



MIDDLEBURG TOWN COUNCIL
Regular Monthly Meeting Minutes
Thursday, June 27, 2019



PENDING APPROVAL

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

STAFF: William M. Moore, Deputy Town Administrator
Rhonda S. North, MMC, Town Clerk
Jamie Gaucher, Business & Economic Development Director
A.J. Panebianco, Chief of Police
Tina Staples, Interim Town Treasurer
Estee LaClare, Planning & Project Associate

ABSENT: Vice Mayor Darlene Kirk

The Town Council of the Town of Middleburg, Virginia held their regular monthly meeting, beginning at 6:00 p.m. on Thursday, June 27, 2019 in the Town Hall Council Chambers, located at 10 W. Marshall Street. Mayor Littleton led Council and those attending in the Pledge of Allegiance to the flag.

Public Presentations

Visit Loudoun

Beth Erickson, Jordon Harris and Reggie Cooper appeared before the Council representing Visit Loudoun.

Business & Economic Development Director Gaucher advised Council that he, Town Administrator Davis and Councilmembers Miller and Bernard identified deliverables the Town would like Visit Loudoun to supply in the coming year. He reported that five of those categories were not accepted.

Mr. Harris, a member of the Board of Directors for Visit Loudoun, advised Council that they would continue to provide a majority of the accountability measures that were requested by the Town and would promote Middleburg, as the Salamander Resort was an important stakeholder for them. He explained that the issue related to four of the five categories was that they could not provide the data from their stakeholders, as it was frowned upon by their Board of Directors. Mr. Harris noted that the fifth category was related to the key spots on their website and explained that they sold ads in that location and did not want to lose the revenue.

Mr. Harris advised that they needed clarification with regard to the demographics they were being asked to provide that were Middleburg related. He opined that it would take some research to determine how cumbersome it would be to provide them. Mr. Harris advised that Visit Loudoun could provide general information; however, he suggested that to pin it down to individual locations and businesses would be very challenging. He noted that he was not saying it was not possible and advised that they would have to figure out whether it was.

Council questioned whether it was possible to provide proprietary information in an unattributed manner.

Ms. Erickson advised Council that Visit Loudoun already did so and explained that their Travel Pulse, which was given to the Business & Economic Development Director on a monthly basis, provided information on all of the hotels in Loudoun County. She explained, however, that three hotels needed to report data in order to pull a Starr Report for a geographic area and advised that the Salamander Resort was the only one that reported in the Middleburg area.

Council questioned whether it was possible to provide it for the wineries within a five mile radius of Middleburg so the Town could determine whether they were operating in the top or bottom half of those in the county. It was noted that the Town needed to determine why if they were not in the top, such as the need to do more marketing.

Ms. Erickson reported that Visit Loudoun recently completed an economic impact study of the wineries, including how much traffic they generated and the average sales in their tasting rooms, and offered to share it with the Town. She advised that while they could do so for a five mile radius, this was not something that was requested as a part of the MOA. Ms. Erickson noted that what was requested was website traffic for Middleburg and a comparison of it to the traffic for the top location. She reiterated that while data for wineries and breweries was not requested, Visit Loudoun would be happy to provide it.

Mr. Harris advised Council that while Visit Loudoun received this information, it was not 100% accurate as the wineries provided it on a voluntary basis.

Council noted the need for information in order to determine whether to support an event. They questioned what it meant in terms of economic development if the Town supported one and two hundred people attended. It was suggested that if the attendees were not spending money in Middleburg, the Town needed to understand why and what was needed so they would. It was further suggested that Visit Loudoun collected a lot of data that could help inform the Council in how it should spend the Town's economic development money.

Ms. Erickson confirmed that Visit Loudoun could do this for events using data from their social media. She explained that the issue was tracking and comparing it to other events in the county.

Council suggested a baseline could be constructed, which would allow them to determine whether there were any impacts as funding decisions were made or other changes occurred.

Business & Economic Development Director Gaucher noted that the Cultural & Community Events Committee was trying to measure the economic impacts of events in the town.

Ms. Erickson advised Council that Visit Loudoun was working with the State to gather data on the restaurants by zip code. She noted that currently, Middleburg's meals tax data was the best information for identifying their success.

Council noted that surveys provided the best data; however, people did not complete them if they contained more than two questions.

Ms. Erickson noted that Visit Loudoun was talking about launching a passport program that would be associated with some key events in order to help track year-over-year activity. She advised that the Cultural & Community Events Committee was talking about putting one in place for Middleburg.

Business & Economic Development Director Gaucher suggested that such a program may also incentivize the shops in Middleburg to stay open late during specific events.

Council questioned whether it was possible to get a comparison of how many people visited and liked Middleburg's social media posts versus Leesburg's.

Ms. Erickson opined that this information was back-of-the-house data that Visit Loudoun could not share without the permission of the owners. She advised that she would ask whether she could share their proprietary information.

Council suggested that Visit Loudoun provide them with a list of the data it could make available before they finalized the MOA for the coming year. They questioned whether it was possible to segregate the data related to Middleburg's posts from Visit Loudoun's social media. The Council further questioned whether it was possible to separate Middleburg's data from their website in order to obtain some search term results.

Ms. Erickson confirmed they could and reported that she provided the top key search terms for Middleburg in order to assist the Town with its branding project.

Council suggested that if Visit Loudoun wanted to develop a pilot program for gathering data from the wineries and restaurants, Business & Economic Development Director Gaucher could assist.

Ms. Erickson noted that during the Loudoun Restaurant Week, they asked the restaurants for their year-over-year sales information; however, it was difficult to get. She reiterated that they just did a survey on the economic impact of wineries and breweries and advised that it was a great document.

Mr. Harris advised Council that data, broken down by zip code, was available to Middleburg through the Virginia ABC Board on the excise tax revenues from wineries.

Ms. Erickson summarized that she would meet with Business & Economic Development Director Gaucher to identify what data Visit Loudoun could make available. She suggested they could do so the week of July 8th.

