

Agenda
Board of Supervisors
Isle of Wight County
February 18, 2021

1. Call to Order (5:00 P.M.)
2. Approval of Agenda
3. Closed Meeting
4. Reconvene Open Meeting at 6:00 P.M.
5. Invocation – Supervisor Acree
6. Citizens' Comments
7. Consent Agenda
 - A. 2021 County Fair Activities
Resolution to Appropriate Funding for County Fair Related Activities
 - B. Cost of Living Salary Adjustments
Resolution to Approve Cost of Living Adjustment for County Employees
 - C. Minutes
 - . October 1, 2020 Work Session Minutes
 - . October 15, 2020 Regular Meeting Minutes
 - . October 23, 2020 Retreat with Planning Commission
 - . November 5, 2020 Work Session Minutes
8. Regional and Inter-Governmental Reports
 - A. Regional Reports
9. Appointments

- A. Appointments List
- 10. Special Presentations / Appearances
 - A. COVID-19 Vaccine Update
Staff Update on COVID-19 Vaccine Rollout in Western Tidewater
 - B. 2020 Tourism Annual Report
Staff Presentation - 2020 Tourism Annual Report
- 11. County Attorney's Report
- 12. County Administrator's Report
 - A. Quarterly Financial Report - 2nd Quarter
Quarterly Financial Report for 2nd Quarter of FY2020-21
 - B. GFOA Budget Award
Government Finance Officers of America (GFOA)
Distinguished Budget Presentation Award for the Fiscal Year
Beginning July 1, 2020
 - C. Legislative Update
Staff Presentation - Legislative Update of the 2021 General
Assembly Session
 - D. Old Circuit Court Clerk's Office
Staff Update re: Old Circuit Court Clerk's Office
 - E. Matters for the Board's Information
- 13. Unfinished / Old Business
 - A. Monument Task Force Update
Disposition of the Confederate Monument Task Force
 - B. Community Development Building
Discussion of Potential Renovation of the Board of
Supervisors' Room

14. New Business

A. Rushmere Village Master Plan Overview

Discussion of the Proposed Rushmere Village Center Master Plan

B. FY2021-22 Budget Guidelines/Budget Calendar

Discussion of FY2021-22 Budget Guidelines and Proposed Budget Calendar

C. Rushmere Volunteer Fire Department Request

Consideration of Funding Request from Rushmere Volunteer Fire Department

15. Adjournment

ISSUE:

Resolution to Appropriate Funding for County Fair Related Activities

BACKGROUND:

At its work session on January 7, 2021, the Board expressed its desire to provide funding to address County Fair related activities. Overall funding in the amount of \$39,900 is needed for the anticipated expenses.

BUDGETARY IMPACT:

None.

RECOMMENDATION:

Adopt a resolution to appropriate funding for County Fair related activities.

ATTACHMENTS:

Description	Type	Upload Date
Resolution	Resolution Letter	2/2/2021

**RESOLUTION TO AMEND THE FY 2020-2021
OPERATING BUDGET AND APPROPRIATE FUNDING FOR
COUNTY FAIR ACTIVITIES**

WHEREAS, on July 16, 2020, the Board of Supervisors of Isle of Wight County voted to cancel the 2020 Isle of Wight County Fair in order to protect the health, safety and welfare of the citizens of Isle of Wight County due to the outbreak of COVID-19; and,

WHEREAS, the Board of Supervisors of Isle of Wight County recommend continuing with County Fair activities in 2021.

NOW, THEREFORE, BE IT AND IT IS HEREBY RESOLVED by the Board of Supervisors of Isle of Wight County, Virginia that the FY 2020-2021 Operating Budget is hereby amended to appropriate funds to County Fair activities from General Fund Contingency for nine thousand five hundred dollars (\$9,500), and funds in the amount of thirty thousand four hundred dollars (\$30,400) needs to be appropriated to the County Fair Fund to cover costs associated with 2021 County Fair activities.

BE IT FURTHER RESOLVED that the County Administrator of Isle of Wight County, Virginia is authorized to make the appropriate accounting adjustments and to do all things necessary to give this resolution effect.

Adopted this 18th day of February, 2021.

Richard L. Grice, Chairman

Carey Mills Storm, Clerk

Approved as to form:

Robert W. Jones, Jr., County Attorney

ISSUE:

Resolution to Approve Cost of Living Adjustment for County Employees

BACKGROUND:

At its regular meeting on January 21, 2021, the Board authorized the County administrator to move forward with a 2% salary increase for County employees.

Implementation of the salary increase will be effective February 1, 2021 for all eligible employees who were hired on or before June 30, 2020. All eligible employees hired on or after July 1, 2020 will receive the salary increase effective July 1, 2021.

BUDGETARY IMPACT:

TBD

RECOMMENDATION:

Adopt a resolution to approve the cost of living salary adjustment for employees.

ATTACHMENTS:

Description	Type	Upload Date
Resolution	Resolution Letter	2/10/2021

**RESOLUTION TO APPROVE THE
COST OF LIVING SALARY ADJUSTMENT**

WHEREAS, the Board of Supervisors has previously approved the FY 2020-2021 Annual Operating Budget; and,

WHEREAS, it is recommended that, effective February 1, 2021, a two percent (2%) cost of living salary adjustment will be provided for all eligible employees who were hired on or before June 30, 2020; and,

WHEREAS, it is further recommended that, effective July 1, 2021, a two percent (2%) cost of living salary adjustment will be provided for all eligible employees hired on or after July 1, 2020.

NOW, THEREFORE, BE IT AND IT IS HEREBY RESOLVED that the Board of Supervisors of the County of Isle of Wight, Virginia approve and authorize a 2% cost of living salary adjustment for all employees effective February 1, 2021, as stated above.

Adopted this 18th day of February 18, 2021.

Richard L. Grice, Chairman

Carey Mills Storm, Clerk

Approved as to Form:

Robert W. Jones, Jr., County Attorney

ISSUE:

- . October 1, 2020 Work Session Minutes
- . October 15, 2020 Regular Meeting Minutes
- . October 23, 2020 Retreat with Planning Commission
- . November 5, 2020 Work Session Minutes

BACKGROUND:

The above-noted minutes are offered for review and adoption by the Board.

