

**THE MINUTES OF THE OCTOBER 19, 2023 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 October 19, 2023 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. He noted all members present except for Mr. Cawthorn absent for medical reasons and Mr. Heyman advised he would be a few minutes late. Mr. Heyman arrived at 9:34 am.

**APPROVAL OF AGENDA**

The Chairman asked for any changes to the Agenda. No changes proposed and Agenda was adopted by acclamation.

**APPROVAL OF MINUTES**

The Chairman noted there were notes but no minutes for the September 21, 2023 meeting as there was no Quorum and no action required on those notes. Mr. Anzivino asked if there were any changes to the August 17, 2023 meeting minutes and, hearing none, the minutes were approved unanimously following motion by Ms. Roden, seconded by Mr. Reed second.

**TOURISM/MARKETING REPORT**

Ms. Whitney Law reviewed the VTC Marketing Leverage Program grant application she submitted for a Holiday based campaign for the months of November and December. She also noted the planned use of the Arrivalist Data Research program offered by VTC that will allow County to use visitor data including where they come from, where they live and what type of activities they do when they are here.

Ms. Law also noted the initial contract work with Visit Widget company has started with initial set-up and data entry for Points of Interest and such work will continue over the next few months. She noted coupon page and “bucket-list” flyer work and related printing for the Urbanna Oyster Festival VIP Oyster Experience and associated gift (SWAG) bag contents. She reminded the EDA of the Taste of Middlesex event at Deltaville Maritime Museum scheduled for October 21<sup>st</sup>.

She noted the recent WTKR TV series by Dave Parker, a local series on Sundays and also available online, highlighting Deltaville, the Urbanna Oyster Festival and the Urbanna Wine & Oyster Stroll.

Mr. Anzivino commented on the Virginias River Realm shop local promotion not having many local businesses in the county participating. Ms. Law agreed and stated she did reach out to businesses but did not have a lot of interested responses and would attempt to get more participation for the planned 2024 event(s).

Mr. Funkhouser commented upon the Arrivalist Data program and how it would help guide future marketing and publicity efforts relative to visitor origin. He noted the popularity of the I Love Urbanna buttons and distribution at Town Hall, the Urbanna Wine& Oyster Stroll by the Urbanna Business Association and planned distribution with gift bags at the Urbanna Oyster Festival. Ms. Roden and Mr. Anzivino noted the need for additional promotional items with Middlesex County themed items. Mr. Funkhouser stated he and Ms. Law are working on different options for using the Middlesex County logos for future promotional items.

### **TREASURER’S REPORT**

Mr. Funkhouser noted he had received and deposited a \$20,000 check from County for reimbursement for a VTC grant that was completed, a request for the annual contribution to the EDA from the Board of Supervisors and receipt of the EDA’s portion of the 4<sup>th</sup> Quarter Transient Occupancy Tax revenue.

Mr. Anzivino suggested the Treasurer’s Reports for August and September 2023 be accepted by acclimation and EDA members agreed.

### **OLD BUSINESS**

A. Comprehensive Plan and Zoning Ordinance - Mr. Funkhouser stated this agenda item is a reminder for Old Business noting the height issues at the airport and the Special Exceptions discussions of the recently proposed Family Dollar/Dollar Tree stores. He also noted that now that water and sewer are available in several areas, the County may want to consider zoning ordinance and Comprehensive Plan amendments to promote higher density residential and commercial development in these areas.

Mr. Anzivino asked for this item to be continued for discussion on the EDA’s November Agenda so the topics could be discussed and the EDA could provide any comments or recommendations to the Planning Commission and Board of Supervisors. Mr. Heyman and Mr. Anzivino asked if Mr. Dave Kretz, County Planning Director could come to a future EDA

meeting to discuss planning and zoning issues. Mr. Funkhouser will invite Mr. Kretz to a future EDA meeting.

## **NEW BUSINESS**

A. Surplus properties- Mr. Funkhouser stated the Infrastructure, Business and Industrial Sites Committee (Mr. Crittenden and Mr. Cawthorn) identified 10 sites of interest for either EDA management, control or ownership and possible recommendations to sell or otherwise dispose of certain properties if the Board of Supervisors does not identify any viable short or long-term uses for such properties. Mr. Funkhouser noted that due to a lack of a quorum at the September meeting, he forwarded the list of sites to the County Administrator with a request for the Administrator to continue consultations with the Board of Supervisors and advise the EDA on possible future actions to determine how the EDA and/or Board could either cooperate on management or ownership of such properties or assist with their sale.

B. Logo merchandise- Mr. Funkhouser referenced an agenda package memo seeking authorization to spend funds to replenish promotional items. Mr. Anzivino noted the Executive Director should proceed based on budget approval such expenditures and the Executive Director having authorization to spend such funds as appropriated by the EDA for given line items.

