

Northumberland County Economic Development Commission

Meeting: January 16, 2024

6-8 pm

1. Roll Call
2. Agenda Review
3. Franchise Discovery Session
4. Review of Meeting Notes:
  - a. November regular meeting
  - b. December special meeting
5. Strategic Plan Status Report
6. 2025 Budget Request
7. Commissioner Updates
8. Executive Director Updates
9. County Administrator Updates
10. New Business
11. Adjournment

# NORTHUMBERLAND COUNTY ECONOMIC DEVELOPMENT COMMISSION

Meeting: November 15, 2023

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## Minutes

- The meeting convened at 3:12 PM and was held the River Celebration Center located at 228 Village Green Drive, Callao VA 22435
- Roll Call - In attendance were Commissioners: Karen Pica, Melissa Carter, and Dan Corder and Staff: Robert Bullard, Drew Basye
- Agenda Review
  - The agenda was reviewed and one motion made to move review of minutes under new business. Motion was approved.
- ARPA Tourism Funds Projects

Mr. Bullard is obtaining updated pricing for the billboards because the original estimate expired.

- Strategic Plan Status Report: The commission met prior to this meeting and mapped out a path forward to develop the strategic plan, which will be called the 2030 Plan. The EDC Chair will review relevant documents, citizen input, and past plans to develop a draft outline for January meeting.
- Commissioner Updates:
  - District 1 Commissioner – Mr. Corder addressed the relocation of a Food Truck business that relocated from within Callo to the former School Board parking lot in Lottsburg. Mr. Corder was approached by other businesses inquiring about the procedures the owner underwent to relocate.
  - District 3 Commissioner – Continues to focus on Workforce Housing. Approaching the county and talking with farmers to see availability of land that is accessible, and farmers are interested in selling property for potential workforce housing construction.
  - District 4 Commissioner – Dr. Pica discussed the path forward for the 2030 Plan. This includes establishing stretch goals for new businesses. Dr. Pica asked the Executive Director and Assistant County Administrator to identify resources available for use by the EDC. Additional topics to research include:
    - Verify the organizational structure of GoVirginia.
    - Identify the parameters for a meeting between EDC and the Board of Supervisors.

- Reach out to the district 4 Supervisor, County Administrator, and Chairman of the Board of Supervisors, for a meeting in January with the executive directors, commissioners, county administrator and chairman of the board of supervisors to discuss how the entities should coordinate between each other.
  - Find out the plan regarding renting or selling county-owned property.
- Executive Director Updates- Updates provided in the ARPA Tourism Fund Projects
- Assistant County Administrator –
  - Mr. Basye informed the group there will be an opening ceremony of the new canoe/kayak launch located next to the Glebe Point Fishing Pier. The event will be on Friday November 17th at 2:00 pm.
- New Business
  - a. Review of meeting notes from October 17<sup>th</sup>, 2023. Meeting minutes were reviewed and approved.
  - b. A motion to cancel the next EDC meeting in December was made and approved. The next meeting will be January 16<sup>th</sup>, 2024.
- Adjournment – A motion to adjourn the meeting was approved and the meeting adjourned at 3:53 PM.

# NORTHUMBERLAND COUNTY ECONOMIC DEVELOPMENT COMMISSION

## Special Meeting: December 20, 2023

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### Minutes

The Economic Development Commission held a special meeting on December 20<sup>th</sup>, 2023. The purpose for the meeting was to review the revisions and vote on the changes so an ARPA Tourism Budget Modification could be submitted by December 31<sup>st</sup>, 2023.

- The meeting convened at 4:00 PM at the Northumberland County Sheriff's Office.
- Roll Call - In attendance were:
  - Commissioners: Dr. Karen Pica, Melissa Carter, and Dan Corder.
  - Executive Director: Robert Bullard
  - Assistant County Administrator: Drew Basye
  - Lisa Hull, Economic Development and Tourism Coordinator, Northern Neck Planning District Commission
- Dr. Pica provided opening comments and discussed the purpose for the meeting.
- Mr. Bullard and Mr. Basye provided an explanation for the modifications being requested.
- The commissioners reviewed the modifications, and a vote was made, approving the modifications.
- Adjournment – A motion to adjourn the meeting was approved and the meeting adjourned at 4:45 PM.