Staff Reports

Deputy Town Administrator Moore introduced Estee LaClare, the Town's new Planning & Project Associate. He noted that she began her duties on June 24th.

Consent Agenda

- (a) Approval of Minutes – June 13, 2019
- (b) Acceptance of Donation – The Thompson Foundation
- (c) Amendments to Employee Handbook

Councilmember Hazard asked that Item B be removed from the consent agenda.

Councilmember Miller moved, seconded by Councilmember Daly, that Council approve consent agenda items A & C, but remove item B.

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

No – N/A

Abstain: N/A

Absent: Vice Mayor Kirk

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

Acceptance of Donation – The Thompson Foundation

Councilmember Hazard opined that if an individual was nice enough to make a donation to the Town, the details of it should be read into the record. He read the memorandum related to The Thompson Foundation's donation of \$1,000 to the Town to be used for the purchase of life saving equipment for the Police Department.

Councilmember Hazard moved, seconded by Councilmember Daly, that the Town Council accept the donation of \$1,000 from the Thompson Foundation and designate these funds to the Police Department for the purchase of life saving equipment.

Vote: Yes – Councilmembers Bernard, Daly, Hazard, Leonard-Morgan, Miller and Pearson
No – N/A
Abstain: N/A
Absent: Vice Mayor Kirk
(Mayor Littleton only votes in the case of a tie.)

Town Clerk North questioned whether the Council wished all items related to donations to be placed as action items on future agendas. The Council confirmed they did.

Discussion Items

Digitizing Project Recommendations

Town Clerk North reviewed the staff's recommendation to digitize the Town's records through the use of a Laserfiche Cloud Solution. She advised that this would involve hiring a consultant to build the system so the records could be easily retrieved once digitized and noted that the staff was recommending MCCI, which was the same consultant who developed Loudoun County's system. Ms. North advised that the final component of the project would be to hire a firm to scan and index the Town's existing records and recommended the use of Scanning America - the firm that MCCI utilized for this purpose. She noted that prior to sending the records to be scanned, the staff would identify any that were eligible for destruction under the State Code provisions and would bring in a paper shredding truck to assist in that regard. Ms. North suggested the Town advertise a public paper shred for that day in order to maximize the value from having the truck in town.

Council inquired as to the security of the documents once they were scanned and whether they would be accessible by the public. Town Clerk North confirmed the public would be able to access those documents which the Town allowed to be accessible, otherwise, they would be secure.

Council inquired as to how documents would be digitized in the future. Town Clerk North explained that the goal would be to have as many submitted electronically as possible; however, she noted that the staff would have to scan the remainder into the system. She explained that forms would be constructed using Laserfiche and embedded into the new website. Ms. North noted that currently some forms could be submitted electronically; however, because they were not transmitted securely, they could not be forms that contained sensitive information or had a payment component. She acknowledged that the Town could not eliminate paper completely; however, the goal was to have as much submitted electronically as possible in order to reduce the burden on the staff of scanning it.

Council inquired as to whether there was redundancy built into the system. Town Clerk North confirmed there was.

Council inquired as to whether Loudoun County was happy with their system. Town Clerk North reported that the staff met with the individual who was responsible for developing their system and advised that he highly recommended it. She noted that he provided the staff with information that helped them formulate their recommendation to the Council, including the need to hire a consultant to help build the system.

Council expressed concern about the amount of time involved in utilizing the system. Town Clerk North advised that since going to electronic agendas, she scans items such as her meeting notes and saves them electronically. She advised that she found that it took less time to do that than to file the paper versions.

Council questioned whether the Town would need another computer server for this system. Town Clerk North confirmed it would not as the system was cloud based.

Mayor Littleton noted the value of having the records available electronically as they could be more easily retrieved.

Councilmember Leonard-Morgan moved, seconded by Councilmember Miller, that Council authorize the Town Administrator to enter into a contract, as approved by the Town Attorney, with MCCI for the acquisition of a Laserfiche Cloud Solutions system with the first year costs not to exceed \$30,805. Councilmember Leonard-Morgan further moved, seconded by Councilmember Miller, that Council authorize the Town Administrator to secure the services of Scanning America to scan and index the Town's existing records with the estimated cost to be \$47,070. Councilmember Leonard-Morgan further moved, seconded by Councilmember Miller, that the costs for this project be covered by the FY '19 General Fund contingency reserves.

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

No – N/A

Abstain: N/A

Absent: Vice Mayor Kirk

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

Mayor Littleton commended the staff on developing a great proposal. Deputy Town Administrator Moore noted that the Town Clerk and Town Administrator prepared it. He further noted that Town Clerk North worked on both this and the new Town website and opined that she brought some tremendous value to the Town with these projects.

INFORMATION ITEMS

In response to an inquiry from Mayor Littleton, Deputy Town Administrator Moore reported that the proposed storage building was on hold as there could be environmental issues associated with the proposed location. He advised that he was evaluating whether it continued to be a viable site. Mr. Moore noted that he was also in the beginning stages of an analysis on the expansion of the Town Shop in the event it turned out it was not.

Mayor Littleton reminded Council of the upcoming Fourth of July Celebration.

Closed Session – Appointment to Go Green, Security of Town Property & Personnel

Councilmember Leonard-Morgan moved, seconded by Councilmember Miller, that Council go into closed session as allowed under the Virginia Freedom of Information Act Sections 2.2-3711(A)(1) and (19) 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; and, for the discussion of plans related to the security of any governmental facility, building or structure, or the safety of persons using such facility, building or structure. Councilmember Leonard-Morgan further moved, seconded by Councilmember Miller, that these matters be limited to (1) an appointment to Go Green; (2) plans related to the security of Town-owned facilities and the safety of individuals who use them; and, (3) the performance evaluations of some members of the Town staff. Councilmember Leonard-Morgan further moved, seconded by Councilmember Miller, that in addition to the Council, the following individuals be present during the closed session: Will Moore, Rhonda North and AJ Panebianco for the first two items. Councilmember Leonard-Morgan further moved, seconded by Councilmember Miller, that the Council thereafter reconvene in open session for action as appropriate.