BUDGETARY IMPACT:

None

RECOMMENDATION:

Adopt the October 1, 2020 Work Session Minutes; the October 15, 2020 Regular Meeting Minutes; the October 23, 2020 Retreat with Planning Commission Minutes; and, the November 5, 2020 Work Session Minutes

ATTACHMENTS:

Description	Type	Upload Date
October 1, 2020 Work Session Minutes	Cover Memo	2/3/2021
October 15, 2020 Regular Meeting Minutes	Cover Memo	2/3/2021
October 23, 2020 Retreat with Planning Commission Minutes	Cover Memo	2/4/2021
November 5, 2020 Work Session Minutes	Cover Memo	2/11/2021

WORK SESSION OF THE ISLE OF WIGHT COUNTY BOARD OF SUPERVISORS HELD IN THE ROBERT C. CLAUD, SR. BOARD ROOM OF THE ISLE OF WIGHT COUNTY COURTHOUSE LOCATED AT 17090 MONUMENT CIRCLE, ISLE OF WIGHT, VIRGINIA ON THURSDAY, THE FIRST DAY OF OCTOBER IN THE YEAR TWO THOUSAND AND TWENTY

PRESENT:

Joel C. Acree, Windsor District, Chairman
Richard L. Grice, Smithfield District, Vice Chairman
Rudolph Jefferson, Hardy District
William M. McCarty, Newport District
Don G. Rosie, II, Carrsville District

ALSO IN ATTENDANCE:

Robert W. Jones, Jr., County Attorney
Randy R. Keaton, County Administrator
Donald T. Robertson, Assistant County Administrator
Amber Johnson, Legal Assistant

CALL TO ORDER

Chairman Acree called the work session of the Board of Supervisors to order at 6:00 p.m.

INVOCATION

Assistant County Administrator Robertson delivered the invocation and led the Pledge of Allegiance to the American flag of the United States of America.

APPROVAL OF AGENDA/AMENDMENTS

Supervisor Jefferson moved to approve the agenda as presented. The motion carried unanimously (5-0).

COUNTY ADMINISTRATOR'S REPORT

Assistant County Administrator Robertson briefed the Board on the study done by Timmons as it relates to the County's internal policies pertaining to customer

service in the area of central permitting.

Louis Garcia, Senior Consultant, Timmons Group, provided an overview of the strategic plan and organizational recommendations developed to improve methods currently being done internally at the County. It was communicated that staff is performing within the capabilities of the technology currently being utilized. It was further reported that staff was knowledgeable and utilizing the technology well and that there are some limitations with the current technology in place in terms of the permitting software. The creation of training plans was recommended to allow for a standard method for onboarding of new staff so that everyone is learning the same steps and performing things in the same manner. It was noted worth investigating would be to have someone to assist with management on the front side and the associated cost benefit.

Vice-Chairman Grice noted the importance of having a workable and understandable manual process and review of best practices of other communities in the Commonwealth. He recommended the addition of a dedicated customer service assistant to assist with the workload.

At Chairman Acree's inquiry if there was any merit to utilizing a third-party or contracted service for plans review, Mr. Garcia responded that he did believe there was merit because the work load varies and the County could have an on-call contractor to assist with the volume when needed.

Vice-Chairman Grice requested to see a report on what led other localities to go with outside plan reviews.

Amy Ring, Director of Community Development, advised that there is an interface on the County's website for customers and contractors which provides a status on their application. She offered to contact the County's IT Department to determine if there is a way to track how many instances an attempt is made on any given property.

Vice-Chairman Grice recommended that Munis training for staff be scheduled and Mr. Garcia suggested looking at the capabilities of Munis and whether it is being used effectively against the workload.

Ms. Ring advised that the Department of Community Development has identified a

number of deficiencies with Munis.

Supervisor McCarty spoke in support of a software overhaul in the Inspections Department to improve the process and workflow.

Following a suggestion by Vice-Chairman Grice that staff be trained on the Munis software, Mr. Garcia recommended that prior to training of staff that it first be determined that the Munis software is being used effectively against the County's workload and that the work flow and capability are in sync.

Assistant County Administrator Robertson recalled that when Munis was originally purchased, it was done so for its financial capabilities. He recalled that staff had approached the Board several years ago regarding the purchase of new software called Inter-Gov which was in excess of a half million dollars in addition to the additional staffing that would be required to implement the software.

Mr. Garcia recommended that staff meet with Munis representatives and request training before seeking replacement software.

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County Administrator Keaton advised that AT&T was awarded the contract to provide Next Gen 911 services to Virginia public service answering points. The funding for this project is through the Virginia 911 Services Board via a grant awarded to all public service answering points.

The County has requested funding assistance in the amount of \$1,316,874.48 from the Virginia Department of Emergency Management to offset a portion of the costs associated with the conversion to Next Gen 911 and in light of the recent COVID-19 situation, we have been granted a 60-day extension to submit our Participation Agreement.

Supervisor McCarty moved to authorize execution of a participation agreement for Next Gen 911. The motion carried unanimously (5-0).

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Don Jennings, Director of Public Utilities, advised that in anticipation of the construction of a new Hardy Elementary School, there is a need to determine whether it is in the best interest of the County to drill a new well to provide adequate service for the school or to extend water from the Town of Smithfield distribution system. The new service also presents an opportunity to serve the surrounding County-owned well systems and the County has engaged an engineering consultant to assess multiple alternatives to serve the new Hardy Elementary School and surrounding communities with safe drinking water. He stated that Day's Point, Tormentor Creek and Thomas Park are existing wells which staff proposes be taken off-line leaving one well source to serve the entire area. Regarding cost analysis, extending from the Smithfield source will be more expensive initially. Other considerations includes a fairly large customer base if the County were to supply the school and all three existing systems and he pointed out that the County is paying for water whether it uses it or not through the Norfolk Water contract. He said by eliminating the groundwater systems, the county would get out of maintaining four older systems. If the County purchases water from Smithfield, the base cost to serve the school only would be \$1.7 million and if we select the option to serve the school and the surrounding localities it would be \$4.1 million. He recommended that water be run from the Town of Smithfield and take these other facilities off-line in the future.