Attachment:

Northumberland County Budget Breakdown Modification (20Dec)

# Northumberland County, Virginia

## Budget Breakdown Modification

Category	Activity	Description	Timeline	Revised Timeline	Funding Amount	Revised Funding Amount	Change Request
Paid Media	Billboards	Lease 3 digital media locations on gas pumps (10 sec) 5 bar room ads (30sec) for 2 months	Oct-23	Feb - Mar 2024 or Mar - Apr 2024	\$5,000.00	↑ \$13,230.00	<b>Activity Change:</b> Obtain \$ 8,000 within the same Marketing Category from Email Marketing <b>Marketing Change:</b> \$230 from Social Media Services
Paid Media	Print Advertising	Waterway Guide, 1/2 page ad, Virginia Living ad 1/2 page	Nov-23	NA	\$6,000.00	↑ \$13,200.00	<b>Marketing Change:</b> Obtain \$5,000 from Video Production to add Chesapeake Bay Header/Hero Page and Cities & Towns <b>Marketing Change:</b> Obtain \$2,200 from Social Media Services
Paid Media	Email marketing	Participation in 5 issues of Virginia.org's e-newsletter	Oct-23	NA	\$8,000.00	↓ \$0.00	<b>Activity Change:</b> Transfer \$8,000 within the same Marketing Category to Billboards
Marketing Production	Video production	Hire a company to curate and produce 2-3 short videos	Jul-23	NA	\$5,000.00	↓ \$0.00	<b>Marketing Change:</b> Transfer \$ 5,000 to Paid Media (Print Advertising)
Marketing Production	Printing of kayak brochure	5000 copies of county kayak brochure	Mar-23	Jun-24	\$2,500.00	↑ \$2,570.00	<b>Activity Change:</b> Transfer \$70 from social media services to kayak brochure printing
Marketing Production	Social media services	Hire a consultant to manage digital and social media outreach on added waterfront amenities	Nov-23	NA	\$2,500.00	↓ \$0.00	<b>Marketing Change:</b> Transfer \$ 2,200 to Paid Media (Print Advertising); transfer 230 to billboards; transfer 70 to Printing Kayak Brochure
Tourism Product Development	Public waterfront access improvements	Vir-Mar Beach - adding picnic tables, signage, and safety measures	Mar-23	Jun-24	\$2,000.00	\$2,000.00	
Tourism Product Development	Public waterfront access improvements	Glebe Point - improve picnic tables	Mar-23	Jun-24	\$2,000.00	\$2,000.00	
Tourism Product Development	Public waterfront access improvements	Fishing Pier at Great Wicomico River - kayak launch improvements & signage at only public fishing pier in County	May-23	Jun-24	\$15,000.00	\$15,000.00	- Changes to sign for fishing pier rules - Adding a shed for USCG Auxillary Loaner Life Jackets - Adding parking bumpers
Tourism Product Development	Public waterfront access improvements	Lodge Landing - kayak launch & signage	Apr-23	Jun-24	\$10,000.00	\$10,000.00	
Tourism Product Development	Public waterfront access improvements	Rowe's Landing - kayak launch & signage	Apr-24	Jun-24	\$6,000.00	\$6,000.00	
Tourism Product Development	Public waterfront access improvements	Interpretive signage for Story Walk among public access sites	Jul-23	Jun-24	\$6,000.00	\$6,000.00	
<b>TOTAL:</b>					\$70,000.00	\$70,000.00	

A modification must be completed by **December 31, 2023**, if:

**1. There is a \$10,000 change between any of the marketing categories.**

Example: You initially had \$30,000 allocated for Paid Media, \$20,000 for Marketing Production, and \$10,000 for Tourism Production Development. When you received your invoices, the Paid Media invoices were \$10,000 higher than originally

**2. There is a \$10,000 change within the same marketing category.**

Example: You placed \$50,000 for paid media \$30,000 for radio advertising and \$20,000 for digital display impressions. After seeing an upswing in tourism from your new radio ads, you want to transfer the \$20,000 from digital display impressions to

**3. Activity change**

Example: You initially wanted a city mural painted, and the approved activity fell through, so now you would like to switch the activity to creating digital content/video shoot or web hosting.

