

## AGENDA

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

Thursday, September 16, 2021  
9:30 A.M.

1. Call to Order, Attendance and Quorum Count
2. Approval of Agenda
3. Executive Session:  

Pursuant to Code of Virginia, Section 2.2-3711(A)(1), for the discussion, consideration, or interviews of prospective candidates for employment, specifically regarding the hiring of the Executive Director of Economic Development and Tourism; and pursuant to Code of Virginia, Section 2.2-3711(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.
4. Approval of Minutes – August 19, 2021
5. Treasurer's Report – Janet Riggs
6. Old Business
7. New Business
  - a. If easement documents are ready- vote to approve or deny easement to the county on 8" water pipes and other utilities
  - b. Present certificate of recognition to Tom Feigum
8. Economic Development & Tourism, Holly Oliver
  - a. Virginia's River Realm Updates
  - b. Oyster Festival Update
  - c. Wings, Wheels and Keels Update
  - d. Bethpage RV Rally Update
  - e. MOM's Update
  - f. July Lodging Tax Report
9. Middlesex Broadband Authority Update, Kevin Gentry
10. Adjournment

Next Scheduled Meeting Date: Thursday, October 21, 2021



**THE MINUTES OF THE AUGUST 19, 2021  
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  
John Anzivino  
James Reed  
Bill Cawthorne

**Absent:** Celane Roden, Secretary  
Heather Lewis, County Attorney

**Staff:** Holly Oliver, (Asst.) Economic Development and Tourism Coordinator via **Zoom**  
Shanae Hammond, Accounts Payable  
Kevin Gentry, (County IT) via **Zoom**

**CALL TO ORDER**

The August 19, 2021, meeting of the Economic Development 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. After roll Chairman White announced the resignation of Authority member Tom Feigum.

**APPROVAL OF AGENDA**

Motion by Mr. Anzivino, seconded by Mr. Cawthorne to adjust agenda to add HRSD Easement request to the agenda passed unanimously by voice vote.

There being no other objections, the agenda was approved for the meeting. (After reviewing the meeting recording there was no motion or second for the agenda approval.)

*CLOSED SESSION*

The Authority needs a motion 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 regarding the hiring of the Executive Director of Economic Development and Tourism; and pursuant to the Code of Virginia, Section 2.2-3711(A)(3) for the discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the Authority.

Motion made by Mr. Anzivino, seconded by Mr. Reed to (*recording stopped*), passed unanimously by roll call vote.

*RETURN TO OPEN SESSION*

We need a motion to certify the following statement: To the best of the 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. No action taken.

Motion made by Mr. Cawthorne, seconded by Mr. Reed to certify to the best of members' knowledge only public matters lawfully exempted in the motion for which the closed session was called were considered in the closed session. Passed unanimously by roll call vote.

### **APPROVAL OF MINUTES**

There being no objections, the minutes of the July 15, 2021, meeting were accepted. Motion made by Mrs. Riggs seconded by Mr. Reed.

### **TREASURER'S REPORT**

Mrs. Riggs reported the transition to county preparation of EDA financial statement began July 1; the balance sheet is not yet available, but the income statement was presented. The current cash balance is \$358,013.04. Interest income was \$291.13. Expenses: \$135.15 (M. Brown gift) & \$2015.00 (liability insurance). Not yet reflected on the income statement are wages and cell phone costs which were paid by county and is to be reimbursed by EDA. Per inquiry from Mr. Anzivino regarding timing for EDA lodging tax payments, EDA should begin receiving tax payments in August, subject to time allowed for reconciliation.

*Action:* Motion to approve financial report by Mr. Cawthorne, seconded by Mr. Anzivino, passed unanimously by roll call vote.

### **OLD BUSINESS**

Hampton Roads Sanitation District Agreement for Easement on Cook's Corner Property.

*Issue/Discussion:* Mrs. Riggs advised the authority of work by Mr. White on concessions not typically secured for the HRSD agreement. HRSD will pay EDA \$16,000 for the easement - roughly the cost to hook up to the sewer system. *Action:* Motion by Mr. Anzivino, seconded by Mr. Reed to approve the agreement passed unanimously by roll call vote

Holly gave the board an update on Lodging Tax, she reported a total of \$142,736 collected by the county in lodging tax in the first 6 months of this year. EDA begins receiving 3/5 of the collections as of July 2021. The numbers are higher than predicted, meaning EDA will benefit more than anticipated if the trend continues.

### **NEW BUSINESS**

a. Adjustments made to MOU with Board of Supervisors re \$100,000 for roof repair at Cook's Corner and BOS set deadline of February 2022 for property sale or development. *Issue:* To support potential sale of the Cook's Corner property the \$100,000 BOS has designated for roof repair needs to broaden to site preparation and the BOS deadline of February 2022 needs to be extended. *Action:* Motion by Mr. Reed, seconded by Mr. Anzivino, requesting an amendment to the EDA/BOS MOU expanding use of the \$100,000 to site prep and requesting BOS deadline extension of EDA lease or sale of the property to February 2023, allowing for ample time for such disposition passed unanimously by roll call vote.

### **ECONOMIC DEVELOPMENT & TOURISM, Holly Oliver**

a. The Deltaville portion of the River Realm 8 Great Small Towns videos is completed; Irvington is next followed by Topping. Other River Realm ad productions will be shared when ready,

- b. VA RR received \$10,000 of the \$20,000 grant application from VA Tourism for the VCTC recover grant for commercials in NoVA. The MidCo application for \$20,000 to support the RR commercial outreach was not awarded. The VA RR Commercials will continue with other funds.
- c. MOMs sign is in the works.
- d. A Bethpage RV rally in September will bring in an anticipated 200 visitors to the county. Holly is collecting brochures from local businesses or making coupon sheet for businesses with no brochures for the rally.
- e. Oyster Fest billboards are up. EDA is working on the OF VIP program inviting businesses to offer coupons to the expected 500 VIP ticket buyers, designed to encourage return visits during the winter months. EDA will purchase \$2000 in ads for VIP tickets in the Local Scoop, Northern Virginia Magazine, Recreation News and other venues.

**MIDDLESEX BROADBAND UPDATE, Kevin Gentry**

VATI and Atlantic Broadband will begin first installments in June 2022.

The VATI All Points work with Dominion are currently working on an application that will provide coverage for unserved areas. They hope to hear from the application by the end of the year. An additional potential new program, LeCap, may be available at some time in the future to connections for homes near a line. The current projection county connection by 2023. For those with available funds the Starlink orbit satellite for high speed should be in our area by the Fall. Reports on Starlink coverage are promising.

**COUNTY ADMINSTRATOR**

No updates currently.

**ADJOURNMENT**

A Motion was made by Mr. Cawthorne, seconded by Mr. Anzivino to adjourn the meeting.

**Next Scheduled Meeting: Thursday September 16, 2021**

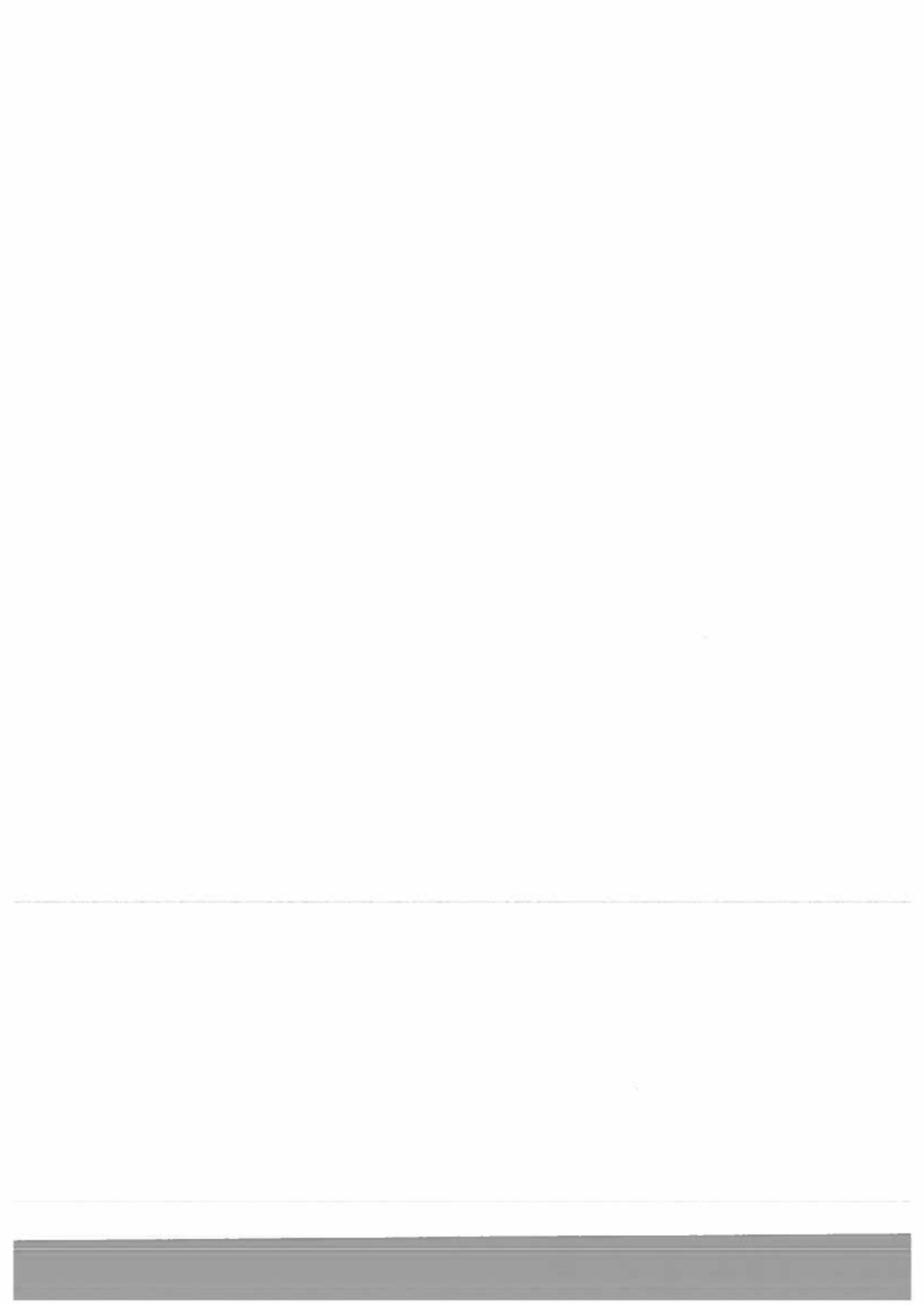
Respectfully submitted,

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Celane Roden, Secretary

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Approved, Gordon White, President

