



MIDDLEBURG TOWN COUNCIL WORK SESSION MINUTES

Thursday, August 30, 2018



PRESENT: Mayor Trowbridge M. Littleton (arrived late)
Vice Mayor Darlene Kirk
Councilmember Kevin Hazard
Councilmember Peter Leonard-Morgan
Councilmember Philip Miller
Councilmember Catherine “Bundles” Murdock
Councilmember Cindy C. Pearson

STAFF: Martha Mason Semmes, Town Administrator
Rhonda S. North, MMC, Town Clerk
Jamie Gaucher, Business & Economic Development Director

ABSENT: Councilmember J. Kevin Daly

The Town Council of the Town of Middleburg, Virginia held a work session on Thursday, August 30, 2018 in the Town Hall Council Chambers, located at 10 W. Marshall Street, to hear a presentation from Native Collaboration on their draft branding concepts. Vice Mayor Kirk called the meeting to order at 6:30 p.m.

Presentation – Town Branding Proposal

Liz Stiff, Kasey Hayes and Allison Yacono, of Native Collaboration, appeared before Council to present their draft branding concepts. Ms. Stiff reviewed the process they undertook in order to identify Middleburg’s assets/experiences, which they have identified as: (1) the equestrian market; (2) the wine market; (3) retail opportunities; and, (4) the hospitality market.

Ms. Stiff reported that they conducted research to determine what visitors thought of Middleburg, in addition to what the residents thought. She opined that the town’s potential target audience was the DC Drive Market, which would consist primarily of millennials aged thirty-five and under. Ms. Stiff reported that millennials were looking for good food, good wine and an experience. She noted that they tended to plan their trips through social media and suggested the need for Middleburg to take advantage of it.

Ms. Stiff reminded Council that the Town’s name and logo were not its brand. She further advised that the brand was what the symbols meant, such as the fox and the horse. Ms. Stiff reported that when asked what Middleburg was, no one offered a concrete location but rather offered memories, experiences and emotions. She opined that this was Middleburg’s brand and that it did not need a new one. Ms. Stiff suggested the need to capture them in in the branding process so the target audience would know Middleburg.

Ms. Stiff reported that based upon their research, they identified directions for the brand identity – aspirational equestrian, town & countryside, and a modern fox. She presented four concept designs that were based upon those directions and explained that they simply wanted to introduce them to the Council. Ms. Stiff also distributed a summary of their research to the members of Council.

(Mayor Littleton arrived at the meeting.)

After some discussion, the Council agreed to eliminate the option related to town & countryside as they did not believe anyone would understand it without an explanation. The individual members offered comments regarding different aspects of the three remaining designs. The Council also held some discussion on the use of the term “iconic” as proposed. It was opined that it was too harsh a term. It was generally agreed that the branding should reflect that Middleburg was classic and traditional. It was suggested that the use of the horse in the design would communicate an emotion or the feeling of luxury.

Ms. Stiff advised Council that the next step was for their firm to test the three designs with the DC Drive Market to see how they responded to them. She noted that they would then return to the Council with the goal of finalizing a direction.

Closed Session – Disposition of Public Property

Vice Mayor Kirk moved, seconded by Councilmember Miller, that Council go into closed session as allowed under the Virginia Freedom of Information Act Section 2.2-3711(A)(3) for the discussion or consideration of the disposition of publicly held property, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body. Vice Mayor Kirk further moved, seconded by Councilmember Miller, that these matters be limited to the disposition of the Asbury Church. Vice Mayor Kirk further moved, seconded by Councilmember Miller, that in addition to the Council, the following individuals be present during the closed session: Martha Mason Semmes and Jamie Gaucher. Vice Mayor Kirk further moved, seconded by Councilmember Miller, that the Council thereafter reconvene in open session for action as appropriate.

Vote: Yes – Councilmembers Kirk, Hazard, Leonard-Morgan, Miller, Murdock and Pearson

No – N/A

Abstain: N/A

Absent: Councilmember Daly

(Mayor Littleton only votes in the case of a tie.)

Mayor Littleton asked that Council certify that to the best of each member’s knowledge (i) only public business matters lawfully exempted from open meeting requirements under the Virginia Freedom of Information Act and (ii) only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed or considered in the closed meeting, which each member so did. He reminded those present for the closed session that any discussion that occurred within it should be treated as confidential.

Other Discussion Items

Councilmember Pearson asked whether it was possible to have the town treated for mosquitoes. She further asked the staff to investigate this and report back to the Council.

There being no further business, Mayor Littleton declared the meeting adjourned at 8:19 p.m.

APPROVED:

Trowbridge M. Littleton, MAYOR

ATTEST:

Rhonda S. North, MMC, Town Clerk

Transcript of August 30, 2018 Middleburg, VA Town Council

(Note: This is a transcript prepared by a Town contractor based on the video of the meeting. It may not be entirely accurate. For greater accuracy, we encourage you to review the video of the meeting.)

Bundles Murdock: Bundles Murdock.

Kevin Hazard: Kevin Hazard

Philip Miller: Philip Miller.

Darlene Kirk: Darlene Kirk.

Peter Leonard-Morgan: Peter Leonard-Morgan.

Cindy Pearson: Cindy Pearson.

Rhonda North: Rhonda North Town Clerk.

Martha Mason Semmes: Martha Mason Semmes Town Administrator.

Darlene Kirk: All right. Are you ready?

Liz Stiff: All right. I wanted to introduce myself first. My name is Liz Stiff I have had the pleasure of sitting down and meeting almost all of you. And with me with Native is Kasey Hayes co-founder and partner and Allison Yacono who has lead a lot of the design direction with the what we would like to share with you this evening. I would love to draw your attention to the Monitor over my right-hand shoulder. What I would like to do this evening if possible is walk you through a little bit of our process and what we've been up to the past couple of weeks and months and then we'll conclude this presentation with some different directions that we've identified and would really love to hear your feedback. We have said and I've said this to many of you in person. You know your town better than we do and so we really are going to continue to look for you to get your feedback and insight as to the directions that we head in. And then to conclude this evening we've brought a pretty robust list of research resources that we would like to make available. If you're anything like me you leave these times and you think of 10 questions on your way home and we want to make sure that you have access to all the resources and research that we've pulled so that you yourself can verify that it is not our opinion that we're walking you through this evening but it is in fact hopefully a robust amount of research. So a little bit about us. We are a century of digital branding and marketing firm based in Richmond Virginia. So a little ways up the road and work and a variety of different industries so we believe that our value really comes in seeing best practices and what's happening in multiple different industries all at the same time and then applying those best practices so that we're not operating really kind of in an industry silo. So this is probably the favorite statement that we uncovered that we wanted to kick off with this evening. We've heard a lot of conversation about rebranding and one of the interviews that was actually one of the last interviews that we conducted. It was said we don't need to be rebranded or changed we need to emphasize what we have. And I could not. We could not make that quote big enough that is really the heart of what we want to walk

