

Northumberland County Economic Development Commission  
Meeting: April 15, 2025  
6-8 pm

1. The meeting was called to order at 6 PM.
2. Roll Call. In attendance were Commissioners: Dr. Karen Pica, Melissa Carter, Dan Corder, and Maurice Johnson; Staff: Drew Basye, Robert Bullard. John Kost, Planning Commission, Glenna and Don Cantrell, and Becky Bryan from Kathy's Corner.
3. Agenda Review. The minutes were approved.
4. Review of Meeting Minutes: March 2025. Mr. Johnson motioned for approval of the March meeting minutes, Mr. Corder second, and the motion passed.
5. Commissioners' Corner
  - a. District 1 – Mr. Corder –
    - i. Discussion with Lisa Deetz. Three major fund raisers are upcoming. Meeting with Architect on entry way for the park.
    - ii. Callao Car Center is under new management and will be a consignment style car center.
    - iii. The new building in the events center is zoned commercial, it is the building behind Walgreens. The purpose of the building is still under review.
  - b. District 2 - Vacant
  - c. District 3 – Ms. Carter – No updates.
  - d. District 4 – Dr. Pica –
    - i. New gravel laid throughout the roads in the district.
    - ii. Breezeline installed fiberoptics. They have not sent out notices.
    - iii. The New Day Care center approved for development at the former Boys & Girls Club in Burgess.
  - e. District 5 – Mr. Johnson – conducting research on grants opportunities. Updates on current projects.
6. Executive Director Items.
  - a. American Junior Golf Association Tournament at Indian Creek Yacht and Country Club.
    - i. Max participation is ninety-six.
    - ii. Currently signed up – 79, including international
    - iii. Good exposure: Rappahannock Record put them on front page (April 2)
    - iv. Will coordinate with AJGA for placing a link for the Do Stay Eat Map
  - b. Northumberland County High School Summer Hire Event
    - i. Ms. Hendrickson, from the high school, spoke at the Board of Supervisors meeting.
    - ii. Brochure for businesses posted.

- iii. BWC
    - 1. Approximately twenty-three businesses
    - 2. Handling business registration
  - iv. High School managing set up.
    - 1. Light snack
    - 2. Tables chairs
    - 3. Sign up.
    - 4. Scheduling
- c. Kayak Maps Distribution
  - i. Visited Hornes – Intersection of 301 and 17 in AP Hill area. does not post brochures.
  - ii. Visited Fredericksburg Welcome Center and obtained pricing.
  - iii. Link to use for enrolling in our brochure program [www.welcomeVA.com](http://www.welcomeVA.com) .
  - iv. \$120 a year per center - consider having the brochures placed at Virginia Welcome Centers.
    - Virginia Welcome Center – Fredericksburg (southbound)
    - Welcome Center at NOVA Gateway on I-95 North in Caroline County and your brochures would capture the attention of our northbound travelers. (That would be \$120 a year per center).
  - v. Dr Pica inquired about emplacing brochures in the I64 corridor in the Virginia Beach area.
  - vi. Dr. Pica asked about analytics for the QR Code we have.
- d. Howland Chapel School
  - i. First Baptist approved unanimously to move forward with placing a marker at Howland School and adding the school on the Civil War Trails listing.
  - ii. Civil War Trails will forward the property form once they know which organizations will be covering the initial costs and sustaining fees. Typically, the organization who covers the sustaining fee is a tourism or tourism-adjacent office since most of our work for them is focused on marketing and promotions.
  - iii. Seeking a VA250 Tourism Marketing Program grant. The maximum award is \$10,000 which does require a 1:1 match and will cover interpretive signs!
  - iv. Ms. Tate sent a letter to EDC and the copies are distributed.
- e. Generic EDC email address? Working
- f. David Woolard talks about municipal sewage. Motioned. Tentatively next month
- g. Dr. Pica requested the status on the updates of the digital maps. Mr. Basye provided an update.