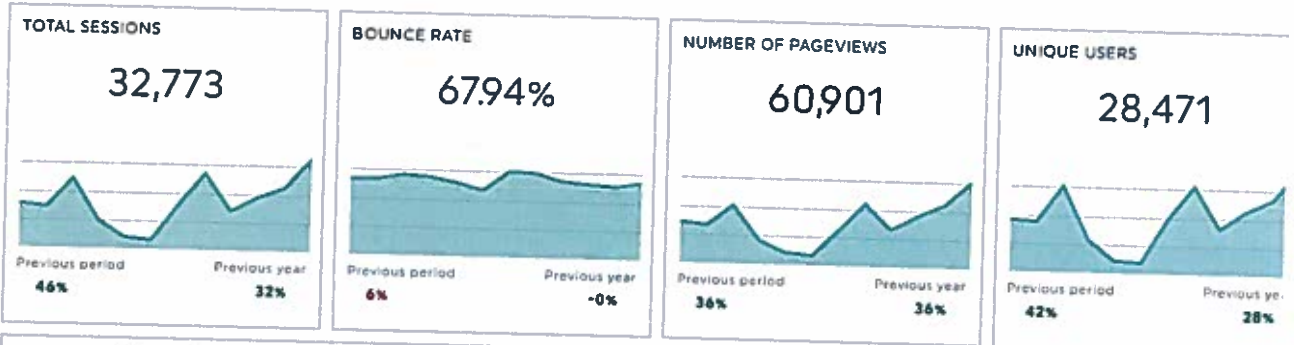




REPORT FOR Aug 1, 2021 - Aug 31, 2021

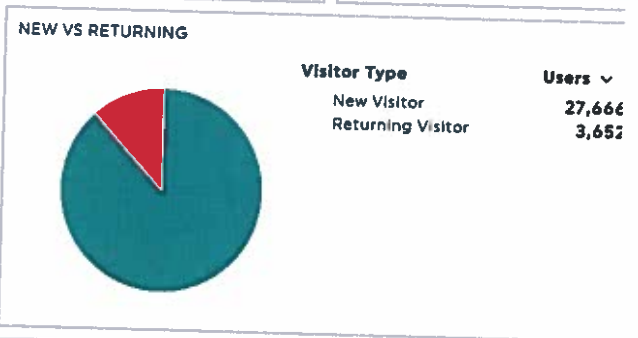
VIRGINIA'S RIVER REALM

WEBSITE ANALYTICS



**TOP PAGES BY PAGEVIEWS**

Page Path	Pageviews
/experiences/	9,985
/things-to-do/	4,493
/a-weekend-getaway-to-deltaville-in-virginias-river-rea...	2,895
/	1,935
/river-realm-events/	1,553
/ways-to-stay/	1,527
/Romantic-Fall-Getaway	1,171
/about-vrr/	1,096
/luxury-itinerary/	992
/48-hour-girls-getaway	980
/business-directory/	633
/white-stone/	520
/foodie-guide/	488
/family-getaway	469
/places/the-tides-inn/	455
/unique-experiences/	450
/places/dockside-inn/	398



**TOP CITIES BY SESSIONS**

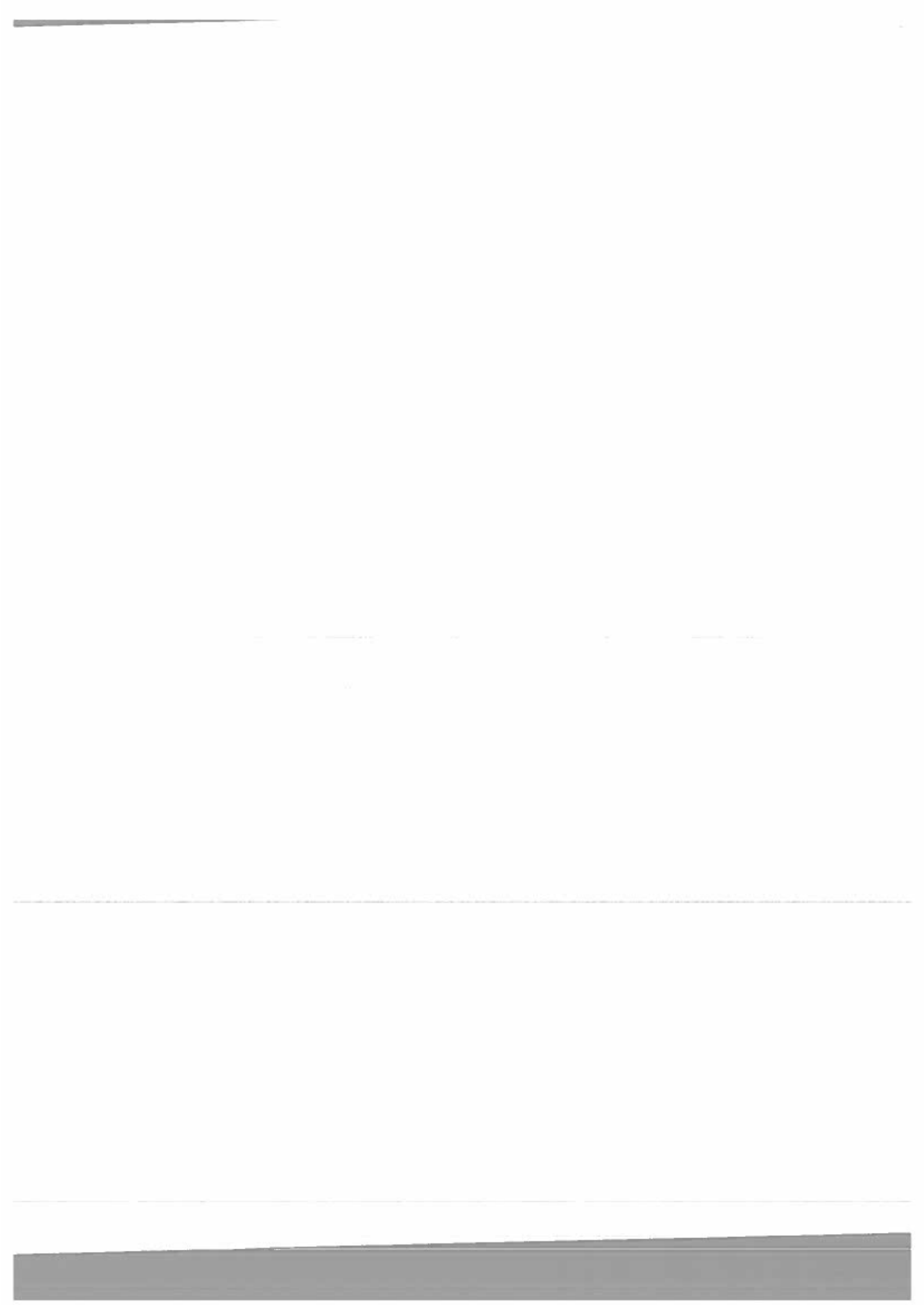
City	Sessions
Virginia Beach (not set)	2,750
Washington	2,248
Baltimore	1,804
Chesapeake	912
Richmond	678
Charlottesville	612
Boston	542
Norfolk	488
Arlington	448

**SOURCE / MEDIUM BY SESSIONS**

Source / Medium	Sessions
google / organic	13,550
m.facebook.com / referral	10,006
(direct) / (none)	4,305
fb / Facebook_Mobile_Feed	2,709
kilmarnockva.com / referral	396
l.facebook.com / referral	302
fb / Others	252
ig / Instagram_Stories	186
facebook.com / referral	120
bing / organic	105

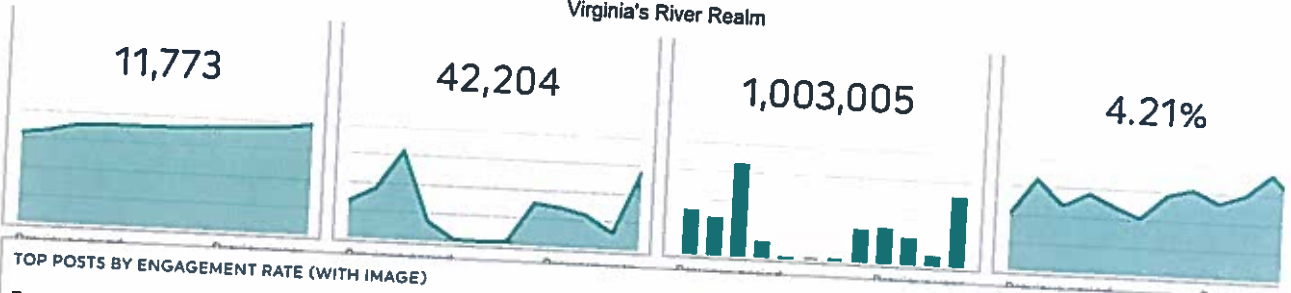
FACEBOOK INSIGHTS







Virginia's River Realm



TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

**Post With Image**

Engagement Rate	Total Reactions	Post Comments	Post Shares
7.54%	22	1	5
6.98%	34	0	2
6.96%	18	0	0
6.72%	83	4	143
5.90%	65	1	10
4.27%	22	2	0
4.17%	23	2	2
4.16%	4	0	3
3.82%	28	1	2
3.68%	16	0	4
3.47%	28	0	10

Virginia is for Lovers is talking romantic getaways and featured the Tides Inn as one of the perfect places for a romantic anniversary retreat to celebrate a big milestone in your marriage or simply in need of a

We're so proud of our community that has wrapped its love around Good Luck Cellars. Learn more about the triumphs of this gorgeous Virginia winery here in the River Realm: <https://www.wtvr.com/news/local->

Want to feel like you're staying at home during your River Realm visit? Check out our local Airbnb and Vrboptions! This cute little spot known as Belle Haven is in walking distance from Kilmarnock, VA and all the

The boating capital of the Chesapeake Bay has more than epic views and shorelines, though we love those! Discover shopping, dining, live music, baseball games, wild life, and so much more. Read our latest blog post to

Classic Chesapeake Bay buyboats are few and far between, but used to number in the thousands when they were used as the freighters of the Bay. The surviving boats are traveling Virginia waters all week on

Looking for fresh air? Arabella and her Premier Sailing School have plenty to show you. Sign up for sailing lessons and more during your visit here. Meet up at Tides Inn when you do! Get more info:

Want to be an Urbanna Oyster Festival (VIP)? Get your tickets while they last! There are only 400 available and they go FAST! Your \$100 ticket gets you all this goodness: -Access to three hospitality tents throughout

One of our Signature events. Always a sell out too-get your tix! (id: 802459276539242\_4241140132671122)

Uber cute: Shop Kilmarnock's Main Street! (id: 802459276539242\_4192520780866391)

The bounty of our rivers and the Chesapeake Bay is one of plenty when it comes to fish. Here are a few tips for the novice fisherman to bring home the catch in Virginia's River Realm. Read more in our latest blog

The area's best crab fest is BACK! Join us in Irvington on September 18th for all the steamed crabs you can eat at the Steamboat Era Museum. Learn more and get your friends on board for a good time:

INSTAGRAM INSIGHTS

**FOLLOWERS**

Oops, the data in this widget can't be reached at the moment!

