



MIDDLEBURG TOWN COUNCIL
Regular Monthly Meeting Minutes
Thursday, July 25, 2019



PENDING APPROVAL

PRESENT: Mayor Trowbridge M. Littleton
Vice Mayor Darlene Kirk
Councilmember Chris W. Bernard
Councilmember J. Kevin Daly
Councilmember Kevin Hazard
Councilmember Peter Leonard-Morgan
Councilmember Cindy C. Pearson

STAFF: Danny Davis, Town Administrator
William M. Moore, Deputy Town Administrator
Rhonda S. North, MMC, Town Clerk
Jamie Gaucher, Business & Economic Development Director
Jay Hollins, Police Lieutenant
John B. O'Neill, Interim Town Treasurer
Estee Laclare, Planning & Project Associate

ABSENT: Councilmember Philip Miller

The Town Council of the Town of Middleburg, Virginia held their regular monthly meeting, beginning at 6:00 p.m. on Thursday, July 25, 2019 in the Town Hall Council Chambers, located at 10 W. Marshall Street. Mayor Littleton led Council and those attending in the Pledge of Allegiance to the flag.

Discussion Items

Transition of Management - Christmas in Middleburg

Jim Herbert, Chair of the Christmas in Middleburg Committee, advised Council that the Committee's strategic focus was to ultimately shift from year-to-year production of the event to the financial health of the 501(c)(3). He opined that they needed to rebuild their reserves and increase their annual revenue by \$15,000 so the Committee could contract for part-time staff to run the event. Mr. Herbert explained that in order to do so, they would like to establish a \$400,000 endowment that would provide \$15,000 in interest annually. He advised that the Committee was working on that; however, until that occurred, there would be no change in how the event was run. Mr. Herbert noted that they used all of their reserves on last year's event due to the weather; therefore, they did not have the money to hire part-time staff at this time. He advised Council that he already had a firm in mind, the Myers Group, to provide staffing services once funding was available.

Mr. Herbert reported that the 2019 sponsor invoices would go out next week and would be due the end of August. He noted the need for the Town's contribution. Mr. Herbert advised that while the event was not threatened, Christmas in Middleburg was lean on cash. He noted the need to pay for updates to their website. Mr. Herbert advised that he also needed assistance with their parking software. He expressed hope to be able to bring the Myers Group on board next month to help with this year's event.

Town Administrator Davis advised Council that the Town could pay Christmas in Middleburg \$9,000 this week. The Council held some discussion as to how much money the Town should contribute and whether it should be increased beyond the budgeted amount. It was suggested that the \$9,000 be sent immediately and that the Committee apply for whatever additional funding it desired through the Cultural & Community Events Committee, as did other event organizers, so they could look at the needs and gaps associated with the event.

Councilmember Bernard volunteered to assist Christmas in Middleburg with their website.

Action Items

Middleburg Oktoberfest

Business & Economic Development Director Gaucher reported that the Cultural & Community Events Committee proposed a Middleburg Oktoberfest that would be held in conjunction with the Fall Art in the Burg. He noted that the Town would lean heavily on the Old Ox Brewery staff and would leverage all of its business relationships across the town to put on this event. Mr. Gaucher suggested the Middleburg Arts Council increase the number of artists for Art in the Burg to forty. He advised that the Greenhill Winery, Boxwood Winery and Mt. Defiance Cidery were all interested in participating. Mr. Gaucher reported that the Cultural & Community Events Committee also suggested the Town hire an events manager and advised that he met with three possible vendors.

Chris and MaryAnn Burns, of Old Ox Brewery, advised that upon deciding to locate in Middleburg, one of their first thoughts was to put on an Oktoberfest. Mr. Burns suggested as many parties be invited to participate as possible. Mrs. Burns advised that they had experience in coordinating such events.

The Council held some discussion about hiring an event coordinator, as well as the proposed budget. Town Administrator Davis advised Council that the staff could organize this event; however, he opined that there was value in hiring a coordinator.

The Council noted the limited amount of staff time that was available to coordinate such an event. They further noted that the residents who tended to volunteer were burned out. The Council agreed to authorize the hiring of an event coordinator.

Mayor Littleton thanked Mr. and Mrs. Burns for helping to spearheading and for their contributions to this event.

Vice Mayor Kirk moved, seconded by Councilmember Pearson, that Council endorse the Middleburg Oktoberfest event for September 21, 2019 to coincide with Art in the 'Burg, with a total contribution toward this event not to exceed \$20,000. Vice Mayor Kirk further moved, seconded by Councilmember Pearson, to direct the staff to solicit proposals for an event manager and authorize the Town Administrator to contract with an event manager after review of proposals.

Vote: Yes – Councilmembers Kirk, Bernard, Daly, Hazard, Leonard-Morgan and Pearson

No – N/A

Abstain: N/A

Absent: Councilmember Miller

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

Staff Reports

Town Administrator Davis announced that the Asbury Church Request For Proposals (RFP) was out and advised that the Town was getting a lot of good publicity on it. He reported that the Town received the mosquito larvicide tablets and advised that the Boy Scouts would distribute literature, and possibly the tablets, on August 3rd. Mr. Davis noted that work on the electric charging station had been delayed as the company the Town was working with had other work in California that they needed to address first. He reported that the contractor had begun clearing the site for the West End Pump Station Project. Mr. Davis advised that they would notify the area residents of the project and the dangers associated with the construction site. He announced that the Town received a Wellhead Protection Grant for 2020 for the recharge study. Mr. Davis reminded Council that funding was included in the budget for this study in the event the Town did not receive the grant.

Town Administrator Davis reported that the staff was working with the organizer of the Mille Miglia to bring a segment of it to Middleburg in late October. He explained that this involved rare, vintage Italian vehicles built between 1927 and 1957. Mr. Davis advised that the cars would be in the area for the pre-qualifying event in the U.S. and the owners would spend the night at the Salamander Resort. He suggested the Town give them a send-off on Saturday morning. It was noted that the rally started in Italy.

Mayor Littleton suggested there may be a potential to develop an event on Friday night as well. He questioned whether the Council had any objections to this event and noted that South Madison Street would need to be closed. No objections were raised.

Consent Agenda

(a) Approval of Minutes – July 11, 2019

(b) Purchase of Message Board Signs & Speed Sign – Police Department

Councilmember Daly moved, seconded by Vice Mayor Kirk, that Council approve the consent agenda as proposed.

Vote: Yes – Councilmembers Kirk, Bernard, Daly, Hazard, Leonard-Morgan and Pearson

No – N/A

Abstain: N/A

Absent: Councilmember Miller

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

Action Items (continued)

Appointment of Interim Town Treasurer

Town Administrator Davis introduced John B. O'Neill and noted that he agreed to serve as the Interim Town Treasurer during the search for and transition of the new Treasurer. He noted that Mr. O'Neill had experience as a Finance Director for the Towns of Front Royal and Woodstock; and, was recently retired. Mr. Davis advised that Mr. O'Neill had already shown his value by offering some system changes. He noted that he was familiar with the software the Town used. Mr. Davis advised Council that Mr. O'Neill would only be working on a part-time basis; therefore, he asked that they name him as the Deputy Town Treasurer during his absence.

Councilmember Leonard-Morgan moved, seconded by Councilmember Daly, that Council accept the resignation of Tina Staples as Interim Town Treasurer, appoint John O'Neill as the Interim Town Treasurer, and name Danny Davis as Deputy Town Treasurer with all rights and responsibilities to conduct business as the Treasurer of the Town of Middleburg in Mr. O'Neill's absence.

Vote: Yes – Councilmembers Kirk, Bernard, Daly, Hazard, Leonard-Morgan and Pearson

No – N/A

Abstain: N/A

Absent: Councilmember Miller

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

Discussion Items (continued)

Cancellation of August Meeting

After some discussion, the Council agreed to cancel the first meeting in August. Town Clerk North noted that she would be on vacation during the August 22nd meeting.

Social Media & Website Information Sharing – Visit Loudoun

Business & Economic Development Director Gaucher advised Council that he and Councilmember Bernard had a conversation with Visit Loudoun regarding the data that was available from their website, social media and marketing campaigns. He noted that they provided a draft quarterly report to show what it would look like.

Councilmember Bernard advised that they asked for less reporting as much of what Visit Loudoun offered was not useful. He opined that what the Town was interested in was what people were searching for on their website that the Town could take advantage of; a breakdown of their Middleburg social media posts; and, the demographics of the visitors to their website, including age, gender, geographic info, etc. Mr. Bernard suggested the data provided be re-evaluated at the end of the fiscal year to determine if it was useful.

