



MIDDLEBURG TOWN COUNCIL Work Session Meeting Minutes

Thursday, October 25, 2018

PENDING APPROVAL



PRESENT: Mayor Trowbridge M. Littleton
Vice Mayor Darlene Kirk (arrived late)
Councilmember J. Kevin Daly
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
William M. Moore, Town Planner
Jamie Gaucher, Business & Economic Development Director

The Town Council of the Town of Middleburg, Virginia held their regular monthly meeting, beginning at 6:00 p.m. on Thursday, October 25, 2018 in the Town Hall Council Chambers, located at 10 W. Marshall Street. Mayor Littleton called the meeting to order at 6:00 p.m.

Public Presentation

Christmas in Middleburg

Jim Herbert, organizer of Christmas in Middleburg, reported that everything was positive thus far, with the number of sponsorships and advertisements being consistent with last year's. He further reported that there have been six hundred shares of their Facebook post. Mr. Herbert noted that they updated the website and were now providing the GIS location for each parking lot. He advised that they had two high school bands scheduled for the Christmas Parade and expressed hope to get at least two more. Mr. Herbert reminded Council of their Angel Sponsor Program. He advised that they were trying to drive greater visitation to Middleburg through the New Year with their marketing. Mr. Herbert reported that they had 5,500 individual email addresses in their file, as well as 9,000 Facebook Friends. (Vice Mayor Kirk arrived at the meeting at 6:05 p.m.)

Mr. Herbert noted that he received positive comments on the pedestrian barricades. He advised that they did have an issue with the press last year being in the middle of the parade route and noted that they would only be allowed to take photos at specific locations this year.

Mr. Herbert advised that the Christmas in Middleburg posters would go up in a week. He reiterated that the response to and feedback on the event was good. Mr. Herbert reminded Council that the Hunt and Christmas Parades would occur at 11:00 a.m. and 2:00 p.m. respectively.

The Council held some discussion of the location of the staging area for the Hunt Parade, in particular their safety concerns regarding having horses and large numbers of people in a small space. It was noted that the area was barricaded off last year, which worked fairly well, except for the locals who crossed the barricade. The Council suggested that no unauthorized people be allowed to cross the barricades.

The Council held some discussion regarding the hayrides. Mr. Herbert reported that because people were standing in line longer to wait to ride the hay wagon than they were actually on it, last year, they replaced it with a small animal petting area on North Madison Street. He noted that it also included face painting and caroling. Mr. Herbert advised that Long & Foster was going to add an indoor Christmas craft project in their offices to this event this year.

It was noted that the Middleburg Library asked that they not be used as a bus stop location this year. Mr. Herbert reported that it would be relocated to the Community Center's parking lot on Stonewall Avenue, which was close to the food truck area. He noted that he, Mark Metzger and Olivia Rogers were planning to look at the lot in the morning as a possible location for more food trucks. Councilmember Daly agreed to join them from a public safety perspective.

The Council held some discussion regarding their float. Mr. Herbert reported that he purchased a red, green and white wagon that could be drawn by either a horse or a car. He advised that this was available for the Council's use.

Mayor Littleton asked that the Town be allowed to post two to four general survey questions to Christmas in Middleburg's post-event survey in order to help identify what drove business to the town.

Discussion Items

General Discussion – Special Events

Vice Mayor Kirk expressed concern about the size of some of the special events in town and questioned whether this was something the Council needed to look into. She advised Council that she received complaints about the lack of available food during the Middleburg Film Festival and suggested the need to make sure the events were the proper size for Middleburg.

Councilmember Murdock reported that once she was no longer on the Council, she intended to meet with the representatives for the Film Festival to talk about placing the Town's name under the Town seal on their marketing materials and to make sure all of the restaurants were listed on their map.

Councilmember Pearson asked that Councilmember Murdock also suggest the need for a telephone number so people could contact the box office directly.

The Council held some discussion regarding special events. With regard to the Middleburg Film Festival, they suggested the need for the festival organizers to work with the Town when planning their event. As to events in general, the Council acknowledged the need for a balance as there was a point where the town could not support an event due to its size. It was suggested that the Special Events Committee recommend a special events playbook that would address things such as the size event that Middleburg could support and how different sized events should be planned. The Council also noted the need to update the Town's special event permit ordinance.

General Discussion – Town Store Business Hours

Mayor Littleton reported that he received numerous complaints about the fact that businesses were closed when visitors were in town, particularly during special events. He acknowledged they were private businesses; however, he suggested the need to incentivize them to be open on a regular basis. Mr. Littleton noted that a number of them were not even open during their posted store hours.

Business & Economic Development Director Gaucher reminded Council that this was not something the Town could legislate. He reported that he identified three options that could be used to address this concern, including: promotional activities/marketing the town in order to manage the Middleburg experience; technical assistance to help the businesses prepare for customers; and, financial assistance/cost sharing for labor or some other type of discount for shopping in the evening hours.

The Council held some discussion about the need to encourage the businesses to stay open. It was noted that they may not be aware of the cumulative effect when they close and may need to be educated on it. It was suggested that lights be installed on the lower parts of the trees around town in order to make it more festive in the evening. The Council agreed they would like to implement this idea.

It was suggested that the businesses could host an open late event that could be held on a date other than a Friday, when commuters are rushing to get home, or that the businesses could open later so they could close later. The Council noted that changing long-term business behavior to be open consistently and to be open later during special events were two separate items. It was suggested that if businesses did not maintain certain hours, they not be listed in the Town's shopping and dining guide.

Mayor Littleton asked that the members of Council email any ideas they may have to the Business & Economic Development Director so he and the MBPA could develop some ideas/recommendations for addressing this issue.

Status Report – Branding

Business & Economic Development Director Gaucher advised Council that the four revised logos were tested in both the Washington, DC and Richmond, VA markets, with there being over one thousand responses. He noted that he had the data, broken down by demographics. Mr. Gaucher reported that more people in Richmond had heard of Middleburg than in the DC market. He further reported that both areas had the same response to one logo in particular. Mr. Gaucher suggested that he and Councilmembers Miller and Pearson meet to narrow the choices down to two for presentation to the Council during their next meeting. He expressed hope to have a tagline as well. Mr. Gaucher noted that the number one ranked logo was the same for Richmond and DC and was ten percentage points ahead of the second one. He reminded Council that their decision regarding the logo and tagline would establish Middleburg's brand identity.

Mayor Littleton asked that the twenty-two local people that the consultant originally interviewed be surveyed as to their preference. He further asked that this be done prior to the meeting between Mr. Gaucher and Councilmembers Miller and Pearson. Mr. Littleton acknowledged that this may mean this item would not be ready for discussion during the November 8th meeting.

Council Approvals

Bid Award – Professional Website Development Services

The Council held some discussion regarding the issue of using off-the-shelf software versus proprietary software for the Town's enewsletter. It was noted that using the website software to create the enewsletter would cost less, be simpler for the staff to use and be more secure.

The Council held some discussion regarding the mobile app. It was noted that 80% of websites were now viewed through a mobile app.

It was noted that CivicPlus' proposal was to migrate/develop ninety pages. Councilmember Hazard questioned whether the Town needed to have a ninety page website or whether the price could be reduced by going with a lessor number. It was noted that the current website had a lot of information on each page and that the items would be broken into their own pages, such as the committees each having their own pages. It was also noted that the Police Department's website would be integrated into the new one. Finally, it was noted that CivicPlus initially proposed to develop a lessor number of pages for this price; however, the Town negotiated a higher number.

Councilmember Miller moved, seconded by Councilmember Daly, that Council direct staff to enter into a contract subject to the approval of Town Attorney with CivicPlus for professional website development services in amount not to exceed \$41,632 over a four year period.

Councilmember Hazard moved, seconded by Councilmember Leonard-Morgan, to amend the motion to accept the alternative financing proposal for a cost of \$11,000 per year over a three year period.

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

No – N/A

Abstain: N/A

Absent: N/A

(Mayor Littleton only votes in the case of a tie.) (on motion as amended)

Resolution of Appreciation – Councilmember Bundles Murdock

Vice Mayor Kirk moved, seconded by Councilmember Daly, that Council adopted a resolution extending its appreciation to Catherine “Bundles” Murdock for her interim service to the Town of Middleburg as a member of the Town Council from July 12, 2018 through November 6, 2018.

Mayor Littleton read the resolution aloud. He presented a signed copy to Councilmember Murdock, along with a bottle of wine.

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

No – N/A

Abstain: Councilmember Murdock

Absent: N/A

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

Councilmember Murdock gave a farewell address. She advised that the Town had an excellent Mayor and Council and an extremely hard working and dedicated staff. Ms. Murdock noted that she admired each member of Council for their different qualities and what they brought to the Town. She advised that the men brought youth and vitality to the Council and were constantly pushing for the good of the Town and its future. Ms. Murdock charged the women with maintaining the Town’s history and basic beliefs and with making sure things were not too modern, there was not too much government regulation and that the Town stayed within its budget. She thanked the members for selecting her to fill the vacancy over the last couple of months; however, she stressed that it would be her last time doing so.

Other Discussion Items

Town Code Penalties

Mayor Littleton questioned whether the Council was interested in having the staff research and propose updates to the Town’s penalties for violations of the Town Code, to include civil penalties. He acknowledged that Middleburg was a friendly community that wanted to treat everyone with dignity and respect and to resolve issues easily; however, he noted that sometimes, there were violations that continued despite the staff having exhausted all of the available measures. Mr. Littleton opined that in those cases, there needed to be a penalty that could be imposed to encourage compliance. The members agreed the staff should research and develop recommendations for their consideration, keeping in mind the need to allow for discretion in the event of extenuating circumstances. It was suggested that the Town Attorney be involved as well.

Reports of Town Committees/Council Liaisons

Councilmember Leonard-Morgan announced that the Town-Wide Clean-Up originally scheduled for October 27th had been cancelled due to the impending weather. He advised that because they were unable to find another weekend before winter, it would be held in the spring.

Mayor Littleton reported that COLT (Coalition of Loudoun Towns) met to develop a plan of engagement with regard to the County Planning Commission's public hearing scheduled for November 7th on the draft Envision Loudoun Plan. He further reported that all seven Mayors were going to make public comments back-to-back outlining the Loudoun towns' major concerns with the proposed comp plan. Mr. Littleton advised that the newest version of that plan was worse than the original one and explained that it stated that increased residential and other types of development should occur in the transition policy area. He opined that this issue would not be resolved at the Planning Commission level, but rather would occur when it reached the Board of Supervisors. Mr. Littleton noted the need to encourage at least three Supervisors who lived in the eastern part of the County to agree that the plan was bad as currently written. He suggested that people who lived in the east be encouraged to contact their Supervisor so they would not vote for it in its current form. Mr. Littleton noted that the County Planning Commission would send the plan to the Board in early December. He advised that following the Commission's public hearing, COLT was going to develop an engagement strategy for the next three months. Mr. Littleton thanked the Council for their support, including letting The Berkley Group develop an alternative plan. He noted that that plan was going to be adopted by COLT so it would not just be coming from the Town of Middleburg.

