financial interest.

LEGAL MATTERS - In accordance with Section 2.2-3711(A)(7) of the Code of Virginia, I move that the Economic Development Authority convene in Closed Meeting to consult with legal counsel, consultants, and/or staff pertaining to probable or actual litigation where such consultation or briefing in open meeting would adversely affect the negotiating or litigating posture of the Economic Development Authority

LEGAL MATTERS - In accordance with Section 2.2-3711(A)(8) of the Code of Virginia, I move that the Economic Development Authority convene in Closed Meeting to consult with legal counsel on a specific legal matter (it may be necessary to name or otherwise identify) requiring the provision of legal advice by such counsel

PUBLIC CONTRACTS - In accordance with Section 2.2-3711(A)(29) of the Code of Virginia, because discussion in an open session would adversely affect the bargaining position or negotiating strategy of the Authority, I move that the Economic Development Authority convene in Closed Meeting to:

- 1. discuss the award of a public contract and the terms or scope thereof which involves the expenditure of public funds (Name or otherwise identify the specific procurement involved);
- 2. interview bidders or offerors for a public contract (Name or otherwise identify the specific procurement)

ECONOMIC DEVELOPMENT AUTHORITY
OF MIDDLESEX COUNTY, VIRGINIA

Resolution

At a [regular or special] meeting of the Middlesex County Economic Development Authority held in the Historic Courthouse in Saluda, VA, on the _____ day of _____, 20____:

Present

Vote

John Anzivino, Chair
James Reed, Vice-Chair
William Cawthorn, Treasurer
Celane Roden, Secretary
Gerald Crittenden
Joe Heyman
Jean Hallie-Holmes

Absent

None

On motion of _____, seconded by _____, which carried _____, the following resolution was adopted:

A RESOLUTION TO CERTIFY COMPLIANCE WITH THE FREEDOM OF INFORMATION ACT (FOIA) REGARDING MEETING IN CLOSED MEETING

WHEREAS, the Economic Development Authority of Middlesex County has convened a closed meeting on this date pursuant to an affirmative recorded vote and in accordance with the provisions of the Virginia Freedom of Information Act; and

WHEREAS, Section 2.2-3712 D. of the Code of Virginia requires a certification by the Economic Development Authority of Middlesex County that such closed meeting was conducted in conformity with Virginia law;

NOW, THEREFORE, BE IT RESOLVED by the Economic Development Authority of Middlesex County this the _____ day of _____, 20____, hereby certifies that, to the best of each member’s knowledge, (1) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies, and (2) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed, or considered by the Economic Development Authority of Middlesex County.