Business & Economic Development Director Gaucher suggested this then be compared to data from the Town's website. He opined that the Town would see trends and patterns over time that would allow it to pivot what it did on a local level.

Council noted that this would allow the Town to determine whether it was getting the desired effect when it spent money. It was suggested that some uptick in website traffic should be visible due to the Oktoberfest.

Councilmember Bernard noted that Visit Loudoun would also continue to provide their usual services to the Town.

INFORMATION ITEMS

Business & Economic Development Director Gaucher reported that over twenty businesses and restaurants have agreed to stay open late on July 26th in conjunction with the National Sporting Library & Museum's Open Late Concert Series. He expressed hope to achieve one hundred percent participation from the businesses on Washington Street during their August concert.

Town Administrator Davis noted the need to create a social media campaign around this for the future.

Mayor Littleton suggested the staff develop a map identifying those businesses that would be open late for distribution to the concert participants.

Council suggested the staff collect data from the businesses following the concert. They noted that this could be used to market staying open late to other businesses for next month's event. Business & Economic Development Director Gaucher reported that he planned to conduct a door-to-door survey to find out whether it worked.

Business & Economic Development Director Gaucher reminded Council of the grand opening for the Old Ox Brewery on July 27th.

Business & Economic Development Director Gaucher reminded Council of the Summer Sidewalk Sale on August 2-4th.

Closed Session – Property Acquisition, Disposition of Public Property & Evaluations of Certain Town Employees

Councilmember Bernard moved, seconded by Councilmember Leonard-Morgan, that Council go into closed session as allowed under the Virginia Freedom of Information Act Sections 2.2-3711(A)(3) and (1) for the discussion or consideration of the acquisition of property or 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 and for the discussion, consideration or interviews of prospective candidates for employment, assignment, appointment, promotion, performance, demotion, salaries, disciplining or resignation of specific public officers, appointees and employees of the public body. Councilmember Bernard further moved, seconded by Councilmember Leonard-Morgan, that these matters be limited to (1) the acquisition of property for a Town Administration Building; (2) the vacation of a public right-of-way; and, (3) the evaluation of certain Town employees. Councilmember Bernard further moved, seconded by Councilmember Leonard-Morgan, that in addition to the Council, the following individuals be present during the closed session: Danny Davis for all of the items and Will Moore and Rhonda North for the first two items. Councilmember Bernard further moved, seconded by Councilmember Leonard-Morgan, that the Council thereafter reconvene in open session for action as appropriate.

Vote: Yes – Councilmembers Kirk, Bernard, Daly, Hazard, Leonard-Morgan and Pearson

No – N/A

Abstain: N/A

Absent: Councilmember Miller

(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.

Council Approval – Bonus for Town Administrator

Councilmember Bernard moved, seconded by Vice Mayor Kirk, that the Town Council authorize a bonus for the Town Administrator in accordance with Town Code Section 3-9 in an amount of 90% of the maximum provided under the Town Administrator's goals and objectives dated April 11th, 2019, prorated for eight months of one year of service, the bonus is to be paid in the next payroll cycle.

Vote: Yes – Councilmembers Kirk, Bernard, Daly, Hazard, Leonard-Morgan and Pearson

No – N/A

Abstain: N/A

Absent: Councilmember Miller

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

There being no further business, Mayor Littleton declared the meeting adjourned at 8:32 p.m.

APPROVED:

Trowbridge M. Littleton, MAYOR

ATTEST:

Rhonda S. North, MMC, Town Clerk

July 25, 2019 Middleburg Town Council Meeting

(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 that is on the Town's website – www.middleburgva.gov)

Bridge Littleton: No. All right. We will call the July meeting to order. First item is Pledge Allegiance.

Everyone: [Pledge of Allegiance]

Bridge Littleton: Ok. Next item is roll call.

Chris Bernard: Chris Bernard.

Kevin Hazard: Kevin Hazard.

Darlene Kirk: Darlene Kirk.

Chris Bernard: Bridge. Littleton.

Peter Leonard-Morgan: Peter Leonard-Morgan.

Cindy Pearson: Cindy Pearson.

Kevin Daly: John Kevin Daly.

Rhonda North: Rhonda North, Town Clerk.

Danny Davis: Danny Davis, town administrator.

Bridge Littleton: And we all know that pause was because of Danny. [laughter] Ok, we will now open the meeting for public comment. Any member of the public wished to come and address the council. Please do so. And we will now close the public comment session. Okay. No public hearing [inaudible] staff reports. OK. So what I want to do is I'm actually going to jump forward a little bit. So we have some guests here tonight. He'll be speaking. We're going to move them to the front. And Mr. Jim Herbert, we see you are here. So we would like to move to that section of the agenda and chat with you first. [off mic] So is every day an extra year? [off mic] So, Jim, we understand your might there leaves some changing of administration potentially coming forward with Christmas in Middleburg? I just wanted to.

Jim Herbert: You all have the report from January or February, whenever that was. And the strategic focus described in that report was to ultimately shift a visual gear from year to year event production. And while doing that, take a look at the broader health of the ongoing nonprofit 501C3 organization. And that requires a focus on rebuilding the reserve. It requires a focus on increasing revenues to afford an estimated 15,000 dollars a year for paid support staff because being a victim of success this event burns out volunteers like California forest fires. So we need to build enough sustainable revenue in the 15,000 dollar a year range to be able to engage part time support staff. Ultimately, for that, I'm also trying to build now, I began implementing all of this in January and February, fundraising for an endowment to approach 400,000 dollars, which would generate about 15,000 dollars a year in annual expenses so that sustainable paid support staff wouldn't necessarily always have to rely on the individual event annual profitability, it would have a set aside that was raising money simply for ongoing support. So that's what I've begun working on. As it relates to an actual transition until there's a change, there's no change. Right

now I'm focused on this year. I'm also focused on raising more money for this year so that operating income can pay for that support staff. But I've also made outreach and progress on some of the long term fundraising, the endowment fundraising that I mentioned. So the plan right now is as soon as there is sufficient cash flow and here at the end of July, there isn't. The town hasn't made its annual contribution and sponsors generally don't provide cash flow until August, early September, and having burned through with a terrible financial year last year all of the retained earnings and then some. We don't have the cash flow to buy that part time help right now. Many of you all know Michelle and Doug Myers. Their business model is to provide staffing for organizations that don't have their own staff, and they are doing so to private sector companies. I have seven or eight years experience in managing a business that provided staff for nonprofit trade organizations that didn't have their own staff. It's a model I'm very familiar with. We've had strategic discussions about it. As soon as there's cash flow, this quote unquote transition is going to engage them as a telephone answering service so that I don't have to take 500 telephone calls on my mobile phone. It will engage them to do some some back office that collects the marketing materials. So when we get a sponsor, we need their logo. So we got to have them in a certain format. We've got to have him with a certain file density. We have to have them by a certain date. Ad copy all of that kind of back office stuff and who's got their stuff in on time and why hasn't it gotten here yet. And what can we do to help you? Or do we need to generate it for you? All of that is going to migrate on a paid basis to Michelle and their staff. The beauty of their business model is with, for instance, 15,000 dollars able to come from Christmas in Middleburg with another two clients similarly disposed, they can make a full time hire of one person to help all three of those clients. So that's how we're going to migrate, but we haven't quite begun yet. I need to do the necessary cash flow development before we can have the money with which to pay anybody like that. So that's where we are. All of our sponsors are expecting their 2019 invoices. Those are going to go out in the next two weeks. So that certainly by the first week in August, they will have had them. Those will all be due by the end of August. We'll even get some of them paid by the end of August. So, you know, this is the lean cash flow time. Operationally, the difference right at this instant is I have no retained earnings leftover from last year because last year didn't have revenues to cover expenses. So is anything threatened about this year's event? No. Is anything different about this year's event? We're probably two weeks behind having those invoices out and there are a couple of I need to pay for them engineering things to do on the website that haven't yet been done. The website has been scanned. Updated, dates. Anything that's pertinent to 2019 that's differentiated from what would have been presented last year for 2018. All those changes have been made. But there are a couple of I have to buy some software time from somebody who knows how to manage it to make some upgrades, primarily as it relates to getting the parking side of the of the website people reserving parking tickets. That's beyond my ken. I don't know how to do that. So the next two weeks, I expect to see some cash flow. Sooner if you guys want to help out. And then we begin to make that migration step by step by step. We'll bring Doug and Michelle on next month certainly from the back office standpoint. And then I hope to be able to get them ramped up so that they will also be able to do the sponsor outreach in time, next year and get all that revenue stuff going. Now, from the operations standpoint, they'll be in the saddle with me this year and sort of be lockstep, how do we put everybody together up behind Hill School? How do we organize all those parade elements when they sign up and when they come in? One thing that we already have done is before the end of the school year, last year, I reminded all of the high school bands for a scheduling purpose that our date this year so that we can make sure we get three or four or even five high school bands into the hopper. Some of those things have been done. And like I said, those editorial and date changes on the website have been done. Anything that's costing hard money hasn't been done yet, but that hasn't threatened anything either.