Town Clerk North reminded Council of the Second Annual Volunteer Appreciation Reception on October 30th at the Emmanuel Episcopal Church's Parish Hall. She noted that the responses to the invitation could be better.

Mayor Littleton encouraged the members of Council to reach out to their respective committee members to encourage them to attend.

Closed Session – Property Acquisition; Appointments to Middleburg Strategic Finance Committee; Hiring of Town Administrator; Retirement of Town Administrator

Councilmember Miller moved, seconded by Councilmember Daly, 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 real 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 Miller further moved, seconded by Councilmember Daly, that these matters be limited to (1) property acquisition for a new Town Office; (2) appointments to the Middleburg Strategic Finance Committee; (3) the hiring of a Town Administrator; and (4) the retirement of the Town Administrator. Councilmember Miller further moved, seconded by Councilmember Daly, that in addition to the Council, the following individuals be present during the closed session: Martha Mason Semmes, Will Moore, Jamie Gaucher and Rhonda North for the first part; and Martha Mason Semmes and Rhonda North for the second part. Councilmember Miller further moved, seconded by Councilmember Daly, that the Council thereafter reconvene in open session for action as appropriate.

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

No – N/A

Abstain: N/A

Absent: N/A

(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 – Contract with new Town Administrator

Councilmember Miller moved, seconded by Vice Mayor Kirk, that Council authorize the Mayor to enter into an employment agreement with the selected candidate for the Town Administrator position under the terms discussed in closed session, subject to that individual passing the background check and drug screening.

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

No – N/A

Abstain: N/A

Absent: N/A

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

Council Approval – Appointments to Middleburg Strategic Finance Committee

Councilmember Miller moved, seconded by Vice Mayor Kirk, that Council appoint Joe Boling, Bob Dale and Childs Burden to two year terms on the Middleburg Strategic Finance Committee, said terms to expire December 31, 2020. Councilmember Miller further moved, seconded by Vice Mayor Kirk, that Council appoint William Heron and Sid Abrams for two-year terms, said terms to expire December 31, 2019.

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

No – N/A

Abstain: N/A

Absent: N/A

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

There being no further business, Mayor Littleton declared the meeting adjourned at 8:16 p.m.

APPROVED:

Trowbridge M. Littleton, MAYOR

ATTEST:

Rhonda S. North, MMC, Town Clerk

October 25, 2018 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: And soon members there will be two members of council late. We will bring the October work session to order. All right. First item is we've got to do the roll call, so.

Bundles Murdock: Bundles Murdock.

Kevin Hazard: Kevin Hazard.

Philip Miller: Philip Miller.

Bridge Littleton: Bridge Littleton.

Peter Leonard-Morgan: Peter Leonard-Morgan.

Cindy Pearson: Cindy Pearson.

Kevin Daly: John Kevin Daly.

Rhonda North : Rhonda North, town clerk.

Martha Mason Semmes: Martha Mason Semmes, Town Administrator, briefly.

Bridge Littleton: First item of the day is public presentations. Ms. Bundles.

Bundles Murdock: No, [inaudible] reports of town council.

Bridge Littleton: Oh you're going to do it then. Okay got you. All right.

Bundles Murdock: I'm not ready now.

Bridge Littleton: You're not right. I'm sorry you have to prepare. [inaudible] OK gotcha. So I guess the next public presentation we have is Christmas in Middleburg. Mr. Herbert. [inaudible]. And Jim if you don't mind if you could bring the microphone closer and just state your name.

Jim Herbert : Jim Herbert organizer of Christmas in Middleburg. And all the important areas the pulse points seem to be very positive for Christmas in Middleburg. We have sponsorship and advertisement commitments that are very consistent with last year. We are getting a lot of responses from this over the web site for updates. Our most recent update post which reminded people that they could pay online for parking where we differentiated the three different parking fields and every one of them has their own GIS address and no one will come to pink house anymore. That generated five and a half thousand responses and probably 600 shares. And it's interesting on a Facebook post when you're the page administrator and it comes back to you that somebody commented. No one's really commenting. They go into the comment and they type in the Facebook name of their friends and there's just hit post. And that way two or three or four of their friends get on their feed, so-and-so mentioned you in a post and then they go to Christmas in Middleburg. That's how friends alert friends to stuff without overly typing. So we're getting a lot of that. We overhauled the web site it has a bit of a fresh look and my hope that it is more responsive to visitors and in

particular more responsive to parade entrance. And so in the past somebody would online enter into the parade and that would come to me in an e-mail and I would get to the e-mail after working hours or after a day or two of working hours, sad to say and as somebody who would then be calling and saying, hey I sent you this yesterday. Did you get it? Well we now have an automated verification of fulfillment that goes back to them. This confirms your parade entry. This is everything that you put in and people are liking that a lot. I tried proselytizing last month at the Loudoun County Battle of the High School Bands that was in Purcellville and picked up the business cards of a few more high school band leaders. We do have Loudoun Valley and [inaudible] High School but I would like to get back up to two more high school bands even though they're a little expensive because they've all got to get reimbursed for their travel time etc.. But we're working on that. Of course our Mexican [inaudible] are there in the middle. Increasingly feedback is they are one of the very one or two most popular elements in the parade signature visible picturesque everything else and different. We've been promoting Angel sponsors. So we do that on our web site. We do that on the Facebook page so that angel sponsors have a scroll on the web site and on the Facebook page we tag onto our angel sponsors and when they put something to their Facebook page we share it automatically to ours and so you know for instance fill your shoe thing came up today. And that's on our Facebook page. Your post got connected to our post. And so our hope is once you get past the welcoming message of Christmas in Middleburg, that here's a town with open hearts and open arms and come share joy with us that we also drive more visitation, more awareness for stores and do this from now through the new year. We did it all through December and into January last year. So we're going to keep on doing that. And that includes taking Angel sponsors and giving them promotional e-mail. Our e-mail list is about five and a half thousand now. Our Facebook page is close to 9,000 now and so the channel is pretty good and it's a good way for Angel sponsors in particular who buy into the full season promotion to get a lot of bang for the buck. I did not receive today and I expect that to our certificate of insurance. And as soon as I get it I'll go over to VDOT and fill that in with them. So if I get it tomorrow morning for instance our permit will be signed tomorrow. We continue after the first year of people wondering why we had to barricade pedestrians to receive really positive comments about the pedestrian barricades. That they feel safer, that it looks better and in fact all those are true. And so those arrangements are in place all the Port-A-John arrangements are in place. We had a couple of issues last year with press passes because once you put those barricades up if somebody is inside the fences there's no way for them to get out. And so when one or two press people got inside the fence at the Community Center and they proceeded to walk backwards all the way down the line every spectators photo of the Hunt Parade had the yellow vested press people in it. So we worked with A.J. We made an adjustment to the press credentialing and where press will be allowed to take pictures. And I think we have a handle on that. Doug [inaudible] and Dee Dee Hubbard were both instrumental in providing the best insight into how that would be managed. The display poster that's an 11 by 17 poster. I never put that up before Halloween. And so it's all designed. It's all ready. [inaudible] [laughter] And those will go up not next week but the week following. They might actually go up a week from tomorrow. So that's really the basis of where we are. I think the responses that we get is a really good sign and the feedback that we get when people sign up and we ask them to leave us a couple of words about why they're interested in coming to Middleburg. And they all have to do with branding imagery that anybody would covet. Small town charm, beautiful town, visually unique, remarkable, unlike anything else. And so you know a couple of years ago when you and I went through that bubble chart stuff and we put that into the sign ups we keep getting back all of these just marvelous little one word character traits that people should aspire to. Middleburg's got it and that's what people feel when they get here. So we're in good shape I think.

Bridge Littleton: Any questions for Jimmy?

Bundles Murdock: The timing is still the same. 11 a.m. Hunt Parade.

Jim Herbert : 11 a.m. is the Hunt Parade and 2:00 p.m. is the main parade.

Bundles Murdock: OK. Thank you I haven't been to the web page yet.

Jim Herbert : So we are, we promote what looks like a full festival agenda day. But of course breakfast with Santa is done by the charter school. The craft fair is done well is still being done by Sheri Conrad. The activities that take place at an Emmanuel Church and at the Methodist Church they all look like our agenda. But the bottom line is we organize the Hunt Review and the 2:00 p.m. parade and we promote everybody else.

Bundles Murdock: And you're launching the Hunt Parade from Salamander this, from the front.

Jim Herbert : They will stage at Salamander. That's my understanding they're going to come back down Foxcroft Road into the back of the Red Fox again. If that's changed, I haven't been advised.

Bundles Murdock: I thought you changed it last year.

Jim Herbert : I didn't. Maybe maybe A.J. prefers to because we always have a little bit of a snafu about closing off Marshall while the Hunt goes west.

Bundles Murdock: And that isn't my main concern and my main concern is the amount of horses in a small confined area at the back of the Red Fox.

Jim Herbert : Well let's talk about that.

Bundles Murdock: I think the Red Fox probably doesn't want to lose it.

Jim Herbert : That's true.

Bundles Murdock: And I understand that and I'm sympathetic but they're just that area really cannot handle 100 horses, hounds and public. I mean it's one of these days you know something's going to happen and I just don't want to.

Jim Herbert : Now there's a downside. If I understood you correctly to using the main Pendleton Street entrance at Salamander because that's also a parking ingress, egress.

Bundles Murdock: Correct.

Jim Herbert : So I'm open to suggestion if you and A.J. and I want to have a coffee and talk about it. Let's do that.

Bundles Murdock: I'm concerned about the Red Fox is what I mean. The trouble is they want one thing and I think safety needs another. Cindy.

Cindy Pearson: Didn't last year you didn't let the public in. Didn't you keep the public to the barricades. So the public wasn't in with the horses and the hounds.

Bundles Murdock: That probably solves the problems didn't it?

Jim Herbert : Well it was much better last year.

Philip Miller: That's not necessarily true. There were plenty of people walking around the horses.

Jim Herbert : And here's what happens. Everybody who drives in from out of town who isn't a local respects or requests for them to stay behind the fences. But everybody who lives there and says I know them I know them. I'm with them whatever. They just barge on in. It's the locals that are underfoot.

Bridge Littleton: Bar the locals. No. Any other questions for Jim? Cindy go ahead.

Cindy Pearson: It's Harmon Hayride going to be part of it again this year.

Jim Herbert : Nope.

Cindy Pearson: No.

Jim Herbert : Nope, after the wagon tongue disconnect where the wagon was no longer separated with horses as it was loaded with children we have not reengaged them.

Cindy Pearson: Right. Ok. Someone had said they were and I was surprised to hear that. And that's why I'm asking.