Vote: Yes – Councilmembers Bernard, Daly, Hazard, Leonard-Morgan, Miller and Pearson
No – N/A
Abstain: N/A
Absent: Vice Mayor Kirk
(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 Appointment – Go Green

Councilmember Miller moved, seconded by Councilmember Bernard, that Council appoint Todd Hathaway to Go Green to fill an unexpired term, said term to expire May 12, 2021.

Vote: Yes – Councilmembers Bernard, Daly, Hazard, Leonard-Morgan, Miller and Pearson
No – N/A
Abstain: N/A
Absent: Vice Mayor Kirk
(Mayor Littleton only votes in the case of a tie.)

There being no further business, Mayor Littleton declared the meeting adjourned at 7:17 p.m.

APPROVED:

Trowbridge M. Littleton, MAYOR

ATTEST:

Rhonda S. North, MMC, Town Clerk

June 27, 2019 Middleburg Town Council Meeting

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

Bridge Littleton: We will call the July 27th council meeting to order. June. July. How about this first council meeting of summer. The first order of business is the Pledge of Allegiance.

Everyone: [Pledge of Allegiance].

Bridge Littleton: All right. Next item is roll call

Chris Bernard: Chris Bernard.

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.

Will Moore: Will Moore, Deputy Town Administrator.

Bridge Littleton: All right. Next item is the public comment. So IF any member of the public here would like to speak to council please step forward and do so. And we shall close the public comment. Next we have is a public presentation from Visit Loudoun. Ms. Erickson. Thank you for gracing our humble chamber.

Beth Erickson: It is our pleasure. Thank you so much. And I have with us this evening my board chair Jordan Harris from Tarara Winery who actually has a wine that he produces and sells with grapes from Middleburg.

Gordon Harris: Absolutely.

Beth Erickson: Which is very nice.

Gordon Harris: [Inaudible] falls within the Middleburg [inaudible] which is kind of exciting for us, yeah.

Beth Erickson: So we are here this evening to go over the MOA and the recommended edits to the memorandum of understanding that were put forward by the council. That is correct?

Bridge Littleton: I believe so.

Beth Erickson: Wonderful.

Bridge Littleton: And real quickly.

Beth Erickson: Sure.

Bridge Littleton: Jamie do you want to join Beth at the table just in case? You know because this will be a sort of a full open dialogue all that kind of stuff. What's that? And Reggie too, I'm sorry. Oh hell, A.J. come, no I'm kidding. [Laughter]. Exactly. Where's the wine? [Off mic].

Gordon Harris: Oh I've done a poor job already. [Laughter].

Bridge Littleton: When Old Ox came they brought beer.

Kevin Daly: [Off mic].

Gordon Harris: Oh [inaudible] thank you very much.

Beth Erickson: Well I would like to point out that apparently you have a U2 performer that performed at Tarara not that long ago, the bass player for the U2 tribute band is in your midst. Which is very exciting.

Bridge Littleton: Wait a minute. We just find out some new facts about our deputy? I didn't know that.

Will Moore: He was. He was.

Bridge Littleton: Why didn't you tell us?

Will Moore: His likeness was at least.

Bridge Littleton: OK. [Off mic].

Jamie Gaucher: Mr. Mayor if I may?

Bridge Littleton: Yes please.

Jamie Gaucher: At the direction of council the county administrator and I sat down with Council Member Miller and Council Member Bernard and revised the accountability deliverables or requirements that the town would be interested in having Visit Loudoun supply to us moving forward in the next fiscal year. And that list is represented in this memo that you had in your packet under the category of draft language. Of all the individual categories in that column I believe there were five that were not accepted by visit Loudoun. So just as provide a setting, provide a backdrop I think Beth or Gordon will review not only those, but that memo in its entirety.

Gordon Harris: Certainly. The majority of what the accountability measures there were put forth are items in which visit Loudoun has been and will continue to do with Middleburg. Beth and her team strive to ensure that there is a great working relationship with all towns within Loudoun County as well as the county itself. That's not going to change in any way with Middleburg regardless of the outcome of this conversation. The accountabilities in which they can offer they will always offer council as to what's happening with tourism. They will always promote Middleburg. One of Visit Loudoun's key stakeholders falls in Middleburg. Let's be honest, Salamander is an important stakeholder to us. They bring a lot of [inaudible] into Loudoun County and they supply a lot of the economy for Middleburg and Loudoun County. So nothing is going to change there. The issue is essentially with the four of the five measures in which we are not able to do, and the fact that it includes giving data from our stakeholders in which we can't do. If we go back into our history it was something that the executive committee and the board several years ago went through and found that using data from other areas or sharing between the different stakeholders in areas within Loudoun County was not something that we could do and it was frowned upon, and it's

something that we unfortunately can't go back to doing because of that. So the executive committee made the decision that we are not able to offer those accountabilities because it would be putting out that information. The only other one that we weren't able to do is the key spots within the website. And that's because it is a large part of monetizing towards the funding for a Visit Loudoun as we sell ads within there that equate to a fairly substantial amount of money potentially. If we were to sell 40 of them it could work out to over a hundred thousand dollars, so to lose that funding would hurt all of tourism around Loudoun County. The only other thing within the accountability measures that was a question, and it was just a need for clarification, was more about the demographics in which you are asking for coming from the website mostly because it says tailored to Middleburg in general, which may be possible. It would take research as to how cumbersome that would be. We can certainly get the information about geographic information for our demographics, age, so and so forth. That's easy information to come up with within the website, but to have it pinned down to individual locations and businesses would become a lot more challenging. I'm not saying that it is not possible. That would be something that Beth would have to go back to her team and figure out if it is something that is in fact possible.