## 7. County Administrator Corner

### a. GIS MAP update.

- i. The county is looking at potentially using a third-party vendor to complete this project, finalize and get us up to date and then the county would maintain the zoning and tax parcel updates in house. We are reaching out to InteractiveGIS to see if they could help with this or offer some other vendors we could contact to get some pricing data for this project.
- ii. Mr. McKenzie is making progress on getting the zoning layer updated. He has completed the first pass on forty-seven of the fifty-four tax maps so far (nine completed within the last month).
- iii. The county has contracted with InteractiveGIS for an online GIS mapping platform and is currently using the online GIS internally. Currently we have addresses, roads, tax maps, land book information, voting districts and multiple years of aerial photos on the platform and are currently working on updating the zoning layer. (There is a zoning classification field on the tax maps in the online GIS version now, but that field is out of date and is being revised.) The county online GIS website is currently only used internally and has not yet been released to the public.
- iv. Individual commission members are welcome to come by the County offices and we can show you how the online GIS website works.
- v. Reminder: According to State Law, the County only has one official zoning map and that is in the building and zoning office. Additionally, the County only has one official tax map, and that is in the real estate office.

b. Mr. Kost requested to have Mr. McKenzie draft a paragraph summarizing what GIS Mapping effort is and include it in the land use plan of the comprehensive plan.

c. Mr. Corder requested a copy of the table that describes the coding of each zone and its purpose.

## 8. Current Projects

### a. Grant Availability (Mr. Johnson)

- i. State websites show there are a lot of grants available but nothing concrete. Some of the grant windows are closing and some of the grants have two windows open for submitting grants.
- ii. It would be helpful if we had a target project in mind but most of the research is discovery in general.
- iii. Mr. Corder asked how the Callao grant money for the sewer was obtained because now there is a capacity issue in Callao. The sewage capacity systems in Reedville and Callao are lacking because there is insufficient land availability to improve the sewage capability.
- iv. Commissioners asked about:

1. History of how Callao and Reedville were selected for sewage, what is the capability for expansion, what analysis was done,
  2. What preceded the development of those systems and any analysis done to calculate capacity?
- v. Dr. Pica asked Mr. Johnson to research for grants available outside the federal government for sewage and septic.
  - vi. Plan and invite Mr. McKenzie to the discovery session that Mr. Woolard attends. The discovery session will include invitations to a few Planning Commission Members. If the session requires a formal joint meeting to pursue further, then a motion can be made to request a formal joint meeting which will require an announcement for the meeting.
  - vii. Mr. Basye requested the commissioners provide questions for Mr. Woolard so he can review and be prepared for the meeting.

b. Business Cards (Dr Pica)

- i. Provided to the commissioners.
- ii. Provide a picture to Ms. Dodson for photo IDs.

c. June 21<sup>st</sup> Event Business Event (Dr. Pica)

- i. Looking for three to four industries available.
- ii. Need assistance from the commissioners for representation.

d. Loans (Ms. Carter)

- i. A new business owner inquired about the loans available to start up their business.
- ii. The business owner wanted to know the amount available and the procedures to request a loan.
- iii. Dr Pica stated the county guidelines need updating. Who manages that money?

9. New Business - None

10. Citizen Engagement.

- a. Ms. Becky Bryan is working on a project to put in a patio area next to Kathy's Korner. The owners of Kathy's Korner were present and in support of her initiative.
  - i. Put a mural and seating area.
  - ii. The landlord approves of the effort.
  - iii. Started a GoFundMe.
  - iv. The landlord acknowledges he needs to sign approval stating the area will be available for public use for ten years.

- v. Obtained a grant for the mural – selected artist Melanie Stimmel. She has created murals throughout Northern Neck. Seeking potential support from high school students. \$1000 of the grant money will go towards tables.
- vi. The estimate for the patio area is \$9400.
- vii. Will also seek seating and tables to match the mural.
- viii. Getting the word out on social media. Mr. Corder took a copy of the brochure and will post it on social media.
- ix. Dr. Pica suggested attending the High School Job Fair and connecting with Ms. Hendrickson to see if there is a student needing to obtain credit that can support this effort.

11. Adjournment. Mr. Corder motioned to adjourn the meeting and Mr. Johnson second. The motion passed and the meeting adjourned at 7:15 PM.