Jim Herbert : No they are not. And what we have what we have found is that to pull a concept from the large amusement parks, the loading factor on the hayrides was such that you couldn't, people waited in line longer to get onto the ride than they spent on the ride. And so what we did last year was took North Madison and we invited friends to come bring pettable pets. And Sabrina Sutton brought small ponies, somebody else brought a small pony, somebody else had a little potbelly pig and we called it a pet show and tell. So we didn't organize it. Anybody who wanted to bring a pet, although we did ask them, they came and then the kids around got pictures with them and got to pet them and had a really interesting experience and we put up straw bales and Foxcroft seniors came out and did face painting. And so we had eight face paintings going on at a time. And Donna did some Christmas caroling stuff. This year Long & Foster loved that so much that it was camped out in front of their door that they want to sponsor an indoor activity and make the whole area a Santa's Workshop. And so the kids are going to be invited in by Long & Foster sit down for a minute get a cider and they're going to have a Christmas themed rubber stamps. They're going to give the kids postcards and they can pick out rubber stamps and stamp them on the postcards and make a postcard to send to their grandmother or wounded warriors or service men and women overseas. I'm not sure how Long & Foster's going to distribute those but those will be taken down to the Middleburg Post Office given a Christmas in Middleburg Frank and they'll be, it will be Santa's Workshop for Christmas cards.

Cindy Pearson: I have, the library earlier in the year had said they.

Jim Herbert : Are not going to do that. That's right.

Cindy Pearson: Have you found another spot to have that let off yet?

Jim Herbert : Well, my best idea.

Cindy Pearson: [inaudible] The library requested not to have the bus stop and let people on and off the bus there because people were coming in anyway. It was just a mess for them. It didn't work. [inaudible] Middleburg Library.

Jim Herbert : The Middleburg Library. So my thought was to have that drop off point maybe at the parking lot where the farmer's market used to be behind the Community Center because we're also thinking about the mad crush at the food trucks. We need a couple of more food trucks this year to distribute that crush if it's good weather and we're thinking Mark Metzger and Olivia Rogers and I at 10:30 tomorrow are going to walk up behind the Community Center and see if there's a more expansive place maybe the old ball field and put all the food trucks there which is a little bit farther away than they used to be but it would also be right beside where the Western parking lot people would get dropped off and picked up again.

Cindy Pearson: Just have to be careful what that Hill is cars come over. It's only one hang up but.

Jim Herbert : Well we'll be there at 10:30 tomorrow if you want to stop out or Kevin if you're a public safety officer want to stop out. That's what we're going to be looking at.

Cindy Pearson: All right. One more thing. Do the barricades do they go up on Friday night or Saturday morning?

Jim Herbert : They arrive here like at 5:30 in the morning and they are in place by 7:30. And then they get taken out at 4:30 in the afternoon. They are there here less than 24 hours.

Cindy Pearson: So with council who used to ride on Harmon's Hayride and they don't do that anymore. I know some of you don't mind walking that I really don't want to so we'd have to get our own something to ride in.

Jim Herbert : Well here's the interesting thing. I recently came across a red, white and blue horse. I mean white, green and red horse drawn wagon that a farmer had a metal tongue and then he would he had, well it interchanges from being able to get pulled behind a vehicle and it would also get pulled behind two horses. Because it has white wheels nice cushiony big hay wagon. It looks like a small hay wagon running gear, red chassis and a green body. It's a Christmas wagon and inside it's got bench seats that face each other the whole length of it and a buckboard driver's seat and the entire town council will be able to get up on that and I bought it. I talked to Hill School if I bought it, would they keep it. And the farmer needed to get rid of it. And so it was a pittance. And if anybody goes around behind Hill School and sees a Christmas wagon over there that's what that's about. So we'll be able to either. I'm talking to Mark Duffell Whitestone. And of course they like to have their own Willie and Waylon in the parade but he's been training another pair of horses and so it could be that we're going back to a horse drawn town council element or it'll be a ranger or a gator drawn Town Council element but we have the wagon.

Bridge Littleton: [inaudible] Cindy, anything else?

Cindy Pearson: No, thank you.

Bridge Littleton: Does anybody else have anything? Darlene.

Darlene Kirk : Just make sure that when you go tomorrow morning A.J is along so that because the back street here gets a lot of traffic when things are going on and I know people get really hostile about a bus stopping and letting people on and off.

Jim Herbert : I thought the hostility last year, it was compounded on a couple of fronts and one of them was our fault because we, when we told people where Middleburg was. We told them well just get yourself to the pink box. Most people came and thought the parking field was at the pink box. So we've changed that and we've given GIS coordinates for each of the three parking fields. And then when they print out their ticket it says really clearly that there is three fields and if you want this kind of convenience or that kind of convenience that's what you do. So I think from our part we're doing a better job of distributing traffic to the proper places so they make one stop. And of course it's a big job with that many people in town. But AJ's people and you know he's dealing with so many volunteers who come in from all the other jurisdictions. Not everybody knows everybody. So it's a challenge.

Darlene Kirk : I just want to make sure that we don't have bus and vehicle problems on this street because it can cause problems.

Kevin Daly: AJ won't be in tomorrow but I will [inaudible] one of the other officers perhaps Lieutenant Jay [inaudible] to accompany me and we'll meet you at 10:30 behind the MCC.

Jim Herbert : That's where we're going to be.

Kevin Daly: And then all de-brief AJ on Monday.

Bridge Littleton: Any other questions for, yeah.

Peter Leonard-Morgan: Will it be snow. [laughter]

Jim Herbert : Picturesque as it is one hopes not. Yeah. All the other promotions besides that time when you know [inaudible] was telling about Christmas in Middleburg on the 7 a.m. broadcast and everything else like that. That was the same year that Matt Lauer was promoting Christmas in Middleburg from New York on the Today show. OK. So we throttle all that stuff back so we wouldn't have 25,000 people again. We have got good pick up in

Southern Living magazine and Gardening & Gun magazine and they continue to pick up Middleburg as the best town in the south for Christmas with or without snow.

Bridge Littleton: Any other questions for Jim? I have one. Do you and I can't remember if you guys do this or not but after Christmas in Middleburg is over do you guys send the a post event survey to everybody who's attended.

Jim Herbert : The attendees that we have are our parking people. the only way we know who came.

Bridge Littleton: No, I mean like when people I mean when someone buys a ticket online right.

Jim Herbert : Right. Those are our parking passes. OK. Yeah.

Jim Herbert : And yes we do. And there's about 1500 of them.

Bridge Littleton: You guys do survey them afterward.

Jim Herbert : We survey them afterwards. We mitigate any complaint that anybody has. We probably reversed last year 200 fees for people who got caught up in the traffic back over here and said we missed the parade etc.. Yeah were very responsive after the event to those people and we asked them what was their experience how was it.

Bridge Littleton: Yeah.

Jim Herbert : And the other thing we do is we do the same thing on the Facebook page so we don't know who they are who came but we say what are your comments about it. Do you have suggestions for us and you know you get you get some actionable critique but mostly you get a whole lot of this is the most fun we've ever had kind of stuff.

Bridge Littleton: So what would be interesting is you know so surveys are always very helpful tools to see what people like and don't like and stuff like that. And I'm assuming you guys use Survey Monkey or something like that. So if you have 1500 people who buy it online you have 15 you know each year you have around a 1,000 to 1500 people whose email address you have. And you know they attended that year it would, I think we would enjoy it very much working with you guys right afterward to maybe put in some additional survey questions on Middleburg in general. You know what is it you like about, what are the top three things you like about Middleburg. Do you come to Middleburg more than once a year. You know, zero to two times, three to five times, more than five times. You know stuff like that and we don't want to drown people with questions but maybe two or three or four additional ones that could help us understand you know beyond just Christmas in Middleburg. Also what are other things that help drive visits and stuff like that. So again we don't drown people because I know the more questions you have the less likely people are to do it.

Jim Herbert : Our post events survey takes people less than a minute to respond to. So as long as we don't drag them out two minutes or more I think we're in good shape.

Bridge Littleton: How many responses have you, let's say if you send 1500 out how many responses do you usually get?

Jim Herbert : Usually 1000.

Bridge Littleton: That's amazing because you know I've done surveys a lot and they said if you get 30%, 35% or better that's very good. So if you're getting 60%.

Jim Herbert : We more than 50%.

Bridge Littleton: That's great. That's great. That would be very valuable information. OK great thanks. Cindy you have something else?

Cindy Pearson: The only other question I had was are you still parking at Mercer back in the ball park this year.

Jim Herbert : Yes.

Cindy Pearson: That worked well and the buses.

Jim Herbert : Works really well.

Cindy Pearson: Worked much better last year.

Jim Herbert : It's a really smooth improvement that we made.

Cindy Pearson: Do you still have the same amount of buses that you're getting?

Jim Herbert : Well we have upped it every year and this year we're going to go with last year's without increasing at this time. Last year was ample.

Cindy Pearson: Thank you.

Bridge Littleton: Anything else. No? Great. Jim thank you very much.

Jim Herbert : Thank you all very.

Bridge Littleton: Really appreciate it. Ok next, discussion items. The first discussion item on the agenda is special events. Darlene.

Darlene Kirk : Hello.

Bridge Littleton: You had asked for this be added.

Darlene Kirk : I thought we were adding it next month.

Bridge Littleton: No. That's why it's on the agenda this month.

Darlene Kirk : I just was concerned about numbers and the fact that Jim came in and was talking about he's trying to keep everything the same size. That's good. I was concerned a little bit about the size of the film festival and I know it seemed to go pretty well. But there were. It was difficult being downtown. You know. So I just wanted to talk about make sure everybody is still OK with the size and if we needed to also look at size of all events that are put in for, I mean that, events that we're hosting or handling or having because I was concerned over the size of some of them.

Bundles Murdock: Isn't Christmas in Middleburg our largest event and the second, the Middleburg Film Festival.

Darlene Kirk : I would guess, that's why I was looking kind of at both of them. There was a lot just so many people. I mean there are people driving around Ridge View looking for it. I mean people just [inaudible] were everywhere. And I just want to make sure we're still keeping things that are appropriate size for the town. That was I guess my concern.

Cindy Pearson: I was and I enjoyed some of the films and then came in town and I think there were a lot of people in town but I wasn't in the Ridge View section so I didn't see them driving up through there. [inaudible] Yeah. [inaudible] But it seemed good and the placing busy but not overly busy. But of course I wasn't there all day. But you know what I did see it didn't seem.

Darlene Kirk : And I know there were complaints about food as well food places being open because I heard that. I knew I'd seen some of that as well. That was my only concern. I just want to make sure that we're keep, the events that we do have that they are saying yeah that they stay at a good size for our town because we don't want to overrun the town.

Peter Leonard-Morgan: I think, I do think that one or two of the restaurants have big bookings during the festival. I didn't go to the festival but I was in town and it seemed bubbly but I didn't notice specifically that it was really bad. But like Cindy I didn't go to a Ridge View or to the other extremities and see what was going on there.

Darlene Kirk : Let's just keep it in the back of our minds.

Bridge Littleton: Well I think it's a bigger discussion. I think the issue really is around, we're driving more towards special events. You know Christmas in Middleburg is a very well run one dayer right. The film festival is now a three day, four day, three night event. Right. And it's very well run. I think Christmas in Middleburg is very very well coordinated with the town and safety and policing and all that stuff. I don't know if that's the case with the film festival. You know I don't know that it needs to be. But it is an issue. You know I will say I did go to one or two things and a lot of people were telling me about how we need to expand the film festival we need. I mean they were even talking about we need to make Salamander bigger so more people can stay here. And they really want to invite more people and bring more people. I'm not saying that's a good thing or a bad thing or whatever. What I am saying is that if that is what the desire and the drive is on the film festival and specifics but also in all events that we do or we want to inspire and promote there is a balance right there's a point at which it's good and then there's a point in which it tips over.