**COMMENTS**

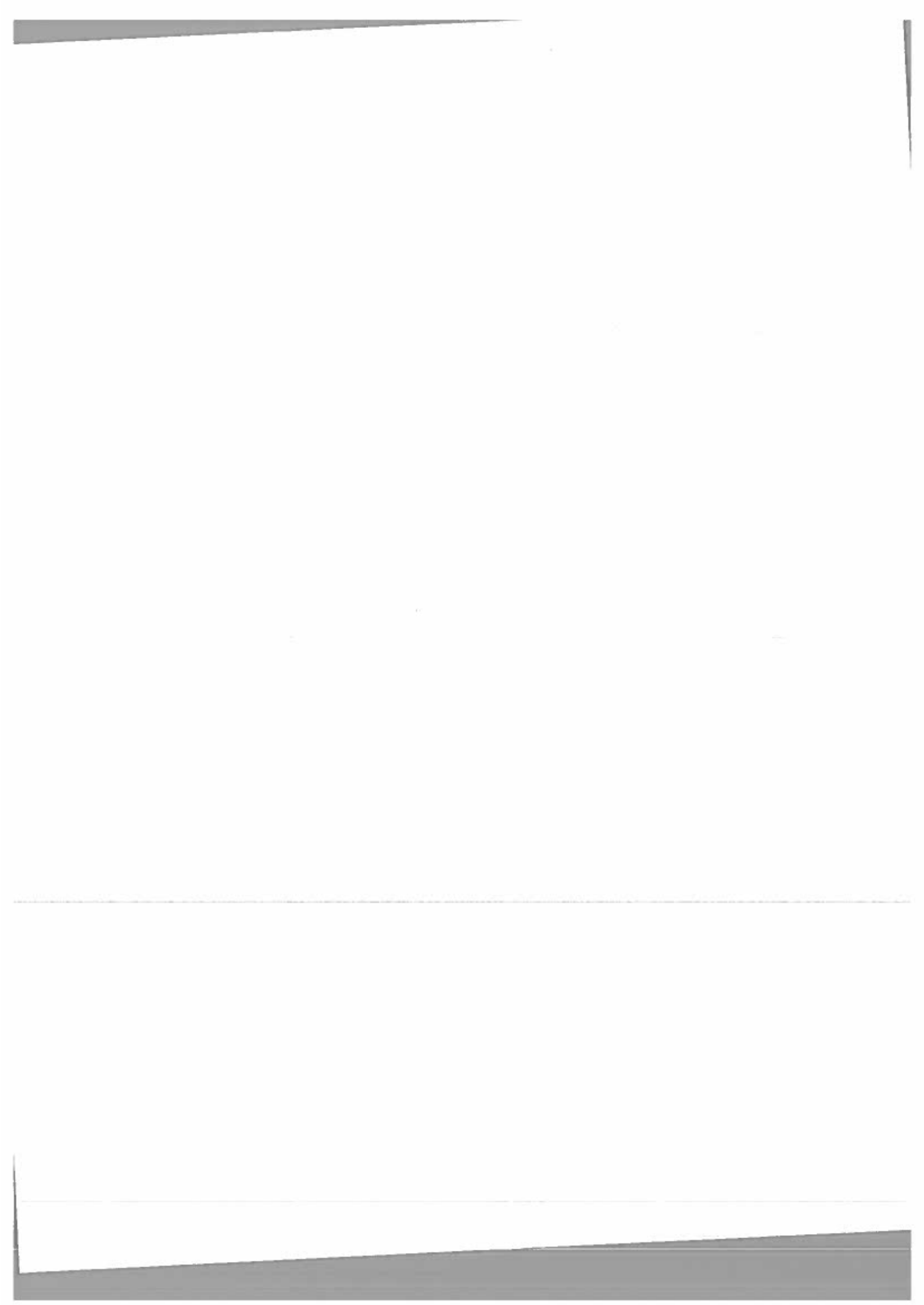
Oops, the data in this widget can't be reached at the moment!

**LIKES**

Oops, the data in this widget can't be reached at the moment!

**POST COUNT**

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PROFILE VIEWS



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WEBSITE CLICKS



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ENGAGEMENT BY POST (WITH IMAGE)



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EMAIL MARKETING

LIST MEMBER COUNT

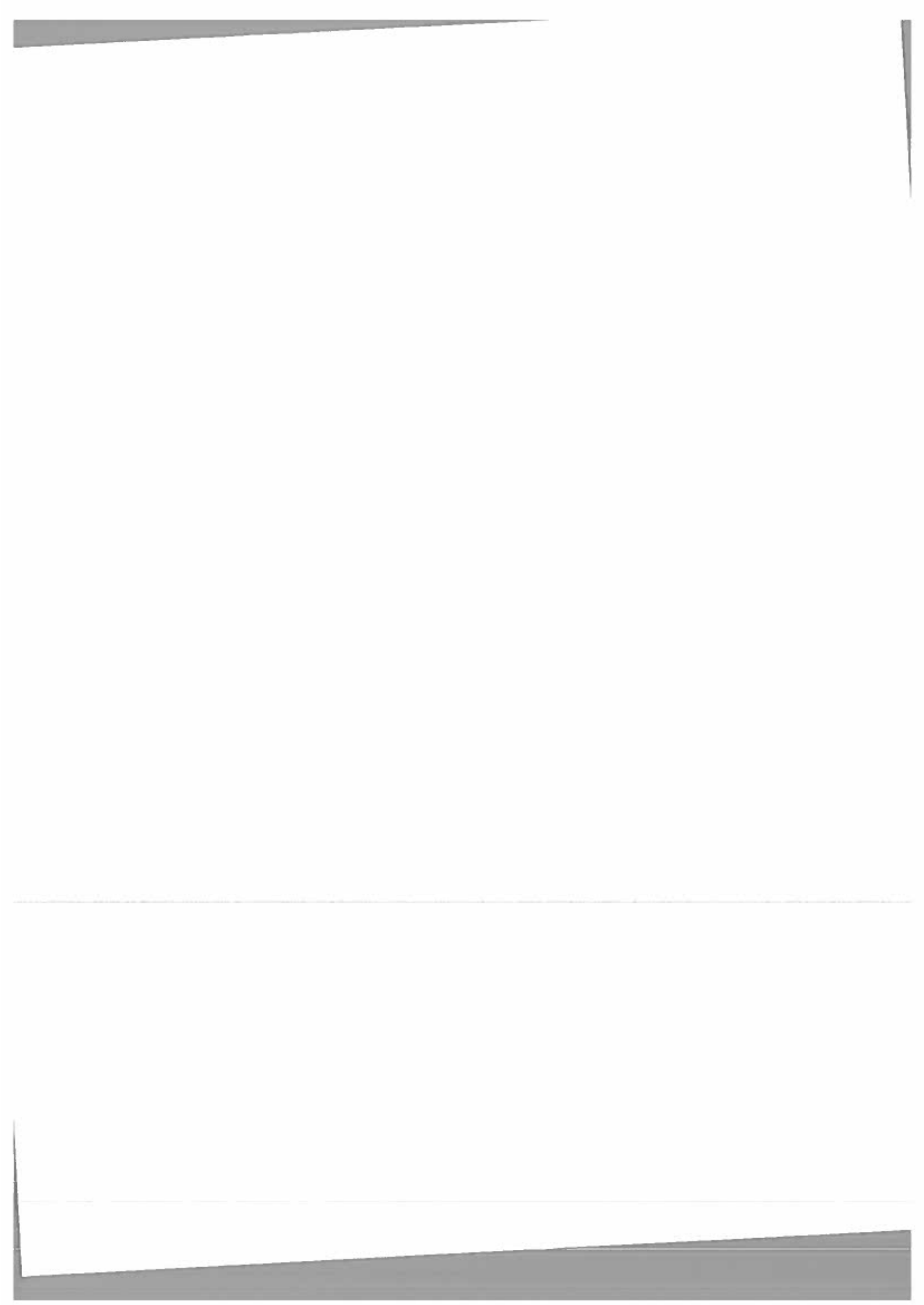
UNSUBSCRIBE COUNT

UNIQUE OPEN RATE

USERS WHO CLICKED RATE

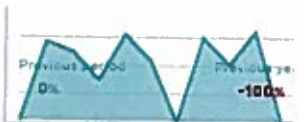
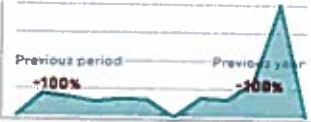
0.00%

0.00%



1,430

329



TOTAL CLICKS

There is no data for this period

TOP CAMPAIGNS (UNIQUE OPEN RATE)

There is no data for this period

FACEBOOK AD CAMPAIGNS

ENGAGEMENT BY AD (WITH IMAGE)

