

**THE MINUTES OF THE JANUARY 19, 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 January 19, 2023 meeting of the Economic Development and Tourism Authority of Middlesex County (the “EDA”) was called to order by Acting Chairman Anzivino at 9:30 a.m. in the Boardroom of the Historic Courthouse, Saluda, Virginia. Mr. Anzivino asked the Executive Director for a roll call and formal determination of a quorum. The Director noted all members were present.

**WELCOME NEW MEMBER**

Mr. Anzivino recognized Mr. Crittenden as a new member and members welcomed him to service on the Authority.

**APPROVAL OF AGENDA**

The Agenda was revised on motion of Ms. Roden, seconded by Mr. Reed and unanimously approved to move Item 7.A. Organizational Actions to occur after Item 2. Welcome of New Member Crittenden.

**ORGANIZATIONAL ACTIONS**

Mr. Funkhouser presided over election of EDA Officers - Chair, Vice-Chair, Treasurer and Secretary - for 2023. After review of basic procedural information by Mr. Funkhouser, he asked for nominations for respective officers and the following actions were taken:

Chairman – Mr. Anzivino was unanimously elected Chairman following motion of Mr. Cawthorn, seconded by Mr. Heyman with Mr. Anzivino abstaining.

Vice- Chairman – Mr. Reed was unanimously elected Vice-Chairman following motion of Mr. Anzivino, seconded by Ms. Roden with Mr. Reed abstaining.

Secretary – Ms. Roden was unanimously elected Secretary following motion of Ms. Holmes, seconded by Mr. Cawthorn with Ms. Roden abstaining.

Treasurer – Mr. Cawthorn was unanimously re-elected Treasurer following motion of Mr. Anzivino, seconded by Mr. Reed with Mr. Cawthorn abstaining.

### **APPROVAL OF MINUTES**

The minutes of the December 15, 2022 meeting were approved unanimously following motion by Mr. Reed, seconded by Mr. Cawthorn.

### **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.

Mr. Cawthorn discussed “laddering” of CDs with different terms to ensure adequate cash flow and optimum investment yield.

Mr. Anzivino asked Supervisor Kimbrough for comments relative to separate discussions of U.S. Treasury investment options (T-Bills). Mr. Kimbrough noted the current “inverted yield curve” (short-term rates higher than long-term rates) and various short-term T-Bill interest rates greater than 4%. Members discussed various details and options for using the TreasuryDirect site for future investments.

Mr. Cawthorn noted one option to establish a CD in the amount of \$80,000 by combining one maturing CD with approximately \$22,000 and one Savings Account with approximately \$58,000. That option was approved unanimously following motion of Mr. Cawthorn, seconded by Ms. Holmes.

An additional option to authorize the Treasurer to prepare a plan to pursue directing funds from the four EDA Savings Accounts to Treasury Bills/Notes and report back to the EDA on any actions taken was approved, unanimously, by roll call vote, following motion by Mr. Heyman, seconded by Mr. Reed.

### **OLD BUSINESS**

A. Bylaws Review – Mr. Anzivino asked the Director to introduce this item. Mr. Funkhouser last revised in January of 2022 to provide for Remote Meeting Participation and referred to certain Code of Virginia requirements and limitations. He noted a general Bylaws review has not occurred in past few years. He referenced options to change meeting date, time and the Agenda section could be more permissive and also noted Mr. Anzivino’s requested additions for Chair Comments

and Board member Comments. Mr. Funkhouser closed by noting some organizations have an initial training/orientation requirement and some degree of continuing education requirement.

Mr. Anzivino started a discussion among members seeking consensus on various Bylaw amendment options to reflect current practices and any other changes deemed necessary. He asked members to provide the Director with any changes and prepare draft revisions for future review.

No action taken or required.

## **NEW BUSINESS**

A. 2023 Meeting Calendar – Following brief review by Mr. Funkhouser, the proposed calendar was approved, unanimously, by roll call vote, on motion of Ms. Roden, seconded by Mr. Reed.

B. Committees – Mr. Anzivino noted the printed agenda information outlining six committees to support implementation of the EDA’s recently adopted Strategic Plan and also referenced four areas of focus for the Executive Director. Mr. Anzivino recommended a two-member committee to help share the workload with Executive Director by developing a brief work plan with some target dates on projects we can achieve and providing the EDA with periodic updates. He also noted the Director would be providing similar updates to the EDA on his assigned topics.

Mr. Anzivino described each of the six committees and led a discussion among EDA members on options for future actions on various economic development goals. He also indicated the Chair and Vice-Chair have previously participated as EDA representatives for the BOS/EDA Steering Committee meetings and the EDA should formally approve of such roles or changes as EDA may prefer.

Mr. Reed, Vice-Chair, was appointed as the EDA representative to the BOS/EDA Steering Committee following motion by Ms. Roden, seconded by Mr. Heyman

C. FY 23-24 Budget Request to County - Mr. Funkhouser noted continued transition of responsibilities for the EDA and management of its budget reflecting movement of the Economic Development and tourism tasks from a County Department. He reviewed various revenue and expenditure line items of the current (FY 22-23) budget and how the EDA works with the County to handle certain tasks. He is pursuing some internal meetings with County staff to confirm certain expenses and revenues from the County as well as responsibility for managing certain line items of the County budget that are not indicated in the EDA budget (e.g. Museums of Middlesex). Members discussed various aspects of the respective budgets and posed certain questions regarding the use of certain line items for various activities that are not clearly defined or otherwise outlined as part of a budget plan and accompanying line items. He will provide additional information on EDA budget development at the February meeting. Mr. Anzivino asked the Director to send EDA members a Budget Schedule

No Action Requested/Required.