Beth Erickson: I think on that issue there was more looking at things like age and demographics from the website. So we can certainly go through item by item, however you would like us to approach this. I think the first was the memo outlines that the executive committee of the board met on the regular time frame which was just last June 11th, so we just had that meeting. We asked Reggie to come in and join us in that meeting as a key stakeholder in Middleburg as we went through. So again I think Jordan did a great job of summarizing just those items, and the good news is we are closer than we are apart on really what we're looking to do. So that's part of what we wanted to have the conversation tonight is to help frame up and answer any additional questions you may have.

Bridge Littleton: So does anybody have any questions for Beth and/or team? And don't be shy. I tell you what, I'll start. Quick question, so about information that you said would be kind of proprietary [inaudible]. Why not provide it in an unattributed manner? So as an example put all hotels together unattributed to one hotel and there it is. It gives you an idea of what's going on with that grouping instead of hotel by hotel.

Beth Erickson: May I answer that?

Gordon Harris: Yeah, absolutely.

Beth Erickson: We already do that. That is part of the travel pulse that Jamie gets on a monthly basis. So we have as an aggregate all hotel data that is captured through Starr Report and we share that on a monthly basis.

Jamie Gaucher: Excuse me that all hotels in the county.

Beth Erickson: That's all hotels in the county, yes. For us to be able to pull a Middleburg specific Starr Report we would need to have three hotels that are reporting. Currently the only hotel that reports to Starr is Salamander.

Bridge Littleton: How about things outside of hotels like restaurants or venues? I mean so there's like what eight wineries within five miles of Middleburg? I mean that be a good example. Non-attributed, but all the wineries are doing X, Y, and Z.

Beth Erickson: And we do. We just completed an economic impact study of the wineries in Loudoun County as an aggregate to take a look at how much traffic is being generated, how much on average each winery is selling through their tasting room we have got a lot of actually great data on that and we're happy to share that.

Bridge Littleton: But you guys could do it for like a five mile circle around Middleburg. Aggregated, right? All of them because like I mean here's what I'm trying understand is like so is how wineries and breweries, maybe you put them together maybe you don't, how they're performing on the top half the county versus the bottom half the county, is there a difference? And if there's a difference can we figure out why? Like if we're behind them by 20 percent I mean I'm not gonna say all wineries are the same because they're all unique. Right? But is there a theme there that

we aren't getting our word out more effectively as a town or as a community than Purcellville in Hillsboro or whatever, right?

Beth Erickson: We certainly could do that with the breweries and the wineries. That was not a request that was made in the MOA. So the requests that was made in the MOA focus specifically on lead generation for Salamander. It focused on comparisons of traffic for Middleburg which we have no problem with any of the website data that refers to Middleburg, pertains to Middleburg, but then went to say how does it compare to the top post for another location, and that we felt was outside the realm of what we could do. So the question that you asked on data specifically for wineries and breweries we would be happy to do that. That wasn't captured here.

Bridge Littleton: [Off mic]. Totally understand.

Gordon Harris: Something that is also important to note though when dealing with wineries in particular, I mean wineries I know very well because that's my business, is getting the information also is not going to be 100 percent accurate in comparison to say hotels because of the Starr Report data which Visit Loudoun collects they know an awful lot more about lodging and have the ability of getting an awful lot more information at lodging than say the wineries that don't have to supply in the same amount of information because the funding comes from the hotels. So it has to be on a voluntary basis.

Bridge Littleton: Sure.

Gordon Harris: And having worked with the wineries if we survey 45 wineries there's a chance you might get four responses. So that's where one challenge could come in.

Bridge Littleton: Sure.

Gordon Harris: I'm sure Visit Loudoun would be happy to try to facilitate as much as possible. I just don't think it's a guarantee that we can give you accurate information.

Bridge Littleton: No I totally understand. And you know where I'm going with it is so you know we have economic development money that we spend every year and we funded very healthily. I'm not talking about you guys, I'm talking about everything else we do with Jamie and supporting events and stuff like that. I think one of the hard challenges for us at least for me is like if we support an event and two hundred people come, which is great, I don't know what that means. You know I don't actually know what that means in terms of economic development that it generates. And it's because they show up, but do they show up and just show up bring their picnic and then they go home? Do they go to a winery afterward? Do they go before? If they're not, why aren't they, and can we be something that helps make that connection? That's not a Visit Loudoun thing. That's a Middleburg thing, right? How do we figure out how to make people before they come to the National Sporting Library's concert series go to Greenhill and Boxwood first. You know, and create a you know? The challenge for me is I just don't know if Jamie and the rest of us have, and maybe that date is not there. You know it might not be there to make the connection of what the cause and effect is, but you know if we start to look at that stuff in different ways can we find you know like root cause analysis of, god, and if we monitor it over time and we change the behavior and then all of a sudden we see an uptick we know that that behavior made a difference, but it's because we're tracking it and we're watching it. Not the let's change it, you know I'm talking about the town, we change our behavior and we don't know if it actually made an impact and it may may have or may not, right? Stop doing things that aren't working. So I guess what I'm throwing out is, and this will be my last comment, what I'm throwing out is that you guys collect an awful lot of information and data that can help inform decisions in which we spend our economic development money. And it would be great to sit down and just kind of think through with you guys you know what you do have and what you don't have, what maybe we could provide to you and say that would help us make better more informed decisions.

Beth Erickson: I think in terms of events there's a lot of ways that we can do that, and I think it is specified in the MOA and I've been very pleased to be on the event committee for us to really take a look at how do we connect the

events, how do we thread them amongst the businesses in Middleburg and in the greater Middleburg area? So I think we're on track with that and that is here and that's reflected and we're very excited to continue that. I think that the data that we can provide from our social media, from our website we are happy to provide that, we're happy to analyze it, we're happy to put it I think we're looking at you know the frequency has already been defined. I think where the rub for us was comparing that to how things are tracking in other parts of the county because you're looking for again information that may or may not be ours to provide. The information that we can provide to Middleburg spot on is yours, and we can absolutely have that conversation. So I think that that's where you're kind of seeing a little bit of that's the only issue, or as my grandfather would say it's the only hitch in the get along, are the things that are outside the confines and the parameters of Middleburg as defined.