Peter Leonard-Morgan: So, Jim, what you need from us? I mean, this is the signature event of Middleburg.

Jim Herbert: Let me overstate the obvious, cash flow. And if this was a private sector business, the invoice that I submitted on the 1st of July for this fiscal year would have been a capital call. So we would appreciate the partners making their response to the capital call.

Darlene Kirk: [Off mic]

Danny Davis: Yes, absolutely.

Darlene Kirk: [Off mic]

Danny Davis: I think the invoice came in for 9,000 dollars.

Jim Herbert: \$9,000.

Danny Davis: Well, no, it's.

Darlene Kirk: [off mic]

Jim Herbert: Happy to take it. [Laughter]

Darlene Kirk: [Off mic]

Jim Herbert: No. Darlene, what happened a couple of years, there was there was a commitment, I think, of four or six, and then there was an additional not asked for, but happily received amount of money a couple of years that raised the total up to nine. And then there was satisfaction with the growth, satisfaction with the performance, satisfaction with the income, the impact. And that number has stayed at nine by agreement since then.

Darlene Kirk: [Off mic]

Jim Herbert: But I'll ask Danny the same thing that I've asked every single one of the sponsors, what more can we do to leverage the platform to achieve outcomes that you wish to succeed in? And that's how we take sponsors and make them way more involved with us by delivering more outcomes that are targeted and desired. So if there is something more that this platform, which has typically 80,000 people who engage with the website in the course of the season, then has up to 25,000 actually move their feet and come to town in a year that we've all agreed was too many people. That provides a a welcoming message for the town from September all the way through the end of January. That drives repeat visitors, repeat visitation to the town, not just for the day of Christmas in Middleburg that promotes all the other events and season that are significant for the town. If there's more that we can do that adds value, let's craft it. I'm happy to.

Kevin Daly: What amount do you expect to receive from sponsorship?

Jim Herbert: We've been getting in the 40,000 dollar range and I need to build that up. So I am reaching out to some potential sponsors who have not really been engaged who should be to bring that up. Part part of my job this year is going to be to increase that by, guess what, 15,000 dollars.

Kevin Daly: A follow up question and what revenue does the town receive from the Christmas parade?

Jim Herbert: There are no proceeds from Christmas in Middleburg that go back to the town. [off mic] The the event. [off mic] Oh, no, that's. Yeah, . That's a different matter. You know, what's the economic development impact? There some some smarter people than I who can tell you that. Visit Loudoun would tell you that the the overall gross impact is roughly 75 dollars per person that goes into the stores, that goes into restaurants, that goes into Christmas in Middleburg, receives parking and stuff like that. I have not ever done a survey that would be statistically valid to come up with that number. That's Visit Loudoun's job and that's what they tell us. But the event has always been tasked to complete its objectives without losing money. It hasn't been tasked to raise money for the town. It's always been

challenged to sit in with empty fumes in the gas tank, but deliver an event that brought people to a positive experience for the town.

Kevin Daly: Which in itself is beneficial to the town.

Jim Herbert: One hopes.

Kevin Daly: Well, I would put out I would recommend that we up the 9000 to 15.

Bridge Littleton: So let me ask a quick question, why 15? No, not Jim.

Kevin Daly: Yes, simply based upon what Jim was saying, that I think that seed money needs to be there at the beginning so that we can get that support because otherwise it's almost literally on Jim's shoulders. I mean, I show up at the meetings, but we start having our participation meetings around September. By that time, it's you're only looking at a very short time period. Given the amount that we are probably receiving and benefits from the just having this event and the merchants. I certainly see, I have no heartburn in providing additional seed money up to \$15,000.

Cindy Pearson: I have a couple of questions. The first one was for last year. Do you have all the invoices been paid for last year? Has anyone been paid?

Jim Herbert: Everyone that I'm aware of has been paid. Now, it took until March to do it.

Cindy Pearson: Yeah, that's all that was important too. And the other thing is with hiring the staff from Myers, which I think is a good idea. But as you know, you can. There's some companies out there that you can hire an event coordinator or whatever you'd like to call that person and they work for a certain amount. And then they raise the funds and they get a percentage of what they raise as the rest of their salary. I think I'm saying this right.

Jim Herbert: Right. So in that situation, I've asked other event clients about some of these people who do that and performance as has been, we're not sure what we got out of that. We're not sure we got clients that we wouldn't have gotten. We're not sure that there was an added value. I've talked to a number of other events. And, you know, knowing the questions to ask is not too hard to get to the bottom of did those people do what they said they were going to do and did it bring added value? Right. I can't find I can't find any that have.

Cindy Pearson: OK. And I agree that, you know, having that person on would make it work all year round, that you could have already had some of this done, you know, for next year. You would have it done way in advance and it wouldn't be September. And you're out there grabbing so hard.

Jim Herbert: Idea with Michelle and Doug Myers and their business is that they are the year round front office, back office and I and our current advisory council simply become that where we're like a guiding board of directors and and they become the hired resource that does all of that. But it would be for a flat fee, maybe some upside. That's what we hope to work for with him. I just this year we we can't fully lump sum jump start that.

Cindy Pearson: Ok. Thank you.

Bridge Littleton: Darlene.

Darlene Kirk: I like the idea \$15,000 to cause it's been get a part time team for that, I think that kind of gives. That's a good thing for us to do. We've done that with other situations and you would still be sort of the overall over head? [Off mic] Yeah. That's what I'm trying to say, Grand Poobah. OK. Yeah. We don't

want to lose you.

Jim Herbert: Until there's a change, there's no change. I'm not looking to go anywhere. What I'm looking to do is to create a strategic sustainability for this and then have all of us who are familiar with this. I mean, this is certainly my tenth year running it. And and, you know, there's still people involved like DeeDee and [Inaudible] and people who have many more years of experience behind the scenes with it than even I do. And they're not going anywhere. We'll still advise. We'll still be involved. We'll still know what needs to be done when it needs to be done, and exactly how to get it done for this new resource when we can ramp them into place.

Darlene Kirk: I'll be honest, I really thought you were, that Christmas in Middleburg. I did push my button.

Bridge Littleton: I was making sure.

Darlene Kirk: OK was a line item for \$15,000. I didn't. That was in my. [Off mic] I know. But I had that in my mind for some reason. So I don't have a problem.

Chris Bernard: So I was reading through some of the other stuff coming up tonight, the other day. And it looks like the Oktoberfest is also looking to do some sort of event coordinator or hire somebody. Is there an opportunity to maybe dovetail those two together?

Jim Herbert: That's exactly the business model that Doug and Michelle Myers have. And so if there's, if that event that needs a maybe they need \$5,000, maybe they need \$10,000. If we need about \$15,000, they have one or two other clients. Well, suddenly that gives them the wherewithal to go add another full time staffer and then.

Chris Bernard: Do that in time.

Bridge Littleton: [Off mic]

Chris Bernard: Right.

Bridge Littleton: [Off mic]

Darlene Kirk: Can we make a motion tonight.

Bridge Littleton: Hold on I've got a comment. So I totally appreciate the need to provide stability and sustainability and all that kind of stuff. And what I heard you say is you need operational funds, but you also want to build capital funds. Right. Which those are two different separate buckets. I'm in agreement with Kevin. I'm totally on board with with providing Christmas in Middleburg additional financing. But I don't want to wing it. We have a process that every event comes to the town, we ask them to provide their plan, what their balance sheet looks like, how that's going to be spent. What the long term impact is going to be. And in fairness, you know, if we're going to change what our contribution level is to Christmas in Middleburg, we should honor that process. It's not that hard. It's not that labor intensive. We have a cultural events committee where, you know, that group and Christmas in Middleburg and October and Danny and not Danny, Jamie can all sit down together and figure out how to leverage resources. And actually, let's not just throw a number. Let's actually look at what you really need. It might be \$25,000, right or whatever. Right. You may come in and say, hey, we only need nine thousand dollars this year for the OP X for the Cap X, if you can keep it ticking a one time thing at 10 that be great. So I would much prefer that we do, you know, a sit in it can be done in an hour. But really sit down, look at what you guys need, look what the gap is. Look what you want to do, where it's going to go. Again, like I said, just like we do with every other event, you know, I hate to say it. No ones special. Everyone's got to go through the

same process. So I would recommend we do that. But we do it quickly. I mean, let's get it done in the next two to three weeks. Yeah, exactly. So, I mean, Jim. But is that something you guys would be comfortable with?