There is no data for this period

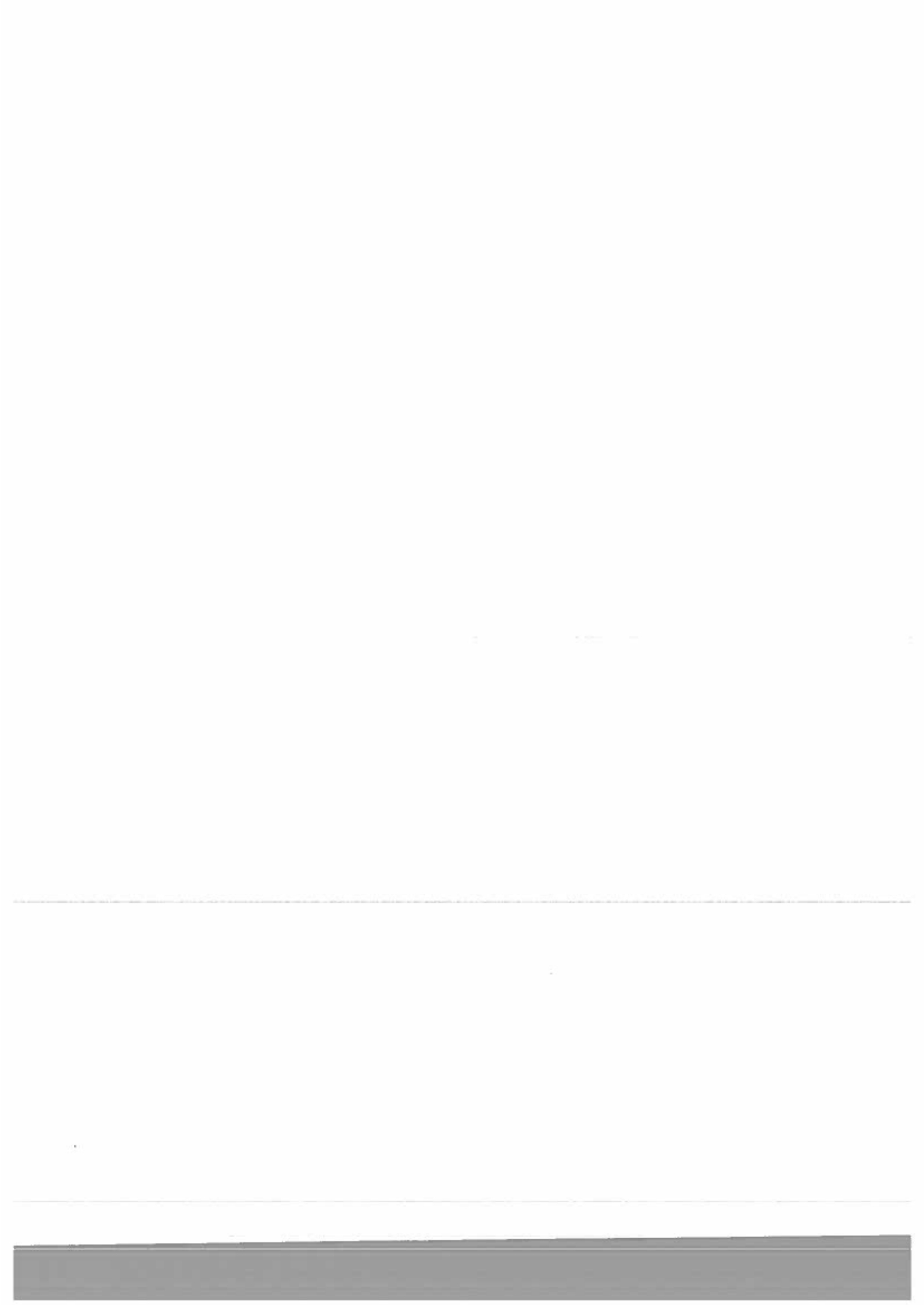
GOOGLE ADWORDS

TOP CLICKED CAMPAIGNS

Campaign	Clicks
Weekend Getaway - Summer 21	5,199
Brand Essence	4,035
Outdoors 6-2021	2,853

TOP CITIES

City	Clicks	Impressions	Cost	Conversions
--	3,408 +294	127,854 +5,422	\$1,349.56 +\$87.94	0.00 =
Arlington	1,067 +71	26,399 -1,219	\$401.96 -\$2.35	0.00 =
Washington	851 +80	24,151 +2,937	\$278.64 -\$1.77	0.00 =
Richmond	498 +27	17,087 +906	\$183.48 +\$4.69	0.00 =
Virginia Beach	384 -98	12,618 -2,143	\$187.67 -\$61.99	0.00 =
Williamsburg	279 +32	10,335 +70	\$101.71 +\$3.75	0.00 =
Charlottesville	201 -1	8,671 +1,133	\$67.06 -\$4.02	0.00 =



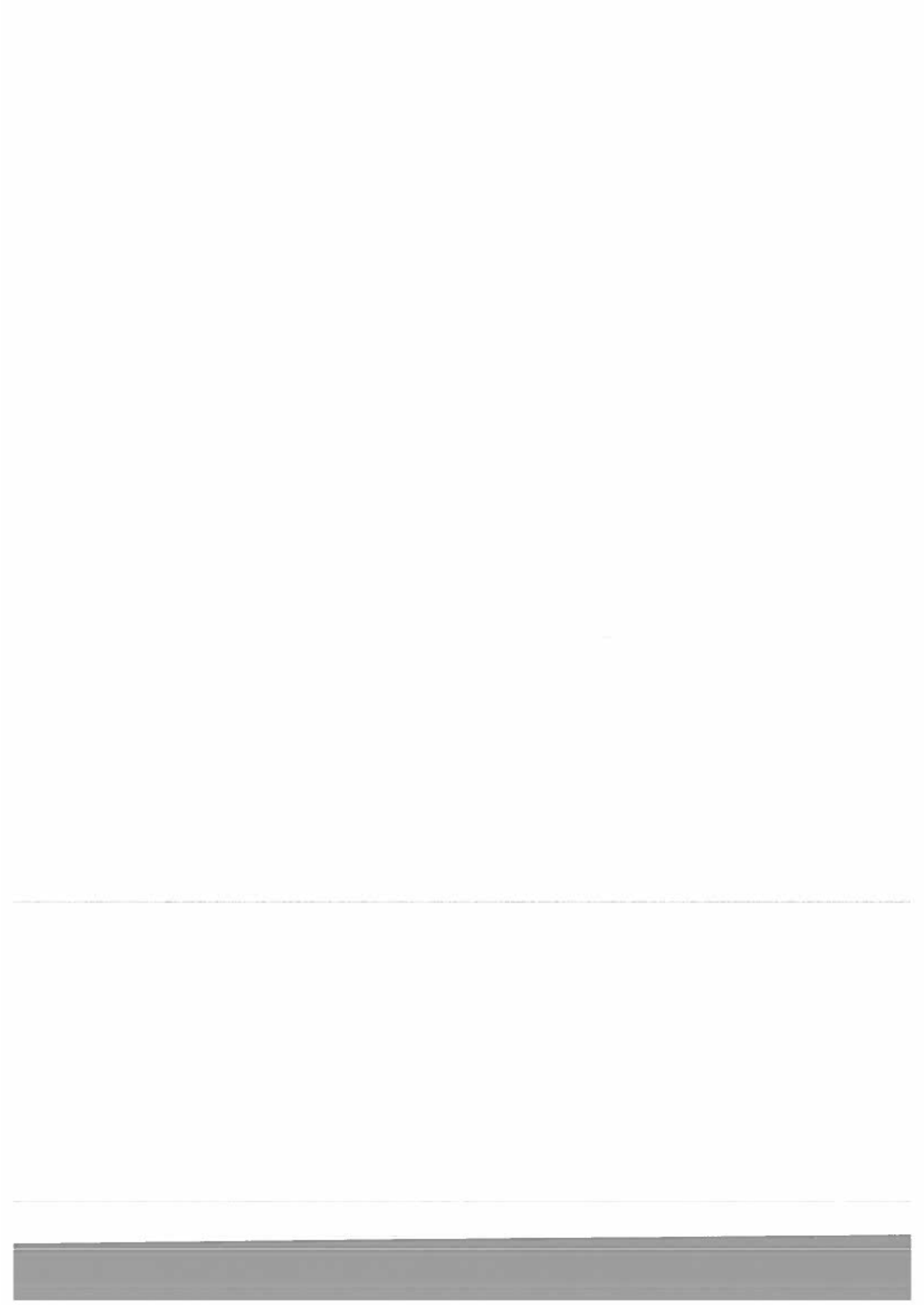
Virginia's River Realm

City	Clicks		Impressions		Cost		Conversions
Fredericksburg	154	-4	5,352	+50	\$53.62	-\$6.33	0.00

TOP KEYWORDS WITH QUALITY SCORE							
Keyword	Clicks		Impressions		Click-Through Rate (CTR)		Quality Score
va	4,067	+503	163,130	+16,175	2.49%	+0.07%	7
virginia	1,378	+173	71,541	+7,297	1.93%	+0.05%	1
vacation spots	850	+203	21,527	+2,461	3.95%	+0.56%	5
weekend getaways	641	+174	12,715	+2,874	5.04%	+0.30%	6
virginia vacation spots	542	-50	12,061	-911	4.49%	-0.07%	7
rv camping	328	+33	9,920	-3	3.31%	+0.33%	5
weekend trips	318	-183	7,068	-2,788	4.50%	-0.58%	7
getaways near me	251	+133	6,566	+3,320	3.82%	+0.19%	6
best vacation spots	243	-109	7,265	-2,938	3.34%	-0.11%	5
best vacation spots in the us	227	+33	4,367	-798	5.20%	+1.44%	2
rv campgrounds	183	-71	6,215	-1,459	2.94%	-0.37%	5
weekend getaways near me	164	+30	3,108	-143	5.28%	+1.15%	7
vacations near me	144	+5	4,355	+276	3.31%	-0.10%	5
small town vacation spots	144	+42	1,741	+346	8.27%	+0.96%	3
couples getaway virginia	133	+28	2,614	+541	5.09%	+0.02%	7
places to camp in virginia	124	+50	3,263	+1,192	3.80%	+0.23%	3
weekend getaway in virginia	106	-10	3,137	+621	3.38%	-1.23%	7