Cindy Pearson: We had a tip over with Christmas in Middleburg that one year.

Bridge Littleton: I'm not talking about that, accidents are going to happen. What I'm talking about is there's a point at which this town cannot support event being any larger. Regardless if somebody gets hit or not. You know there's not enough restaurants, there's not enough parking, there's not enough policing.

Cindy Pearson: It was that one year that that just one year it was unbelievable. The streets just shut. There were so many people in town. Three, four years ago.

Bridge Littleton: Well I mean there's been even been other Christmases in Middleburg which not that one, we're still too big. There was not enough food, there was not enough services for people and that actually then has the reverse effect. You start becoming a venue people don't want to go to. Right. So what I was going to suggest is and Jamie this is going to fall on you. Let me rephrase it differently. Do we want to sit down and maybe it's the EDAC or the Special Events Committee or whatever it is and just have some thoughtful discussion amongst smart people who know how to host events and say look this is the size of your town. This is how many restaurants you have. This is the streets you have. This is the parking you have. You really can't support an event beyond X and if you're going to have an event this is the way you need to think about organizing it and partnering with all the event planners like I said Christmas in Middleburg I think is very good. I think what is it, Film Festival we could do better. Right. And then there's also engagement with services in town because Peter's right. Some restaurants were closed. And this goes to our next point. A lot of stores were closed. And honestly and you guys probably have this. People have been stopping me on the street. It's for the other businesses that are open. It's embarrassing. So that's my two cents on the special events.

Bundles Murdock: Let me just address, Middleburg Film Festival, I am going to sit down with him once I'm off council cause I have things to discuss. And two things that we need to correct with them is the seal of the town shows but the town of Middleburg it's not down below it so that means we take care of that's an easy fix. The map they have of the restaurants is centuries old. I mean it doesn't show Red Horse, I mean Red Horse went and complained to the film festival luckily not to us that you know not every restaurant is on there so that people if they

pick up the map and not everything is there it's you know they're not going to find the restaurants and then the other thing is I gather from this office here. A lot of calls came into this office because the box office wasn't open.

Darlene Kirk : Salamander got a ton to they only opened up the week ahead of time. And there's a web site that they put up maybe a month or so in advance and they'll accept e-mail questions but they don't answer them So there's no point in it.

Bundles Murdock: And also in the morning they're not there. And you know they can get us 9 or 8:30 or whatever.

Cindy Pearson: My suggestion would be for you to take to them if you don't mind is that they would give their box office a cell phone to use for that week. I don't care if they go buy one just for the week. So there is a number that can be reached that week that weekend four days that they're here.

Bridge Littleton: We don't need a solution it for them. We need to tell them what the problem is and they need to figure it out.

Cindy Pearson: It'll be an easy.

Bridge Littleton: Yeah.

Bundles Murdock: We can help provide the map showing.

Bridge Littleton: Oh sure. I mean we give them a lot of money. Kevin.

Kevin Hazard: Can we ask them to come in and talk to us. I mean we just had this great update from Christmas in Middleburg. This is another large event. It be nice. And I think we could help them if they came in and talked to us.

Darlene Kirk : You want me to go first. OK. I think the other thing that we need to urge them to do is to work with the local business association to talk to all the businesses in town especially the restaurants and make sure that they stay open maybe they open up later or they close early the next couple of days but just stay that they try to work together so that there will be places for the people who get out to have food because that was a complaint, I [inaudible] saw it on Facebook and I heard it enough so I think they need, they need to work better with the community.

Bridge Littleton: Bundles.

Bundles Murdock: Unfortunately the powers that be do not live in Middleburg. That's the problem. I'll work with them to see how we can get around that so there can be a representative or somebody who can work with us a little bit more closely the way he did. But he lives right here and he's been here for a long time. They're different, they're traveling, they're in California they're going to all the different film festivals. They're not here they import the head of the box office from Oregon or something. I mean they're just they're not local only person who is local Shelia.

Bridge Littleton: Well I would say this, if they want our money and our support.

Bundles Murdock: I know I'm going to talk to them and I have points.

Bridge Littleton: Let me ask Jamie a question. So does anybody from the film festival come and work with you in advance?

Jamie Gaucher: No.

Bridge Littleton: OK.

Darlene Kirk : You see nothing hear nothing from them at all?

Jamie Gaucher: I never received a request for a map. I know the map that we have here now is updated the updated it all the time. So why they were using an old one I don't know.

Bundles Murdock: Because they don't know enough to come in and ask for a new one and that's it. They need a representative here in town that will do all these things and.

Bridge Littleton: It doesn't to be a full time year thing right. Two months in advance come for a week, sit down with us help plan out everything and make sure it works right. So and I think and honestly this is a broader discussion as well. I am curious as to everybody's input. I know we're trying to put together a taste of Middleburg Festival. You've got Shakespeare in the Burg. We've got Art in the Burg. All these things could be great events that are a cultural and economic and expansive. I don't think we have a framework of you know how we support them and other than it's all sort of ad hoc. Right. Do we need to do something like that?

Darlene Kirk : I think we could but the film festival sort of always been an outside thing. But yeah I think we should just to make it easier for Jamie and the committee and anybody that wants to host something.

Philip Miller: So if we have the committee come up with these things which I think Visit Loudoun should be intimately involved in that analysis process. We basically just need to put together a playbook, special event playbook. That's all it is.

Jamie Gaucher: ABC, one two three structure.

Philip Miller: Here's your person to talk to you for this, here's your person to talk to you for this.

Bridge Littleton: And what we expect.

Philip Miller: If you're expecting X number of people that's that's fine. If you're expecting 8000 people then you need to arrange parking with this person and you need to have you know extra tour buses to take people to and from parking. That also requires this this and this. That's that's what we need. It's a playbook.

Peter Leonard-Morgan: What are the challenges.

Darlene Kirk : Need to put things in there such as you know if you have like a thousand people then you will need to arrange for extra police coverage which may cost you. [inaudible] insurance. Yeah. Just like he does.

Kevin Daly: And then what's the hook to make them come to us.

Bridge Littleton: You have to have a special events permit.[multiple speakers]

Kevin Daly: Do we have an ordinance that will make them come to us so that they have to work as opposed to well we just went to the hotel. We got our space. We don't need to bother with the town.

Bridge Littleton: Ok Rhonda and Will. What do you guys.

Rhonda North : So we do have a special events ordinance on the book that requires a permit. However the way it was written up, we exempted out anything that the town sponsors in any fashion which pretty much ends up eliminating everything from getting a permit. So an easy change would be just to change that ordinance and require a permit.

Will Moore: So partially correct. It actually only exempts in terms of town sponsorship or town organization ones that are solely town events. So we have not enforced the permit process. Christmas in Middleburg by our ordinance should apply for a permit every year. But council has specifically said we don't need to have them do that.

Philip Miller: So basically the 4th of July would be the only thing that's exempt?

Will Moore: No no no. So. So a couple of. So it also only applies to events that are that take place on public property or public streets or require closing of a public street and then you're still exempted if you're solely sponsored by the town. So the film festival would not require it. Fourth of July would not required because it takes place on public property. So we went through a process a couple of years ago. Kevin was part of it. Council Member Shea when she was on here was part of that and we proposed a new permitting process that would expand the applicability of who would need to get a permit. There was a sticking point. A couple of sticking points with council at the time. And ultimately it got shelved because we couldn't overcome those what one was it would apply to events that had over X number of anticipated attendees and people thought that might create an issue of somebody on a residential property wanted to have a big party and we didn't want to do that. So that might be worth relooking at as part of a larger relook at you know if there's a committee that's put together they might want to look at some of that work that was done before, here's at least a draft of a permit ordinance. I'm sure that it could use tweak.

Kevin Hazard: The sticking point was the the way it was written several people are on council thought it's my house and you know we don't want to have this kind of regulation in effect. So I think there is a middle ground that we can get to that will serve that without.

Bridge Littleton: You know you can always exempt private residences for private events.

Bundles Murdock: Yeah I mean we came into what if we have a family reunion and we have 80 people and that was one of the sticking point or a funeral. The funeral came up in that discussion.

Darlene Kirk : Or a block party.

Bridge Littleton: Ok. So is, yeah I mean I right I mean I get it right. There's things that are for not monetary value and on private property or whatever. Which we're not trying to enforce but when we're having these larger events that I mean look we're in a litigious society now. You have an event, somebody slips and falls. Who's going to get sued. They're going to sue everyone with the deepest pockets and the town's first. [inaudible]. Really. [inaudible] Let me put it this way if I had a choice between suing you or the town of Middleburg, I'd sue the town of Middleburg. Because there's actual money there to go get. And the town has has insurance. So anyway I think we need to figure this out more. But I want to make sure everybody on councils in agreement with that. You know that's part of I think we would want to get the charge of your committee and work with Will and look at whatever that ordinance was and is there a middle ground.

Peter Leonard-Morgan: Yeah in answer, the carrot or the hook, the hook is to help them also make it a better event for them that we can help with. You know it's not like we're charging them fortunes to do that. It's just that we want it to be successful for them successful for us. And successful for the participants.

Bridge Littleton: OK. That takes us into the next item. This is one that I asked to be put on there which is town store business hours. And so I have no idea how we're going to discuss this or what we can do about it. But I have had numerous complaints from business owners in town about other businesses in town you know not being open during their posted hours. I mean over the weekend closed during the film festival. I mean just outright closed all day Saturday on Main Street. And you know people say hey I'd like to go shopping for x y and z while I wait for this what do I do. Well go down the street as a couple of stores open they go down they come back and I go while I'm going away here because no one's open. So I don't know if you guys experienced any of this or heard folks make comment of it. I don't know if we can I mean they're private entities, they can do what they want to do but we can look at ways of incentivizing behavior if we want to or dis incentivizing behaviors. I don't know what those are. But I do think it is a substantial problem. I've gone by stores to get stuff and they're hours say open till 5 and it's 3 and

they're closed and they're gone you know. So it does. It's bad for the town. It's bad for our reputation. You know people will say well don't go to Middleburg their stores are always closed. You know it's getting worse.

Bundles Murdock: I caution you on regulation doing it too tightly. We are in a mom and pop, some of these stores are and sometimes they don't have the staff. I mean I don't know. But they shouldn't put their open till 5 and be out the door at 3. They should have a sorry we're closed due. [inaudible]. Right. Yeah. I don't know. I'd be very careful on that going on that one.

Bridge Littleton: There's nothing we can do to regulate them. It's a private business but are there incentives that we can provide that actually you know encourage them to stay up. I don't know. I don't know the answer. But I'm just. Oh Darlene, sorry.

Bundles Murdock: Well, he had his first.