Regarding an alternative to purchase water from Smithfield Foods, Chairman Acree requested Mr. Jennings to find out and report back on how much water can be withdrawn under their current permit. He advised that once the Board has that information, it will be better prepared to provide a direction to Mr. Jennings.

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The Board took a break and returned to open session.

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Judy Winslow, Director of Tourism, explained the concept behind how the Small Business Gift Card Program works utilizing CARES Act funding to support local businesses.

Chris Morello, Director of Economic Development, advised that his Department would work in conjunction with the Department of Tourism and the Chamber of

Commerce to ensure the program is marketed correctly to both the businesses and the customers who would be using these cards.

The consensus of the Board was that staff move forward with a second initiative.

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Mr. Morello updated the Board on round one of Cares Act funding in the amount of \$900,000 to small businesses. Since September, staff has received eighty-one applications for the round two program which has a deadline for submittal of applications by October 30th. He advised that the entire amount of Cares Act funding was \$1,296,000.

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County Attorney Jones briefed the Board relative to needed amendments and revisions to Chapters 10 - Licenses and 15 - Taxes of the County Code which clarifies how a business license tax is calculated; adds that if someone fails to pay the tax that their business license can be suspended; states that there are certain businesses that have to have other licenses in order to have the ability to conduct business; and, that the Commissioner of Revenue does not have to issue the license until a zoning certificate is provided. He stated that a public hearing will be necessary prior to the Board's formal consideration of the proposed amendments and revisions.

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Chairman Acree provided a recap of the Board's motion at its regular meeting on September 17, 2020, to create a task force whose mission is to investigate and locate potential sites for the possible relocation of the Confederate monument *and* to investigate methods to contextualize the monument at its current location. The task force will consist of County residents to include one resident from each of the five Election Districts, one representative from the IOW County NAACP, one representative from the IOW County Historical Society, one from a local citizen's group, one from the Chamber of Commerce, and Mr. Don Robertson, Assistant County Administrator. The task force is to report its findings/recommendations back to the Board by December 1, 2020.

It was noted that the Chamber of Commerce declined to participate

Supervisor McCarty moved that the Chamber of Commerce be removed from the list as they declined and approve the nominations as slated. The motion was unanimously (5-0) adopted.

Supervisor McCarty moved that the following individuals be appointed:

- . Representing the Newport District, Supervisor McCarty nominated Derek Boone
- . Representing the Hardy District, Supervisor Jefferson nominated Rebecca Mercer
- . Representing the Windsor District, Chairman Acree nominated Maggie Richards
- . Representing the Smithfield District, Vice-Chairman Grice nominated Raynard Gibbs
- . Representing the Carrsville District, Supervisor Rosie nominated Volpe Boykin

- . Representing the civic organizations, Herb DeGroft
- . Representing the Isle of Wight Historical Society, Albert Burckard
- . Representing the NAACP, Reverend Lilton Marks

The motion was adopted unanimously (5-0)

McCarty asked County Attorney Jones to take the necessary action to compensate members of all task forces at the rate of \$50 per meeting.

CLOSED MEETING

County Attorney Jones requested a closed meeting pursuant to Section 2.2-3711(A)(1) regarding a discussion pertaining to the performance of a specific County employee, namely the County Administrator.

Upon motion of Supervisor McCarty and all voting in favor (5-0), the Board entered the closed meeting for the reasons stated by County Attorney Jones.

Upon motion of Supervisor McCarty and all voting in favor (5-0), the Board reconvened into open meeting.

County Attorney Jones reminded the Board that in accordance with Section 2-10(G) of the Board's Rules & Procedure, all those who participated in the closed meeting are reminded that all matters discussed in closed meeting are to remain confidential, as provided under the Virginia Freedom of Information Act, and that such matters as were discussed in closed meeting should not be acted upon or discussed in public by any participant unless and until a public, formal action of the Board of Supervisors is taken on that particular subject matter.

Upon motion of Supervisor McCarty and all voting in favor (5-0), the following Resolution was adopted:

CERTIFICATION OF CLOSED MEETING

WHEREAS, the Board of Supervisors has convened a closed meeting on this date pursuant to an affirmative recorded vote and in accordance with the provisions of the Virginia Freedom of Information Act; and,

WHEREAS, Section 2.2-3712(D) of the Code of Virginia requires a certification by this Board of Supervisors that such closed meeting was conducted in conformity with Virginia law;

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors hereby certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed or considered by the Board of Supervisors.

VOTE

AYES: Acree, Grice, Jefferson, McCarty. Rosie

NAYS: 0

ABSENT DURING VOTE: 0

ABSENT DURING MEETING: 0

ADJOURNMENT

At 10:30 p.m., Chairman Acree declared the work session adjourned.

Richard L. Grice, Chairman

Carey Mills Storm, Clerk

REGULAR MEETING OF THE ISLE OF WIGHT COUNTY BOARD OF SUPERVISORS
HELD IN THE ROBERT C. CLAUD, SR. BOARD ROOM OF THE ISLE OF WIGHT
COUNTY COURTHOUSE LOCATED AT 17090 MONUMENT CIRCLE, ISLE OF WIGHT,
VIRGINIA ON THURSDAY, THE FIFTEENTH DAY OF OCTOBER IN THE YEAR TWO
THOUSAND AND TWENTY

PRESENT:

Joel C. Acree, Windsor District, Chairman
Richard L. Grice, Smithfield District, Vice-Chairman
Don G. Rosie, II, Carrsville District
Rudolph Jefferson, Hardy District
William M. McCarty, Newport District

ALSO IN ATTENDANCE:

Robert W. Jones, Jr., County Attorney
Randy R. Keaton, County Administrator
Donald T. Robertson, Assistant County Administrator
Amber Johnson, Deputy Clerk

CALL TO ORDER

Chairman Acree called the regular Board of Supervisors' meeting to order at 5:00 p.m.

APPROVAL OF AGENDA/AMENDMENTS

Supervisor McCarty moved to approve the agenda as presented. The motion was unanimously adopted (5-0).

CLOSED MEETING

The following matters were identified for discussion in closed meeting by County Attorney Jones:

Pursuant to Section 2.2-3711(A)(1) of the *Code of Virginia* concerning a discussion regarding the appointment and performance of specific appointees to County boards, committees, or authorities to include the Board of Building Appeals, the Commission on Aging, the Monument Task Force, and the Historical Architectural

Review Committee and pursuant to Section 2.1-3711(A)(7) concerning consultation with legal counsel regarding actual litigation regarding International Paper where such consultation would adversely affect the negotiating or litigation posture of this public body.