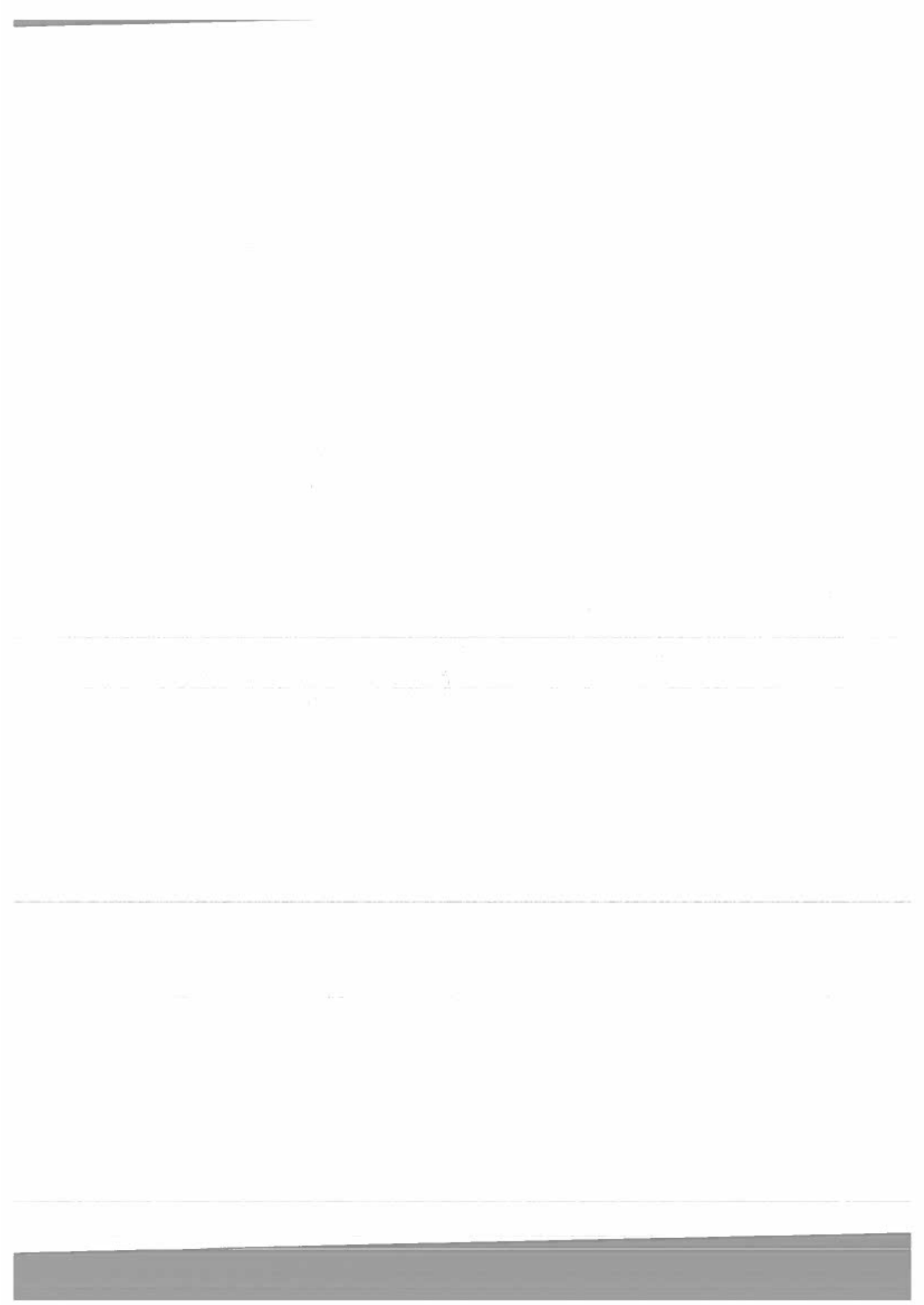


**SPONSORED****Calling All Oyster Lovers!**

Come By Boat or By Land! For the last 64 years, on the first weekend in November, the small town of Urbanna, Virginia has closed down its streets for a weekend full of festivities, food, and fun, all to celebrate our favorite little mollusk, the oyster!

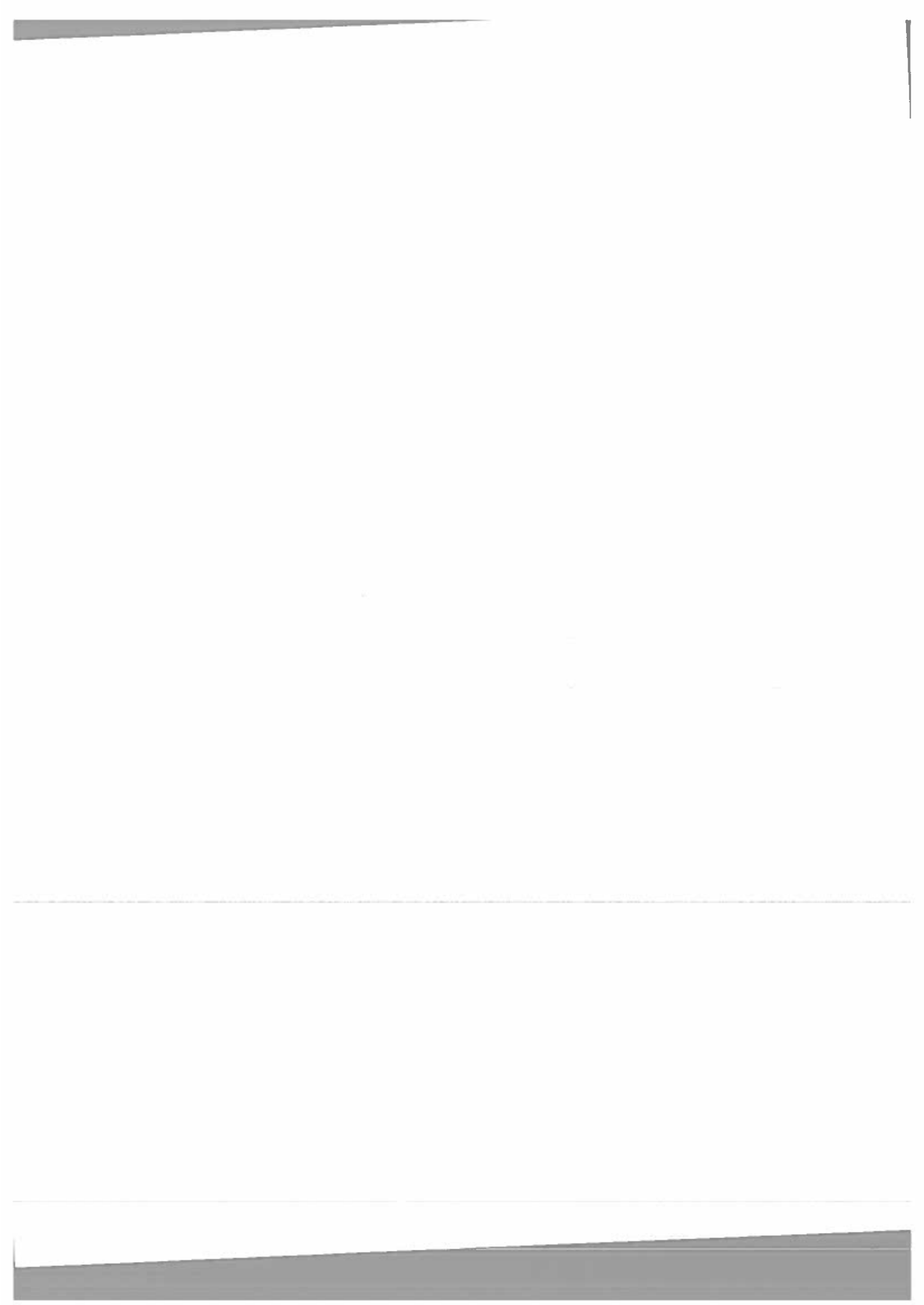
**By Sponsored Partnership** | September 3, 2021

**T**he Urbanna Oyster Festival welcomes you to the biggest oyster festival around! Held on November 5 and 6 in Urbanna, the festival is only a two-and-a-half to a three-hour drive from NoVA!





In its 64th year, the small river town of Urbanna hosts a two-day celebration of everything oyster, including oyster-shucking contests, two parades, children's activities, three live music stages, arts and crafts, historic boats, and oyster ecology at the waterfront.