Bridge Littleton: And maybe it's helpful enough that what we do is we build a baseline and watch it over time and then as we make funding decisions or changes in what we do if we see that actually have an impact we know we're on the right track, and if we're spending money that's not having an impact we know we're doing something that's not being successful so stop doing it and maybe that's enough. Maybe we'd want to compare ourselves to Lovettsville.

Jamie Gaucher: That's exactly what we're trying to do with our cultural community events, measure of the economic impact. If people are coming to town where are they spending their dollars? Are they spending nights here in Middleburg? Are they eating here, are they drinking here? [Inaudible].

Bridge Littleton: Exactly. So like when the branding and the marketing all gets done how we implement that, the money we spend to implement that through multiple medias which ones work and which ones don't work, so we don't spend money on the ones that don't work and we spend more money on the ones that do. So I think that's, okay great. That's all I have.

Reggie Cooper: I would just add to that it's where the data exists is the best that can happen. So you know with the Starr Report we pay as a business to be part of that because what we get out of it and they allow DMOs and [inaudible] to be able to touch that data so they can report back on it. Getting to Gordon's point with the wineries, you know there isn't a lot of visitation data, there's not a lot of activity data that's there, right? Restaurants don't have a collaborative place where they share that sort of business level, so I think that's what makes it tough to say that Visit Loudoun would provide reporting from a data source that doesn't exist. They would have to create which no other [inaudible] has been able to successfully do.

Bridge Littleton: [Off mic].

Beth Erickson: Well we were actually working at the state on trying to address some of the restaurant information. Virginia Tourism Corporation is working to try to come up with a database where you can source it by zip code, to really start drilling down on the data. They're not there yet because I think the issue with restaurants overall it is not unique to Loudoun County, it's an industry wide concern at issue. So being able to track that data.

Reggie Cooper: [Inaudible]

Beth Erickson: Right. And so I think that they're trying to figure out how best to do that. I think one of the best mechanisms that Middleburg has is the fact that you have the meals tax and that really helps you. We can't access that data. The data that you have on the meals tax should allow you to see the health and what's happening with your restaurants in a way that we cannot. Again we're happy to sit down and look at the data and analyze it and see what we can do and help find some answers and put some context in for the data. But you actually have better data for restaurants than we could provide. But I think when we look at opportunities to create collaborative marketing efforts to really look at partnering with the partners or working with the partners in Middleburg I think that's where you're going to see the majority of your benefit.

Bridge Littleton: Anybody with any questions? Go ahead Cindy.

Cindy Pearson: I don't have a question. I was just going to make a comment that with the I think it you know surveys are really the only way to get answers, but people don't like to answer surveys that have over one or two questions. As we all know you go out of it in a heartbeat. And I do think that just collaborating with you know like you said if Greenhill you wanted them to stop there well you'd have to partner with them for the event to be able to get the information out. So there's ways to do it, but getting that information is really hard.

Beth Erickson: We talked about launching a Passport Program in association with a couple of key events coming up and looking at tracking those year over year. And that's something I know that event committee is putting in place. which I think would be a really outstanding opportunity to start catching that baseline information and seeing how things progressed year over year.

Jamie Gaucher: Also it might be a way to incentivize some of the shops to stay later especially for specific events like the open lake concert series or like Shakespeare or whatever the individual event might be. We've also talked about that in some detail [inaudible].

Bridge Littleton: Anyone else have any questions for Beth or team. Yeah.

Peter Leonard-Morgan: So the social media posts and data related to other Loudoun County destinations. I think maybe all we're looking for is comparisons about how people visit it and like it when you do a post for something in Middleburg compared to say something in Leesburg. Is that possible or is that not?

Beth Erickson: And I think that was where a lot of our discussion was. I think that the challenge on that is we would be providing data that is back at the house data, right? The analytics on what's happening with those posts. If we had permission from that other business to share that information that could be possible, but sharing information because as soon as we present it to a government body it becomes public record. So I think you would need to have their permission to do that.

Peter Leonard-Morgan: There's more than just likes, numbers of likes, it's more detailed information you're talking about probably. We could even look at how many likes [inaudible].

Gordon Harris: I mean if you're looking at likes you can just look at the page and it would be there. If you're looking at the deeper insights, yes it's behind. I mean and there's great information that is there for almost any area within social media. There's a great demographic cross-section.

Beth Erickson: But I think that depending on how it looks that's something we could certainly ask permission for, but we would need to have their permission to share the data just as we would feel the same if Leesburg asked for Middleburg's data we would have the exact same conversation with them which is that is proprietary information.

Bridge Littleton: Anyone else with any other questions. Mr. Bernard.

Chris Bernard: So I think what I'd like to see before we finalize all this is, and maybe it's you and Jamie have a conversation and I'm happy to be a part of it on what you guys have. Like what data you have, what you're tracking that's available to us, and then we can go through and kind of pick what we want to look at. Maybe we just can reverse engineer it instead of us just asking for random things that we want.

Beth Erickson: I think it's a great idea.

Jamie Gaucher: Absolutely we could do that.

Philip Miller: To piggyback off of that, so do you use somebody like Cision or one of those companies to aggregate all your social data?

Beth Erickson: Yes we do.

Philip Miller: So they can then segment out all the Middleburg related posts.

Beth Erickson: Correct.

Philip Miller: And do a report just on that.

Beth Erickson: Correct. And we have a woman on our staff who handles nothing but research and data analytics, so she can provide that. There is no issue with that. We are happy to provide that, and we absolutely accepted that as part of the MOA to say we were happy to provide that data.

Philip Miller: And if we could just figure out a working way to separate the Middleburg data on the website in some way so we can get some search term results.

Beth Erickson: Absolutely.

Philip Miller: That'd be very helpful.