you through this evening. We don't believe that you need to be rebranded or changed. We want to emphasize the unique quality that is Middleburg. So a little bit about our process and you'll see this kind of unfold this evening. So our plan is to recap our research for you and then identify feedback trends notable anecdotes that we want to kind of draw to your attention and then really direct and unite the Middleburg brand moving forward with your feedback and insight. We would like to kick it off with your assets and attributes. Traditionally in a branding exercise whether it's a product or or an experience the first thing you do is you look at the qualities of that product right. So if you're selling a soap you're looking at what color is the soap what does it smell like what does it feel like and a community is a little different than that right. We can't touch it we can't we hopefully can't really smell it. And so what we're looking to do with you guys is really look at your assets right. So who are you. Who have you been known as. And what do you have to offer that is your identity or your brand. And so obviously we can't start without starting with the equestrian market. And that for every single person we talked to was the number one thing that they mentioned was the connection of off horse and hunt country here in Middleburg and how it really is the heart of that world. A little bit about the industry and some of the market research that we've pulled. Obviously the equestrian industry generates thousands of jobs millions in revenue annually. This state has thousands of horse shows and Loudoun County specifically generates a ton of money and that is supposed to be 180 million annually. Not just 180 dollars. If it did it would not be on this report. [inaudible] So this top one is so yes so Loudoun County is yeah it's just it's different. And yeah. And so revenue. [inaudible]. So the industry is is everything from horse groomers to yeah. State and local income tax. And so as you can see this is a massive industry. It's a huge economic driver not just for Middleburg and Loudoun County but for the state as a whole. And so you'll see that woven through everything we do this evening. I'll dive right into the wine market. Because I don't think I need to do a lot of convincing on the equestrian market here. So the wine market so this is the stat that probably jumped out to us and even surprised myself. Millennials are now drinking nearly half of the wine in the United States. Thirty percent of millennials have not say they will but have traveled to wineries to taste wine whereas the Gen Xers and your baby boomers have traveled to wineries at almost half that rate. And so as you can see this is just going to continue to grow. We've got a whole host of numbers. The wine industry is booming. Millennials are changing how we drink wine they're changing how wine is marketed they're changing how the entire experience is marketed and so what's really unique about the growing millennial wine market is you guys are right in the heart of it. If you look at 44 of Virginia's 280 wineries are in Loudoun County. They're booming. [inaudible] You don't like wine?

Bundles Murdock: [inaudible]

Liz Stiff: Interesting. Well we can we can definitely see if we've got if we got anything in there about that if not we can we can pull that we can make a note of that and pull that up. So as you'll see Loudoun County though continues to be the heart of the growing wine industry for Virginia and Middleburg continues to be right in the middle of that with multiple vineyards and wineries around here. And so obviously we believe that Middleburg's placement and the wineries that are here in town and its location within drive distance to D.C. really makes it the wine industry here an asset and not a deterrent to economic growth and your brand. So retail is really interesting typically you see the retail experience as an as an asset. And smaller communities and the advantage that it brings with a personal touch is seen as an asset and a lot of our interviews here really documented it as an asset that really leaves a lot to be desired. And so we've got some research in this larger document about that and are happy to have have multiple side conversations about that and some of our some of our findings. However we continue to see that

retail and that kind of retail spot in terms of the larger experience for the visitor is still really key. And you'll see that as retail is connected to hospitality. So the hospitality market increasingly is not siloed as just hotels but you're really seeing and this is a great quote from some research that I believe was done for at age the role of hotels has evolved significantly over the last decade due to this reported boom in interest and travel based on localized experiences. So what we're seeing is a trend in visitors that visit a community like Middleburg and they don't want to necessarily be siloed off. They want to engage in what feels like the local Middleburg experience. These other logos you see at the bottom of the screen are. What we would really recognize as competitors for the Salamander around the state of Virginia and they some of them are older some of them are brand new on the scene like the Cavalier just has just opened. And what you'll see is a local integration of that community there with the programming and the property with the local restaurants wanting to partner with the property. And so you really see that both the town or the communities and the resorts are benefiting from creating this experience for the visitor that isn't siloed off and that includes the wine the horses the retail. Kind of shifting away from your assets right. So we really recognize that the biggest assets the notable assets are the experience of Middleburg that can be documented through the wine the horses and the retail there's some other notables that if we had another 30 minutes I would love to walk through the value ad that something like a film festival can bring to a community. We've included all of that research in this document. But what we're continuing to see is that the individuals and your potential audience is that millennial demographic. So they are 35 and under. We could even swing as high as 55 that are either dual income no kids or they have small children and they're looking to make their own new memories their own new locations. They don't want to visit where their parents have gone. They want to find their new places they can call their own and that can help make their own memories. And so. So we wanted to know. What do the people that fit that demographic that have been to Middleburg. What do they think about you guys? We spent we spent weeks hearing what you think if Middleburg. And we wouldn't we wouldn't have a very well-rounded set of research and data points if we only spoke to the people that are already here because they love it and know it. And so we were able to track down visitors that have been to Middleburg recently and get their candid feedback. These are two significant quotes that jumped out at us. You can see a lot of the assets that we called out our assets that they called out as well. So the good food and good accommodations the beautiful countryside the wine country the scenery. There were some downsides but I think that those are not detracting from what you have to offer here. Next we wanted to survey the broader D.C. drive market. So we want to know D.C. is one of the few locations nationwide in the past five years where the millennial market has grown not shrunk not declined. And they have grown not only in their millennial demographic but also in their number of college graduates. The disposable income that they have and what that translates into is millennials that want weekend experiences. And so we created some surveys for the the larger D.C. metro area and we wanted to know hey when you plan a getaway what are some of the deciding factors that you take in account. And so obviously you can see what ranked number one. Good food good wine the experience. They're looking for a place where they can linger and have meals and good conversation and beautiful surroundings and Middleburg has that in spades. Now the food piece leaves a little to be desired as you'll see in the research but the components of a successful weekend getaway all exist here in Middleburg. Then we wanted to know hey Middleburg has what you want. They have this great wine experience they have the beautiful scenery they're within driving distance. There are family friendly activities. They may be hard to identify but there are family friendly activities in Middleburg. Why does everyone not know about Middleburg in D.C. or does everyone know about Middleburg in D.C.. And so this is the next question we asked how likely are you to plan a weekend getaway in Middleburg. We created a