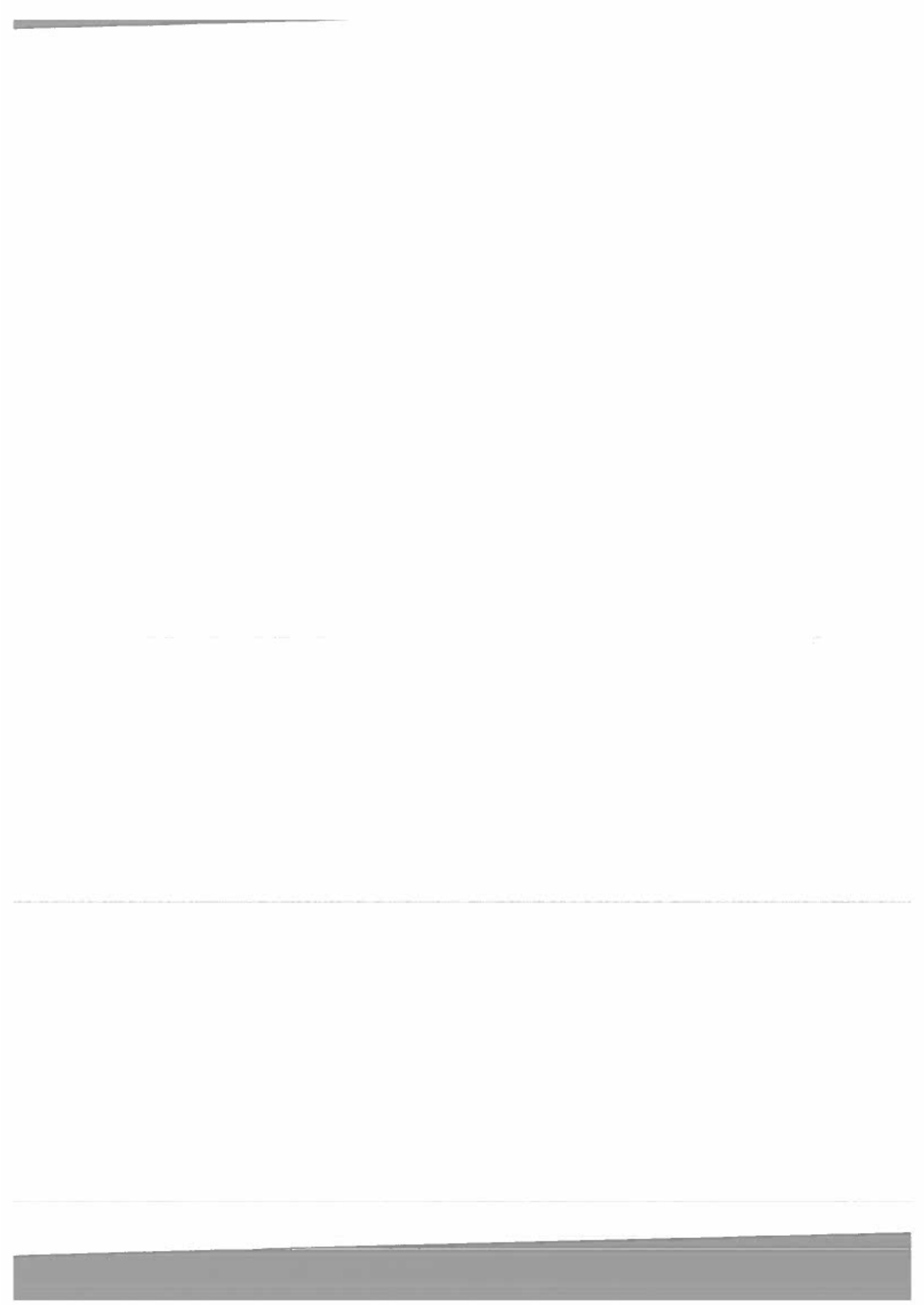
THE URBANNA OYSTER FESTIVAL'S

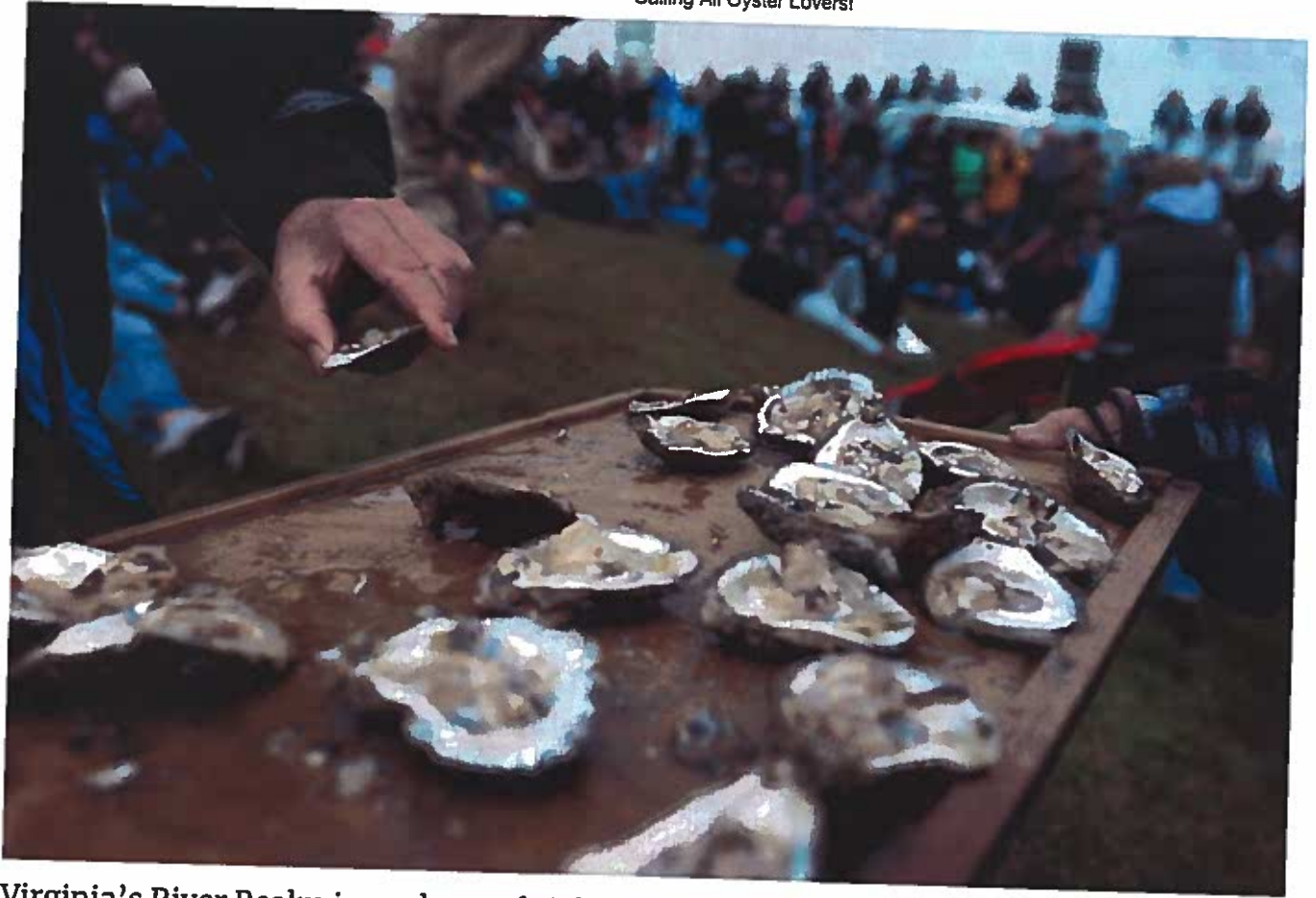
# VIP

*Oyster Lovers*

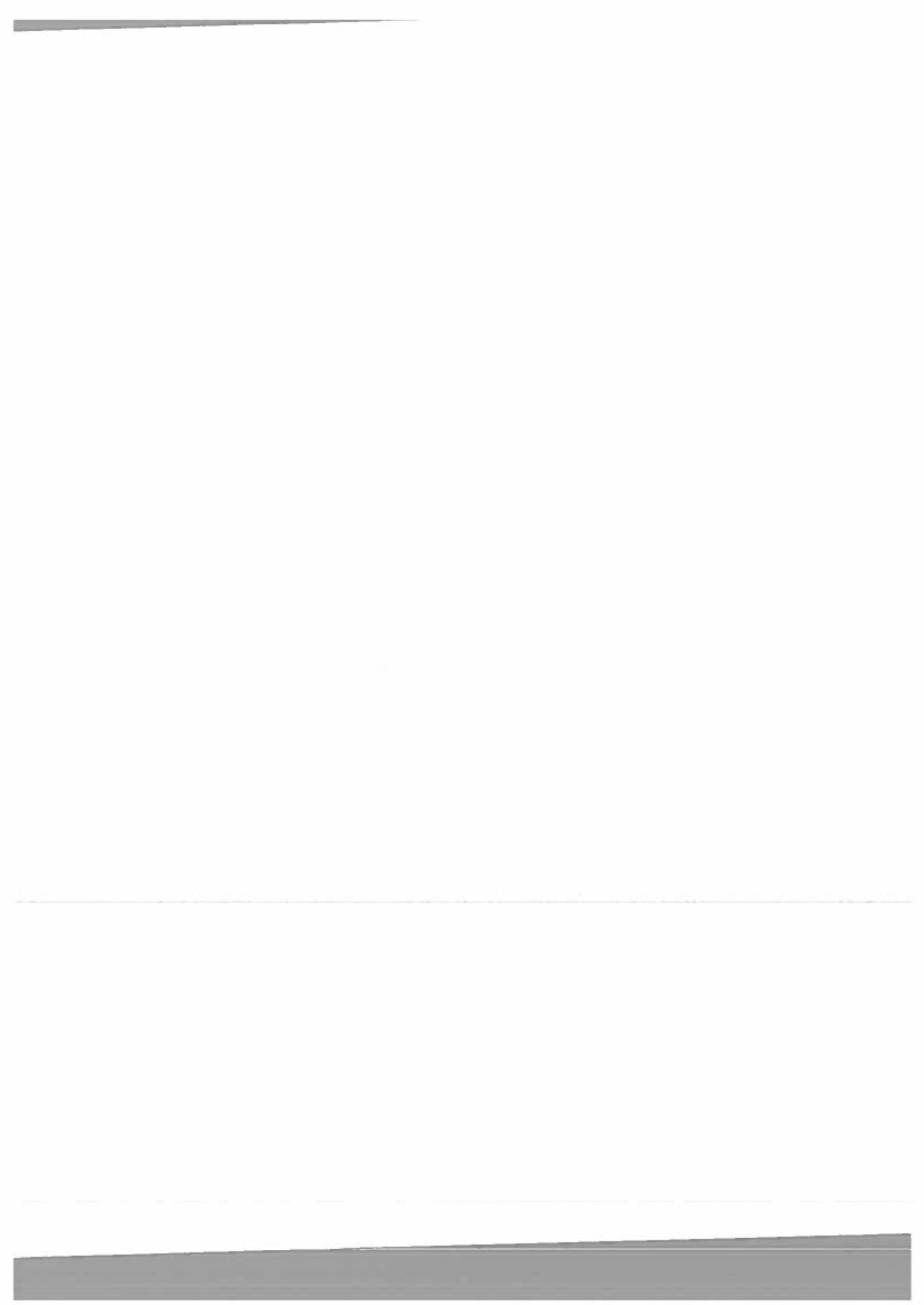
## EXPERIENCE

Indulge in the **VIP Oyster Lovers Experience** ticket, which includes access to three exclusive hospitality tents, wine tastings, beer tastings and oyster shooter tastings, half-dozen oysters, local business discounts, private restrooms, a commemorative poster, VIP seating at the oyster shucking contest, and a **Virginia's River Realm** swag bag.





Virginia's River Realm is made up of eight great small towns, between the two counties **Middlesex** and **Kilmarnock**. Full of delightful surprises, hidden gems, and friendly small-town spirit.







The 465 miles of shoreline, eight great small towns, and hundreds of unique attractions invite visitors to enjoy the wonder of a perfect oyster, the promise of a back road or secret cove and the pleasure of sharing a table with friends. A place where you can catch your breath, calm your mind and live your dreams.