Upon motion of Supervisor Jefferson and all voting in favor (5-0), the Board entered the closed meeting for the reasons stated by County Attorney Jones.

Upon motion of Supervisor McCarty and all voting in favor (5-0), the Board reconvened into open meeting.

County Attorney Jones reminded the Board that in accordance with Section 2-10(G) of the Board's Rules & Procedure, all those who participated in the closed meeting are reminded that all matters discussed in closed meeting are to remain confidential, as provided under the Virginia Freedom of Information Act, and that such matters as were discussed in closed meeting should not be acted upon or discussed in public by any participant unless and until a public, formal action of the Board of Supervisors is taken on that particular subject matter.

Upon motion of Supervisor Jefferson and all voting in favor (5-0), the following Resolution was adopted:

CERTIFICATION OF CLOSED MEETING

WHEREAS, the Board of Supervisors has convened a closed meeting on this date pursuant to an affirmative recorded vote and in accordance with the provisions of the Virginia Freedom of Information Act; and,

WHEREAS, Section 2.2-3712(D) of the Code of Virginia requires a certification by this Board of Supervisors that such closed meeting was conducted in conformity with Virginia law;

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors hereby certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed or considered by the Board of Supervisors.

VOTE

AYES: Acree, Grice, Jefferson, McCarty. Rosie

NAYS: 0

ABSENT DURING VOTE: 0

ABSENT DURING MEETING: 0

INVOCATION/PLEDGE OF ALLEGIANCE

Bishop Johnson delivered the invocation and led the Pledge of Allegiance to the flag of the United States of America.

CITIZENS' COMMENTS

Bob Fry, representing the Western Tidewater Free Clinic, thankfully acknowledged the County's past contributions and shared with the Board what was done with the County's contribution.

Wendy Hazelett spoke on southern heritage preservation. She advised that the Shenandoah Valley Battlefields Foundation considers memorials to be historic and worthy of protection and is opposed to the wholesale eradication or removal of plaques, memorials and other public honors associated with the history and heritage of the United States.

Derek Boone addressed the Board regarding needed improvements to recreational facilities in the County.

Chairman Acree requested County Administrator Keaton to contact the School Superintendent and relay Mr. Boone's comments.

CONSENT AGENDA

- A. Resolution to Amend the FY 2020-21 Grant Fund Budget and Appropriate Funding from the Virginia Department of Motor Vehicles Alcohol Enforcement Program (\$21,600)
- B. Resolution to Amend the FY2020-21 Grant Fund Budget and Appropriate Funding from the Virginia Department of Motor Vehicles Speed Enforcement Program (\$5,736)
- C. Resolution to Amend the FY2020-21 Budget and Restrict and Appropriate Fund Balance for Coronavirus Response (\$1,800,000)

Supervisor McCarty moved to approve the Consent Agenda as presented. The motion was unanimously adopted (5-0).

REGIONAL AND INTER-GOVERNMENTAL REPORTS

Supervisor Rosie reported on items discussed at the most recent meeting of the Hampton Roads Military & Federal Facilities Alliance concerning impacts to the region related to COVID-19.

Supervisor McCarty reported on items discussed at the most recent meeting of the Hampton Roads Transportation Planning Organization and the Hampton Roads Planning District Commission regarding how traffic will flow once the expansion is completed to the Hampton Roads Bridge Tunnel and on the importance of continuing to move forward as a region as it relates to the harnessing of wind energy.

At the request of Chairman Acree, Vice-Chairman Grice reported on the project underway near Battery Park which is located within the Smithfield Town limits.

APPOINTMENTS

Chairman Acree moved to appoint Phillip Upton to the Board of Building Appeals. The motion was unanimously adopted (5-0).

SPECIAL PRESENTATIONS

Lisa Betterton, Voter Registrar, provided a briefing on mail-in ballots and the

voting process for the upcoming election.

COUNTY ATTORNEY'S REPORT

County Attorney Jones advised that Article 3, Section 3-2 of the Board's By-laws allows for the Board to appoint a Deputy Clerk to fill in in the absence of the Clerk.

Vice-Chairman Grice moved to appoint Amber Johnson as the Deputy Clerk. The motion was unanimously adopted (5-0).

PUBLIC HEARINGS

- A. Amendments and Revisions of Chapter 10- Licenses and Chapter 15- Taxation of the Isle of Wight County code of Ordinances.

County Attorney Jones provided an explanation of the recommended revisions and amendments identified by staff.

Chairman Acree opened the public hearing and called for those who wished to speak in favor of or in opposition to the proposed amendments.

Chairman Acree closed the public hearing and called for comments from the Board.

Supervisor Jefferson moved to approve the amendments and revisions of Chapter 10 – Licenses and Chapter 15 – Taxation of the Isle of Wight County Code. The motion was unanimously adopted (5-0).

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- B. Conveyance of Property Located on Cedar Grove Road and Deep Water Way

County Attorney Jones advised that an adjoining property owner to land owned by the County located on Cedar Grove Road and Deep Water Way has offered to purchase said property consisting of approximately .44 acres (Tax Map Parcel

Number 34H-01-000A) for \$5,000. He advised that the public hearing to consider the approval of the transfer of property has been properly advertised for tonight.

Chairman Acree opened the public hearing and called for persons to speak in favor of or in opposition to the proposed conveyance.

No one appeared and spoke.

Chairman Acree closed the public hearing and called for comments from the Board.

Supervisor McCarty moved to approve execution of documents for the sale of County-owned property located on Cedar Grove Road and Deep Water Way. The motion was unanimously adopted (5-0).

COUNTY ADMINISTRATOR'S REPORT

County Administrator Keaton advised that information was recently received from all three of the credit rating agencies relative to its bond ratings. He advised that Fitch Ratings, Moody's Investors Service, and Standard & Poor's Global Ratings affirmed the County's excellent credit ratings of AA, Aa2, and AA+ respectively which will allow the County to continue to receive very favorable interest rates resulting in significant savings to taxpayers over the life of the bonds.