Bridge Littleton: Go ahead Jamie.

Jamie Gaucher: Yes so we had you when you and I had a very brief conversation the other day and to talk about this. My first reaction was, echoes this sentiment your concerns and I don't think we can legislate this right. This is not an ordinance that can be enacted but based on that conversation I took some time and I came up with three different categories of options. So this is not an exhaustive list right. And these are not necessarily mutually exclusive. There's some recipe here that I think we can use. And so I'm just going to go very quickly through some of these ideas if that's OK with you.

Bridge Littleton: Yeah, please.

Jamie Gaucher: So the first category I have is promotional activities. Right. Marketing the town especially in light of the Christmas season or the holiday season. But it's not exclusive that we can also do things like an art walk or for you know music on the streets to bring people here. We could do a first Friday event that helps sort of manage expectations so people know that when they come here on that day the town is open and all the shops are open the restaurants and the retail shops are open. If we were going to develop a theme around this there's no better theme right now than Christmas. Right. We could do something during the three weeks of December and make this basically ground central or Grand Central Station for Christmas. And there's also probably some marketing effort that includes the MBPA around special events and what that looks like. I don't know I would have to sit down with each of the business owners and say you know what does a special event in your store where it needs three stores combined look like. So that's the first category promotional activity. Secondly for me it's this idea of technical assistance. Right. The customers that shops are going to see if they're open in the evenings are different than the customers that they see normally during the day and helping the businesses prepare for that could be something that we could do. Changing the product mix of their shops and maybe even initiating like a delivery service or automatic orders in my house when we run out of laundry detergent. We just hit a button and it shows up in 48 hours. It's an automatic order installing something like that and that's not going to work for every that's not going to work for suits that you guys sell. Right. But it might work for some items that are more regularly available in Middleburg and then those local money stay in Middleburg. So you're buying your coffee from the same place over and over again or your paper towels or whatever it is and then lastly is this idea of financial assistance and this is third on my list but it includes stuff like maybe we institute passport's program where somebody comes in Middleburg and if they shop at 10 stores during the month of July or the month of November or whatever maybe it's quarterly. You know they get a reward. It's not unlike what visit Loudoun does with the Ale Trail. You get a passport and you're encouraged to visit all the breweries in Loudoun County. I also thought maybe there's an opportunity for the town to put some money behind a cost share if you're going to be open for another two hours it's going to cost you from a labor perspective. And if we did that as a co-operative I don't know what the financial piece would actually look like but that's usually the largest concern or issue or hurdle that needs to be addressed. Right. I don't know if I'm going to have any more customers but I do know if I'm open for another two hours I'm going to have somebody sitting here or three hours and then I thought lastly from that category financial assistance during the month of December maybe it's a discount on that meals tax if you eat or drink in Middleburg after 5:00 o'clock instead of 4 cents meals tax maybe it's 3 cents

meals tax. I don't know. I'm trying to encourage to do two things that are right. We're trying to encourage or change the behavior of people that are going to come here and shop, visitors. And we're trying to change the behavior of some of our retailers, some of our shops. Some of them are easy or short term some of them are I think more difficult long term. So I just put those out there you know again, I think there are a lot of other pieces and maybe some other people that we could bring around the table. But for starters we can't legislate. We should be able to pull some levers.

Bridge Littleton: Like I said the only thing we can provide are incentives or disincentives. We can't force anybody to do anything else. Bundles.

Bundles Murdock: We did try. I think I can't remember what it is called. Was it open late. It was a Friday.

Darlene Kirk : When my mom had the shop.

Bundles Murdock: No this has recently. When I've been on council recently we've done it and it was Fridays. [inaudible]

Bridge Littleton: One at a time.

Bundles Murdock: No, but I need her back up too. It was a Friday. And I think we did it in December. Maybe after Thanksgiving so we have done it and I'm not sure why it stopped it didn't work. Not everybody participated. That was one of the problems which you know is education of the businesses. But we didn't have the traffic that we were looking for. They do it in Leesburg, I think and it works. And I'm not sure why it didn't for us but it has been tried and maybe it wasn't done well enough but it has been done.

Cindy Pearson: Cindy.

Cindy Pearson: Yes we did. We did it quite a few times and it became so that when people would come, not a lot came at them when they would come. Some of the stores had already closed because no one was there. And then we also did have when Lisa [inaudible] those different, Amy and those girls were there they would do events the three stores together. And that worked for a while that probably was the most successful thing when they partnered with the stores and had that little part [inaudible] It didn't get the whole town because not everybody would join in. So that's, let's see. And we know we've had the art walks, we've had we put art in every store in Middleburg it's just I don't know. It's like you said it's hard and it's their store when they want to go home the close the door they go home. We've done music on every corner in town to try to draw people through. You know I would love to see it work and maybe now is a good time to try it again with you know because there's different people now. So you know don't say it won't work but it just needs to be looked at again in the business association did the majority of the work.

Bridge Littleton: Thank you. Darlene.

Darlene Kirk : Ok. First of all I think you need to meet with the business professional team and Jamie and talk to them about this about getting them to talk to them to talk to their members about getting them to be open when they say they're going to be open and if not then to have a sign you know there's an emergency or whatever. The other thing I was going to say is that when my mom had her shop I don't it seemed like she got a group. And I don't know how she did this but and all of them they were serving wine and cheese like on Friday night and it started the Friday night after Thanksgiving and what she brought in was a lot of the local people like she told Willard Scott to OK I'm going to be open this Friday if you want to get your your wife her presents come at night and I'll work with you and stuff like that. And they told a lot of the local people and they did come and so I don't know how she did it but that was. [inaudible]

Bridge Littleton: Kevin. You look you look like you had a comment.

Kevin Hazard: Well I'd be cautious about going to the business association and chastising them for.

Bridge Littleton: Not being chastising. How do we work together.

Kevin Hazard: I would if they. [inaudible] Yeah but if they go home they go home. But I'd like incentivizing would work much better.

Bridge Littleton: Yeah I mean I honestly I mean that my experience is the issue isn't the restaurants. It's not, they're open because that's when they make their money is lunch and dinner. It's the other folks who have the retail stores on Main Street and Madison Street who are you buy things right. They go home at 3:30 and 4. And shopping doesn't start until 3:30 or 4.

Jamie Gaucher: So maybe it's an opportunity to leverage the restaurants. We know that the restaurants are open. We know they're doing well. The majority of them. Is there a way to leverage that for the retail businesses.

Bridge Littleton: Exactly and thing is and this is one of which you're talking about what Bundles was talking about the hard parts is right. It's chicken and the egg. Right. Which comes first. Well no it's not crack the egg it's which comes first you know. So you know you look at this right and it's like you have a rundown museum and people say well if we get a lot of people here then we'll spruce up the museum but we're not going to come until you spruce up the museum. so who you know who's going to fake first right or flinch. It's unfortunately it's got to be us. There has to be a reason for people to come here not come here and then our businesses will start staying open later. So I think we have to come up with a plan for that. A really really good plan for that. Yeah.

Kevin Hazard: Talking about what Lisa [inaudible] did. And I think, you're never going to get 100% but if you get a nucleus and they and with a small plan and it starts to work then other people will join. And it can't. The other thing that that has happened in the past we've sputtered. We do it for a couple of months. It's not working and it just we let it die. It has to be something that there has to be a driving force behind it. And you got to do it for months and months or a year or it's never going to take off.

Bridge Littleton: It's hard and slow. Kevin.

Kevin Daly: It's a challenge. It's not a problem it's a challenge and the big challenges it can't be done from the outside. We're the outside it has to be that spark, like your mother was in the business community that gets them rallied up and going. Some of these shops I'll call them hobby shops and there it's done as a hobby they don't need the money to run this thing. They maybe even own the building so they're setting their time at their convenience. So yes we can incentivize them but it's going have to be worked out within that business community and the business community are going to have to be the one that really takes the lead. And we need to encourage that spark.

Bridge Littleton: Yeah. Yes.

Cindy Pearson: Other thing too, on Friday nights, having the first Friday we found that people drive through Middleburg 100 mph to get home on Friday. They don't want to stop. That maybe if they tried a Saturday night it would be different or a different day would be better. That was just a suggestion from a long time ago. And the other thing is for this time of year when it's dark so early and the way our lights are, the town looks shut down because it's so dark in town. If maybe we could get our lights on the lower parts of the trees. They have solar ones now, battery ones, not solar. That just go up the trunk of the tree, you don't have to into the branches. They just light up the lower trunks or something. Just to make the town a little bit more festive and alive.

Bridge Littleton: It's not a bad idea. That's not a bad idea. Our lighting is adequate but you're right it's not inviting. And when the stores are shutting the lights are off there's no glow on the street.

Jamie Gaucher: We could extend that to some storefronts as well, up and down.

Bridge Littleton: Yeah. Yeah. OK. Darlene, you had another comment?

Darlene Kirk : Yeah, but I lost it now.

Bridge Littleton: You snooze you lose. Peter.

Peter Leonard-Morgan: So it's interesting conversation actually that we've got stores that are closing early when they are businesses trying to make some money. Maybe they're not aware that the cumulative effect of three or four or five stores I don't know what the number is closing early is having on the whole town. If we just talk to them say hey guys this is what's going on. We need your help. It's good for you it's good for us is good for everyone. [inaudible] Open later. [inaudible] And I do think also going back to Darlene's point of what your mother did to encourage little events you know wine and cheese or whatever it might be. I mean that does get people into the stores it gets a little energy going and how can we help to do that. I don't know that we can go and buy the wine but it's something that we could do.

Bridge Littleton: We can promote it.

Jamie Gaucher: We can advertise

Darlene Kirk : Other thing we can do is support it. I mean even if it looks like a plan it event, but I mean if we bring if we know that they're going to be open on Friday night, the Friday night the first one before Christmas in Middleburg that we encourage people.

Bridge Littleton: So you know what I'm going to do, we're not the economic development experts he is and the people of MBPA are, we're gonna shut the advice factory down and let Jamie charge for it to come up with some ideas.

Philip Miller: We are talking about two different things. We're talking about changing long term behavior, to be open consistently and then we're also talking about having seasonal or event based certain timelines. So that's two very different things and two very different approaches.

Bridge Littleton: But they are independent of each other. Being open when you say you're going to be open on a regular basis all year around is a good thing for everybody. And then understanding seasonal activities to help bring extra people you know you can't you can't actually have that unless you have the first right? If it's not open doesn't matter how many events you have so.

Darlene Kirk : Can I just say one more thing?

Bridge Littleton: Is it a piece of advice?

Darlene Kirk : No.

Bridge Littleton: Ok.

Darlene Kirk : If your business in your next one of the empty businesses that hurts you know because that's you're going to feel like well it's always dark. I don't like being open either. So we do need to get our storefronts filled.

Bridge Littleton: And that's a whole. It's a vicious cycle. One that leads to two leads, leads to four, leads to eight. Yeah. OK.

Philip Miller: Who does our shopping and dining guide. Is there an incentive to if you are consistently open until 6 then you don't get to go in the shopping and dining guide. If you're not here open when the restaurants are open for dinner then you don't need to be on the shopping and dining guide.