Jim Herbert: Totally. I didn't look for more money.

Bridge Littleton: No, I know. I know. I know.

Jim Herbert: This is this is a great thing for that additional if it is something that is possible, then I agree we should pursue the additional in a very pragmatic way that is consistent with everything else for the nine thousand. I hope we don't essentially have to reapply for that now.

Bridge Littleton: We can send that tomorrow.

Jim Herbert: God bless you all. Stop. You gotta look at.

Bridge Littleton: [Off mic] And honestly, Jim, you may. I mean, when you really get down to the bare bones of it, it may be an additional resource. It's not money. It could be something totally different. Right. It could be like, God, you know, if we didn't have a deal with X, Y and Z, it's the money and the headache. You know, maybe it's something we can take off. So I would say, you know, look at all that, Kevin, sorry.

Kevin Hazard: I was gonna say something similar when you're putting it together and again, it's gonna go to the committee you're looking for somebody with, you know, I.T. maybe that's something that through the group they could find somebody to help you with that end of it, because you need to do the parking. And, you know, there's a lot of resources within the town. You know, it's a very rich town in expertise. Maybe that's something besides money we could help with, you know, go through the committee and maybe.

Bridge Littleton: Brainstorm.

Jim Herbert: We're totally open to that. And you're familiar with what the advisory committee and, you know, the parking people are on it. Michael Reid with his audio visual, technical, I.T. stuff. You know, he is on it and we love him. And he he contributes a great deal of equipment and expertise on the day of. And that's kind of the cobbled together the resources that we need, stakeholder group that that's how we function right now. Very open to that.

Bridge Littleton: Turn my mic on. I believe so, Jamie, you've got this is your task, right? And I guess to work with Cindy and Darlene. When's y'all's next committee meeting?

Darlene Kirk: Not 'til next month.

Cindy Pearson: [Off mic].

Jim Herbert: [Off mic].

Bridge Littleton: OK. So, I mean, that gives you guys time to work with Jim and the full CIM to pull together and then take it to the committee. And I think it comes right back to us after that group meeting.

Darlene Kirk: I was just going to say though if we don't have the meeting in August, then we're looking at September.

Cindy Pearson: [Off mic]. Temporary half is 90,000.

Bridge Littleton: [Inaudible] Yeah, yeah.

Darlene Kirk: I know, it's just.

Bridge Littleton: Yeah. I mean I just want to make sure everybody's comfortable with all that, and Jim that works for you guys.

Jim Herbert: Well, I think I see what Darlene is saying though. If they're not having their meeting until the third week, they're not going to be able to report to us in August. It'll be September.

Bridge Littleton: [Inaudible]. We meet the fourth week.

Jim Herbert: All right.

Darlene Kirk: Don't we have it on to talk about canceling it?

Bridge Littleton: We haven't decided.

Darlene Kirk: I know. I'm just telling you, if we do.

Bridge Littleton: OK.

Darlene Kirk: That's what I'm saying that [inaudible].

Bridge Littleton: Well, I mean if need be, we can have, you know, a special session or something.

Darlene Kirk: I know.

Bridge Littleton: I mean, we set this committee up to do exactly this to help events do better, and that's what you guys are runnin' and, you know, we really should lean on that.

Darlene Kirk: Yeah, I just one thing [inaudible]

Peter Leonard-Morgan: [Off mic]. Sorry, I was just talking to myself, really. But now I'll say, what I was gonna say. [Laughter]. Basically, we don't want to usurp your committee either, yeah.

Darlene Kirk: [Off mic].

Bridge Littleton: [Off mic].

Darlene Kirk: [Inaudible]. I just was thinking, actually, this is something that the committee, Jamie, and you should look too is that we should have been looking all along to see how we can put the, even though they're each a separate event, we should have been working with well, this group needs this and this group needs this. Why don't we work on this together and get them something rather than looking at it individually? And that's a booboo.

Cindy Pearson: Well, we didn't have this other event all year, the Oktoberfest So it is an opportunity in the future, but we didn't have it before to be thinking of that.

Bridge Littleton: And you guys are a new committee in your learning as you go. That's exactly the whole point, so it's good. OK. So, Jim, do those timelines work for you. I mean, again, we'll pay that nine thousand right now.

Jim Herbert: Right. Certainly they do.

Bridge Littleton: Great.

Jim Herbert: We've got a pretty clear focus on what we're going to need, and we've had discussions with Michele and with Doug about it. So, you know, putting this forward is not going to take long.

Bridge Littleton: Anything else you need from us?

Jim Herbert: No. This is a wonderful offer. I thank you for your willingness to consider it.

Bridge Littleton: Well, and thank you for coming and letting us know what was going on. Does anybody have any other last thoughts? Yeah.

Chris Bernard: I was gonna say if you need help on the web development side I know a lot of people [inaudible].

Jim Herbert: OK. Thank you.

Darlene Kirk: [Off mic].

Jim Herbert: Thank you.

Bridge Littleton: Jim thank you.

Jim Herbert: I'm glad to see you're in good health considering your new chauffeur status.

Cindy Pearson: [Laughter] I know.

Bridge Littleton: [Off mic].

Jim Herbert: A brand new driver.

Bridge Littleton: [Off mic] [Laughter].

Peter Leonard-Morgan: [Off mic].

Bridge Littleton: Hey, Jim.

[Jim Herbert: [Off mic].

Bridge Littleton: Hey. Hey, Jim. His insurance doubled. [Laughter]. [Off mic]. Yeah, right. Okay. Next time we're gonna go to. So Jamie and Danny, do you guys have the action, the stuff you get? OK. All right. Next one is Middleburg Oktoberfest Chris it's like I've seen you every night this week. [Laughter].

Kevin Daly: [Off mic].

Bridge Littleton: No comment.

Jamie Gaucher: Yeah, I feel.

Cindy Pearson: Under-dressed?

Jamie Gaucher: Inadequate.

Bridge Littleton: And by the way, you knew, at some point it was bound to happen. [Laughter]. I mean, there's just not that many shirts that you could.

Cindy Pearson: [Off mic].

Bridge Littleton: [Laughter].

Jamie Gaucher: Mr. Mayor and members of council, as we've discussed previously, the Cultural and Community Affairs Committee is proposing an Oktoberfest And this conversation has been ongoing over several weeks. And as I outlined in the memo, we're leaning quite heavily on Old Ox as a new company in town and as the town's only brewery at this point in time. But we're also interested in leveraging all the relationships that we can across the town. We're gonna be working with all of the retail entities. We're going to be working with all the restaurants that want to participate in this event. And we're doing it to coincide with Art in the Burg, which is, and that idea, by the way, has been wholly endorsed by the Arts Council. And we're even looking to increase the number of artists that participate in Art in the Burg, up to 40 at this point in time. So this idea of Oktoberfest, coinciding with Art in the Burg we have agreements, verbal agreements, that both Greenhill and Boxwood would like to participate, that Mt. Defiance would like to participate at this point in time. And additionally, the committee made a recommendation where it suggested that, given the scope of the event, that the town look into hiring an event manager. And consequently, the town administrator and I have talked to three event managers here in Loudoun County to get an approximation of costs and availability and responsibilities. But over and above that is there anything that you guys would like to add as a representative of this partnership? I mean, we're sort of driving the train and laying the tracks at the same time. This is new for Old Ox being that they are in Middleburg, and Oktoberfest is a brand new event encompassing food and live music and art and other beverages. That's new for us as well, so I welcome the opportunities is there anything else that you would like to add before we start this conversation with the council?

Chris Burns: Well, just that since we've started with the real estate acquisition, we've thought what an amazing opportunity it would be to have an Oktoberfest right here in Middleburg. It's one of the first thoughts that we had before we even signed on the dotted line. And doing it in conjunction with Art in the Burg and being able to do it right on Madison Street and close it down as a pedestrian avenue sounds like just a fantastic experience. And what we've tried to do is make sure that we honor our commitment to ourselves and to our community by involving as many different parties as we could and making sure it was for the betterment of everybody in town, retailers, restaurants, alcoholic beverage companies and residents. So we're really excited about the opportunity and we think it has a real opportunity to be a successful event here in town.

Mary Ann Burns: [Off mic].

Bridge Littleton: [Off mic].