Beth Erickson: We were able to provide, and I think that we talked a little bit about this when you were looking at your branding. We were able to provide the top key search words for Middleburg. We talked about we provided a lot of data to the council or to Jamie specifically about Middleburg, so that to help influence what was going on with the branding. So we can pull that report up again and take a look at it to see is that something that works for you and then we can tell you what else might be available, but that was what we thought would be most useful for the branding. So that would be again those key search words, how long people are staying, when they're looking for Middleburg what are they looking for, the SEO. We had all of that information. We're happy to pull that again, and then also sit down with our media team which I think would be great to possibly meet with you guys as well to go down and say, so what are you looking for? Because again they may know things that I certainly don't because all that I am provided for are the questions that I know to ask. So my bet is they are far more savvy than I am on data analytics.

Jamie Gaucher: I believe weather in Middleburg was the.

Beth Erickson: Always.

Jamie Gaucher: Was number one on that list.

Beth Erickson: Weather is always one of the the top. It's the oddest thing, but it's true.

Cindy Pearson: [Off mic].

Beth Erickson: It is.

Philip Miller: And then on the flip side if you guys want to do a pilot rudimentary program with Middleburg restaurants and vineyards I'm sure that Jamie can try to collect some of that data and get them on board with reporting something that's standardized that you guys can measure and maybe that can be a test program and say hey look over the course of the summer in Middleburg we were able to track this. If we could do this throughout the county with our top destination restaurants and wineries and breweries, look at the data that we would have at our disposal from next year. We would happy to be that pilot.

Beth Erickson: That's great. We have a board member who has been trying to crack this nut for a while. So we have two board members Jason Miller, who owns The Wine Kitchen, and then Tony Stafford who has all of the Ford's Fish Shacks. So they've been trying to figure out how to get restaurants to provide data and what type of data that we're asking for. So I think we could absolutely. We would love to roll out a smaller test subject before we push it

out overall. Let's just see how it's going. So I think we'd be happy to do that. One of the things that when we did Loudoun Restaurant Week and we had I think seven restaurants in Middleburg that participated. I may be wrong, but off top of my head I think that's right. One of the things that we ask them to do was to look at year over year sales, and that was a struggle to try to get that information from them. So I think anything that we can start with is a great idea. I will also say that the survey that we just completed on the economic impact of wineries and the farm breweries is a really great document for us to take a look at. We can see what we can do with that, but I think it is most certainly at a county level. But the information that they put forward was something that was an extraordinarily well thought out survey that talked about everything from traffic to wine sales to how much do they pay their employees to are they offering incentives and it's a really great document. So we're happy to take a look at that and also share that as well. That recently I think it's just been released within the last month.

Reggie Cooper: [Off mic].

Beth Erickson: There were a lot of holes. So I need to take a look at how many Middleburg wineries participated. Yup. It's true.

Gordon Harris: There is ways aside from where Visit Loudoun can really touch that Middleburg can take that data and extrapolate more particularly with wineries because it's all public record to find out the excise taxes that are paid from wineries. So you could break down by ZIP code and have a good idea based on the data that Visit Loudoun has and the amount of excise tax dollars that are paid for the zip codes here. You would have an idea of how to compare just by doing that. How do you get the data? It'd be through Virginia ABC. I mean I know it's all public record. I don't know the exact.

Beth Erickson: So I think we can take a look at a couple of different ways of pulling that data.

Bridge Littleton: [Off mic] most reliable government records are tax records. [Laughter].

Gordon Harris: It takes a little while.

Bridge Littleton: [Laughter]. Right, exactly, or never at all. All right. Does anybody have any other questions for Beth? Beth do you have any questions for us?

Beth Erickson: Just want to confirm my action step is to sit down with Jamie to take a look at the reports that we currently are pulling and then possibly schedule either a call or a meeting with our data analytics to speak with you about what's available and what you would like to see. Is that a good action step?

Bridge Littleton: That'd perfect. That'd be great. You got it.

Chris Bernard: [Off mic].

Beth Erickson: Got it. Can we do that the week of July 8th because I know next week is a three day week. Does that work for your timing? Yes. OK. Wonderful, and then I will be seeing hopefully all of you on the 4th.

Bridge Littleton: [Off mic].

Cindy Pearson: [Off mic]. [Laughter].

Bridge Littleton: Yes sir.

Peter Leonard-Morgan: I have a question about that. Is the Love Bus repaired yet?

Beth Erickson: Yes.

Bridge Littleton: [Off mic].

Beth Erickson: We had the unfortunately, the short answer is yes. It is repaired. We had the wonder and the magic of a vintage bus it does not go in reverse. [Laughter]. So we found out in Waterford last weekend that it only took four of us to push the bus in reverse to get it out of where it was because again it's a VW bus and that's part of the magic of a VW 1970 bus. But the problem you're specifically talking about was a belt that was repaired very quickly. It's nothing but fun. It's part of the joy. Yeah, that's good.

Bridge Littleton: Thank you all very much.

Beth Erickson: Thank you so much.

Bridge Littleton: All right. Moving on. The next item is consent agenda. So unless there's any staff who would like to, I mean it's the second meeting of the month, so unless any staff hasn't any staff reports or updates that they'd like to present.

Will Moore: If I may take just one moment. If you have not met her yet. I'd like to introduce Estee Laclare. She's our new planning and project associate. She just came on board with us Monday. We're very excited to have her.

Cindy Pearson: And it's Thursday and you're still here. [Laughter]. [Off mic].

Kevin Daly: [Off mic].

Bridge Littleton: And remember come Monday you're no longer the new person.

Kevin Daly: [Off mic].

Bridge Littleton: I don't know. That's details. We don't do details. I'm sorry. Will, anything else? OK Tina, Rhonda or A.J.? OK. We will move on to the consent agenda. Would anybody like to have anything specifically removed from the consent agenda? Yes sir.

Kevin Hazard: [Off mic].

Bridge Littleton: B. OK. So we will remove B from the consent agenda, and so the remainder of the consent agenda is there a motion for that?

Philip Miller: I move that we accept the consent agenda as A and C, but remove item B.