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The Board took a recess and reconvened its meeting.

UNFINISHED/OLD BUSINESS

Don Jennings, Director of Utilities, briefed the Board on proposed water source options for the new Hardy Elementary School when it is completed. Regarding the Board's direction at its work session of October 1, 2020, Mr. Jennings advised that he has had a brief discussion with a representative of Smithfield Foods but not received an answer regarding how much water can be withdrawn under Smithfield Foods' current permit. Other water source options include a new well or extend the waterline from the Town of Smithfield. He stated staff's

recommendation is to extend the Town water system to provide water to Hardy Elementary School and as a future water source to extend to three (3) communities.

Supervisor Grice moved to continue exploring the Hardy Elementary School water supply by extending the Town of Smithfield water system to provide water to the school and as a future water source to extend to three communities *and* including Smithfield Foods' needs as an option. The motion was unanimously adopted (5-0).

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Assistant County Administrator Robertson reviewed a draft legislative strategy for inclusion in the County's 2021 Legislative Agenda with the Board which includes an issue proposing an additional penny on the sales tax for educational purposes and support of HB1052.

Supervisor McCarty requested Assistant County Administrator Robertson to draft language pertaining to protection for second amendment rights and outfall structures.

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Assistant County Administrator Robertson briefed the Board on the progress made by the Monument Task Force at its first meeting on October 7, 2020 and advised that they will be meeting again on October 21st and will be reporting its findings/recommendations back to the Board by December 1, 2020.

NEW BUSINESS

County Administrator Keaton requested the Board designate an Authorized Voting Delegate and Authorized Alternate Delegate for the upcoming 2020 Annual Business Meeting of the Virginia Association of Counties being held on November 11, 2020

Chairman Acree moved to designate Supervisor McCarty as the Authorized Voting Delegate and Supervisor Jefferson as the Authorized Alternate Delegate at the 2020 VACo Annual Business Meeting. The motion was unanimously adopted (5-0).

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County Administrator Keaton advised that the Western Tidewater Regional Jail Authority (WTRJA) is in the process of refunding/refinancing bonds in the amount of \$6,580,000 in an effort to save funding by taking advantage of historically low interest rates. While there is minimal risk to the County, it is noted that financing of the proposed bonds requires a "moral obligation" pledge by each of the member jurisdictions (Cities of Franklin and Suffolk and the County of Isle of Wight) to pay its pro rata share of any debt service on the 2020 Bonds for which the WTRJA's net revenues are insufficient.

Supervisor Jefferson moved to adopt the following Resolution:

RESOLUTION OF THE BOARD OF SUPERVISORS OF THE COUNTY OF
ISLE OF WIGHT, VIRGINIA APPROVING THE ISSUANCE OF REVENUE
REFUNDING BONDS BY THE WESTERN TIDEWATER REGIONAL JAIL
AUTHORITY

A. The Western Tidewater Regional Jail Authority (the "Authority") was created pursuant to Article 3.1, Chapter 3, Title 53.1 of the Code of Virginia of 1950, as amended, by the City of Franklin, Virginia, the County of Isle of Wight, Virginia, and the City of Suffolk, Virginia (collectively, the "Member Jurisdictions").

B. As authorized by a resolution adopted by the board of directors of the Authority on October 14, 2020, the Authority proposes to issue its revenue refunding bonds in an aggregate principal amount of up to \$6,580,000 (the "2020 Bonds") for the purpose of (a) refunding the Authority's Revenue Refunding Bond, Series 2014B, issued on May 9, 2014 and its Revenue Bond, Series 2015, issued on August 11, 2015 (collectively, the "Refunded Bonds"); and (b) paying the costs of issuing the 2020 Bonds.

C. The goal of the Authority in refunding the Refunded Bonds is to secure debt service savings for the Authority and the Member Jurisdictions.

D. The financing of the 2020 Bonds requires a "moral obligation" pledge by each of the Member Jurisdictions to pay its pro rata share of any debt service on the 2020 Bonds for which the Authority's net revenues are insufficient.

E. Section 4.1(b) of the Amended and Restated Service Agreement dated as of April 15, 2011 (the "Service Agreement"), by and among the Authority and its Member Jurisdictions sets forth provisions for actuating the moral obligation pledge.

F. Section 5.9 of the Service Agreement requires the consent of each of the Member Jurisdictions to the issuance by the Authority of the 2020 Bonds.

NOW, THEREFORE, BE IT RESOLVED by the Board of Supervisors of the County of Isle of Wight, Virginia (the "County"), that:

1. The County hereby consents to the Authority's issuance of the 2020 Bonds for the purposes described in Recitals B and C above, subject to the adoption of similar resolutions by the governing bodies of the other Member Jurisdictions.

2. The County hereby pledges and agrees that if during any fiscal year the Authority lacks sufficient funds to pay scheduled debt service on the 2020 Bonds or any other bonds issued in accordance with the Service Agreement, or to fulfill any debt service reserve funding requirements, the County will pay, subject to the conditions contained in Section 4.1(b) of the Service Agreement and the limitations set forth below, a portion of such insufficiency equal to its pro rata share as determined pursuant to Section 3.2 of the Service Agreement. Any such payment will be subject to the appropriation of funds by the Board of Supervisors of the County and shall constitute a moral, non-binding payment obligation. In no event shall the obligation of the County under Section 4.1(b) of the Service Agreement be deemed to constitute a debt within the meaning of the Constitution of Virginia.

3. This resolution shall take effect immediately.

The motion passed unanimously (5-0).

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County Attorney Jones requested a closed meeting pursuant to Section 2.2-3711 (A)(1) to discuss the appointment or performance of specific appointees concerning the Monument Task Force.

Upon motion of Supervisor McCarty and all voting in favor (5-0), the Board entered the closed meeting for the reasons stated by County Attorney Jones.

Upon motion of Supervisor McCarty and all voting in favor (5-0), the Board reconvened into open meeting.

County Attorney Jones reminded the Board that in accordance with Section 2-10(G) of the Board's Rules & Procedure, all those who participated in the closed meeting are reminded that all matters discussed in closed meeting are to remain confidential, as provided under the Virginia Freedom of Information Act, and that such matters as were discussed in closed meeting should not be acted upon or discussed in public by any participant unless and until a public, formal action of the Board of Supervisors is taken on that particular subject matter.