scale for them to decide how likely they were. And as you can see we have a great opportunity to share what Middleburg has to offer with the larger D.C. drive market. And so how do we get that larger swath of millennials of millennials and the generation above them and below them to come visit Middleburg. Well social media is changing the game. And so you'll see trip planning has dramatically changed. Eighty five percent of millennials check multiple sites before booking their travel to get the best deal. 46 percent book travel through a smartphone or tablet. Ninety seven percent will post on social media while traveling. It might as well be 120 percent. Seventy five will post once a day. My husband and I recently took a trip and we wanted to make sure that we stayed in great hotels and we knew what restaurants were and what neighborhoods and you know what I used to plan our trip. Instagram. I looked at maps on there I followed restaurants I looked at the pictures I figured out what to order. I planned our entire trip off of Instagram and it looks like I am not the outlier although maybe that'll ire the millennial demographic. And so if we want that D.C. drive metro to realize that everything they're looking for in a weekend getaway exists here in Middleburg. Then we have got to take advantage of social media. So where we're going kind of from here. You'll forgive me I've sped through and want to make sure I'm in the right direction. Right. So we know a little bit about our audience. We know it industries we have access to. And so I would like to back up a little bit and walk you through kind of where we are in the branding process. A name is not a brand. A logo is not a brand. It's what these symbols mean it's what your seal means. It's what the fox means. It's what the horse & [inaudible] country means. It's what the language that you use means. And so I think this is a really important foundation that we want to make sure and kind of highlight is evident in every conversation I had when I started out and I asked many of you. What is Middleburg? What does it mean to you? What are some words that describe it? You didn't give me A a concrete location which was really interesting but I got a lot of emotions and feelings and memories and stories. That is your brand. You don't need a new one. You have decades of memories and experiences and emotions. And so we want to help capture those in the branding process to make sure that your audience knows that that's who you are. This is a chart that I continue. No matter how long I've done this we continue to go back to the start and we use it as a guide so many times we myself included I get super excited about getting into the visual identity part. I want to talk about the seal and the logo and the colors and whether I like the way it looks. And if you'll know in this process notice in this process chart. That's kind of the middle point in the process. And so as you've seen we've taken what probably feels like a really large amount of time but that's because we've wanted to spend time learning about the market environment. We want to know who the customers are your audience is. We want to know who their competitors are. We're looking at the brand strategy as a whole is there a brand strategy. What could the brand strategy be? How are we talking to the audience? What are we offering them? And how does this need to position you in a market where you have and remember all those other logos you've got properties all over the state that are maximizing on amazing resorts really cute towns and we need to differentiate you guys. We need to set you apart from every other great resort a really great town. And so that's why we spent the time we did doing a lot of the market research that we did. So now we're kind of bridging between the brand strategy and the brand identity part. We've started looking at some different directions and so that's really what I would like to spend the rest of our time up here walking you through if you don't mind. Perfect. So we have identified a couple of different directions and you're going to see these in some what we would call visual directions and this is really the part where I'm going to talk through a little bit of kind of how we got to the different visual identities but I can't emphasize this enough. These are not finished products. These are ideas concepts directions that we are hoping will capture part of the significant feeling emotion vibe that is Middleburg to the outside world and we want your feedback on that. So you guys y'all can read these just a little more kind of detail about these different directions the

aspirational equestrian town and countryside and then the modern fox. And we've got these written up in more detail. But I would like to talk about how these different directions translate into different visual identities. So I'm going to start off with. Oh yes. Boards and we've got some of these printed out because they're not on there. They're over there. So if you'll direct your attention to the left Alison is going to be [inaudible]. So this is our first direction that we're putting in front of you. And this is a direction. This is an idea. Would love to get your feedback but I would like to show you a little bit about why this direction is on this board. As much as you know. Yeah. Let me just let me use my notes. So modern fox you'll see unless this is a very contemporary drawing of a fox. We were told early on we do not want to see anything in this town that is not a horse or fox. [laughing] And we believe that that's part of your distinctiveness. That's part of what makes you different than every other town here in Virginia. Is your history your iconic history here? And so this is welcome to iconic Middleburg with a very contemporary looking fox as you'll see this fox differs from the rest of the fox's you're going to be seeing throughout town. It's playful hopefully a little more elevated but still kind of drawing on that storybook quality that so many of you mentioned. The typeface used in the wordmark is incredibly classic with a very distinct our lag as you'll notice. It's almost like a faint nod to the fox's tail. The red signifies the coats of the hunters. It's energetic it's highly visible. The dark blue is neutral and elegant. It also refers back to hunting coats and the gold signifies wealth and tradition. While also calling back to the fox hunting horn currently in the seal behind you this logo has the potential to flex in different events and different parts of the town in multiple different ways and you'll see [inaudible] more mock ups of this.

Allison Yacono: We went forward with this a little bit and mocked up some things that we may see around town.

Liz Stiff: I have a really hard time visualizing things as Kasey and Allison are kind of smirking at. So a lot of times we'll be looking at something or one of our other team members and I'll say I just need to see it on something. I just I can't. And so that's what we've done. So we've mocked it up on you're welcome sign. And then we've mocked it up on some tissue paper that could be really an interesting way to integrate it into your retail environment. And then of course some street vendors. So that's the first direction.

Kasey Hayes: [inaudible].

So the you'll see the sticker here to the bottom right of the bag as well is a concept that we would like to have almost like a watermark or a seal that all the stores use that unite the shopping experience. And so you could essentially distribute those and have Middleburg. Sort of like made in Middleburg kind of throughout the town. And that could be another unifying thing that visitors see consistency and that they're kind of having one experience.

Allison Yacono: Is definitely more modern take on the seal you have right now.

Cindy Pearson: Is that flowers that are down in that lower corner? [inaudible]

Kasey Hayes: And then yeah that's the print. But obviously was devised as the paper with those different elements and these elements also are to highlight different attributes of what the town has right like dog friendly and horse so those could be played with and pulled out in different ways. [inaudible].