**4. Timeline**

A modification is required by December 31, 2023, if you are unable to complete the activity or your locality cannot provide expenditures or receive all goods and services by the June 2024 deadline.

**5. The "Marketing Categories" change**

Example: You initially had \$5,000 allocated to Paid Media and \$20,000 to Tourism Product Development. After realizing you came under budget in the Tourism Product Development category, you would like to reallocate \$2,500 to Paid Media,

**Minor Changes that can be submitted up through June 30, 2024:**

Timeline

If the timeline changes, a modification is not necessarily needed immediately. For minor timeline changes, please send an email to the support email at support@vatourismarpa.com with a revised timeline and we can add the timeline to the back-

## PERMITS REPORT COMPARISON SHEET

December 2023

Type of Structure	2023	2022
Dwelling	6	5
Modular Home	1	1
Double Wide	0	0
Mobile Home	2	0
Camper/RV	0	0
Additions/Decks	8	5
Remodel/Repair	8	5
Garage/Carport	1	2
Shed (Barn) (Accessory Bldgs)	4	1
Plumbing	10	17
Electrical	24	46
Mechanical	16	21
Zoning	26	16
Solar	0	4
STR	68	0
Storm water Plans	2	6
Zoning-Pier	0	1
Land Disturbing	9	10
Chimney/Flue	0	0
Swimming Pool	0	1
Permit Renewal	0	0
Boathouse	0	0
<b>TOTAL CONSTRUCTION COST FOR THE MONTH</b>	<b>\$3,774,019.97</b>	<b>\$4,341,998.38</b>
<b>TOTAL BUILDING PERMIT COST FOR THE MONTH</b>	<b>\$4,566.08</b>	<b>\$6,435.32</b>
<b>TOTAL ZONING PERMIT COST FOR THE MONTH</b>	<b>\$6,760.00</b>	<b>\$2,030.00</b>
<b>TOTAL LEVY FEE FOR THE MONTH</b>	<b>\$91.33</b>	<b>\$128.70</b>
<b>TOTAL CONSTRUCTION COST YEAR TO DATE</b>	<b>\$59,793,853.45</b>	<b>\$60,015,850.99</b>

**PERMITS REPORT COMPARISON SHEET**

November 2023

Type of Structure	2023	2022
Dwelling	4	3
Modular Home	1	1
Double Wide	1	0
Mobile Home	0	1
Camper/RV	0	0
Additions/Decks	3	6
Remodel/Repair	10	5
Garage/Carport	3	3
Shed (Barn) (Accessory Bldgs)	2	5
Plumbing	6	9
Electrical	31	26
Mechanical	13	31
Zoning	25	27
Storm water Plans	4	4
Zoning-Pier	6	2
Land Disturbing	17	6
Chimney/Flue	0	0
Swimming Pool	6	5
Permit Renewal	0	0
Boathouse	2	0
<b>TOTAL CONSTRUCTION COST FOR THE MONTH</b>	\$5,013,336.41	\$4,145,680.36
<b>TOTAL BUILDING PERMIT COST FOR THE MONTH</b>	\$5,603.36	\$4,621.68
<b>TOTAL ZONING PERMIT COST FOR THE MONTH</b>	\$2,490.00	\$1,920.00
<b>TOTAL LEVY FEE FOR THE MONTH</b>	\$112.07	\$92.44
<b>TOTAL CONSTRUCTION COST YEAR TO DATE</b>	\$56,019,833.48	\$55,673,852.61