Mary Ann Burns: [Off mic].

Bridge Littleton: Were you guys done? OK. Darlene.

Darlene Kirk: He leaned back. I figured he was done. Jamie, one question to you.

Jamie Gaucher: Yes.

Darlene Kirk: I don't see Salamander in all this and they're like one of our biggest, you know, [off mic] here in town. And I thought they would, you know, I expected to see something about them in here.

Jamie Gaucher: So Reggie serves, as you know, on Cultural Community Events Committee. And he gave us a verbal agreement that he would like to participate as a food vendor in this event. I also understand that the resort will be sold out that weekend. So we did have a conversation about how could we leverage this event from an economic impact perspective for the resort? The resort has already sold out, but given that it's a brand new event and given the scale of it in Middleburg, I expect Salamander will be a food vendor either on South Madison Street or on Federal Street.

Darlene Kirk: Okay, because [off mic].

Jamie Gaucher: We also talked very briefly about a potential sponsorship from the resort as well.

Bridge Littleton: Kevin. I mean, your finger was hovering.

Kevin Daly: Thinking out of the box, have you checked with Dieter over at the Christmas Sleigh for the issuance of lederhosen for all the beverage servers?

Bridge Littleton: [Off mic].

Kevin Daly: I'll bring them out.

Cindy Pearson: We would really like to know if anyone has an ox though. [Laughter]. [Off mic].

Jamie Gaucher: One of the ideas that we've had, and I think Mary Ann is responsible for this, is to have the ceremonial first keg brought through the streets, either on a horse drawn carriage or on an oxen drawn carriage, and then have the mayor tap the keg.

Kevin Daly: Correction. That's [inaudible]

Jamie Gaucher: At 12 noon in much the same way they do in Bavaria or in Munich, as I understand.

Kevin Daly: And he should be in lederhosen.

Darlene Kirk: I was thinking that too. I was gonna also say it might be at Salamander also has they did have a sleigh up there. That might be nice to tie them in with that and maybe use their horses if you can't find an ox.

Jamie Gaucher: Thank you.

Darlene Kirk: [Off mic].

Bridge Littleton: Any other questions? Yes, sir.

Kevin Hazard: So in the proposal, it's up to 20,000. How is that broken out? Is that including police, or is this just a cash commitment from the town?

Jamie Gaucher: So I put together a draft budget with Old Ox. It's a one page Excel spreadsheet that details where I think.

Kevin Hazard: There's no dollars on it.

Peter Leonard-Morgan: [Off mic].

Cindy Pearson: [Off mic].

Bridge Littleton: [Off mic].

Kevin Hazard: Oh sorry.

Bridge Littleton: [Laughter].

Darlene Kirk: [Off mic].

Kevin Hazard: No, I just didn't go to the.

Darlene Kirk: [Off mic].

Danny Davis: The staffing costs are assumed to be absorbed, so the dollar amounts included in here would be hard dollar costs. So it might be porta-johns. trash things for outside. contracts for outside things that we bring in. So specific to the question the police time would assume to be absorbed by our overtime budget.

Darlene Kirk: [Off mic].

Jamie Gaucher: We do have a quote for trash removal. Will and I are still.

Darlene Kirk: [Off mic].

Jamie Gaucher: We might do it, yeah. [Laughter]. With some assistance from [inaudible]. So that number might change.

Kevin Hazard: But it also as part of it you're talking about an events coordinator, that's not part of the budget?

Jamie Gaucher: It is part of the budget. [Multiple speakers].

Kevin Hazard: I got to read it more carefully, sorry.

Danny Davis: That may lead into a good conversation.

Kevin Hazard: There it is.

Danny Davis: If it's appropriate, which is initially this idea began out of collaborative thought brainstorming creative ideas primarily from Old Ox, the Cultural Events Committee starting with 40 events, narrowing it down to six and then coming down to this idea, wouldn't this be fantastic? And so it grew from a partnership. We will pull this off. We will make it the best we can make it. We will protect the health and safety of the public. and we will take Art in the Burg and expand it to add these additional components, which I think can still all happen in our partnership together and with the staff we have. To then the Cultural Events Committee making the appropriate observation, which is you gain a lot of benefit by bringing on someone who does this throughout the year as part of their job. They go through the permitting, they go through the details. I will say I think a lot of the details have been brought up and are ready to go once council gives an endorsement of this program. Again, Mary Ann and Chris doing this a lot. Know most of those pieces to bring together, but there could be great value in having another firm provide that support and help overall coordination aspects. So that is a question for council. I mean, there is a sense of we can pull this off if we need to and it will be the best we can make it. Bringing in an events management company is great, but it essentially doubles the town's investment in this event as proposed.

We've had quotes ranging from, you know, thirty thousand to eighty five hundred. You know, this can be a very time consuming effort based on different aspects and the involvement of an event firm. So I just want kind of lay that groundwork that, you know, we are open to the council's feelings and discussion on this matter as well.

Kevin Hazard: I'm thinking an events manager, if we were hiring an events manager for something that's going to happen in two months, that should have been done months ago. And I think if we're going to look to do this I think it's a good idea, but I think it's really late for this year, but not just an events manager. And, you know, listening to Christmas in Middleburg and this one of the biggest things we need to do, somebody who could do events, but also maybe somebody else who can do funding, I mean, who can go out and raise money. We want this to be, something that, and by raising money I mean sponsorship, somebody knows how to do that. Is that part of your budget or?

Chris Burns: Certainly we're looking to solicit sponsors.

Kevin Hazard: That doesn't show up in the budget. You think that's an ancillary or did I miss it again? Was it in there? [Multiple speakers].

Bridge Littleton: Yeah. It's not income. This is expenses.

Cindy Pearson: And because it is late, as you said, the event itself didn't come up until late. Because ideally you would have liked to have had this this time last year and have been working on it and have this person in charge been able to raise funds. But I think the thing that when we were sitting around the table in the committee meeting a week or two ago was that, you know, the staff is limited here. They do have their daily jobs they have to do. And to have this event person who is not a full thirty thousand dollar person this year, because it's, you know, is a short amount of time. Someone to be out there to make sure, you know, that things are coming along right, that we're all together., and it's you know, you all have your new business. You have two business as you run, not just one. You know, everybody here at the town has their jobs they're trying to do, too. And we just thought it would be important to have somebody spearheading the whole event.

Kevin Daly: Yeah, I definitely concur. Yes, it may be late, but it's a lot harder if you don't get somebody. And let's think strategically. This is not going to be the first and last time we have the Oktoberfest This is the kickoff. So we get someone on the ground now working with the Oktoberfest and with the Middleburg Christmas at the same time. And these are professionals, I would assume it's not somebody we pull off the street, they're going to also then gain that experience for this first time, make it even better next year. Even better the following year.

Darlene Kirk: [Off mic] special events as well.

Danny Davis: She's our event manager. [Inaudible]. [Laughter]. [Off mic]. No. [Off mic]. [Laughter]. At this point, no. I mean, we are focusing and Mr. Moore is focusing her attention right now on planning and zoning efforts specific to zoning ordinance items, historic preservation, HDRC Planning Commission. That's a lot of the focus of of her role.

Darlene Kirk: What she was hired for, right?

Danny Davis: That's primarily what we hired for, correct.

Bridge Littleton: [Off mic].

Darlene Kirk: [Off mic].

Danny Davis: I'm sure.

Bridge Littleton: [Off mic]. Not to say that she can't absolutely contribute.

Darlene Kirk: Yeah.

Bridge Littleton: So, all right, let me ask a broader question. This is really for Darlene and for Cindy and Jamie. How enthusiastic was the committee about doing this?

Cindy Pearson: Very enthusiastic. I think all around the table they were. I mean, even Salamander being sold out that weekend that their people will be there for a specific event. I mean, and they even want to come in and, you know, bring something to the event which I think will be a great addition. Visit Loudoun had some great ideas. I mean, the whole everybody around the table did.

Darlene Kirk: And I didn't come to the last meeting, but I was at the one before that Cindy wasn't at, and one of the things, you know, to tie in Lovettsville, and they were very excited about it, which we [off mic].

Chris Bernard: So, I mean, as an alternative to maybe hiring a kind of quote unquote, gun for hire event manager, is there a Jim Herbert of Middleburg Oktoberfest like someone who can champion it on a volunteer or semi-volunteer level?

Cindy Pearson: And I think, if you don't mind [laughter].

Jamie Gaucher: That person might be Mary Ann.

Darlene Kirk: [Off mic].

Cindy Pearson: But as you heard Jim talking, our volunteers are worn out. A lot of them don't come even to meetings anymore. You know we really use our volunteers a lot here.