Upon motion of Supervisor Jefferson and all voting in favor (5-0), the following Resolution was adopted:

CERTIFICATION OF CLOSED MEETING

WHEREAS, the Board of Supervisors has convened a closed meeting on this date pursuant to an affirmative recorded vote and in accordance with the provisions of the Virginia Freedom of Information Act; and,

WHEREAS, Section 2.2-3712(D) of the Code of Virginia requires a certification by this Board of Supervisors that such closed meeting was conducted in conformity with Virginia law;

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors hereby certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed or considered by the Board of Supervisors.

VOTE

AYES: Acree, Grice, Jefferson, McCarty. Rosie

NAYS: 0

ABSENT DURING VOTE: 0

ABSENT DURING MEETING: 0

County Attorney Jones was requested by Chairman Acree to read out loud an email from Albert Burckard, a member of the Monument Task Force

County Attorney Jones advised that the email he is about to read is an email sent from Albert Burckard on October 27th to three members of the Monument Task Force. The subject is the Confederate Memorial Task Force. “Volpe you did very well tonight and thanks for being our point man. I am somewhat constrained because I have to represent the IWCHS. I know you are disappointed in the responses of Derek, Raymond and Lilton. Their entire argument against the memorial was that it offended them, or their feelings were hurt by the sight of it. Derek is a shouter and Lilton is a filibusterer. All three of them are trying to make this a racial issue which it is not. It is about respecting the history of others. Becky Mercer, as much as I really love her for being crucial in helping my son graduate, is a typical white government school person. I want to say to all of the black men to stop whining, man up and stop pretending that you are a victim of a 115-year-old piece of granite. I might make this little speech at our next meeting. The two hours this evening was spent almost exclusively on moving the monument. Our next meeting must focus on our second task of contextualizing in place. Albert”

It was the consensus of the Board that the contents within Mr. Burckard’s email would jeopardize the ability of the Monument Task Force to continue its mission and fulfill its responsibilities to provide good feedback and information to this Board.

Supervisor McCarty moved to remove Albert Burckard from the Monument Task Force. The motion passed unanimously (5-0).

Supervisor Grice moved to appoint Joan Jones to the Monument Task Force. The motion passed unanimously (5-0).

ADJOURNMENT

At 9:00 p.m., Chairman Acree declared the meeting adjourned.

Richard L. Grice, Chairman

Carey Mills Storm, Clerk

JOINT ANNUAL RETREAT OF THE ISLE OF WIGHT COUNTY BOARD OF SUPERVISORS AND THE PLANNING COMMISSION HELD IN THE SMITHFIELD HIGH SCHOOL CAFETERIA LOCATED AT 17141 TURNER DRIVE, SMITHFIELD ON FRIDAY, THE TWENTY-THIRD DAY OF OCTOBER IN THE YEAR TWO THOUSAND AND TWENTY

PRESENT/BOARD OF SUPERVISORS

Joel C. Acree, Windsor District, Chairman
Richard L. Grice, Smithfield District, Vice-Chairman
Don G. Rosie, II, Carrsville District
Rudolph Jefferson, Hardy District
William M. McCarty, Newport District

ALSO IN ATTENDANCE:

Robert W. Jones, Jr., County Attorney
Randy R. Keaton, County Administrator
Donald T. Robertson, Assistant County Administrator
Amber Johnson, Deputy Clerk

PRESENT/PLANNING COMMISSION

Brian Carroll, Chairman
James Ford
Thomas Duerig
Jennifer Boykin
Bobbie Varner
George Rawls
Thomas Distefano

Chairman Acree called the meeting to order at 9:00 a.m. for the purpose of conducting the Board's annual retreat with the Planning Commission.

//

The Pledge of Allegiance was conducted followed by opening remarks of Chairman Acree.

//

Amy Foster, Principal Environmental Planner, Virginia Department of Environmental Quality, provided an overview on the Chesapeake Bay Preservation Area regulations.

//

Following a 15-minute break, County Attorney Jones and Amy Ring, Director of Community Development, provided an overview of issues with Airbnbs.

//

The Board took a 15-minute break followed by a refresher training by County Attorney Jones on parliamentary procedures.

//

The Board recessed for lunch and return to open session at 12:30 p.m.

//

Ms. Ring provided information related to the development activity report and streamlining efforts relative to the process of development review.

//

Don Jennings, Director of Utilities, provided an update on the Water and Sewer Master Plan.

//

Chris Morello, Director of Economic Development, provided an overview of the business Activity Report.

//

Following a break, Ms. Ring addressed that department's proposed work plan for next year.

//

At 3:30 p.m., Chairman Acree declared the joint retreat adjourned.

Richard L. Grice, Chairman

Carey Mills Storm, Clerk

WORK SESSION OF THE ISLE OF WIGHT COUNTY BOARD OF SUPERVISORS HELD IN THE ROBERT C. CLAUD, SR. BOARD ROOM OF THE ISLE OF WIGHT COUNTY COURTHOUSE LOCATED AT 17090 MONUMENT CIRCLE, ISLE OF WIGHT, VIRGINIA ON THURSDAY, THE FIFTH DAY OF NOVEMBER IN THE YEAR TWO THOUSAND AND TWENTY

PRESENT:

Joel C. Acree, Windsor District, Chairman
Richard L. Grice, Smithfield District, Vice-Chairman
Don G. Rosie, II, Carrsville District
Rudolph Jefferson, Hardy District
William M. McCarty, Newport District

ALSO IN ATTENDANCE:

Robert W. Jones, Jr., County Attorney
Randy R. Keaton, County Administrator
Donald T. Robertson, Assistant County Administrator
Amber Johnson, Deputy Clerk

CALL TO ORDER

Chairman Acree called the work session to order at 6:00 p.m.

INVOCATION

Supervisor Rosie delivered the invocation and led the Pledge of Allegiance to the flag of the United States of America.

APPROVAL OF AGENDA

Supervisor McCarty moved that the agenda be approved as presented. The motion was adopted unanimously (5-0) with Supervisors Acree, Rosie, McCarty, Jefferson and Grice voting in favor of the motion and no supervisors voting in opposition to the motion.

