

Minutes
Board of Supervisors
Work Session
August 7, 2018

Members Present: Morgan Phenix, Chairman At-Large
 D. Keith Guzy, District 1 (Arrived at 7:03 p.m.)
 David Wiatrowski, District 2
 Mark Stroupe, District 3
 Larry Foltz, District 4
 Jeff Vaughan, District 5

Staff Present: Amity Moler, County Administrator
 Regina Miller, Assistant County Administrator
 Michael Helm, Esquire, Miller, Earle & Shanks PLLC
 Janeena Zalipski, Office Aide

Call to Order:

Chairman Morgan Phenix called to order the work session of the Page County Board of Supervisors August 7, 2018, at 7:00 p.m., in the Board of Supervisors Room located in the Page County Government Center, 103 South Court Street, Luray. The Call to Order was followed by the invocation given by Sheriff Chad Cabbage and the *Pledge of Allegiance*.

(Clerks note: Supervisor Guzy arrived at 7:03 p.m.)

Update from the Chamber of Commerce:

Gina Hilliard, Executive Director of the Luray-Page County Chamber of Commerce, updated the Board on recent chamber events such as ribbon cuttings, parades, radio shows, Business Networking Breakfast and Business after Hours. Mrs. Hilliard said the Chamber has 430 members, 181 are active and 26 are new. Restaurant week is coming up, Small Business Saturdays are still planned, and the Chamber has applied for its ninth grant with Virginia Tourism Corporation. The TOT funds appropriated by the Board to the Chamber went for the new digital marketing campaign. Lastly, Mrs. Hilliard told the Board she is now a member on the Board of VCCE.

Strategic Economic Development Plan Review:

Liz Lewis, Economic Development/Tourism Coordinator, presented the draft Strategic Economic Development Plan to the Board and said that it is a progressive plan providing a foundation for Page County to build on and to collaborate. This is a plan within a plan – with feasibility, input and participation as a foundation. Mrs. Lewis said she believes this plan touches on many community assets and pays tribute to the sectors that are growing our community assets and pays tribute to the sectors that are growing our economy. This

plan is attainable and one that everyone can get behind and even get their hands dirty and feel part of. One person can't accomplish an economic movement alone, but as a community with strong leadership we can make it known – who we are and where we are going. The Plan outlines seven specific goals. Each goal has an objective, then the strategies with action steps define how we will accomplish the goal. The seven planning goals are:

- Year-Round Economy
- Countywide Infrastructure
- Collaborative Partnerships
- Residential and Business Growth
- Entrepreneur Ecosystem
- Agriculture Agritourism
- Manufacturing Industrial Reuse

The work plan identifies priorities that are based on how the community looks today. These priorities may change. We need to use the work plan as a guide and have flexibility to change but never losing sight of the seven goals and how these goals will guide us to our mission.

After much discussion between the Board members, it was decided that the Board needs to meet with the EDA to define what we need and who we are, what incentives we can offer as well as what businesses we need to go after.

Tourism Zone Review:

Liz Lewis, Economic Development/Tourism Coordinator, explained the purpose of the Page County Tourism Zone (PCTZ) is to promote the County's tourism industry by providing incentives to eligible businesses within the designated tourism zone that will attract visitors, create new employment opportunities and/or promote education opportunities while increasing travel-related revenue in Page County. Successful efforts will aid in the stability and growth of the tourism industry. The PCTZ designated boundaries include all areas within the County's Enterprise Zone. Incentives will benefit both new and existing qualified businesses. An application with supporting documents must be submitted for incentives to be considered. A Qualified Tourism Business (QTB) must lease or own a business within the tourism zone boundaries and create and maintain a minimum of one full time or two part time jobs. A QTB must also show a verified investment of no less than \$2,000 to the marketing of Page County or to the improvement of a tourism related lodging, recreation, entertainment, arts, agriculture, culinary, cultural, and retail product available in Page County. Qualifying businesses must hold a current business license and be current in all tax liabilities as well as be in compliance with County ordinance. Qualifying businesses must submit a working business and marketing plan. Qualified tourism businesses are hotels, campgrounds, B&B's/Inns, cabin rentals, restaurants, retail shops, established events, transportation services, recreation services, wedding venues, and farm/Agritourism. QTB shall receive the benefits of the Tourism