Kevin Daly: [Off mic].

Cindy Pearson: I mean, somebody might pop out through this and go, oh, this is so much fun I'd really like to help with this. But we don't have that person at this point.

Darlene Kirk: [Off mic].

Chris Burns: Mary Ann is fantastic, but as president of Old Ox Brewery, I will say that she has other duties. [Laughter]. She is responsible for.

Jamie Gaucher: Like wardrobe.

Chris Burns: Wardrobe. [Laughter]. And she will be a guiding light and an expert, but will probably not be able to accommodate the day to day responsibility of getting this done in the next 60 days.

Cindy Pearson: [Off mic]. That's pretty much of the whole committee agreed upon. It just seems that we have to have someone, and I believe that Danny and them had some names of people who were recommended highly.

Danny Davis: Yes. Yes, three three different firms recommend it highly. We've talked to all three. And I think, you know, Jamie and I would recommend that if this the direction council wants to go that the motion in here would direct us to go move forward with that and that we would pick the firm that we think is best suited for it and best fits within our budget. And then we do a year and see how it works. And then

if it goes great, let's start planning for the next one. And to the conversation about fund-raising, I do think it's right now important to separate this from Christmas in Middleburg, primarily because they already bring in a lot of money and sponsorships. Forty thousand is a significant amount when you talk about a one day. Event. But the firms that we talked to definitely have experience in either you know cost sharing arrangements where their base fee is lower and they take a percentage of the sponsorships they bring in. But it's also important that we all know this, being in Middleburg, it's about relationship and it's about really who we know and who is in the town and wanting to give back to something like this. So I want to make sure that we also don't think that there's just a golden egg sitting out there that we're all going to grab from somewhere else. We really want to focus, especially this year, on Middleburg businesses. So, yes, I think these firms could definitely do the job. It's they've all indicated I think we're, of course, a little bit behind the eight ball, but it can be done. And that's the exciting thing, is we can get it done. We can pull it together, and it'll be as good as it can be for this year.

Bridge Littleton: Yeah, Peter.

Peter Leonard-Morgan: First of all, I think it'll be a wonderful event. My slight uncomfortableness is really we saw Jim come in here sweating over nine thousand dollars and then we're talking about 15,000 maybe maximum for an event that really has been the signature event in Middleburg that brings in so many people. And I think this will be a fantastic event. I just wonder if there's any way that we can somehow balance this event manager with Christmas in Middleburg's requirement.

Danny Davis: I think there's a potential down the road. I don't think we had time this year to work that through. I think part of that as well is because each event has its own distinct requirements in terms of planning and execution. And so a lot of the cost is the preplanning time to make sure, you know, all the i's are dotted and t's are crossed. Some of those can perhaps crossover to a degree, but each one is very distinct in its own implementation and execution.

Peter Leonard-Morgan: Follow up, if I may, just quickly. Have you thought of Pink Callers, the people that Jim, Michele [inaudible]?

Danny Davis: Oh, not specifically. We have not talked to them. Michele is on the committee and didn't come up in that conversation. I believe, and unless I'm mistaken in their business model, that they are focused more on the administrative and back office type work. I don't want to discount the fact that they might be able to bring someone in to do this. But the firms we've talked to are very well versed in the process and in experience in these kind of events that we're talking about specifically. So I'd be much more comfortable with the firms that we're already looking at just based on, you know, their ability and walk down the street and already see this, this, this and this coming together.

Bridge Littleton: Last one.

Cindy Pearson: I just want to say too, the Christmas in Middleburg has been going on for?

Bridge Littleton: 40 years.

Cindy Pearson: 40 years, and, you know, we try to have events that are self-sufficient after awhile, but they don't have to come back to Middleburg, even though they, you know, they put money in our coffers. That's why we continue to help them, but that might be it with Oktoberfest in five years they might be on their own and not asking us for money at all by then. So this is more the startup year and that's why they've asked for money to help do this. So it's not coming out of their pocket as a new business.

Darlene Kirk: [Off mic].

Bridge Littleton: No, we've got to move on. Everyone's talked four time.

Darlene Kirk: [Off mic].

Bridge Littleton: OK. Any other input from from you guys? Any other thoughts?

Jamie Gaucher: [Off mic].

Bridge Littleton: OK. Is everybody comfortable moving ahead with a vote tonight? I mean, vote one way or the other, but I just want to make sure everybody's [inaudible]. OK.

Kevin Daly: [Off mic].

Bridge Littleton: One second. The only thing I wanted to say was for Chris and for Mary Ann. I mean I cannot say thank you all enough for, you know, helping spearhead and drive this, and Cindy and Darlene on the committee and the people on the committee trying to make this happen. I think it is unbelievably generous and such in the spirit of, you know what we want economic development in Middleburg to be with partners and businesses that are here. I mean, the fact that you guys have brought this idea and driven and are willing to put almost \$10,000 on the table. You haven't even been open a month and you want to do this to make Middleburg a better place, just speaks volumes of, you know, you all's character. And I can not say thank you enough. So we really do appreciate all the effort. So with that, anybody want to make a motion?

Darlene Kirk: I move.

Bridge Littleton: Okay.

Darlene Kirk: I move that the town council endorse the Middleburg Octoberfest event for September 21, 2019 to coincide with Art in the Burg with the total contribution toward this event not to exceed 20,000 dollars. I further direct staff to solicit proposals for an event manager and authorize the town administrator to contract with an event manager after review of proposals.

Cindy Pearson: Second.

Bridge Littleton: Any other discussion? All those in favor say aye.

All: Aye.

Bridge Littleton: All those opposed? Abstentions? And the motion carries. Thank you guys again very much. And now the real hard work begins. You know, actually, one thing I actually didn't see on there: MBPA. Are they going to be helping and potentially kicking in?

Jamie Gaucher: Well, potentially, yes. I've talked to Punkin and Punkin was at the cultural events committee. Yes.

Bridge Littleton: OK. Thank you all very much. OK. Public staff reports. No, I think, Danny, you said you had some staff.

Danny Davis: If you don't mind just providing some brief updates. It feels like it's been a really busy two weeks, which is great. Just wanted you to know the Asbury Church RFP is out. We've received a lot of very good press coverage of this, including The Washington Business Journal, WTOP and then the local papers. And we heard today from Construction Journal Magazine or something like that, I don't know. So, we're excited about that. And as we discussed, you know, forward those any questions on that to Jamie or to me and we will log those and then be sure everyone gets the same responses. Any questions on that,

please feel free to let me know. On the mosquitoes, we have received the larvacide tablets. So this is what a tablet card looks like. You might start glowing and but they won't bite you. But we have worked with Terry Domanski and Jay Hubbard to have the Boy Scouts ready a week from Saturday it'll be August 3rd. I know it's the sidewalk sale day. But that's OK. We'll get them in and out early. And they will go around town, pass out flyers. We haven't quite figured out if they'll carry these with them. They may or may not. But if not, direct them to town hall. So we're excited about that. And so we're gonna push that forward. Brief update on EV charging stations. I heard back from the company, the latest company we were working with. They've been delayed a little bit due to some other work on their projects in California. Doesn't put us in a negative spot relative to other potential locations in the D.C. area. But I want to sit down with Peter and talk more about that. But just wanted to give a brief update that we're staying in touch with that, staying on top of this opportunity. But it may be delayed for a couple of months based on some changes and things they have to deal with in other areas. Western pumping station area is being cleared and construction and digging of the site will have to be happening soon. We're working with Windy Hill to make sure to get the word out to the residents out there because it is an active construction zone. And we want to make sure that residents and especially children don't see it as a fun play zone but understand the critical danger of that area, especially we will have a very deep hole, construction equipment and other activities going on. So between Mr. Moore and others, we are putting together a flyer and we'll be distributing that out specifically to the residents and the folks there on Windy Hill Lane and the apartments as well. Positive news. We've received the award of the Wellhead Protection Grant for 2020, and that is to do the recharge study that we had put funds in the budget for. So that is good positive news from a state grant. So excited about that. And we'll continue moving that project forward. And then finally, an item that the mayor and I were in a meeting yesterday about. And then I think I have a follow up meeting this weekend is an event called the Mille Miglia warm up.

Peter Leonard-Morgan: Mille Miglia.

Mille Miglia. Yes. Yes. Cappuccino. And it is Italian vintage Italian vehicles built between 1927 and 1957. Incredibly rare, incredibly impressive from what I hear. And they will be here in late October doing events throughout the area. Nothing impactful to traffic or otherwise, but they are interested in perhaps doing a if you will like a green flag send off on that Saturday morning. So we are working with a few of the folks involved in that group and trying to showcase this as just another unique and really neat thing that can happen in Middleburg. So wanted to just kind of drop the idea with you. We'll continue to get more information and then as we get more details, we can share that with you down the road.