Liz Stiff: [inaudible] and the goal of this evening of course is to literally just introduce you to the directions where we've been exploring. So of course if we put up anything that literally makes you cringe please tell us. All right. Let's go into the direction the minimal classic. So this is the direction that we actually haven't been playing with as long as the other ones. A variation of the one you saw. So you'll notice and I'm going to not use my notes for a second but you'll notice that the fox outline of the fox is really similar to the other one but the colors have been changed. There are some other elements that are a little different so it doesn't feel quite a storybook appearance. Let's see. Much like the first direction this one utilizes simply icon the fox or the horse. As you'll see the two different options at the bottom. With more focus on Middleburg Virginia rather than the icons it's classic clean and straightforward. If you'll look at the different color options. The teal is a great complement to the white and the gold. It can be found in me a lot of the Equestrian apparel that we've looked at and it has kind of an understated dignity to it and elegance it feels timeless and classic. It doesn't feel trendy. It feels like you always have been and always will be. There's a variation of a dark green on your sign. So this is a little different it's got a little bit more blue in it but. Yeah. And then you'll see the secondary logo mark is the M a monogram that can be used in a plethora of ways. And you'll notice the faint nod to the foxtail. Yeah [inaudible] And so we've mocked it up. On a business card for Jamie. We thought that'd be fun. [inaudible] So this is the mocked up on the sign that I'm sure you're probably thinking of as you think about the green and then you can see there's some different variations on it. It's truly simple classic understated. To me a lot like Middleburg. All right let's go to design direction three aspirational equestrian. So this direction. And you will see it is there a funny glare? [inaudible] Hold it straight. [inaudible] So this this direction is aspirational equestrian it focuses overwhelmingly on horse culture Which even though it's overlooked in the town it is kind of as we can [inaudible] it is that modern theme that runs through everything that we've touched. This is a more kind of polished stylish classic way of communicating the diverse culture. It's a more modern seal. The simple lines come together to make something kind of more elevated and sophisticated. This is what we sometimes jokingly referred to as the stamp or the wine seal. The colors are inspired by classic equestrian clothing and also by when labels you can use these different components of the seal and a pattern. But the seal is strong enough and unique enough that it could stand on its own. And you'll see some of those different elements called out in the bottom. As we've done with other directions we have mocked some options up some a little more serious than others but that's what it would look like in real life. One way that it could be could be adopted. And I think this for us these different components. This kind of idea of iconic Middleburg really calls back to the American icons that haven't really put Middleburg on the map in the past two years. The Jackie Kennedy is [inaudible] All right. And now we're into this is our fourth and final direction. This is the town and country side direction. So one of the interesting things that we we heard a lot of from conversation was just this idea of how much this community values the natural world and the natural beauty that is all around you. We got to enjoy some of that today and while we were out and about before the sky looked like it was going to open up. And that is something that you guys have to offer that the D.C. metro area does not to be frank. And so the idea of continuing to connect your brand with the natural beauty the natural world that is all around you. I do believe this is unique. This is more of a kind of a refined and will you tilt it a little bit cause the glare on the top. So this is kind of an interesting concept. The refined rural so it's referencing more of the town and the land rather than just the horse and the fox. So you'll see obviously the stone walls and then the rolling hills. Kind of in a more clean linear way. The elements can be broken apart and used individually and will show some examples of that in just a second. But. You'll also notice that it does feel like it's a family crest shape and that was intentional to kind of denote a sense of tradition time honored feels dignified portrays longevity authenticity and tradition. And then. As you'll see these elements

down here broken down in a very kind of modern way represent the different assets that the Middleburg Community has to offer. So shopping lodging outdoors. And this is how that would be mocked up. So that. Those are the different directions we've brought in kind of the directions we're starting to see emerge as we continue to look at trees you have access to. So if you'll look we did have a request and we thought it would be interesting to mock up what one of these concepts look like if we're saying hey. We're looking more and more at social media. And so this idea of kind of pairing the visual identity with some marketing directions this is just one direction. This is just literally like myself I like to see things mocked up. So this is just an example of what it could look like. Scrolling through Instagram as I look to plan my next trip. And I would probably click on all of these. I definitely have to learn more button. A great way to kind of continue to unify who you guys are what you have to offer. So not to get too much in the weeds but that those are the directions where we are heading in. We think that we are. We do believe we're heading in the right direction. We're learning a lot about your audience. We do believe that the audience moving forward as we think through the visual identity of the brand is geared towards the 35 and under crowd. We believe that that is the future of Middleburg in 10 years they're going to be the 45 and under crowd in 20 years they're going to be 55 and under crowd. And we want them to experience the Middleburg that you all have introduced us to/ Ending on this note is not by accident. This is another quote that jumped out to us from all of our interviews with you. And we've really seen this and we think that this needs to be the heart of what we're communicating that it really is people who've made the difference and have really contributed to the longevity of the town and by town I don't just mean the town limits. I mean Middleburg as really the heart of course in [inaudible] country. So I hope that that letting you guys in a little on our process and where we've been and where we're headed is encouraging to you. Is exciting. This is not in the presentation. You'll see elements of it in this booklet that we could maybe even hand out right now. We looked at towns all over the U.S. and you'll see them and quick summaries of them in this document. You can probably just pass them all. There's a lot of towns out there that are going to come back we're going to quiz you on everything and. You'll probably know it all by heart anyway. But as we looked at communities all over the U.S. they were looking for one element that they could build there. [inaudible]. We'll leave extras here because we know that there are some numbers that aren't here. We have seen all over. We've looked all over the U.S. We've looked outside of the U.S. towns with very similar kind of not similar histories similar elements and most of those towns. They're looking for one asset that they can build a brand. They're looking for a good food and wine scene a good outdoor scene maybe some family friendly activities maybe a festival experience they're looking for one of those. All of them here in Middleburg. And so the challenge that we see moving forward is not rebranding Middleburg. It is not creating a new opportunity. It's it's communicating the opportunity that you have to the right market and really creating a unified appearance so that when they are having wine at Boxwood or their child is having their first horse ride over at Salamander they don't see those different entities. They see them as all a part of Middleburg. And so when they go back to D.C. what they're sharing with their friends is not Boxwood is awesome. Salamander's awesome but they're separate. It's this is Middleburg and we loved being there this weekend and you should come back with us next time. [laughing] was being recorded so [inaudible] Yes. So yes we're happy to answer your question.

Darlene Kirk: [inaudible].

Liz Stiff: Is there any of the boards that you want to see again? [laughing] Mr. Mayor. We've already we just [inaudible] we're done. [inaudible] Yeah we can lay them out there. So what we

were sharing is that these are really just different directions that we're seeing as potential opportunities based on the market assets and the audience. [inaudible].

Peter Leonard-Morgan: First of all it's very clear you've done a lot of work. So we really appreciate that some great different visions and that's what it's all about. Some people love certain things not like certain things and that's made that very clear what you're looking to us as a body to give our views and they're just our personal views and lots of views from the people that matter in town as well. Thanks so much. [inaudible].

Bundles Murdock: So you really have done a lot of work. He's right Peter. And I'm very interested in how you're going to go forward the marketing the Instagram the social media I think you're spot on on that. I would like to go back to the logo. And I wasn't here probably when did you start this because I'm just new on council. [inaudible] But I was here for 12 years before [inaudible]. So why did we decide to go away from our present logo?