Zone incentives for up to a three (3) year incentive period. Zoning fees charged in connection with the review and processing of applications for new construction or reuse renovation to establish a Qualified Tourism Business (QTB) will be reimbursed up to 50% of the total paid to Page County. Only approved applications will be eligible for reimbursement. This one-time reimbursement incentive that will not exceed \$500 per business license. A Tourism Marketing Investment Fund (TMIF) is available to assist the local tourism industry with marketing efforts. Matching funds are awarded to a Qualified Tourism Business (QTB) who contributes to the local tourism economy and advertises the Page County brand in their marketing efforts. To be eligible, the required match is 1:1 and payments are made on a reimbursement basis. For every dollar of TMIF being requested, the QTB also matches one dollar and must submit receipts showing both the fund and the matching dollars. The reinvestment fund balance is limited. A request for TMIF must be made in a formal application. Requests will be reviewed on a first-come, first-served basis until the fund period ends or funds run out. Only one TMIF award to not exceed \$5,000 may be granted to a QTB in a fiscal year (July-June). TMIF funds are generated from Transient Occupancy Tax (TOT) and will fluctuate accordingly.

After discussion, the Board took no action regarding the proposed zone.

Special Entertainment Permit – VFW:

Liz Lewis, Economic Development/Tourism Coordinator, said the VFW Post 621 has requested a special entertainment permit pursuant to Chapter 55 (Festivals) of the Code of the County of Page, Virginia, to conduct the following events:

- Picking at the Post – August 31-September 2, 2018 (2pm-9pm)
- Veterans Bluegrass Festival – September 27-29th, 2018 (11am-10pm)

The events will be held at: VFW Post 621, 218 Veterans Lane, Luray, VA. Staff recommends approval of this special entertainment permit as there are no outstanding issues.

Motion: Supervisor Stroupe moved that the Board of Supervisors approve the Special Entertainment Permit application for the following VFW Post 621 events: Picking at the Post – August 31-September 2, 2018 and Veterans Bluegrass Festival – September 27-29th, 2018. Supervisor Guzy seconded and the motion carried by a vote of 6-0. Aye: Phenix, Guzy, Wiatrowski, Stroupe, Foltz, Vaughan. Nay: None.

Radio RFP Discussion:

Mrs. Moler said the County received two proposals in response to the RFP for the new radio system. One was from Motorola Solutions and one from Tactical Public Safety (Harris). Tactical Public Safety proposed a regional system that involves a shared hardware infrastructure. Motorola proposed a stand-alone system that only has system hardware in Page County, but provided the option to further reduce costs by creating a regional system with Shenandoah County. Harris system pricing is \$6,882,100.95 and

Motorola system is \$5,665,299.96. She said that we have until the end of this calendar year to make a choice. Also, the County will not provide radios to volunteer agencies.

Supervisors Time:

All Supervisors thanked everyone for attending the meeting.

Closed Session: 8:36 p.m.

Motion: Supervisor Foltz moved that the Page County Board of Supervisors convene in closed session under the Virginia Freedom of Information Act to discuss personnel matters as it relates to an employee of the Page County Board of Supervisors for the purpose of considering such person's assignment, appointment, promotion, performance, demotion, salary, disciplining, or resignation pursuant to Section 2.2-3711(A)(1) of the Code of Virginia. Supervisor Wiatrowski seconded and the motion carried by a vote of 6-0. Aye: Guzy, Wiatrowski, Stroupe, Foltz, Vaughan, Phenix. Nay: None.

Exit Closed Session: 8:45 p.m.

Motion: Supervisor Foltz moved the closed meeting be adjourned and the Page County Board of Supervisors reconvene in open session. Supervisor Stroupe seconded and the motion carried by a vote of 6-0. Aye: Phenix, Guzy, Wiatrowski, Stroupe, Foltz, Vaughan. Nay: None.

Certification of Closed Meeting:

To the best of my knowledge only public business matters lawfully exempted from open meeting requirements under Section 2.2-3711 (A) of the Code of Virginia, 1950, as amended, and 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 meeting.

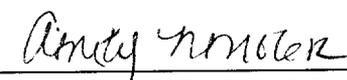
Recorded Roll Call Vote:

	<u>AYE</u>	<u>NAY</u>	<u>ABSENT</u>	<u>ABSTAIN</u>
D. Keith Guzy, Jr.	X			
David Wiatrowski	X			
Mark Stroupe	X			
Larry Foltz	X			
Jeff Vaughan	X			
Morgan Phenix	X			

Adjourn: 8:47 p.m.

With no further business, Chairman Phenix adjourned the meeting:


Morgan Phenix, Chairman


Amity Moler, County Administrator