Kevin Daly: Second.

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

Everyone: Aye.

Bridge Littleton: All those opposed. Abstentions? And motion passes. OK. On to donation from the Thompson Foundation. Yes sir.

Kevin Hazard: I would just like if we get a donation rather than just do it as a consent just put it read it into the record.

Bridge Littleton: [Off mic].

Kevin Hazard: Just because it's such a nice thing that people are doing.

Bridge Littleton: Yup.

Kevin Hazard: And it's just we just kind of gloss over things like that and I just think it's.

Bridge Littleton: Yup.

Kevin Hazard: We've done a couple of these. I didn't speak up before, but I thought tonight I said this is so nice that people do this for the town we all oughta just read it in.

Bridge Littleton: OK. Would you like to read it?

Kevin Hazard: Yes. I'm going to read the whole thing. The Thompson Foundation has donated a thousand dollars to the town of Middleburg. Mark and Cynthia Thompson provided a nation check from the Thompson Foundation and requested the donation be allocated to the police department for the use of lifesaving equipment, continuing education, or training. The other part of that is boilerplate we don't need to read and I move that the Town Council accept the donation of a thousand dollars from the Thompson Foundation and designate these funds to the police department for the purchase of lifesaving equipment.

Kevin Daly: Second.

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

Everyone: Aye.

Bridge Littleton: All those opposed, abstentions? All right. Thank you. A.J. spend wisely.

Rhonda North: Mr. Mayor?

Bridge Littleton: Yes.

Rhonda North: Would the future instruction be that all of these donations be on the regular agenda as opposed to the consent agenda?

Bridge Littleton: Sure if anybody makes a donation to the town, yeah.

Rhonda North: OK. Thank you.

Bridge Littleton: Okay. No action items. Okay. Discussion item, digitization project recommendations. Rhonda you're.

Rhonda North: [Off mic].

Bridge Littleton: Well first of all I just want to say real quickly you guys did a really great job of putting this all together. So Rhonda thank you for doing that and Will as well and Danny. You know this stuff is really hard. Like you said you got to touch every single piece of paper. I totally get it. But with that does anybody have any questions for Rhonda or for Will? Yes sir.

Peter Leonard-Morgan: Couple of questions. Security of the documents once they are in Laserfiche, I've [inaudible] used it with Loudoun County for my job getting online and looking at it which is great. So I guess two questions. Presumably the security is pretty top notch. And secondly will it allow the public to access any of it, or is this purely for ourselves?

Rhonda North: [Off mic].

Peter Leonard-Morgan: Okay, so that could be something that goes to our website. And the last question is do you know if it's I think it's called OCR isn't it?

Bridge Littleton: [Off mic].

Peter Leonard-Morgan: So that you know if you say you wanted to look at document that's ten years old just you can do that in this system do you think?

Rhonda North: [Off mic].

Bridge Littleton: Chris.

Chris Bernard: What about digitizing stuff going forward? So this is the cost of going back and getting all the stuff that's sitting out there. How we handle that on an ongoing basis?

Rhonda North: So it's sort of we're going to approach it sort of a two pronged approach. We have in our our new website we've got some forms now that can be submitted electronically. And so that's our first goal is to get as much submitted to the town electronically as possible. What still has to come in in paper then the staff is going to have to scan and going to have to put into the system themselves. Our goal is to limit the amount of that that can be done. One of the things that Laserfiche does is to help you build electronic documents, forms and things as well, and as we do that we'll also import those into the website. Right now we have some limitation with CivicPlus. We can't accept payments as a part of it because they're not secure right now. We should be able through Laserfiche to do an electronic document that has a payment attached to it that could be submitted in a secure fashion. So that would be sort of like the next step of the Web site as we get into this is forms that right now are just on the website as PDFs will and will incorporate the laser fish process and we can have folks submit then those documents and in the payment form. And you know as we do more of that then more and more comes in electronically as opposed to coming in in paper that we would then have to deal with. We will never completely do away with paper, but the goal is to get as much of it in electronically to begin with to reduce the burden on the staff of then having to transfer it.

Kevin Hazard: Just a quick question and educational only. How much backup and redundancy do they build in when they're doing this? In other words we're taking it and we're putting it on a server.

Rhonda North: Yeah.

Kevin Hazard: Here. Do they talk to you? I'm sure they've talked about that.

Rhonda North: Yeah. They have off site backups and redundancy.

Kevin Hazard: Right, but did they say how much?

Bridge Littleton: I was reading the proposals. It said every document you put up is also immediately backed up into a completely different location.

Kevin Hazard: So just double?

Bridge Littleton: There's always to copies.

Kevin Hazard: Two copies.

Bridge Littleton: And they're not co-located.

Kevin Hazard: Yeah.

Rhonda North: Yeah I mean it's a pretty impressive system. It really is.

Bridge Littleton: Yeah I was really blown away by it. Cindy, sorry.

Cindy Pearson: How is Loudoun County, the people that work with it, are they happy with it?

Rhonda North: Yes.

Cindy Pearson: Have they found problems?

Rhonda North: Yeah I'm sorry.

Cindy Pearson: Go ahead.

Rhonda North: We did meet with the gentleman who was the architect for Loudoun County system. He has since moved on to Leesburg. But he also is working with Laserfiche a little bit on their board, and he was highly complementary of it and he gave us you know some tips that helped us you know make the recommendation with regard to bringing in a consultant to help actually build the system because it truly is something that it's beyond my capabilities.

Cindy Pearson: Yeah and I do too. The concern for you all then with the new and going forward. I mean that's a lot of time especially with some of the documents like you get or the books that come through as I call them.

Rhonda North: Yeah well I mean I can tell you you know like since we've gone to the the electronic agendas, of course my notes are FOIA-ble, they have to be saved. My paper notes one of the things now that I do is tomorrow I scan them, put them on our P drive, toss the paper. So guess what? the time that I was spending filing pieces of paper. I don't do that anymore. And I hate filing. [Laughter]. So you know I love it. It is much faster to scan the document and put it in the right folder on our public drive than it is to deal with filing paper.