*This is a sponsored post. If you are interested in advertising with Northern Virginia Magazine, [click here.](#)*

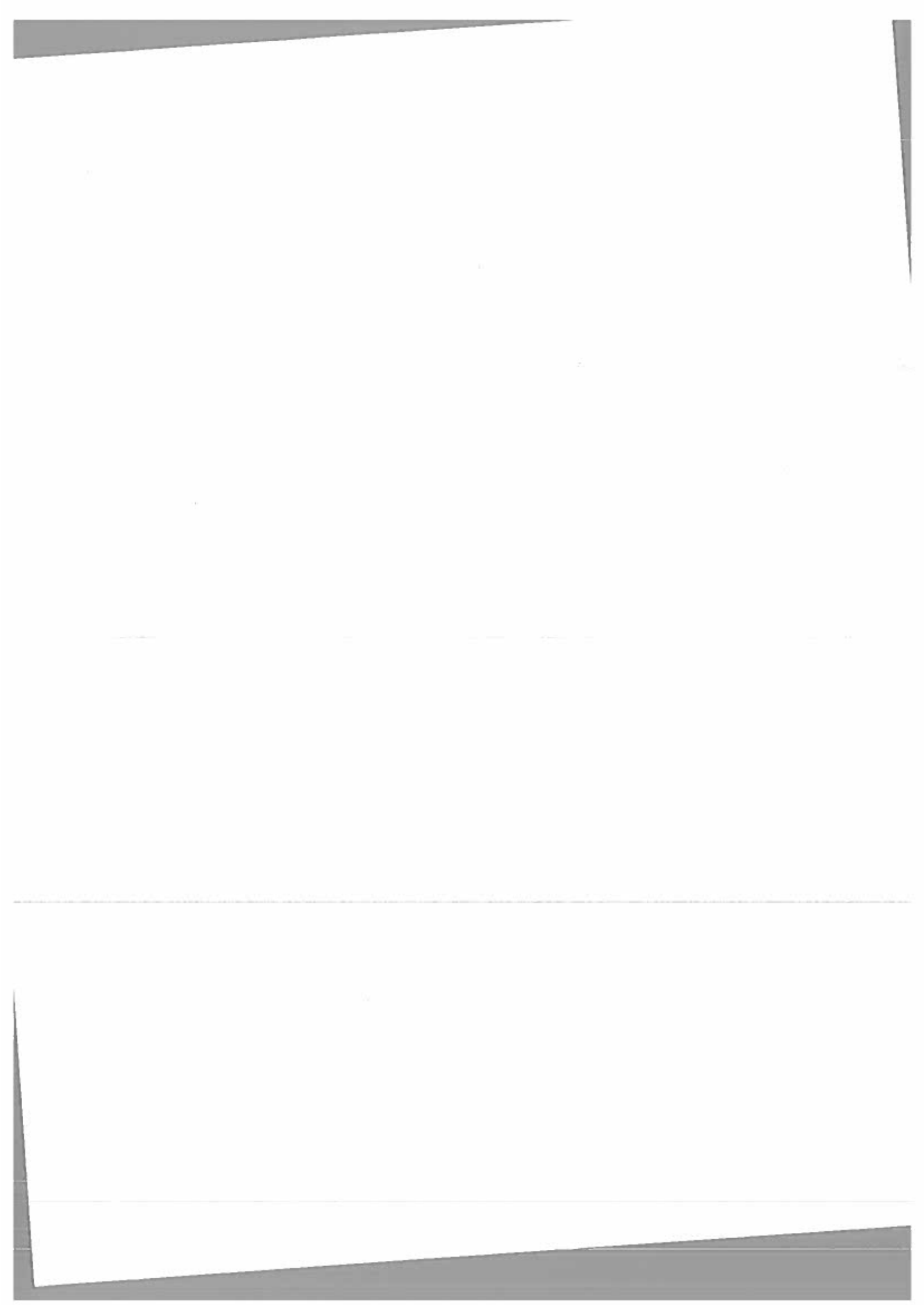
## **TRENDING IN NOVA**

**An Out-Of-This-World Festival Of "Light Art" Is Opening In Fairfax County**

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**11 Things To Do In Occoquan That Make It A Gem Of Northern**

<https://northernvirginiamag.com/sponsored/2021/09/03/oyster-lovers-festival/>



## Virginia

**This Leesburg Haunted House, One Of The Scariest In The U.S., Will Reopen This Fall**

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**An Insider's Guide To The Best Running And Walking Trails In NoVA**

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1. The first part of the document is a title page, which includes the title, author, and date.

2. The second part is the abstract, which provides a brief summary of the main findings of the study.

3. The third part is the introduction, which discusses the background and objectives of the research.

4. The fourth part is the methodology, which describes the methods used to collect and analyze data.

5. The fifth part is the results, which present the findings of the study.

6. The sixth part is the discussion, which interprets the results and discusses their implications.

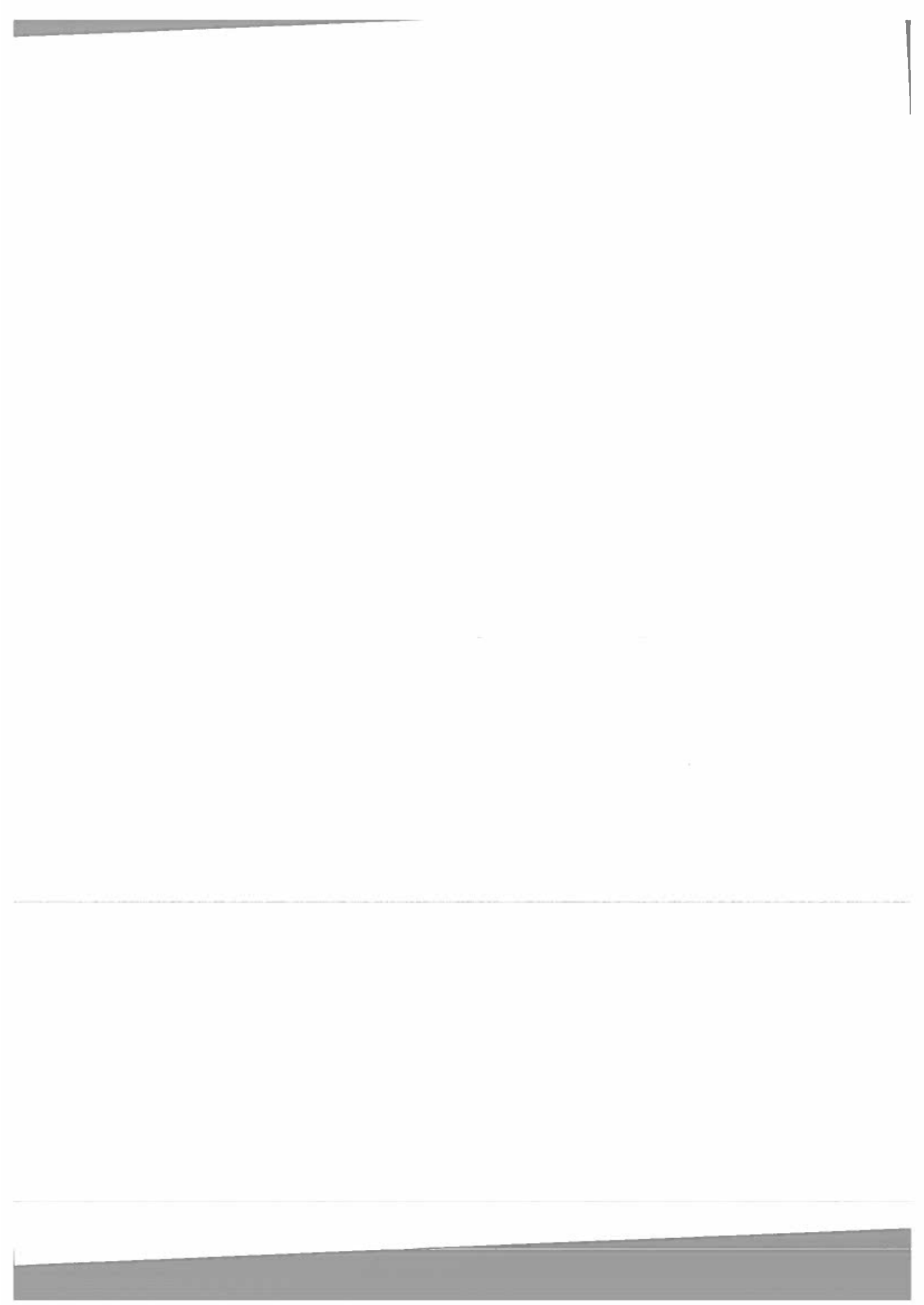
7. The seventh part is the conclusion, which summarizes the main findings and provides recommendations for future research.