Bridge Littleton: [inaudible] I can answer that. That is our legal town seal. This is a branding logo.

Bundles Murdock: Yes but we have the Running Fox all over town. It has become our logo whether we all admit it or not. So that's sort of my question the Running Fox versus the new Fox. Why did we go that direction?

Liz Stiff: I would say for for us. We started with the research. And so we didn't start out with like that first quote on here. We didn't start out saying you need a new logo. We started out with the challenge of how do we communicate Middleburg to the broader community. And how do we do that. And why is that not working right now. Why do more people not know about Middleburg? And so what that led us to do with our research was we didn't we started looking at the Town seal and we started conducting more research in in D.C. And within drive markets and identified that one of the bigger needs is a cohesive is more of a cohesive updated fresh identity.

Bundles Murdock: All right. I respect that. I mean the fox is too flippant and we're very. Yes I know we've got to be modern and I'm an old bag but you know we have dignity that we need to maintain. So that's where I am with the fox. I like the horse push because the horse industry is very important in Virginia. Foxhunting is won't be here maybe for a hundred more years because that's the way life is going to be. So I think the horse industry will be here. I think it's more sustained long term sustaining. And if we went that direction I would like to see a dignified. I didn't quite the horse I couldn't. Yeah. It's got to be a dignified horse. I see the horse but it's.

Liz Stiff: Yeah it sounds like maybe closer to option two which is kind of the more very like not modern. The very classic traditional.

Bundles Murdock: That's what we are. We are classic and we're traditional but we need a new spin. I agree with that. But anyway that's you know exactly what I'm saying.

Liz Stiff: Yeah. No I'm completely [inaudible]. I think that's one of the really interesting challenges is in all of the interviews that we conducted and of all of them one person mentioned the fox and its significance to town. And so but but as you mentioned the equestrian part I mean that's undeniable. And so we do recognize that the fox is so central to the the history and the

heart of Middleburg which is why I think we're trying to get we're trying to figure out how we go in that direction. And I think it sounds like direction number two.

Bundles Murdock: Only for me. I mean they got a whole bunch of other votes.

Kevin Hazard: [inaudible]

Liz Stiff: Street banners. Yeah all of them?

Kevin Hazard: All of them.

Kevin Hazard: Because I've seen a lot of people do things with those banners. You'd be better off more pictorial than trying to put [inaudible]. 8 letters on it 2 at a time. [inaudible]

Liz Stiff: That's great feedback.

Kevin Hazard: I love the little seal the [inaudible]. I think that's very descriptive it's very clean and there's a little subtlety to it and I really like that. Two biggest things that hit me that hit me hard. [inaudible].

Liz Stiff: When you say it hit you hard. What did it make you feel proud. Did it make you feel nostalgic?

Kevin Hazard: [inaudible].very conservative community but there's a subtlety to it [inaudible].

Liz Stiff: Absolutely. Thank you. [inaudible].

Bridge Littleton: Darlene.

Darlene Kirk: [laughing] [inaudible]. I like the M too because that can also become a horse's tail. [inaudible]. I really like the Red Fox. [multiple speakers] I mean I like the idea of a red fox and I [inaudible] the whole Fox running and I like these little guys down here. Four of them down here. [multiple speakers] But I like the print over there. [multiple speakers] [inaudible] It's not 100 percent there.

Kasey Hayes: [inaudible] As a concept do you [inaudible].

Darlene Kirk: And we do that like we put up when there's an event going on we put up flags and then highlight different things and those could certainly be. That's what I was thinking they could be tied into that. [inaudible]

Liz Stiff: I think that idea of the different pullouts could be potentially worked in different directions. [multiple speakers]

Bridge Littleton: Peter.

Peter Leonard-Morgan: I'm a big fan of the to the horse and the fox. I do like the modern take on it I think it's really important and highlights the fact that we the millennials are who we're appealing to. I kind of like the colors a bit more on the blue and the red but I really enjoy the

minimal classic style. I personally do like the Virginia in that script right there. And I just notice that you've got the horses head on the Middleburg Virginia green but the fox's head facing the other way with established 1787. And I really think like iconic I'm trying to work out in my mind whether iconic is too much or what we should be pushing.

Allison Yacono: Want to go for it historic because every town uses that and you don't know like it can be 1800s or 1900s but you guys [inaudible] sticks with you a little bit more.

Kasey Hayes: And it's the fact. One of the things we talked about was OK well that's not as tangible but it allows visitors to explore that spectrum. Are you talking about colonial history are you talking about [inaudible] are you talking about coming here and making memories with your family and those are your iconic moments. So it really lets you explore that especially as we think the content for the social space. It's a really large spectrum.

Peter Leonard-Morgan: And just to finish one of the comments I think I do think the Middleburg. I think that's an old fashioned. I'm an old guy too. I'm trying to be [multiple speakers]

Cindy Pearson: [inaudible]. I like the colors with the fox. I'm not sure that that is the exact Fox I would like but I do like the colors in that. I'm not sure I would go for the running one either but I like that it's fresh and it's different. I'm the one that doesn't quite care for the horse head in the thing at first I'm looking at it going it's a donkey. [inaudible] and then it has I've been sitting here trying to visualize it. Get into it a little bit more. Can't quite do it yet. I think. But I like the concept of the horse as part [inaudible] that one. Yeah I like that a little better but that looks more to me like. Something really historic [inaudible] Exactly. [multiple speakers] that is very good. I think the color helps pop out a little something we haven't had a lot of because we've mostly been bland. As for print that one just reminds me on number two on the welcome to iconic Virginia [inaudible] you see around. [inaudible] doesn't really matter. But I kind of agree with the banners it's not that I totally despise it but the way Middleburg is on there you're going oh that's what it says. That was the first glimpse of it. That's a hard one to come up with but I really like the way you can use the different icons as I call them. You've done a good job of nailing things I think just like the countryside too but the stone doesn't really look like stone to me it looks like brick. [inaudible] supposed to be more modern. [inaudible] I have to see it. I can't [inaudible] and I'm still looking at that horse.

Darlene Kirk: [inaudible] I saw that Middleburg and then the Virginia because it's kind of offset. And usually I'm very I'm someone who likes everything very symmetrical. You know [inaudible] and I kind of like that because it's not. That's why I kind of like that. The one over here it says Middleburg with the Virginia underneath of it. Town of countryside. [multiple speakers] centered it's kind of a little. Anyway

Liz Stiff: And that script feels a little more. I mean it definitely is a little more sophisticated.