Cindy Pearson: How is our whatever you call it, the system our computer system or the from [inaudible]. No. Wrong. Wrong. [Multiple speakers].

Rhonda North: This is all cloud based. So we would not have to worry about that.

Bridge Littleton: Anybody else have any other questions? You know one thing I'll say is ,and reads their proposal, the fact that every single word every document is can be indexed you know and so if we want to go back and through whatever we have the history of you know name it. Right? If we've got the document we can type that word and we can find every single document where that's referenced. I mean it really helps us talk about finding needles in a haystack. And the second thing I think it's great for the four year thing right I mean happens if we get a FOIA request that says every document that references [inaudible]. You'd never find them because Lord knows where they all you know would be. But now this because everything's indexed you have it right there. So I think you guys have put together a great proposal, and I really I think it's gonna be great for us and for the town. So anyway, anybody else have any other questions? Okay. Does everybody feel comfortable moving on this tonight or do we want to?

Kevin Daly: [Off mic].

Bridge Littleton: You guys good? Okay. Does anybody want to make a motion? There is a draft motion.

Peter Leonard-Morgan: I move that Council authorize the town administrator to enter into a contract as approved by the town attorney with MCCI for the acquisition of a Laserfiche Cloud Solutions System with the first year costs not to exceed thirty thousand eight hundred and five dollars. I further move that Council authorize the town

administrator to secure the services of Scanning America to scan and index the town's existing records with the estimated cost to be forty seven thousand and seventy dollars. I further move that the costs for this project be covered by the FY '19 general fund contingency reserves.

Philip Miller: Second.

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

Everyone: Aye.

Bridge Littleton: All those opposed, abstention? And it passes. No, honestly Rhonda, thanks. You guys did a great job putting this together. Really appreciate it. And everybody, Will and Danny too.

Will Moore: Well Will was really not involved in this project, but I just [multiple speakers]. I definitely want to just again thank Rhonda. Between the website and the work that she's putting on this she's done a tremendous amount and brought some tremendous value I think to the town over this time.

Bridge Littleton: Totally agree. Okay, next item. Any information items for anybody? Will I had a quick question. I was looking through some my notes the other day. Where are we on the storage building down at the treatment center?

Will Moore: We're in a holding pattern right now. There were some environmental considerations that came out in the Phase 1 environmental, so I'm working with our engineer to kind of analyze that and determine if that continues to be a viable site or not.

Bridge Littleton: [Off mic].

Will Moore: Well that's what we're trying to determine right now. So secondary to that we're in the very beginning stages of doing some analysis to what it might take to add on to our existing town shop site if indeed that one does not work.

Bridge Littleton: Perfect. Thanks. OK. Anybody else have any other questions for Will or staff or information items? Other than 4th of July, which is next week, I guess we're good to go and it's time for closed session.

Kevin Daly: [Off mic].

Bridge Littleton: No no that's a working day. It's a Thursday. [Off mic]. [Laughter].

Rhonda North: It's my birthday. [Off mic].

Bridge Littleton: Woah! You know what? Hey.

Kevin Daly: [Off mic].

Bridge Littleton: Fireworks in honor of your birthday.

Rhonda North: Thank you.

Cindy Pearson: [Off mic].

Chris Bernard: [Off mic].

Bridge Littleton: Exactly. And we'll get what's his name to bring the wine. [Off mic]. Huh? [Multiple speakers].

Rhonda North: [Off mic].

Bridge Littleton: Oh no, we'll do you first. You stay here. We'll do Go Green last. That's easy.

Rhonda North: [Multiple speakers] 30 seconds.

Bridge Littleton: Don't go anywhere A.J., but we've got to read the motion. Right Philip? [Laughter].

Kevin Daly: [Off mic]. [Laughter].

Peter Leonard-Morgan: I move the council go into closed session as allowed under the Virginia Freedom Information Act Section 2.2-3711A1 and 19 for the discussion, consideration or interviews of prospective candidates for employment, assignment, appointment, promotion, performance, demotion, salaries, disciplining, or resignations of specific public officers, appointees, and employees of public body. And for the discussion of plans related to the security of any governmental facility, building, or structure or the safety of persons using such facility, building, or structure. I further move that these matters be limited to 1) an appointment to Go Green, 2) plans related to the security of the town owned facilities and the safety of individuals who use them, and 3) the performance evaluations of some members of the town's staff. I further move that in addition to the council the following individuals be present during the closed session. Will Moore, Rhonda North and A.J. Panebianco for the first two items. I further move that the council thereafter reconvene in open session for action as appropriate.

Philip Miller: Second.

Bridge Littleton: All those in favor say aye.

Everyone: Aye.

Bridge Littleton: Opposed abstentions? And we're in possession. Thank you. All right. And we are back in business. All right. I ask that council certify that the best of each member's knowledge 1) only public business matters lawfully exempted from open meeting requirements under the Virginia Freedom of Information Act, and 2) only such public business matters as were identified the motion by which the closed meeting was convened were heard, discussed, or considered in the closed meeting. I would like to remind those present for the closed session that any discussion that occurred within it should be treated as confidential.

Chris Bernard: Yes.

Kevin Hazard: Yes.

Philip Miller: Yes.

Bridge Littleton: Yes.

Peter Leonard-Morgan: Yes.

Cindy Pearson: Yes.

Kevin Daly: Yes.

Bridge Littleton: Peter Leonard-Morgan I believe you have a motion for us. Unless you don't really care about it. Does anybody else have a motion? Peter's kerfuddled.

Philip Miller: I move that council appoint Todd Hathaway to Go Green to fill an unexpired term, said term to expire May 12th 2021.

Chris Bernard: Second.

Cindy Pearson: Oh. [Laughter].

Kevin Daly: [Off mic].

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

Everyone: Aye.

Bridge Littleton: Opposed, abstentions? Motion carries. Meeting adjourned.