

**THE MINUTES OF THE JUNE 16, 2022**  
**MEETING ECONOMIC DEVELOPMENT AUTHORITY OF MIDDLESEX COUNTY IN THE**  
**BOARDROOM OF THE HISTORIC COURTHOUSE**  
**SALUDA, VIRGINIA**

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

**Absent:** Celane Roden, Secretary

**Staff:** Trenton Funkhouser, Executive Director  
Shanae Hammond, Accounting Tech/ Accounts Payable

**CALL TO ORDER**

The June 16, 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.

**WELCOME NEW MEMBER**

The Chairman recognized and welcomed Mr. Joe Heyman as a new EDA member. (Note: Mr. Heyman is completing the unexpired term of Ms. Janet Riggs).

**APPROVAL OF AGENDA**

There being no objections, the agenda was approved for the meeting.

**APPROVAL OF MINUTES**

The minutes of the May 19, 2022 meeting were approved by unanimous consent.

**TREASURER’S REPORT**

The Director noted no formal report is available due to a continued lack of on-line access to the bank accounts. Accounting software access is complete. Financial Statements for April, May and June should be provided by the July meeting.

**OLD BUSINESS**

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

There was general discussion of the expense of TV advertising and determining the return on investment and relying on recommendation of Virginia River Realm, Ms. Whitney Law and others regarding print and media mix and the use of digital methods such as web advertising and social media. Members and the Director also discussed the grant requirements and actions that would need to be taken by various parties to define projects that could be funded.

On motion by Mr. Reed, seconded by Mr. Anzivino, the EDA unanimously endorsed forwarding to the Board of Supervisors a general framework/approach and associated general expenditures that would meet requirements of the Virginia Tourism Corporation (VTC).

#### 2. Tourism Marketing Assistance Proposal – Contract Status

Mr. White noted contract execution is in progress relative to the Scope of Work provided by Whitney Law. The Director provided information regarding the status of contract documents to complete as much work as practical during a three-month contract not to exceed \$2,500 previously authorized by the EDA. The Director noted the need to soon start a new process for a longer-term professional services contract.

### **NEW BUSINESS**

#### 1. Insurance Policy Renewal

The Director noted the basic insurance coverages necessary to continue revised Liability Insurance less real property (- \$300) and any other coverages required by law or otherwise recommended and approved by EDA.

On motion by Mr. Anzivino, seconded by Ms. Holmes, the Chairman, Treasurer and Executive Director were authorized by unanimous vote to renew the EDA's insurance coverage quote/proposal at a cost not to exceed \$2,000 (as illustrated in approved EDA Budget).

#### 2. BOS/EDA Steering Committee Meeting Report

Mr. White and Mr. Anzivino recounted several highlights of the initial 06/10/22 meeting BOS Chairman Lud Kimbrough and Supervisor Don Harris. Mr. White noted the agreed need for and possibilities to assist with development of a Marine Industrial Park. Mr. Anzivino noted the agreed need to explore specific options to upgrade the ["Ready-to-Go"] status of the four sites studied by GOVirginia, working more with the campgrounds to promote their interests and address any needs they may, workforce training and development and workforce housing. Members then discussed a priority, shared with the BOS, of updating the 1998 Strategic Plan.

On motion by Mr. Anzivino, seconded by Mr. Reed, the EDA directed the Vice-Chairman and Director to develop an outline of a strategic planning to be presented for discussion at the July 21<sup>st</sup> EDA meeting.

### **ECONOMIC DEVELOPMENT & TOURISM**

The Director noted various work and meetings over the past 45 days have resulted in some obvious work priorities relative to Tourism, Workforce Development, Updating the Strategic Plan and building an

inventory of sites and buildings as well as how to assist with improving their development capabilities. He further noted future reports would be developed with Ms. Whitney Law to provide meaningful information and metrics regarding tourism spending and tourism attraction and development efforts.

Director noted he would be meeting with several marina owners and BOS Chairman on workforce housing and workforce training and speaking briefly at upcoming Juneteenth event on community and economic development.

**ADJOURNMENT**

Meeting was adjourned at 10:07 a.m. by unanimous consent.

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Gordon White, Chairman  
Middlesex County Economic Development Authority

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Celane Roden, Secretary  
Middlesex County Economic Development Authority