Peter Leonard-Morgan: So the Mille Miglia really is one of the world's foremost historic car, used to be a race. It's a rally now. It starts off in Brescia in northern Italy and goes a thousand miles around Italy and the names that take part are names we will recognize and it's phenomenal.

Danny Davis: It's great. So this is the this is the U.S. pre-qualifying, if you will, that is happening around this area. They'll be doing events. They'll be staying at Salamander doing events at Creighton and then driving around the area. So it's a very neat thing.

Bridge Littleton: Yeah, I think the Dave Olimpi said that, like some of these cars are literally there's one left in the world. And in order to qualify to do this, your car has to been built between 1927 in 1957. And he was talking like half a million dollar is the cheapest version of the cheapest thing that will be there. There'll be ones that are, you know, 20 million dollars. Yeah. So the one other thing is that so definitely this rally thing in the morning on that Saturday. But we're also trying to see if there's a potential for doing something else on the Friday afternoon or the Friday evening. No commitments, no promises, nothing like that. Just going to explore potential. But one of the things I told them that I would ask everybody here was if the council had any objection to you know, I mean, I don't know. I can't think of anything they're going to ask us for I mean, the Saturday morning maybe it's blocking off South Madison Street for an hour while they rally themselves up and people can come and watch and stuff like that. But I told them I didn't think anybody on the council would have any objection to figuring out how to make this kind of a fun thing and

get the word out. But I did want to just throw it out to everybody, make sure no one had any concerns.[Off mic]. Yeah. Might be something for AJ and we might have to close off South Madison between like 8:00 and 10:00 that Saturday morning. But that would probably be it. [Off mic]. Kevin would be happy to do the test drives in advance. And Kevin, don't forget your insurance is to cover the liability, the property casualty. Okay. Danny, was anything else? Okay. Next is the consent agenda.

Danny Davis: I did have something.

Bridge Littleton: No you didn't.

Danny Davis: I'll bring it up when the treasurer item comes.

Bridge Littleton: So on the consent agenda, anybody have anything they want removed the consent agenda? Okay. Is there a motion?

Kevin Daly: So moved.

Darlene: Second.

Bridge Littleton: All those in favor say aye.

All: Aye

Bridge Littleton: Opposed? Abstentions? Okay, it carries. Next, appointment of town treasurer.

Danny Davis: So I believe each of you had the opportunity to meet John except for maybe Mr. Hazard. So, John comes to us with great experience from many different locales, including Front Royal, the town of Woodstock, most recently where he retired and then some other other areas and private sector work. But he's agreed to step in and assist us in this transition time frame, which is a huge relief for us on the town side. And he has already shown his value in some long term items, some system changes. He's used our software before. And so we're really excited about that. And he and I are going to enjoy running payroll together and check runs together. And he knows the bank rec process. So we're very excited that thankfully the town clerk had worked with him in the past and recommended it and the timing just worked perfectly. So our request here today is if you would be willing to name him as interim treasurer and then because he is only going to be part time that you would name me if you would as the deputy town treasurer and the town attorney did request in this draft motion we have at the very end, if you would just add the words "in his absence", meaning that I have the right to act as the town treasurer in the absence of the town treasurer.

Bridge Littleton: Anybody have any questions? Oh, John, you're in for it. [Off mic]. Exactly. The door's open if you want to bolt. [Off mic] For who? Yeah. Yeah. Anyone have a motion?

Peter Leonard-Morgan: Yep. I move that the town council accept the resignation of Tina Staples as interim town treasurer, appoint John O'Neill as the interim town treasurer and named Danny Davis as deputy town treasurer with all rights and responsibilities to conduct business as the treasurer of the town of Middleburg in Mr. O'Neill's absence,

Kevin Daly: Second.

Bridge Littleton: Any discussion? All those in favor say aye.

All: Aye

Bridge Littleton: Opposed? Abstentions? All right, it carries. John, it's official. Thank you. No, I appreciate your help. Okay. Next item, installation of the August meeting. So, yeah.

Darlene Kirk: You missed an item. Social media.

Bridge Littleton: I'll come back to it. I'll come back to it. I'll come back to it. So, OK. Just show of hands, which works. Who will not be here? Who will not be available for the first meeting? [Off mic]. No, it's the 8th. Who will not be here the 8th?

Kevin Daly: Something to keep in mind, the 6th is it not? National Night Out. So we expect everybody to be there. I would say don't do it on the 8th. These folks are coming back to give us a report on the second meeting in August.

Bridge Littleton: Hang on one second. Who will not be available August what's the last? What's that? 22nd. Who is out of town the 22nd? 23rd. Who is out of town the 22nd? All right. So there's two of us who are not here on the 8th. And everybody's here on the 22nd. So I would recommend we cancel the 8th. [Off mic]. Yeah. Yeah. That's two. Yeah. No, I got you.

Kevin Daly: I concur with the Burger Meister.

Bridge Littleton: Oh, boy. OK. So does that work for everybody that we will cancel the 8th the meeting on the 8th and we will we will convene our meeting on the 22nd. OK. Do you guys need anything else?

Danny Davis: No, sir.

Bridge Littleton: All right.

Rhonda North: Works for me. No meetings in August.

Bridge Littleton: Huh?

Rhonda North: Works for me. No meetings in August. I'm off.

Bridge Littleton: Wait a minute, let's go back and reconsider that. [Multiple speakers]. [Laughter]. Will is smiling.

Rhonda North: It looks like it's going be Will actually. [Laughter].

Bridge Littleton: Yeah. The most important element to leadership: delegation. OK, so we got that. OK. The social media digital data from Visit Loudon. Mr. Gaucher and Mr. Bernard, I believe.

Jamie Gaucher: Thank you, Mr. Mayor. So as we've discussed previously, Mr. Bernard and I had several conversations with Visit Loudon and we discussed what types of data would be available not only from the Visit Loudoun website, but also search data related to their website, as well as social media data both paid and organic. And then what data would be available to the town from the various campaigns marketing campaigns that Visit Loudoun produces on an annual basis and Visit Loudon came back to us with this draft of a quarterly report and they included some statistics from the second quarter. I guess April 1st to June 30th as an example, comparing Middleburg against the entire the full website, Visit Loudoun website as well as statistics around I think there were over 7,000 Middleburg hits on the Visit Loudoun website during that time. And it breaks it down for us, the subjects here.

Bridge Littleton: So I'm sorry. Let me ask real quick. If I'm reading it right, so we are 2.8 percent of the hits.

Jamie Gaucher: I think that's correct.

Bridge Littleton: 7,000 out of 247,000, which is 2.8 percent. OK, just wanted to make sure I'm reading that right. OK. Thanks.

Jamie Gaucher: And so Council Member Bernard. Is there anything you'd like to pull out specifically from this example of a potential quarterly report?

Chris Bernard: No. I mean, what I asked them for was almost less than the reporting, they gave us a whole bunch of stuff before that I don't know is incredibly useful. What I was really curious about was from their end what they can share with us is it's not complete, right? Because they have deals with other other municipalities and other businesses. But I was curious to be able to see how people are interacting with their site in reference to Middleburg. All right. So how are people viewing pages specific to Middleburg and what does that look like. I was really most interested in what people are searching on their site, not even just specific to Middleburg, right? So you can go through and see, you know, what people are looking for on on Visit Loudoun and things that we may be able to see and take advantage of, right? So people are searching for bed and breakfast. People are searching for biking or blueberries or whatever it is. It may be useful to Jamie. And the rest of us on thinking about events or thinking about things that we're trying to promote or whatever it is. So they were more than willing to do that. I'm trying to think of what else in particular. The social media stuff. I asked them for a breakdown. So anytime they're doing posts about Middleburg, we want to know how many people saw it. How many people are engaging with it, how many likes they get, that kind of thing. And then they were able to share some demographic information from their website that shows and you can see it's on page like three I think that shows, you know, age, gender, that kind of thing. Like who is coming to their site and engaging with it. And then in addition to that, their geographic information. So like, for example, you can see that the number two on the geographic locations to hit Visit Loudoun is Philadelphia. Never occurred to me that we should be marketing to people from Philadelphia, but that that's what that tells you. So I think it's good information. I think we what we agreed on was that we're going to. They'll give us this report quarterly for a year and then we re-evaluate it. We see what we glean from it and if it's useful again to reup next year.