Bridge Littleton: [inaudible] I've got thoughts. So again thank you guys for all your hard work. Philip did give me a little preview yesterday. So I did see these in advance of this and have some thoughts so. Two quick comments. Number one I will give you some thoughts on what I think. But by no means use them for any purposeful meaning or reason whatsoever. I am not a branding expert and I am not. Because I live here. I am actually not the person we're trying to focus on. So I so my comments are going to be as much focused around that as anything else. I am I have a

preference for simpler is better because it's easy to understand. One comment Kevin made. I do agree. I think. On the number one and the number two the biggest challenges is going an icon fashion the things that we have icons for look like chess pieces and it looks a little kiddish. We're sophisticated. So there is something to be said for being too simple and being too dumbed down. The number 3 one. Darlene's right. It looks like a donkey. But I like where you're going. [inaudible] Yeah it's not a horse but it's a little more sophisticated but it's still you know modern and classic because it has some depth to it. And the other comment I'm going to and I like the color choices you have there the blue and the gold. I think blue gold and green and white always work you know that you drive around town. That's the majority of everybody's signs they got gold green blue or white in it. Right. So it's easy to match with that. The one thing I'm going to say is again I'm thinking about the people who are going to be coming here over the next 25 years while we use this as much as foxhunting is a part of who we are in our past. It's equestrian and wine and that kind of stuff is the reason people come here. Not a single visitor comes here for a foxhunt. They come here to go to a steeplechase or go to a winery. So the horse aspect of foxhunting you know absolutely ties it in. But like I would imagine the people who come to Christmas in Middleburg when we have the hunt you know thing come down probably 8 out of 10 people just think that people how people dress when they ride horses [laughing] because there's no foxes running in front of them you know I know but I'm saying is that they just think they're here for the horse right and the pretty coats and all stuff so. If you guys are put into a box of having to choose right that's a question does it become confusing is it horses and foxes or horse or Fox. Do you have to pick one to focus and highlight on and again I don't know if that's the case but if it is then I would err on the horse piece of it and getting that as the focus. Wine is becoming an element of who our identity is but I don't think that's the identity of the town that's a product you know equestrianism has so many facets to it. You know you tie in Jackie Jai and George Patton you tie in all these different and people want to be on a horse they want to ride a horse. It's active it's motion. [inaudible] Right. Exactly. I mean people used to hunt foxes because they were vermin so you know I'm not saying they're vermin but I mean you know they're pretty they're dynamic all that kind of stuff. So that would be my only input but the last one here that actually feels. It's like the crest of an English town. I actually don't know what it means. I mean you know there's nothing on there that speaks to me that says Middleburg. Not that it's I mean you know you're testing out different directions. So anyway then the last thing I would say you know overall in general is. To me. The most important feedback. I don't know how you guys test this is from you know that 25 to 55 age group who lives 30 40 50 miles from here you know. And how are you guys going to sample test these in front of them to see what their feedback is I mean one thing I would recommend is and Kevin you could probably help with this the Christmas in Middleburg right. Those are people who all have come to Middleburg from all over. Every one of them has to buy their ticket online and supply their e-mail address. And that's like 1500 to 2000 people. Now I'm not saying that Jim in the Christmas in Middleburg organization would be willing to allow you to send them a link and ask them for a one time deal please go take a look at this. But maybe that's a way. Those are true visitors to Middleburg you know. So anyway that's the thought but other than that we really appreciate all your guys help. And you know I think you've come up with some really great concepts ideas. I would agree with somebody else [inaudible] I don't know about the word iconic. Actually a hard sounding word. Iconic. I mean it just you know it's a rough word it's not a [inaudible] word. I think that would be the you know I get it it's not historic. What is that word? I don't you know. [inaudible].

Darlene Kirk: I was going to do that. I see you're reaching there. What do you think [inaudible] with the foxtail?

Bridge Littleton: Ok. I get it. I know what it means. I think it's too vague.

Liz Stiff: [inaudible] meant to be sort of a variation. If we went with the fox head we could use that as an element on different things.

Bridge Littleton: No I get you. I mean I think if it's an intown thing you know as a seal it's really cool but if somebody Arlington looked at that I don't think they'd see the tail. [multiple speakers] That's a name. No I mean. Think about the person who's come her twice. And again if you know Middleburg for horses you're not going to see that [inaudible].

Philip Miller: That kind of element wouldn't be used in that capacity. That would be the kind of thing that would be used you know on the bottom of a map. Or something.

Bridge Littleton: I think it's neat. I think it's very clever. And I think for people who are local it would you we would all resonate with it very quickly. I just you know maybe that's the thing right. We [inaudible] for things we use locally. But I think the visitor would miss it if it's you know unlike what Philip is saying if something you're trying to highlight big.

Darlene Kirk: [inaudible] I know that foxhunting is not a thing that people are very proud of. [inaudible] kind of gotten away from it. I guess this area will eventually as well. But I think we still have to have the fox in it and maybe transition to a horse at some point. I mean I think because so many people know the fox now and that's what's been used for so many years for advertising.

Bridge Littleton: When you say so many people who is the so many people.

Darlene Kirk: People around the area that come out to Middleburg.

Bridge Littleton: Now you guys interviewed how many people?

Liz Stiff: We interviewed 1500 in D.C.

Bridge Littleton: [inaudible] that you all interviewed. Yeah. And one mentioned the fox. So but don't ever tell us who it is. [laughing] My point is they interviewed 40 people here in town and [multiple speakers].

Kasey Hayes: That we surveyed digitally through Google targeting a lot of them. It was the issue that they hadn't heard of Middleburg at all. So for them this is a fresh when we start marketing to them it's the first time they see anything.

Bridge Littleton: So and again I want to be clear. I do not know this industry at all. So my point is what the outside people are telling us they respond to because this is our branding and advertising motif. That's where I would err. I mean if it was 50 50. Absolutely go with the fox. Yeah but if it's 80 20 that the people who know us know us because of horsing regardless of our personal feeling we should go with what's resonating and drawing people here because the goal to spend. The reason we spent this money is this will attract more. We don't [inaudible] residents. They're here. You know we want to attract more visitors in the best way possible. And I think also you don't switch brands. You embrace it then you use it.

Darlene Kirk: I can see going to the horse. I mean I do. Because that is very important. But it's everything we have in town has that has the fox on it and I just. If we all of a sudden change everything and say oh we're not going we're going to go this way. I just don't think that's I don't think that's something we want to do.