COUNTY ADMINISTRATOR'S REPORT

Glyn Willis, Windsor Town Mayor and William Saunders, Windsor Town Manager, approached the Board regarding the County's willingness to contribute half of the anticipated \$300,000 associated with replacing the leaking roof on the Windsor Town Center building.

Supervisor McCarty offered a suggestion that the County loan money to the Town interest free for the County's payment.

Chairman Grice remarked that the interest being earned on the money being loaned to the Town should also count as part of the County's contribution.

Mayor Willis offered to advise the Town at its next Council meeting of the Board's consensus to partner with the Town of Windsor and that the details are being worked out between the Windsor Town Manager and the County Administrator.

Vice-Chairman Grice remarked that immediate attention is needed to Hardy Elementary School if there is an interest in utilizing a portion of it similar to that done with the Windsor Middle School. He requested staff to report back to the Board regarding the feasibility and associated costs with utilizing a small portion of the gym.

//

Don Jennings, Director of Utilities, advised that a low bid of \$233,442 has been received to repair the failing pipe in the ditch that runs behind the water tower on Griffin and Church Streets.

Vice-Chairman Grice moved that the following Resolution be adopted:

**RESOLUTION TO AMEND THE FY 2020-2021 BUDGET
AND APPROPRIATE FUNDING FOR THE WINDSOR DITCH
MAINTENANCE PROJECT**

WHEREAS, the County of Isle of Wight, Virginia has received a request from the Town of Windsor, Virginia to provide assistance to maintain

approximately 1,500 feet of an existing drainage ditch located between S. Court Street and E. Griffin Street in the Town of Windsor; and,

WHEREAS, the County has established a stormwater management fee to fund its capital, operational, and maintenance requirements; and,

WHEREAS, funding in the amount of two hundred twenty-three thousand four hundred forty-two dollars (\$223,442) from available Stormwater fees fund balance needs to be budgeted and appropriated to the FY2020-2021 Stormwater Operating budget of Isle of Wight County for the purpose of the ditch maintenance project.

NOW, THEREFORE BE IT AND IT IS HEREBY RESOLVED by the Board of Supervisors of the County of Isle of Wight, Virginia that the FY2020-2021 Stormwater budget be amended and funds in the amount of two hundred twenty-three thousand four hundred forty-two dollars (\$223,442) be appropriated to fund the ditch maintenance project.

BE IT FURTHER RESOLVED that the County Administrator of Isle of Wight County, Virginia is authorized to make the appropriate accounting adjustments in the budget and to do all things necessary to give this resolution effect.

The motion was adopted unanimously (5-0) with Supervisors Acree, Rosie, McCarty, Jefferson and Grice voting in favor of the motion and no supervisors voting in opposition to the motion.

//

Chris Morello, Director of Economic Development, addressed the Board regarding the Obici Healthcare Foundation grant and other projects completed with CaresAct funding.

Vice-Chairman Grice moved that the following Resolution be adopted:

RESOLUTION TO AMEND THE FY 2020-2021 BUDGET
AND ACCEPT FUNDING FROM THE OBICI HEALTHCARE FOUNDATION

WHEREAS, COVID-19 has had a negative impact on the small businesses located in the County of Isle of Wight, Virginia; and,

WHEREAS, Obici Healthcare Foundation has developed the COVID-19 Response Fund to assist communities and organizations impacted by the coronavirus; and,

WHEREAS, the County has received COVID-19 Response Fund grant in the amount of one hundred thirty-five thousand dollars (\$135,000) from the Obici Healthcare Foundation that needs to be budgeted and appropriated to the FY2020-2021 Grant Fund of Isle of Wight County for the purpose of providing assistance to small businesses impacted by COVID-19.

NOW, THEREFORE BE IT AND IT IS HEREBY RESOLVED that the Board of Supervisors of the County of Isle of Wight, Virginia amends the FY2020-2021 Grant Fund Budget and appropriates funding in the amount of one hundred thirty-five thousand dollars (\$135,000) or so much as shall be received from the Obici Healthcare Foundation for assistance to small businesses impacted by COVID-19.

BE IT FURTHER RESOLVED that the County Administrator of Isle of Wight County, Virginia is authorized and directed to execute agreements and amendments to agreements and to review claims on behalf of Isle of Wight County.

BE IT FURTHER RESOLVED that the County Administrator Isle of Wight County, Virginia is authorized to make the appropriate accounting adjustments in the budget and to do all things necessary to give this resolution effect.

The motion was adopted unanimously (5-0) with Supervisors Acree, Rosie, McCarty, Jefferson and Grice voting in favor of the motion and no supervisors voting in opposition to the motion.

Chairman Acree requested that a link to the Obici Foundation be placed on the County's website to inform interested citizens about the Foundation.

CLOSED MEETING

The following matters were identified for discussion in closed meeting by County Attorney Jones: A discussion regarding the sale or leasing of publicly held property, namely, property in the Shirley T. Holland Industrial Park, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the Board, pursuant to subsection 3 and consultation with legal counsel regarding actual and probable litigation concerning the maintenance of outfall infrastructure, where such consultation would adversely affect the negotiating or litigation posture of this public body pursuant to subsection 7.

Upon motion of Supervisor McCarty and all voting in favor (5-0), the Board entered the closed meeting for the reasons stated by County Attorney Jones.

Upon motion of Supervisor Jefferson and all voting in favor (5-0), the Board reconvened into open meeting.

County Attorney Jones reminded the Board that in accordance with Section 2-10(G) of the Board's Rules & Procedure, all those who participated in the closed meeting are reminded that all matters discussed in closed meeting are to remain confidential, as provided under the Virginia Freedom of Information Act, and that such matters as were discussed in closed meeting should not be acted upon or discussed in public by any participant unless and until a public, formal action of the Board of Supervisors is taken on that particular subject matter.

Upon motion of Supervisor Jefferson and all voting in favor (5-0), the following Resolution was adopted:

CERTIFICATION OF CLOSED MEETING

WHEREAS, the Board of Supervisors has convened a closed meeting on this date pursuant to an affirmative recorded vote and in accordance with the provisions of the Virginia Freedom of Information Act; and,

WHEREAS, Section 2.2-3712(D) of the Code of Virginia requires a certification by

this Board of Supervisors that such closed meeting was conducted in conformity with Virginia law;

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors hereby certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed or considered by the Board of Supervisors.