Bridge Littleton: So we will.

Cindy Pearson: MBPA doesn't do that, I'm sorry.

Bridge Littleton: No we we will save we don't we use a council meeting to generate a list of ideas. E-mail Jamie your ideas. No idea is a bad idea but we don't want to make this the melting pot because they we'll be here till midnight.

Cindy Pearson: Tina does do that here.

Bridge Littleton: Okay.

Philip Miller: So that's my only question was who makes it.

Bridge Littleton: But you're right. I mean you know maybe it's a partnership with MBPA and others but you know shoot your ideas to Jamie and then they're all good for discussion when you meet with the events group. Okay. Branding status.

Jamie Gaucher: So wanted to give you an update where we are with regard to the branding project. We've had four revised logos. I think we went through three renditions maybe four renditions of logos and we settled on four of them and they were tested earlier this month and they were tested in Washington D.C. and in Richmond, Virginia. And we had over a thousand responses. So I have that data that's connected to those responses and broken out by age and by male and female and by people that have heard of Middleburg, people that have not heard of Middleburg and surprisingly from a percentage basis there were more people in Richmond that had heard of Middleburg than there were in Washington D.C. Thought about that and you know Martha and I had a brief conversation about this given that D.C. is more of a transient city, transient population, maybe. That's true. So the four logos were presented after a determination had been made whether or not you have heard or not heard about Middleburg and each market D.C. and Richmond both had the same number one response to the four logos. Each market had different responses to the logo that finished in second place. Richmond had a second place logo that was different than the Washington D.C. logo which also caught me by surprise. So what I'm planning to do for the next council meeting in the meantime I talked to Cindy about this the other day Cindy and Philip and I are going to get together and we're going to narrow this down to two choices and we're going to bring those choices to the council for your evaluation. And if that's all right with you Mayor, I'd like to do it at the next council meeting. We also have some taglines that are to accompany these and I don't think we necessarily have to test those. I think we can make a decision ourselves around what makes sense and why we like what we like. So maybe Philip and Cindy and I can get together next week and we will forward the two logos that we think are most appropriate given the demographics that we got from the studies and we can have that conversation in two weeks.

Bridge Littleton: The only question I have is is there demographic data that they also have income levels?

Jamie Gaucher: They did not. Not on this, they did not.

Bridge Littleton: Philip.

Philip Miller: It would have limited our responses drastically which is why it because we we did talk about it before they went live and we wanted to make sure that we had a fair number of responses in both places to make sure that we actually had good data.

Jamie Gaucher: We had almost 1100 responses between the two cities combined.

Bridge Littleton: Any other questions? Yeah.

Philip Miller: How far out ahead was the number one to the number twos?

Jamie Gaucher: Each of the number twos was relatively close to each other but the number one was roughly off the top of my head a good 10 percentage points ahead in D.C. and in Richmond.

Bridge Littleton: We don't want to see them.

Jamie Gaucher: Yeah. No but I want to be able to answer that.

Philip Miller: All right. So let's set up a meeting for next week, you, Cindy and I can put together a plan for what that should look like and who else needs to see that before it comes here.

Jamie Gaucher: Roughly 10%.

Philip Miller: You sent me the data. I just haven't had a chance to look at it.

Bridge Littleton: Thank you.

Jamie Gaucher: Sure.

Bridge Littleton: So the one thing I want to I did want to say about the branding stuff right. There's never going to be a perfect solution for everything for everyone. Right. We need to remember that when we are the branding people going to be here are just going to be you presenting it.

Jamie Gaucher: Whatever your preferences if you think it makes sense to have them here they can be here.

Bridge Littleton: What is your objective with November 8th.

Jamie Gaucher: I would like the council to make a decision about the brand, the logo and the tagline that we're going to adopt going forward.

Bridge Littleton: OK so you're not asking us to adopt a brand you're just asking us to adopt a logo and a tagline.

Jamie Gaucher: Correct.

Philip Miller: The brand identity.

Bridge Littleton: What's the difference?

Jamie Gaucher: What it looks like.

Bridge Littleton: What's the difference between a logo and a tagline and a brand identity?

Philip Miller: Well a logo is just a logo but a brand identity is the full breath of so if we go with this particular look then that's also all the logos that go with it. The color scheme that goes with it. That's everything.

Bridge Littleton: So if we're going to be choosing a brand identity this is going to take a couple of hours.

Jamie Gaucher: I don't think so. I don't think it would take a couple hours.

Bridge Littleton: I mean it sounds bigger than just a logo and a tagline.

Philip Miller: [inaudible] The logo and the tagline inform the way that it's executed depending on what the different platforms and media are. You select one and that informs everything else. But we can have all of those different pieces. I would assume presented for that meeting.

Jamie Gaucher: Yes.

Kevin Daly: That is more succinct. The committee is going to do all the heavy work. They're going to come up with maybe one to three courses of action two courses of action present it to the council and we just discussed those two. We're not going to be discussing the half dozen or more that the subcommittee did.

Bridge Littleton: That makes sense for everybody.

Peter Leonard-Morgan: I have a quick question.

Bridge Littleton: Yeah.

Peter Leonard-Morgan: Maybe I've missed this in the past. Have we also gone out to the Middleburg citizens to ask them their thoughts on it.

Jamie Gaucher: We did not.

Peter Leonard-Morgan: Do you think we should because I mean I know we have talked briefly about the reason we're doing this is a bigger picture, but it's just as important I think to have the people that make Middleburg just get their thoughts on it. It might not be what we want to hear necessarily but I know it's a very I write down the word emotional and passionate subject and we need to get it right. We can't you know just making a quick decision two weeks from now, scares me a little bit to be honest.

Jamie Gaucher: So to follow up on that. We could do social media. We could do.

Bridge Littleton: No, no, no. I've got the solution. Here's what you guys are going to do. You're going to take exactly what you did from the survey and the 22 people that they interviewed from our community to drive at creating those brands they're going to take them back to those exact same 22 people who are all from Middleburg business owners and residents and get them to do the exact same thing that people did 22 is a good big number. Right. It's statistically significant. So you know and send that to them. It shouldn't be hard and you should have 100% response and see what they come back with as far as how they pick it. And that way we don't have to go out to 100 people but it's the 22 people who have already been thinking about this.

Jamie Gaucher: And incorporate that into the meeting on the 8th?

Bridge Littleton: Yeah. Yeah. Well no I would say I mean well I would say this. You need that before you guys meet. No no. You need that before you, Philip and Cindy meet to understand where your recommendation is going to be for the one to two to three to choose from. And it may be that they all agree with what Richmond and D.C. agreed with and it's helpful to us but if they are 180 degrees different you guys would be the ones to figure out how do we handle that. So.

Cindy Pearson: Make sure to give them a deadline. You know a quick response.

Bridge Littleton: It's 22. So if you need to call them or walk it by. And I would say this don't commit yourself to November 8th then because if you can't get those responses and you guys sit down and synthesize all this. We're just going to be making sausage up here and we don't want to do that. Awesome thanks. Darlene.

Darlene Kirk : My opinion about those 22 that hasn't changed. If 22 of them and none of them thought or one or two of them thought the fox. That's what he said initially that 22 it was like a certain. Most of them never thought of the fox as part of Middleburg, fox being a part of the logo.

Jamie Gaucher: I can go back and you know we broke out all the responses to the questions that were associated with the interview and it might have even been more than 22 people.

Bridge Littleton: It's maybe 30.

Jamie Gaucher: Who were interviewed but we can find that. We can find all of that data.

Bridge Littleton: I said the number.

Darlene Kirk : No, he did. He said the number was so slow they just didn't think.

Bridge Littleton: No it wasn't him. It was what was the lady's name who ran the whole thing?

Jamie Gaucher: Liz.

Bridge Littleton: Liz. She was the one who said it when she came up and she said of the 30 I think it was 31 people they interviewed only one person said I want the logo to be the fox. [inaudible] She wasn't interviewed. So anyway you know a good, bad or indifferent. You know those were all people from Middleburg. So yeah respect out to them. Thank you. Appreciate it. Ok next we've got council approvals. So the next one is the bid award for the web site. All I can say is hurry, hurrah. I'm pretty excited. I will say a lot of folks have seen. I can't believe it actually government local government folks have seen who we chose or who the committee chose. And every single person said oh we've worked who has worked with them said Oh they're great you're picking a great group. So does anybody have any questions about the bid proposal, the contract, the price or the execution plan? Kevin.

Kevin Hazard: Going through their proposal. There are a couple places that and I'm just looking for feedback. For example Constant Contact and they had their own proprietary and just the thought process on going fully proprietary as opposed to stuff that's off the shelf and is it because it's better integration or. And if we do it, is it going to cost us more money in the long run.

Philip Miller: It will actually cost us less. It's better integration it will be simpler for the staff to use it will be more consistent and its look and feel an execution.

Rhonda North : And it will be more secure.

Martha Mason Semmes: That's what I was going to add.

Kevin Hazard: More what? Sorry.

Rhonda North : More secure.

Kevin Hazard: Secure

Cindy Pearson: I liked them. I looked through some of the websites they've done. The only thing on maybe some of them their mobile app wasn't as good as others but a couple of them were awesome.

Philip Miller: I know what you mean. Some of them so they're actually now mobile apps they are they're mobile compatible sites. They may be on one of their older platforms that may also be your device that you're looking at and on. But ours [multiple speakers] ours will be continually updated with the latest greatest best.

Peter Leonard-Morgan: Yes and on that subject they make a big deal about the mobile version because the statistics are that I think is like 70% of people are looking on their mobile device.

Philip Miller: 80% of my web site. [inaudible]

Bridge Littleton: Yeah I mean our company website it actually looks and is easier to use on my iPhone than on my computer. It was designed for mobility. So it's kind of crazy. Yeah.

Peter Leonard-Morgan: I think it's important just to mention here in the open forum what how we got to this you know we had 33 submissions. Each of us had a box, literally this big full of submissions. This took a month of reading a few every night and really giving each one the same respect as the next one even if on the face of it it was just a non-starter. You know going through comparing apples with apples and really just coming down to the final three was hard enough but then it was really a no brainier in the end with the [inaudible] plus.

Bridge Littleton: Yeah like I said you guys did [inaudible] work. Thank you very much you who participated in the committee. Kevin.

Philip Miller: Next time we do this let's not all read all 33.

Bridge Littleton: You just I'm going to retract what you said not in a public forum that would not be upholding our fiduciary duty to fairly evaluate all proposals submitted.

Philip Miller: A smaller group can also be reviewing it than all of the committee.

Bridge Littleton: Oh gotcha. OK that's different. OK. Kevin.

Kevin Hazard: So another thing I read in it was talking about we now have 30 some pages and we're going to give you a 90. Do we need 90 pages and as if we don't take as big a thing is there any cost savings. I'm just thinking we're a town of 600 people.

Peter Leonard-Morgan: So that's a great question. I think if you look at our current web site there's so much information in like one page. Now this will allow us to have like a each committee have its own page for example and input information about that particular committee into it. And it allows for growth. I just think if you look at our current web site is all squeezed in to a few pages.

