

NORTHUMBERLAND COUNTY ECONOMIC DEVELOPMENT COMMISSION

Special Meeting: December 20, 2023

Minutes

The Economic Development Commission held a special meeting on December 20th, 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 31st, 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	Activity Change: Obtain \$ 8,000 within the same Marketing Category from Email Marketing Marketing Change: \$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	Marketing Change: Obtain \$5,000 from Video Production to add Chesapeake Bay Header/Hero Page and Cities & Towns
Paid Media	Email marketing	Participation in 5 issues of Virginia.org's e-newsletter	Oct-23	NA	\$8,000.00	↓ \$0.00	Marketing Change: 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	Marketing Change: 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	Activity Change: 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	Marketing Change: 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	
TOTAL:					\$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-