Philip Miller: We just pass an ordinance banning Fox's. [laughing]

Cindy Pearson: Can I say on a little seal that's similar to this one is now [inaudible] maybe not using the state flower and put the grapes on there might be idea but even if you changed it to horses instead of foxes I think that pop of color is what draws us more to that one because you do need something. I mean even though I like the classic very much don't get me wrong but there is definitely something with that red that draws you to that one. You know maybe if that horse that I keep looking at I'm trying to get them. If he had a color to him. He might have drawn me to him a little bit more. But even in the horn or whatever you know horn if you do the grapes and had some sort of horse there and not quite some chess piece go a little bit tired to traditional but I'd like your fox how you've modernized him. Not that I'm saying that's what we need to use but maybe modernize a horse a little bit. No I don't think so. You know if we were to use a fox I'd say that would be a good Fox to use because believe me over the years we've looked at a million different foxes. And I think that one's quite clever but I'm kind of agreeing that that might not be what we need to use is a fox. And if we go to a horse of some kind.

Allison Yacono: I think our whole direction with the fox was we saw a lot of other logos in town like the Red Fox and the National Sporting Museum that has a fox in their seal logo. And we just wanted to kind of encompass all of them but not have it be [inaudible] to the rest of them that you're just gonna be like. Is it the town is this the hotel is this the restaurant so more [inaudible] and distinctive look at it.

Kevin Hazard: You know when you did the fox [inaudible] three color there is something that surrounds that [inaudible] looks kind of like a chess piece if that was. [multiple speakers] colors and it might show more as a horse. Because that I agree with Cindy the color that. Cause you look at it there. [inaudible].

Liz Stiff: [multiple speakers] if I may what I'm hearing across the board from you guys is. With the exception of the typefaces is a pretty strong no to the town and country direction with the crest [inaudible]. We'll just figure that out. But Darlene you really like the [inaudible] words the way that they were kind of [multiple speakers]

Darlene Kirk: I just thought that look a little more [inaudible] no I thought it looked more futuristic offset than like this. This looks like traditional everybody puts the name up here. And then the state underneath it in the middle. And that over there had it offset [inaudible]. I was going to say something to Cindy look at that horse and don't imagine that line down the middle of his face. It looks more like a horse. [inaudible].

Cindy Pearson: And his ears would have to go [inaudible].

Liz Stiff: All right. You've given us some great [inaudible].

Bundles Murdock: I think [inaudible] first vote. So does a person come out. Does the person see a logo like a word and think oh I want to go and do that. Or does the person see it and think oh mystery interests different. Let's go see what they have. What did they say?

Liz Stiff: So and I wish I'd put the slide in there. So typically what you're seeing with a lot of branding right now is. That a logo and image communicates an emotion that that person either identifies with or doesn't identify with. And then emotion is created by not just the logo but the larger experience that's been created around it.

Bundles Murdock: So if we kept with the Fox what would the person think in Washington who's never been to Middleburg before?

Liz Stiff: One of these foxes or your Fox? [inaudible] And here's the beauty of the way we do a lot of our serving [inaudible].

Bundles Murdock: Time to go home.

Liz Stiff: We can ask that question. We can survey. We can go back to the D.C. metro market and say of these three images which one is where you want to go for the weekend.

Bundles Murdock: Maybe it's the unknown. And maybe it's everything that surrounds the fox which would be countryside horses.

Liz Stiff: Maybe.

Bundles Murdock: Something different that you don't see on another town that has a little river in another town who was chessmen another town that has whatever. I mean you see what I mean?

Liz Stiff: Yeah. So for me. So I mean this is a personal anecdote so maybe it shouldn't even be on here. And this past weekend I had a family wedding in a community that was known for his incredible historic roots. And their older logo that they've just redone but their older one was what I saw before we booked our lodging. And I had a horrible attitude. I was like I don't want to stay [inaudible]. That looks like a really old town. And I don't want to go that's not luxury for me. And I am a working millennial. And if I'm going to go somewhere for the weekend I want a comfortable bed and a good class of wine some pretty surroundings and something that looks noticeably aged at least to me doesn't communicate luxury and enjoying that. And that's I think the hard tension is how do we identify and really celebrate the the longevity of this community and all of this the stories and emotions and feelings that come with that longevity but still communicate to a new generation. Come here for a really luxurious we can do away with your family. And that's why for us this comes kind of back to your question I think for us the next step in this process is to test some of this stuff.

Bundles Murdock: [multiple speakers] I was you and I was in Washington and never been to Middleburg and I saw a horse I'd go I don't want to go there I don't like riding. Wouldn't I think that?

Kasey Hayes: So one of the biggest factors that we saw. Sorry to interject. But that actually was getting people here the most was the horse because it's which is why we call it aspirational

equestrian. Not to say that someone wants to actually ride a horse but the lifestyle that people associate with [multiple speakers].

Bundles Murdock: So that's a luxury. Something I want to look at [inaudible] because then I will be in a comfortable bed then I probably will get a glass of wine.

Kasey Hayes: And a of people who come for day trips are going to polo tournaments so they're not getting on the horse that they are being exposed.

Bridge Littleton: I think a big word you just said is communicating an emotion and a feeling you know. And so I think that's probably why the D.C. crowd resonates probably more with the horse because it's something that they can actually experience. So I understand your point.

Darlene Kirk: It goes back to when you're a child. Every little girl is brought up to one pony you know. And so that's what it kind of builds on.

Allison Yacono: People see horses in the street [inaudible].

Darlene Kirk: They do in New York you see them [inaudible].

Bridge Littleton: I mean that's a fair point too right. probably everybody at some point in their life by the time they're 30 has seen a horse maybe not ridden one or whatever but they've seen one they've seen it around in [inaudible] West End of Town East end of town. So no I think that's probably one of the things you know that's maybe why also because you know Christmas time or more mounted police in New York City or whatever.

Kasey Hayes: [inaudible] this first direction although it is a fox. The other thing we're working to portray with that honestly is it's fun here. How do you have fun how can that logo itself feel fun and not just really serious and sophisticated. There's a luxury fund balance that we really want to walk with this which is why we use the bold color with that one why it feels a little younger maybe too young but that's really what we're pushing for with that. Because you want to feel like you can have a enjoyable experience. [inaudible].

Bridge Littleton: So before I let Philip finish it up. I would say one thing too I think it would be very helpful. I mean the boards are great but I don't understand how a conceptually look on a road sign or an ad or. Oh you guys have that? Ok. I was looking for that in there.

Philip Miller: If you could just get here on time. [laughing]

Allison Yacono: That's what they were talking about with the banners too. [inaudible] [multiple speakers]

Bridge Littleton: Mr. Miller.