Bridge Littleton: Rhonda.

Rhonda North : And also we will be incorporating the police department's website into this. They currently have a separate web site. So the 30 some pages are just the town of Middleburg's web site. And as far as the number of pages they initially proposed a smaller number we asked them if they would go up to 90 at the same price and they agreed to do so.

Kevin Hazard: And just out of curiosity I saw that a great amount of sites across the state for example Portsmouth how many pages would something like that take. I mean because they've had just I went through their web site and I went through James City County and there are different sites and it looked like they had similar and I'm more trying to learn here than to criticize. A Portsmouth web site is what 150, 200, 300 pages are just. It didn't come up because it wasn't germane to what we were doing.

Peter Leonard-Morgan: I have a feeling Portsmouth might not be much bigger than ours because the structure is very similar especially when we introduce and thanks for mentioning that about the police department. The overall structure of the towns and the cities is very similar but with a few more departments and a few more activities. And it just gives us the chance I think to grow into it as well.

Philip Miller: I also think it's just best practices in terms of organizing a web site for flow for you know user experience and user interaction. It's not about the number of pages. It's about how everything is organized because that also affects how you google the spiders actually go through your web site as well.

Bridge Littleton: The one thing I would say too is I would like to. Well you know it's all about what we want to be right. I would much rather have a robust web site which is easily search able to find stuff and we don't cram everything into tight little corners because what that also does is it makes it available to the public so you don't call Will. You know not that we don't want them to call Will. But you know people are getting more you know in tune with the fact of self-service right. But if we don't have it there an easy way to find it they're just going to pick up the phone and call you know. So yeah and I don't think it's a big cost driver anyway. So anyway but it's you know we don't want to go nuts with it either.

Kevin Hazard: No I was just more curious because I disagree with what Peter said because if you go to the Portsmouth they have all the pages for taxes and you know multiple multiple multiple. I was just more curious is how many pages that would take. Because I mean they have really something like Portsmouth, they're like a county. So they do all the county functions and the town functions. So just curious.

Bridge Littleton: Any other questions on the web site? Okay Rhonda, do we just need to, do we need to do a motion?

Rhonda North : You could just authorize us to.

Bridge Littleton: I didn't see the motion attached.

Rhonda North : At the bottom of the memorandum there's a recommendation that the Council authorize the staff to enter into contract subject to the approval of the town attorney with Civic Plus for professional web sites site development services.

Bridge Littleton: Got it. So who wants to make the motion. [inaudible] So who is making a motion

Philip Miller: I move that council direct staff to enter into a contract subject to the approval of town attorney with Civic Plus for professional website development services in amount not to exceed \$41,632 over a four year period.

Bridge Littleton: [inaudible] Second. Any discussion?

Kevin Hazard: Friendly amendment.

Bridge Littleton: Please.

Kevin Hazard: Should we take the alternative financing proposal as part of this and just do it 11 3 per year?

Rhonda North : And the staff would definitely recommend that we do it over a four year period.

Peter Leonard-Morgan: Second.

Bridge Littleton: So amended. All those in favor say aye.

Philip Miller: Accepted.

Everyone: Aye.

Bridge Littleton: All those opposed, abstentions, motion passes.

Bridge Littleton: We have a website. [laughter]

Rhonda North : We have a first step.

Bridge Littleton: Okay. Next item is Council Member Bundles Murdock. Resolution of appreciation. So I'm going to read this in great detail. [inaudible] Ms. Murdock would you please stand up in front of the council. No, I'm kidding. [inaudible] Ok. Yeah right. [inaudible] It's Diet Coke.[laughter] You get to fill it. [multiple speakers] Here we go. Resolution of appreciation. Catherine Bundles Murdock service on Middleburg Town Council. Whereas Catherine Bundles Murdock was appointed member of town council effective July 12th 2018. To temporary fill a vacancy and whereas Ms. Murdock previously served on the Council for 12 years from July 1st 2004 through June 30th 2016. And whereas the term for Ms. Murdock's interim appointment will expire on the election of a new member on November 6th 2018. And whereas Ms. Murdock has served admirably and faithfully during this interim period and whereas Ms. Murdock has demonstrated personal dedication to the town of Middleburg and whereas the town of Middleburg deem it appropriate to express its gratitude to Ms. Murdock for exceptional service during this interim period. Now therefore be it resolved that the mayor and members of the town council of Middleburg, Virginia recognize and express our sincere appreciation for the exemplary service of Catherine Bundles Murdock as a member of the Middleburg Town Council from July 12th 2018 through November 6th 2018 as well as her previous service from July 1st 2004 through July 30th 2016 and express our profound thanks to her and hope for her continued success in life. [applause] Bundles, thank you very much. Now real quickly, do we have a motion?

Darlene Kirk : I move that council adopted a Resolution extending its appreciation to Catherine, [inaudible] Catherine Bundles Murdoch for the interim service to the town of Middleburg as a member of the town council from July 12th 2018 through November 6th 2018.

Kevin Daly: Second.

Bridge Littleton: Any discussion? I'd only like say a Bundles, thank you so much for stepping in and helping us out. And with that all in favor.

Everyone: Aye.

Bridge Littleton: All opposed. I said all opposed. Abstentions.

Bundles Murdock: Abstain. [laughter]

Bridge Littleton: So moved. And now Bundles, we have your resolution of appreciation suitable for framing already done. And a token of our appreciation to which we will enjoy with you.

Philip Miller: Is that Virginia wine?

Kevin Daly: Hopefully it's local. [laughter]

Bridge Littleton: It's American [laughter]

Kevin Daly: It's imported from California here on. [inaudible]

Everyone: [applause]

Bridge Littleton: And Ms. Murdock would you care to say anything?

Bundles Murdock: Yes I would.

Bridge Littleton: And the floor is yours.

Bundles Murdock: I've written some comments because I didn't want to forget anything. So I'm wondering if I should redact most of them now that you've been so nice. [laughter] [inaudible] you'll see. All right. I'm sorry I have to read it but my brain is just not going to remember all this. My final farewell is a message to the people of Middleburg and the mayor and the town council. The people should know that there is in place in my opinion an excellent mayor and town council. One that is the very best for the times we are living in and with an eye on the future. They're all extremely hard working and very dedicated. The town staff which includes Middleburg police department has always been wonderful and they give to the town and its citizens their very best and with their hearts. To the mayor and the town council. I truly admire each one of you for different qualities and what you bring to the town. You listen to and respect one another and that is the key to success. All these young smart men bring vitality to the group and constantly push for the future and good of the town. You have new and fresh ideas not to mention the abundance of graphs and charts. Now ladies of the Town Council, I charge you with keeping the others in line with your town history and basic beliefs. You know when to say no to drawings of a too modern fox and when to say no to too much government regulation. You know how important it is to keep an eye on the budget. You were here during the lean years. You know what it took to get back to a healthy financial status. You were born and brought up here and you know what a true community we are and how we must remain. As a taxpayer you know I won't hesitate to come in anytime the door is open. But as a former council member I am always here for you to lend an ear or help when I can. Thank you for choosing me to fill the vacancy these last couple of months. It is harder to say goodbye then the last time which was three terms not just three months but I can assure you this time it is for good. [laughter] [applause] And unfortunately that's in today's Middleburg Eccentric even though I just asked her to say a word or two.

Bridge Littleton: You can't give something to Dee Dee and expect her to just say a word or two. Well Bundles, again, thank you very much. Ok. Next we have is other discussion items. Any discussion items from anybody on council. So I had one. And Martha and I have talked about this a little bit already and so have Will and I. And it's around and I want to ask everybody on council what your feelings are about it. So it's around government regulation. No. It's around updating our town policies for the different types of penalties we might have or might not have doesn't mean we ever have to use them. But the penalties that we would have at our disposal for folks who violate zoning ordinances or violate town code or HDRC rules or anything like that. Now I want to preface this by this is a community and we want to treat all of our neighbors with dignity, respect and resolve things as easily and friendly as possible. But every now and then you know we do get put into a situation where we have a zoning ordinance violation or we have a HDRC violation or something else and the town staff has exhausted all their measures and asking nicely and begging please and sending a letter. And we've exhausted our asking nicely, begging, pleasing and all that kind of stuff and there may come a time where we would need to have some kind of a penalty to try to encourage compliance with our rules and regulations. And right now we have some things but they're not very. There's not a lot of tools at the staff's disposal to, you know and we trust the staff to make the right balanced decision on how to treat people but there's just not tools beyond begging unfortunately. So what I would wanted to gauge from every member on council was I would like to ask the staff to do some research on by state code what could we adopt you know whether it's financial or other things. Look at other jurisdictions and what they do what tools they have in order to incentivize compliance and then have them come back to us and say and also for them to look through it with their prism and say we would like these tools that we don't currently have and then us go through the process of looking at if we want to update our civil penalty provisions. I mean as example I was looking earlier this week that the Loudoun County if you violated zoning ordinance it can be punishable by up to a \$500 fine per day of the violation. You know and and you know you could you don't have to go to \$500 you could go to \$10 right. [inaudible] Or whatever. Wait, not ten hundred now or whatever you want but they have up to that you know authority. And again it would be a tool the town staff could use and you know maybe we don't ever want to use a financial penalty unless we're in agreement with it or unless the Planning Commission is in agreement with it. But is everybody comfortable them exploring what could be out there. Kevin.

Kevin Daly: Absolutely. And in a town of let's say 700 homes it only takes one dilapidated home to bring everything down. So it's not just respecting the individual. But if that individual doesn't even respect themselves or the community as a whole then we as a community must go in and make a correction so that we all don't suffer because of one or two individuals.

Bridge Littleton: Does anybody else have any other comments. Kevin.

Kevin Hazard: I would caution, would want to get the town attorneys take on it. You know you know with staff and the attorney and then because it's going to have to be very carefully written if and when we do something like this because you say if you put it on the books and you and you then you have to use it. And we've been through this before and it didn't end up well and it cost us thousands and thousands and thousands of dollars. And so we just it needs to be very carefully done.

Darlene Kirk : I'm just going to say that if we have them do all the research and then tell them that no we're not going to do it. That's really a slap in the face. I think we should decide we should either be in for a penny or a pound or whatever that saying is we should tell them yes we're going to do this because we do want to enact something I don't think we should just have them do it and then you know a couple months from now say no that's unfair.

Bridge Littleton: Let me ask Martha and Will real quickly. I know we've talked about it but is this something that you guys feel would be a useful tool to help you or the future planner and Martha your future replacement. Do you feel would be a helpful thing to have at your disposal to do your job.

Martha Mason Semmes: I won't speak for Will but I'm more familiar with the civil penalties that are available on the zoning ordinance in it and the history of those that make it a lot easier to enforce the ordinance because it's like getting a parking ticket. You know it can something that you can give somebody immediately it gets their attention immediately. Will you can fill on that. I'm not as familiar with those kind of alternatives that are available for implementing town code provisions. But you know Martin can certainly help us with that.

Bridge Littleton: And I think Kevin's right. Everything goes through Martin to make sure it meets state law and all that but Will your opinion.