D. Comprehensive Plan Update – Joint Meeting with Board of Supervisors and Planning Commission – Mr. Funkhouser noted the EDA has been invited to a joint meeting of the Board of Supervisors and Planning Commission to discuss the future update process for the County’s Comprehensive Plan Update. He reviewed some basic comprehensive plan information and referenced the current sections of the County’s Plan addressing Economic Development. He noted specific text in a Comprehensive Plan often supports policy decisions and grant applications and specific goals, objectives and strategies are helpful to guide various work programs. He also indicated, on behalf of the EDA, he had thanked the various people sharing the invitation to the EDA for the opportunity to participate in this Update effort. Meeting date is tentatively set for February 10, 2023 @ 2:00 PM.

No Action Requested/Required.

E. Event Sponsorship Policy & Current Requests – Mr. Funkhouser noted several past grantees would like to present reports and submit applications for current fiscal year funding. He also noted the new 2<sup>nd</sup> Saturdays event this past year in Urbana is requesting sponsorship of music for 2023 dates. He asked the EDA to consider how it would like to consider future requests relative to minimal existing guidelines. Mr. Anzivino noted these types of requests were difficult for any organization and a need to be careful in selecting which events/activities to receive funding relative to their direct/indirect benefits to economic/community development. EDA members discussed various events such as Juneteenth, Arts in the Middle and pursuing possible other resources to provide matching incentives versus sole EDA funding and how one or more EDA committees could coordinate policy guidelines and recommendations on future applications. Mr. Funkhouser noted the differences between Business Incentive programs and Event/Activity funding and Mr. Anzivino asked the Director to provide some Event/Activity funding guidelines for consideration by the EDA in the near future.

No Action Requested/Required.

F. Resolution of Appreciation – Gordon White and Janet Riggs – Draft resolution was handed out to members for review and discussion. Mr. Anzivino noted the significant contributions provided by Mr. White and Ms. Riggs during their respective tenures and stated they should be recognized for their service. The EDA voted unanimously, following motion of Ms. Roden, seconded by Ms. Holmes to approve, by roll call vote, resolutions for these former members subject to revision as needed for correct dates of service and similar factual information and to invite them to the February 16, 2023 meeting to present them with same.

## **REPORTS/INFORMATION**

A. BOS/EDA Steering Committee – Mr. Anzivino noted his continued appreciation for these regular meetings with the two BOS representatives and good results to-date. He also noted his presentation of the EDA’s recently updated Strategic Plan at the January 26<sup>th</sup> worksession to the Board of Supervisors and similar appreciation for the discussion with the Board as a whole during their FY 23-24 budget process meetings. Mr. Anzivino and members discussed various projects and other economic development options and opportunities.

B. Executive Director – Mr. Funkhouser discussed with members the upcoming Urbanna Tourism Action Plan (TAP) meetings facilitated by the Virginia Tourism Corporation with similar County TAP to follow. He indicated future reports would be focused on Committee structures and other Strategic Plan topics. He noted he did have a meeting scheduled with the School Superintendent to review how the EDA could support the recent GO Virginia grant directed towards school programs in Region 6.

C. Tourism – Ms. Law reviewed the Virginia’s River Realm (VRR) website information for Restaurant Week (January 21-31) in Middlesex and Lancaster (VRR Marketing Partner). She circulated a press release and advertisement to be published in the Southside Sentinel and noted the media kits available to specific areas (e.g. Deltaville, Urbanna, Topping) within the VRR region. She also reviewed the “Submit Event” option added to VRR website to help people promote their events in a more automated way and help vet and more readily re-distribute information. Ms. Law, Mr. Funkhouser and various EDA members recognized the difficulty in trying to improve coordination and mutual cooperation and cross-promotion of events as efficiently and effectively as practical and discussed various issues and possible solutions. Ms. Roden asked about outdoor signage and other publicity and possibly posting signs underneath the VRR billboard sign on Route 17. Ms. Law noted VRR generally offers (free) all the artwork needed for promotions (as-is or modified at will) and Kilmarnock does significant work to provide additional outdoor signage and publicity. She also noted Urbanna Oyster Festival could also likely offer temporary spaces for banner signs for event publicity. Mr. Reed asked about the target markets for this type of event. Ms. Law noted the Richmond, DC and Hampton Roads markets were the primary tourists. Mr. Anzivino thanked Ms. Law for her great work.

### **CHAIRMAN’S COMMENTS**

Mr. Anzivino briefly noted two items – 1) Freedom of Information Act Training some members might need to take (every two years) and they would receive an email from Susan Traner in County Attorney’s office if they need to complete that training and 2) Thanks for actively participating in meeting and looking forward to working with members.

### **BOARD MEMBER COMMENTS**

Ms. Holmes thanked Mr. Anzivino for his efforts to promote communication and understanding among members on all the things the EDA is pursuing.

### **ADJOURNMENT**

Meeting was adjourned at 11:30 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