8. The eighth part is the references, which list the sources used in the study.

9. The ninth part is the appendix, which contains supplementary information related to the study.

10. The tenth part is the index, which provides a list of page numbers for each section of the document.





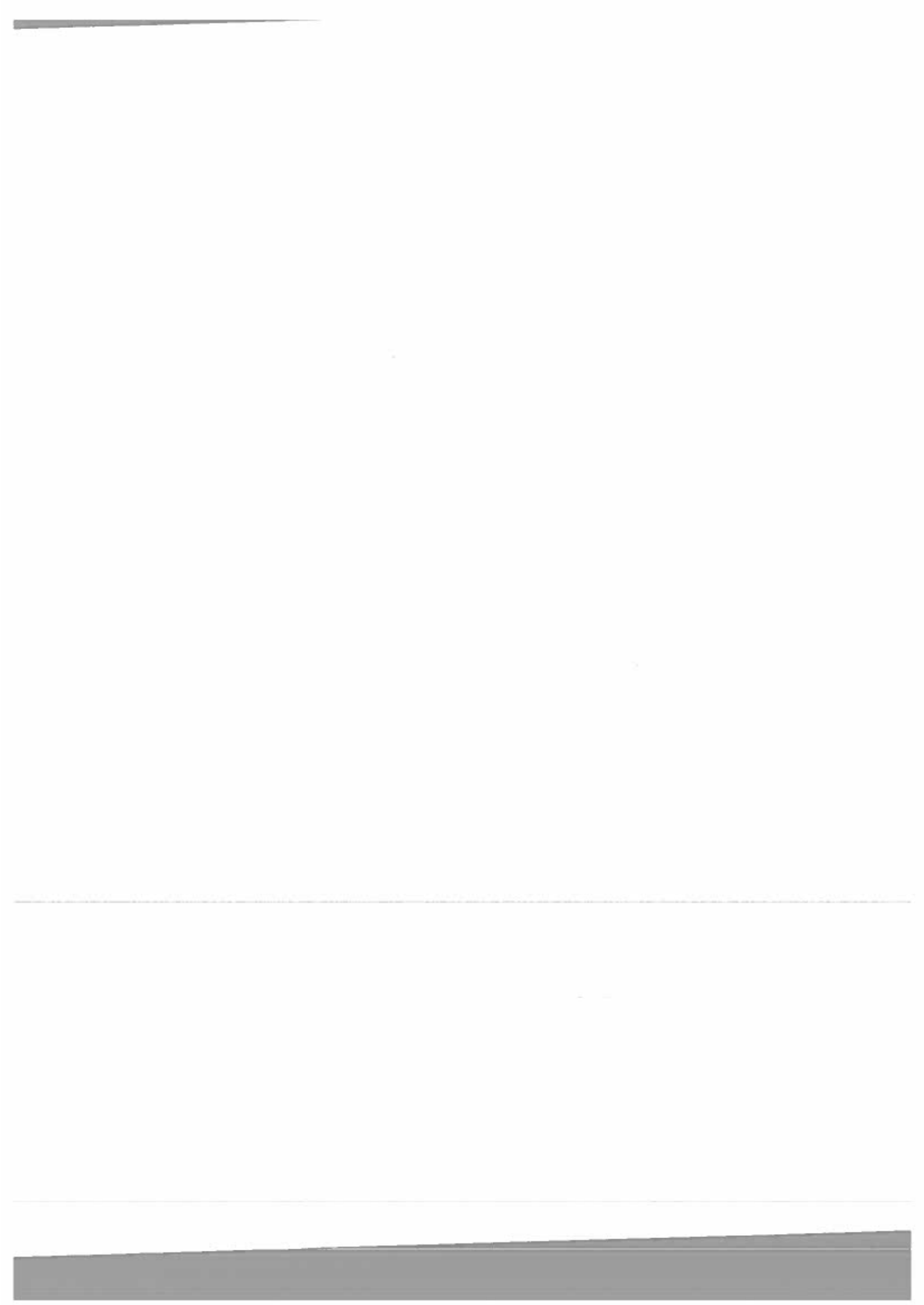
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## COMPANY

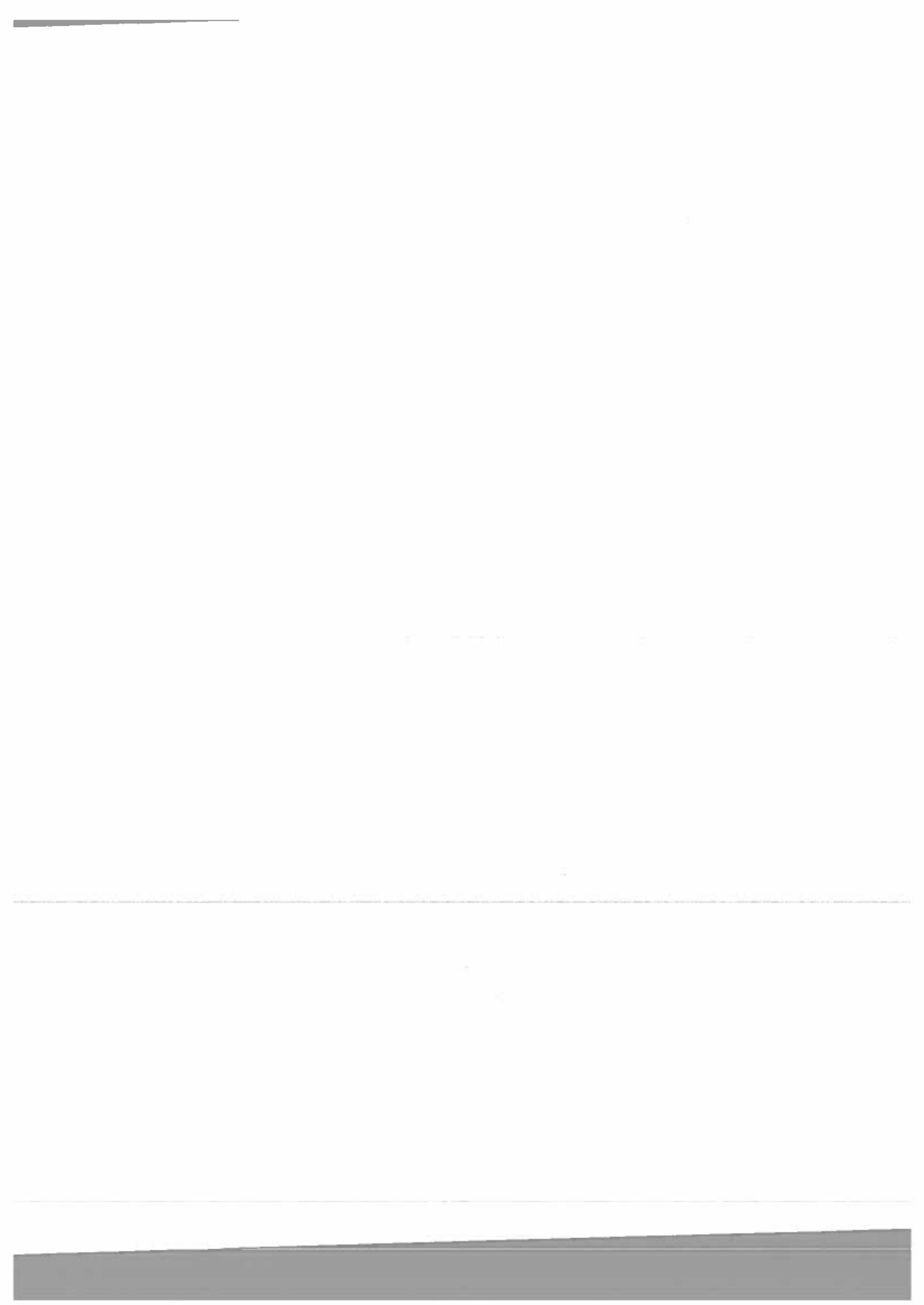
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9/9/2021

Calling All Oyster Lovers!

**SHOPPING**

SUBSCRIPTION

BACK ISSUES

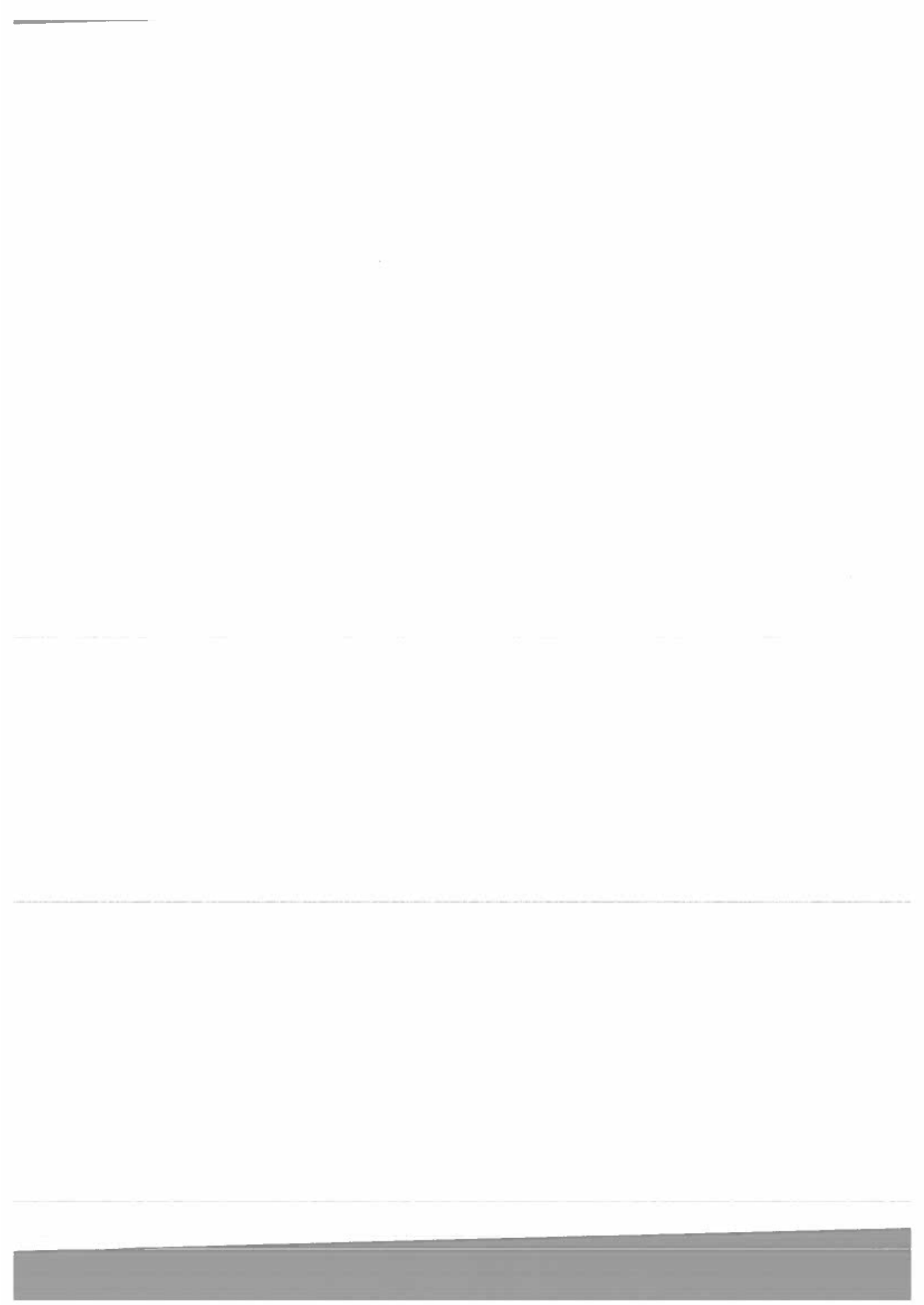
PLAQUES

REALTOR CLIENT GIFT SUBSCRIPTIONS

**ON NEWSSTANDS NOW**

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2021 Lodging Tax Total (Not the EDA's total- the FULL total)

January- 20,330.32

February- 18,529.92

March- 29,994.76

April- 19,270.25

May- 22,784.84

June- 33,705.61

July - 37,804.21