Jamie Gaucher: And if I might add, you alluded to this Mr. Bernard, the opportunity to use the town's new website to garner data and then bounce that data off of these data sets to gain additional information, I think is also valuable.

Bridge Littleton: Is this data? Do you guys feel this data will actually be actionable? That we can do something with it. That's the point, right? Like if the data is not actionable, what's the point?

Chris Bernard: That's why I wanted to strip out some of the other stuff that they're giving us. I think this is the stuff that to me looks like it could be useful, right? So, I mean, just a couple of things that we've highlighted here is looking at what areas are we targeting, right? Are there opportunities in searches? Searches right now, online. That's the big thing, right? So it used to be you want to have this really great navigation where people could find things. Now people just go right to that search bar and you can track where people are searching on your site, right? So if people are searching for alpaca farms on Visit Loudoun, like, then we need to take our neighboring alpaca farm and promote them, whatever that is. So I think those are actionable. I think that the demographics and the geographics are huge. And I'm curious to see if we pull the same things off our site. I think that if you look at these and, you know, we take a little bit of time and actually engage with them, it's only four things. I think it's actionable.

Jamie Gaucher: And I would add I think it's even more valuable over time. I think trends will start to develop and we'll see patterns that allow us to pivot what we do on a local level. So over time, I think it's even more valuable.

Chris Bernard: Yeah, they gave us this and like a PDF form, I'm going to ask them for it in...

Bridge Littleton: Excel.

Chris Bernard: Absolutely.

Bridge Littleton: I think what would be really cool over time, too, as you guys start spending money in certain areas to promote one thing or the other, you can actually see if it has the desired effect. If it doesn't, we stop and or it does, we amp it up.

Chris Bernard: And we'll be able to see on the Middleburg website.

Bridge Littleton: And plug them in.

Chris Bernard: But we can see way more.

Bridge Littleton: Yeah. And you can put them over top of us and see who's more effective. Yeah. It's great. Okay. Kevin.

Kevin Daly: Yeah. I would say at a minimum, you need to have at least a year's worth so you can see what the value is. And what is this costing the town? [Off mic] We're paying anyway for it, so it's nothing additional.

Darlene Kirk: I was just going to say it'll be interesting to see if there's an uptick in Oktoberfest with Middleburg, which we should see.

Bridge Middleburg: That's a great point. Like the things we're planning, give them those search words.

Chris Bernard: So it's not just seeing it's OK now, we've done a big event. How did that did it actually you know, were people engaging or looking.

Bridge Littleton: So maybe the Oktoberfest is that first campaign.

Jamie Gaucher: Yes.

Chris Bernard: And then and this is just the reporting side. So you know, whatever else is in our agreement. They're going to continue to do that. They're going to, you know, come to meetings, community events, post things and all that. And all this is just the structure of how we're going to see what the results are.

Bridge Littleton: Ok. Any other questions for Jamie or Chris? Ok. Awesome. Any information items from anyone?.

Cindy Pearson: Is it this Friday that's the [inaudible], Jamie?

Jamie Gaucher: It's tomorrow evening. Yes, ma'am. Well, thank you. We have including the restaurants that will be open, we have over 20 businesses that have agreed to stay open until at least 9:00 tomorrow night. That, of course, coincides with the National Sporting Library Museum's Open Late concert series. We're also going to the mayor is going to welcome everybody at the concert to the town and talk about the fact that all the shops are staying open. We're hoping to replicate this again at the end of August. And, you know, the goal would be to get a 100 percent participation from all the businesses, especially on Washington Street.

Kevin Daly: I want to point out one thing. The goal is to get more people to spend more time shopping. So Bridge, keep your comments short.

Danny Davis: One of the comments at the Cultural Events Committee when we discussed this was from Beth with Visit Loudon about creating a really great social media campaign around this. Regrettably, their social media guru was unavailable this Friday to really engage because a lot of this takes real time engagement back and forth with people, if you ask them to hashtag a photo of themselves at the concert or in front of the shop, you want to reply right back. But we've had discussions about, you know, if if we go through this campaign, we give a gift card to someone randomly picked who uses that hashtag. So we're gonna keep working through this. But I think there's a lot of potential for some good stuff and building again awareness of Middleburg.

Bridge Littleton: That reminds me of one thing. I know we talked about you guys having like a little map flyer of Main Street and all the little businesses, you know, like a pinpoint where all the businesses are open that you can hand out as people came to the concert. We're doing that, right?

Jamie Gaucher: Yeah, I'll have that ready tomorrow.

Bridge Littleton: So it'll be I mean, how people come to the concert?

Peter Leonard-Morgan: [Off mic].

Jamie Gaucher: Yes, you are. And you're on the list.

Bridge Littleton: How many? How many are going to come the concert? Usually just like 250 or something?

Jamie Gaucher: They told me between 300-400.

Bridge Littleton: Ok. So we'll need that many. Ok. [Off mic]. You're just waving? Oh, you're okay. Got it. Okay. Got it. Got it. Got it. And Peter is open at 4:00, right? 6:00. OK. Yes. Oh, Chris, sorry.

Chris Bernard: So what do we have a plan for after the event is done to collect whatever data or feedback we need so that we can not just promote the event next time, but get the other businesses that aren't not participating this time on board and re-engage the ones that did do it.

Jamie Gaucher: My plan is a door to door survey, much like I went door to door inviting businesses to participate, circling back with them one by one and asking whoever is working or the owner in person, how did it go? Did it work? That's the idea.

Chris Bernard: Ok. I would suggest collecting even if they're just basic data points and then use that as a as your sales pitch to the people who didn't this time. For example, you know, the businesses that participated as a whole made 20,000 dollars or whatever it is. I think that would be a huge.

Bridge Littleton: Okay. Any other questions for Jamie?

Jamie Gaucher: Saturday, as was previously mentioned, we have the grand opening at Old Ox, 12:00 noon.

Bridge Littleton: Be there or be square.

Chris Bernard: Unrelated. Sidewalk sale. What do we have? We do we need to know? W are our roadblocks, what's happening? I haven't heard anything.

Jamie Gaucher: The posters are up all around town. I'm not aware of any roadblocks. Matter of fact I even saw some businesses, some vendors had merchandise on the sidewalk earlier this afternoon because it was a nice day. So I'm not. I think everything is good.

Bridge Littleton: Okay. We're all good? All right. Any other information items? Nope. All right. It is now time for closed session. Yeah, who's going to take over Phil's role? That'll be Cindy. Chris has got it.

Chris Bernard: No, I got it. I move.

Bridge Littleton: Good night, John. Take care. Thank you.

Chris Bernard: I move the council go into closed session as allowed under the Virginia Freedom of Information Act sections 2.2-3711a3 and 1 for discussion or consideration of the acquisition of property or the disposition of publicly held property where discussed in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body and for the discussion, consideration or bargaining position. Sorry. For the discussion, consideration or interviews of prospective candidates for employment, assignment, appointment, promotion, performance, demotion, salaries, disciplining or resignation of specific public officers, appointees and employees of the public body. I further move that these matters be limited to one, the acquisition of property for the town administration building. Two, the vacation of a public right of way and three the evaluation of certain town employees. I further move that in addition to the council, the following individuals be present during the closed session: Danny Davis for all the items and Will Moore and Rhonda North for the first two items. I further move that the town council thereafter reconvene in open session for action as appropriate.

Peter Leonard-Morgan: Second.

Bridge Littleton: All those in favor say aye.

All: Aye.

Bridge Littleton: Opposed? All right. We are in closed session. And we're back. All right. So I ask that council certify that to the best of each member's knowledge, one only public business matters lawfully exempted from open meeting requirements under the Virginia Freedom of Information Act and two only such public business matters as were identified in the motion by which the closed meeting was conveyed 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.

Chris Bernard: Yes.

Kevin Hazard: Yes.

Darlene Kirk: Yes.

Bridge Littleton: Yes.

Peter Leonard-Morgan: Yes.

Cindy Pearson: Yes.

Kevin Daly: Yes.

Bridge Littleton: OK. Mr. Bernard, do you have a motion.

Chris Bernard: Sure do. I move to the town council authorize a bonus for the town administrator in accordance with town code 3-9 in an amount of 90 percent of the maximum provided under the town administrator's goals and objectives dated April 11th, 2019, prorated for eight months of one year of service. The bonus is to be paid in the next payroll cycle.

Darlene Kirk: Second.

Bridge Littleton: Any other discussion? All those in favor, say aye.

All: Aye

Bridge Littleton: All opposed? Abstentions? Motion passes. Any other business matters before we adjourn? And we are adjourned.