Philip Miller: All right. So. Excellent work. I know that a lot of time and research and hours of just probably going through all of the millions of comments that you got in your surveys and interviews. And I think that is very evident in what you've presented us today. From a brand identity perspective I'll go through them one by one. I think that direction. One is the most striking and the most memorable. I give you guys the upmost props for actually finding a fox we

haven't managed to use in Middleburg yet because I walked through town specifically looking for how many foxes different foxes we have. And I stopped counting it and I said well we're so saturated. Something actually has to stand out. I mean you've got the farmers market one then you get the running one and you've got this Fox [inaudible] I'm sure that you did. I do think that it's a color driven thing too. I do think that the blue and the red and the gold and the White. Really make it's probably the most pop. I also I like the elements on the bottom the secondary elements. I think that one with those touches on all of those different things that people that those three different areas the wine the history the you know the equestrian it touches on all of those different things. I agree that they are a little too. What did someone say? Chess B.C. They're too refined they're too iconed. If you will. The minimalist classic it's first time I've seen that so I've had the least time to think about that one and I. I like where it's going and I think it kind of sits directly in between one and three very well. It does not pop for me. The horse is a little too Trojan's still. [inaudible] I like. Number three personally the most. But I think it has some issues I like number three because I think it's the most premium feeling. I think it's the most luxurious. I did have an issue with how it looked mocked up on Instagram. I don't think that the horse shows up. I don't think that it's as memorable as the fox. And that could just be color driven. But I do feel that that one has the most premium feel to it by far and the the last one that we've already obviously discussed we don't like it just felt too generic to me. It could have been [inaudible] could have been you know any town in the country. But I like the tried to put together all of the elements that you know the country rolling hills and our brick sidewalks and all of that. So I think I like the color palette of one just because it's the most striking in terms of typefaces. I prefer the scripts of three and four I think they lend gravitas and they elevate the logo more so than the more linear. I really like the use of the secondary elements on number one. And I really love the subtle Fox M of number two

Allison Yacono: When it comes to the main typeface of Middleburg. Is anybody drawn towards one or dislike one? [inaudible] [multiple speakers].

Peter Leonard-Morgan: I would say the third one is very elegant and clean and modern but still got some classic lines to it. [inaudible] [multiple speakers]

Philip Miller: I like the Edwardians script and I like the [inaudible]. The Rafina number two or number three. I don't particularly care for the typefaces. I think they're too serious without having the the gravity that number three has.

Liz Stiff: All right. So next steps for us. And I think you hinted at this as a question. So next steps for us are to test out some of these with the D.C. drive market. And see how they respond to them. And then and I apologize for not bringing in the time line with me. That would have probably been good and so. And then from there come back in and hopefully get into the process of finalizing a direction.

Bridge Littleton: So let me ask you guys a quick question. When you do your you go back out to get survey input. Do you get the demographic data of the respondents so we can say hey. 25 to 35 really resonate with this one. Women really resonate OK great. And can you also do it through their ZIP codes? [inaudible] by location too?

Liz Stiff: I do it by so we can. Yeah it right now it's D.C. Metro is the region we can pull from and then within that we've got some other layers to kind of classify who we want but we don't we

can't get. [inaudible] We can pick economic level and some kind of qualifying questions in there but we can't go down as far as [inaudible] Unfortunately.

Peter Leonard-Morgan: Does it make any sense because Instagram and [inaudible]. Does it make any sense to do some targeted Instagramming with different versions say hey guys would you like because you can. You can demographic it and location it.

Liz Stiff: So we've done that in the past we've done that with Google ads because you can go as far in as a as even closer than a zip code honestly into literally a one mile radius. So we can get that targeted and do some ads. The only downside to that is it's public at that point. [inaudible]

Bridge Littleton: Okay. So anybody else have any other questions or thoughts or inputs for the team? Okay well again thank you guys very much and we appreciate the hard work and yeah we're looking forward to the next steps.

Liz Stiff: Awesome thank you. Thank you. Thank you for your time. [multiple speakers]

Bridge Littleton: Go down 17 you'll be fine.

Liz Stiff: All right if you can give us [multiple speakers] [inaudible] Yeah I'm going have to think about how we test those if we can do it separate from the actual completed image.

Kasey Hayes: Yeah we probably do a series where we would highlight the different industries. [inaudible]. [multiple speakers]

Bundles Murdock: Mr. Mayor.

Bridge Littleton: Yes ma'am.

Bundles Murdock: So just so you know a couple of hundred people a year come to Middleburg just to foxhunt. They all come to town and they shop. We've got 75 coming for the field hunter championship in October. They go to four different haunts. Orange County is one Middleburg I think is another one and then they compete at the Glennwood park so. All year long we have hundreds who come. [inaudible]

Bridge Littleton: But we have tens of thousands. [multiple speakers] I didn't mean nobody. [multiple speakers].

Philip Miller: If we change our logo to a horse. OK.

Bridge Littleton: OK. So next item of business and again thank you I apologize for the tardiness. But thank you for taking care of that. Do we have a motion? [inaudible] not yet you don't until you press your button. [laughing].

Darlene Kirk: [inaudible] Section 2.2-371A3 for the discussion or consideration of this position publicly owned property with discussion in an open body [inaudible] negotiating strategy of the public body [inaudible] council. The following individuals be present during the closed session Martha Mason Semmes & Jamie Gaucher [inaudible] council thereafter reconvene in open session for action as appropriate

Bridge Littleton: Do I have a second?

Philip Miller: Second.

Bridge Littleton: All in favor?

Everyone: Aye.

Bridge Littleton: [inaudible] [multiple speakers] Ok yeah I do. I ask that council certify that to the best of each member's knowledge 1 only public business matters lawfully exempted from open meeting requirements under the Virginia Freedom of Information Act and 2 only such public business matters as were identified in the motion by which the closed meeting was convened were heard discussed or considered in the closed meeting. I would like to remind those present for the closed session that any discussion that occurred within it should be treated as confidential. Bundles.

Bundles Murdock: Yes.

Kevin Hazard: Yes.

Philip Miller: Yes.

Darlene Kirk: Yes.

Bridge Littleton: Yes.

Peter Leonard-Morgan: Yes.

Cindy Pearson: Yes.

Bridge Littleton: And we are adjourned. Oh no I'm sorry. We're not adjourned. Hold on we're in session. [laughing]

Cindy Pearson: [inaudible] general question about the mosquitoes in town. [inaudible] They are so bad I cannot tell you how many mosquito bites I have on me. Is it possible to get town quote treated and if that's something you just like to look into it let us know.

Martha Mason Semmes: [inaudible] [multiple speakers]

Bundles Murdock: Standing water is one of the reasons and we've had a lot of standing water and that's [inaudible] [multiple speakers].

Bridge Littleton: Any other discussion items? All right we are adjourned.