C. VTC Grants- No additional comments as this topic was addressed during the Tourism/Marketing and Promotion report.

D. Trip Planning Mobile/Web App - Mr. Funkhouser noted the purchase of the Visit Widget trip planning application was approved by the Board of Supervisors at its October meeting and he is proceeding with the initial contract and data entry work.

E. Marketing Services Contract – Mr. Funkhouser briefly reviewed the proposed one-year contract renewal proposed consistent with current contract provisions and his great satisfaction with work performed by Ms. Law to-date. Other EDA members concurred with such compliments. The proposed contract for an additional one-year term was approved unanimously following Motion by Mrs. Holmes and seconded by Mr. Crittenden.

F. Zoning Ordinance Amendment 2023-02 – Waterfront Commercial Amendment – Mr. Funkhouser noted the amendment application was withdrawn by Mr. Powell and not considered by the Board of Supervisors at its October 3, 2023 meeting.

Mr. Crittenden left the meeting at 10:25 a.m. due to a business/work emergency at a customer's site. Departure did not affect quorum.

## **REPORTS/INFORMATION**

A. BOS/EDA Steering Committee – Mr. Anzivino noted the next meeting of the committee was scheduled for November 9<sup>th</sup> and asked any EDA members to note any topics he or Mr. Reed should discuss with the Committee.

B. Committee Reports – Mr. Heyman noted Oyster Festival planning is underway. He also noted the positive feedback for the Maritime Museum’s Taste of Middlesex. Ms. Roden would like to consider working with forestry professionals, Master Gardeners and similar groups to hold a Spring or Fall tour of the Heritage trail and noted the significance of the old growth trees at the Cooks Corner Trail and need to highlight that trail as a Point of Interest for tourism promotion.

For Aquaculture, Agriculture and Forestry Industries Committee, Mr. Funkhouser stated he spoke with Senator Richard Stuart and Delegate Keith Hodges regarding the Blue Catfish Flash Freeze Infrastructure Grant program. While they were disappointed that the General Assembly significantly reduced grant funding, they were working on restoring it for future years.

For Business and Community Development Committee, Mr. Anzivino noted Ms. Holmes has been providing EDA members with emails on various topics and his appreciation for her sharing such information.

For Workforce Development Committee, Mr. Reed reviewed job fair that was held for the High school for students. He noted there were over 20 job vendors present at the fair and students were able to see what opportunities were available to them. He also stated the carpentry class at the High School has expanded from 3 to 33 students.

C. Executive Director – Mr. Anzivino called on the Director for monthly report comments. Mr. Funkhouser noted the application for GO VA Young Entrepreneurs Program application. He stated Middlesex would be the lead applicant on the application and joining with King and Queen to expand the program to both localities for this proposed Phase 2 Implementation of the program and a continuation of the programs in schools of Colonial Beach, King George County and Gloucester County.

### **CHAIRMAN’S COMMENTS**

Mr. Anzivino noted he had no additional comments.

### **BOARD MEMBER COMMENTS**

Mr. Anzivino asked if any Board members had any [further] comments. Mr. Heyman noted the EDA could still pursue joint projects with the Board of Supervisors on the potential surplus properties or other sites in County regardless of whether certain sites are actually ready for development (the EDA could assist where it can on resolving certain issues as identified to-date rather than trying to solve all issues at one time).

### **PUBLIC COMMENTS**

Mr. Don Harris, Board of Supervisors Vice-Chairman commented on Ms. Roden’s idea of the Heritage tour at Cooks Corner Trail noting it was a great idea and he also thinks there are properties that are under-utilized in the area and could be promoted more for use by residents and visitors to County.

Mr. Greg Grichtmeier spoke about Tech Day at Christchurch that hosted approximately 40 people, to educate the community on the computer world. He also stated he planned to do another Tech Day to focus on small business. This would be a free event he is offering to assist the community and would like EDA to assist with future programs. Mr. Heyman asked Mr. Grichtmeier if he could set up a long-term schedule of classes that would make it easier to advertise.

### **CLOSED MEETING**

Following general review of Closed Meeting and FOIA requirements by the Director, Mr. Anzivino cited a sample motion for EDA consideration to convene in Closed Meeting.

The EDA convened in Closed Meeting at 11:00 a.m. by unanimous vote following motion of Mr. Heyman, seconded by Ms. Roden to consider the following item:

- A. Personnel – Pursuant to §2.2-3711(A)(1) of the Code of Virginia to consider the annual evaluation and performance of the Executive Director

The EDA ended the Closed Meeting at 11:20 a.m., reconvened and unanimously adopted, by individual voice vote, on motion of Ms. Holmes, seconded by Mr. Reed, Standing Resolution 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.

No further action taken by the EDA following the Closed Meeting.

### **ADJOURNMENT**

Meeting was adjourned at 11:25 a.m. by acclimation of members.

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John Anzivino, Chairman  
Middlesex County Economic Development Authority

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Celane Roden, Secretary  
Middlesex County Economic Development Authority