Will Moore: So we do have civil penalties already provided for in certain circumstances. It's a step we have not come to have to use to this point. But you know based on the discussions that you and I have had you know that maybe there are some instances where we should have just because there are some repeat offenders or just occasional blatant offenders who aren't responsive to the kind of more customer friendly approach we like to use so I think and I appreciate the vice mayor's comments. But I do agree that you know let us do some research and you know we're not going to propose anything and we will give you the options but we would certainly make recommendations on what I think we think would be most useful. But civil penalties like Martha said they can. They're much more helpful in trying to pursue certain violations that you have to pursue if you're going to pursue them as a criminal offense for zoning related things.

Bridge Littleton: And that'll just take us forever.

Will Moore: Right.

Bridge Littleton: And I don't think we want to be the criminal penalty town either. Right. OK. So again I think Darlene again brings up a good point too is everybody in agreement. Let's explore what these are with an eye towards if they seem reasonable and they give I mean we ultimately have to have discretion. Right. So if somebody is a violator but for whatever reason there's extenuating circumstances we say look we don't want to penalize that person. We retain that ability but give them the tools that they need to to be able to do it. Is that clear enough for you guys? Ok, great. [inaudible] Ok. That was the only thing I had. Next item is reports from committees. Go Green.

Peter Leonard-Morgan: Yeah I'd say about Go Green unfortunately is that we've had to postpone the town cleanup. I think the message is really out there. I know, I'm sorry looking forward to having the girls there. It's just so bad and then we thought about maybe doing Sunday and Sunday might be bad too. But more than that just reorganizing for the day later could be difficult. And the following weekend we've got the pop up. Well the Christmas shop actually at the Community Center. That's all you know spoken for and then suddenly it's winter. So

really we felt that you know doing it in the spring doing a big big start to the season would be a better idea. [inaudible] I didn't think of that. Great idea. [inaudible]

Bridge Littleton: I'm sick that day by the way. [laughter] Any other committee reports? Well actually one thing I want to mention and I want to thank everybody here for your all support so COLT did meet again last night. The county. [inaudible] [laughter] What's that? Yeah, the county, that's exactly right. So the county the public hearing set for the next draft review for the Planning Commission is November 7th. So the current that you have to have two weeks' notice for the public hearing or something is that right Will? [inaudible] On the county level. [inaudible] Yeah, anyway, yeah they released the plan the next draft of the comp plan at 11:47 p.m. the night before two weeks exactly that the public hearing was going to happen. I mean it's crazy. So anyway so. COLT met last night what we're going to do is we're going to have a very very good plan of engagement with the Planning Commission. So all seven mayors are going to go during the public comment session to the Planning Commission which is you know it's like our public comment sessions it's one way and we're all going to go back to back to back to back and you know talk about where our major concerns are. You know with the comp plan. So the new version that came out. I've read a little bit of it. It is way worse than the first one. I mean it's basically the transition area becomes I mean it says it blatantly one of the policies is to increase density for residential and other types of development. So you know we're going to it's you know this is not going to get resolved at the planning commission. This is going to have to happen to the board supervisors when the plan goes to them.

Bundles Murdock: Do you want to mention that meeting in Bluemont or not.

Bridge Littleton: Oh, it was on Tuesday night. What's last night. Last night was Wednesday night.

Bundles Murdock: Was it over. I thought it was on.

Bridge Littleton: It was on Tuesday night. There was a great meeting in Bluemont on Tuesday night. [inaudible] was there. Tony Buffington was there. Dick Black was there. That [inaudible] kind of experts on rural protectionism were there about 150 there, about 100, 150 people were there standing room only. All about the comp plan. Why it's bad and all that kind of stuff. I won't go into all the details but suffice it to say the point I tried to make to everybody there is and I think this is a point for all of us in our community. It's not all of us talking to each other about how much we don't want this we don't matter right. Right. [inaudible] and Tony Buffington are not in favor of this plan but we need five votes not two, right. So we got to find three more people and they all live in the east. So what I said everybody there was who here knows somebody who lives in the east and everybody raised their hand. And I said OK keep your hand up if you have already talked to them and convince them of why this plan is bad and encourage them to call their supervisor and then every hand went down. Right. So that's where this battle is going to be fought. Is us engaging with people in the east to contact their supervisor to make sure they don't vote for this plan in its current form. So that's I think a challenge for us in the community. And it's coming fast. The Planning Commission is going to send this thing to the board supervisors the first or second week in December and then they have 90 days.

Philip Miller: Are there particular supervisors that we think may sway our way if...

Bridge Littleton: So Kristen Umstattd who is the supervisor for Leesburg. She's probably you know more on protection than not. Ron Meyer I think is an independent thinker and he's actually said you know this transitional is supposed to be a buffer zone. So why are we protecting it. And so I think the other one who has said positive things is Phyllis. So I think those three would be the key ones that would most likely be swayable. You know but there are elections next year and it revolves around that too right. I mean this is going to be an issue this vote for them all is going to be an issue that carries into the election. So the more people that speak out in their districts that they want to see the TPA be the buffer zone it has been the better the better it is.

Bundles Murdock: So do you want to organize some kind of community push campaign somehow. I mean.

Bridge Littleton: So COLT is going to take this first step in November 7th. I think after that we're all going to have to figure out what is our engagement strategy for the next three to six months to really get the commute or next three

months because it will be you know once it's passed it doesn't matter anymore. But to really get the people in the east fired up to the all they got to do is send an email or call their supervisor. They don't have to go knock down doors nothing like that and just say I want the TPA and that's the one sentence they get. I want no growth in the TPA. That would be the message because that just dominoes into into all of the protection stuff that we want. But you're right we have to come up with a strategy of how to do that. It's going to be critical anyway. So again thank you guys for all your support and continuing to like getting the Berkeley Group to help us come up with an alternative plan. They did a great job. COLT is going to adopt that as the COLT plan not just town of Middleburg. And so we take it to the board the planning commission, that's one things we're going to present. So it's been very very helpful. Okay Cindy sorry.

Cindy Pearson: Rhonda. Would you like to put a reminder up for Tuesday? e

Rhonda North : Yes. As a reminder Tuesday is our annual volunteer appreciation reception. It will be held from 5 to 7 at the Emmanuel Episcopal Church parish hall. A few of you have some roles that you've agreed to to play that evening. Kevin's going to be our bodyguard and Cindy's going to be our paparazzi and tuxedo. The theme is going to be like Golden Globes Oscars. Philips going to be our Mr. Blackwell for the evening. So we're hoping it's going to be a little fun, a little interactive. We'll have a autographed game, get folks to seek an autograph from one member of each of our boards and commissions. Prize, we'll draw a prize name out of the hat for someone to receive a prize that participated in that game and so we're going to try to make it fun. And of course, [inaudible] food. I mean what can you say about that.

Bridge Littleton: So I'm going to see if anybody gets this joke. Do I get to be David Niven and if I do who's taken the other role.

Kevin Daly: The streaker?

Bridge Littleton: Yeah. [laughter]

Kevin Daly: No, I'm not going to get a laugh over your shortcomings. [laughter]

Bridge Littleton: Exactly [laughter] That was David Niven's quote.

Rhonda North : Just remember we are going to have paparazzi there.

Bridge Littleton: OK Peter.

Peter Leonard-Morgan: So how has the response been from all the communities and volunteers.

Rhonda North : It could be a little better than it has been. The mayor has volunteered to to send out an e-mail himself to to try to encourage a few more folks to RSVP.

Bridge Littleton: So I'll give you a direct answer. It's not been good. So please reach out to all the folks in your committee and encourage them and ask them to come and attend. I think right now the way the numbers that we have there are going to be more council members and staff there than committee members. So please you know we are trying to show our appreciation. And it would be great if they could attend and bring a family member if they want. Anything else before we go to a close session. Going once. [inaudible] what once we once we do that. Well once going twice. OK great. Thank you very much. We will now read the motion for the closed session and by saying that, do I have a motion?

Philip Miller: I move the council go into closed session as allowed under the Virginia Freedom of Information Act sections 2.2-3711A 3 and 1 for the discussion or consideration of the acquisition of real 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. I further move that these matters be limited to one property acquisition of the new town office. 2 appointments to the Middleburg strategic finance committee, 3 the hiring of a town administrator and the 4 resignation of the town administrator. I further move that in addition to council, the following individuals be present during the closed session. Martha Mason Semmes, Will Moore, Jamie Gaucher and Rhonda North for the first part. And Martha Mason Semmes and Rhonda North for the second part. I further move that council there thereafter reconvene an open session for action as appropriate.

Kevin Daly: Second.

Bridge Littleton: Any discussion?

Darlene Kirk : I still have a problem with that saying resignation of Martha.

Bridge Littleton: Retirement, amended as retirement. Offer amendment to change it from resignation to retirement.

Kevin Daly: Second.

Bridge Littleton: Okay any discussion?

Philip Miller: Accepted

Bridge Littleton: **Accepted**, that too. All those in favor?

Everyone: Aye.

Bridge Littleton: Opposed, abstention? And we are in close session. I ask council to 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 convened were heard, discussed or considered in a closed session. I would like to remind those present for the closed session that any discussion that occurred within it should be treated as confidential.

Bundles Murdock: Yes.

Kevin Hazard: Yes.

Philip Miller: Yes.

Darlene Kirk : Yes.

Bridge Littleton: Yes.

Peter Leonard-Morgan: Yes.

Cindy Pearson: Yes.

Kevin Daly: Yes.

Bridge Littleton: Great. Do I have a motion?

Philip Miller: I move to authorize the mayor to enter into an employment agreement with the selected candidate for the town administrator position under the terms discussed in closed session subject to that individual passing the background check and drug screening.

Darlene Kirk : Second [inaudible]

Bridge Littleton: Any discussion? All those in favor?

Everyone: Aye.

Bridge Littleton: All opposed? Abstentions? Motion passes we are adjourned. Oh wait sorry yeah. Oh right sorry. We need to make the motion about the Finance Committee. [inaudible] No, well I'm un gaveling. Who has the motion in front of them?

Darlene Kirk : Mine's closed. Gone to sleep.

Philip Miller: Maybe if we bought iPad's this would be going a little faster. [laughter] Where is the memo or the. I move that council appoint all of the applicants to the Middleburg strategic Finance Committee for a one year period said terms to expire December 31, 2019. I further move that council appoint all of those individuals. [inaudible]

Bridge Littleton: No we're going to do it right now.

Philip Miller: So I further move that council appoint for a two year term.

Bridge Littleton: Joe Boling.

Philip Miller: Joe Boling. Bob Dale.

Bridge Littleton: Childs Burden.

Philip Miller: Childs Burden to the Finance Committee for a two year term said terms to expire December 31, 2020.

Bridge Littleton: And I'm going to make an amendment. All other applicants to be appointed for a one year term.

Darlene Kirk : Second

Philip Miller: Amendment accepted.

Bridge Littleton: Any discussion? All in favor.

Everyone: Aye.

Bridge Littleton: Opposed abstentions. Now we're adjourned.