VOTE

AYES: Acree, Grice, Jefferson, McCarty. Rosie

NAYS: 0

ABSENT DURING VOTE: 0

ABSENT DURING MEETING: 0

//

Supervisor Jefferson thanked Supervisor McCarty and his congregation for showing appreciation to EMS and fire department members.

Supervisor Jefferson inquired if assessments of the County's buildings have been conducted.

County Administrator Keaton advised that staff has reviewed the assessments and forwarded them on to the stations for review of maintenance issues or needed improvements.

Supervisor Jefferson requested an update on Phase 2 of the Tyler's Beach Boat Harbor.

County Administrator Keaton advised that staff will be prioritizing projects of which Parks and Recreation has approximately \$1.3 million various projects to be paid for by the bond funds.

ADJOURNMENT

At 8:30 p.m., Chairman Acree declared the meeting adjourned.

Richard L. Grice, Chairman

Carey Mills Storm, Clerk

BACKGROUND:

The Board of Supervisors has previously directed that an opportunity be provided for monthly status briefings from Board members who serve as representatives on various regional committees and authorities on behalf of the County.

BUDGETARY IMPACT:

None

RECOMMENDATION:

Receive the report.

ATTACHMENTS:

Description	Type	Upload Date
Regional Reports	Cover Memo	1/24/2020

2020 BOARD MEMBER REGIONAL REPRESENTATIVE		
(Appointed by Board Vote)		
Organization	Member	Term Expires
Hampton Roads Military Federal Facilities Alliance	Rosie	No Set Term
Hampton Roads Planning District Commission	McCarty	No Set Term
	Keaton	No Set Term
Hampton Roads Transportation Accountability Commission	McCarty	No Set Term
Hampton Roads Transportation Planning Organization	McCarty	No Set Term
	Keaton	No Set Term
Southeastern Public Service Authority	Keaton	December 2021
	Etheridge/Alternate	December 2021
Western Tidewater Regional Jail Authority	Jefferson	No Set Term
	McCarty	No Set Term
	Keaton	No Set Term
Western Tidewater Water Authority	Grice	June 2022
	Acree	June 2022
	Jones/Alternate	June 2022

Regional Reports
Updated/January 2020

BACKGROUND:

Board members will consider and make appointments of individuals to various local and region organizations as noted on the Appointments Page.

BUDGETARY IMPACT:

None

RECOMMENDATION:

Appoint individuals to various local and region organizations as noted on the Appointments Page.

ATTACHMENTS:

Description	Type	Upload Date
Appointments Page	Backup Material	2/1/2021

BOARDS/COMMISSIONS/COMMITTEES

Boards/Commissions/Committees	Appointees	Contact	District	Expiration	
Blackwater Regional Library	Conway Henderson	238-9890	Windsor	April	2021
Commission on Aging	Otis (Pete) Farmer	357-4716	Hardy	February	2021
Economic Development Authority	James Collins	613-1815	Smithfield	April	2021
Economic Development Authority	Tim Hillegass	420-6221	Town of Smfld	April	2021
Historical Architectural Review Committee	Durwood Scott	242-6528	Windsor	September	2020
Senior Services of Southeastern Virginia	Evelyn McCullough	621-7326		February	2021
Southeastern Tidewater Opportunity Project	Hazel Edwards	357-2761		March	2021
Tidewater Emergency Medical Services County, Inc.	Pat Humphries	357-8218		March	2021
Wetlands	Mark E. Brown	377-7165	Newport	February	2021
Wetlands	James Wesley Brown	618-6889	Smithfield	December	2020

ISSUE:

Staff Update on COVID-19 Vaccine Rollout in Western Tidewater

BACKGROUND:

The Western Tidewater Health District is administering the COVID-19 vaccine to Isle of Wight County employees and residents. Lack of sufficient quantity of the vaccine on a consistent basis is significantly impacting the ability of health district staff to vaccinate more people sooner.

Staff will provide information regarding current vaccination efforts/challenges.

BUDGETARY IMPACT:

None.

RECOMMENDATION:

For the Board's information.

ISSUE:

Staff Presentation - 2020 Tourism Annual Report

BACKGROUND:

Staff will provide a brief presentation relative to the Annual Report for the Smithfield/Isle of Wight Convention and Visitors Bureau for 2020.

BUDGETARY IMPACT:

None

RECOMMENDATION:

For the Board's information.

ATTACHMENTS:

Description	Type	Upload Date
Tourism Annual Report	Backup Material	2/1/2021



HIGHLIGHTS



PHOTO: ELLY CONDIT

- ★ Restaurant Week 2020 - 16 participants
- ★ 2020 Isle of Wight Economic Development Forum significantly featured tourism economic development and uplift.
- ★ Smithfield Employee Training Day 1/9/20: Tourism presented the "Hambassador" Training Program (Readers Digest version) to all town employees.
- ★ BOB Fest 2020 (last Smithfield VA Events festival to be held before COVID)
- ★ Farmer's Market Vendor Training Workshops (two in-person workshops and one online)
- ★ Annual Tourism Year Kick-Off Meeting for Stakeholders 2/3/20: Annual Review of event dates, marketing plans and budgeting.
- ★ Tourism Department Retreat: Review of Annual Report; Marketing and Special Event Plans; networking and brainstorming for future.
- ★ Toured Town Manager Candidates and was able to participate in panel discussions with candidates.
- ★ Mayor's Green Team Formed and organized. (To be continued after COVID.)
- ★ Continued presidency of the Coastal Virginia Tourism Alliance (a group of all of the Tourism Directors from the Eastern Shore to Williamsburg)
- ★ Smithfield Farmer's Market (began as pre-order/pre-paid market only on 5/2/20. 5/16, 5/23 and 5/30. Markets were moved downtown to BSV Bank location with all social distancing and VDACS regulations in place. Market remained open and downtown for the rest of the season. Market closed December 19th. Additional markets were hosted due to other event cancellations opening up weekend options. Carrollton Wednesday Farmer's Market began in July and continued through September.
- ★ Held successful \$1,000/couple Bourbon Dinners to fund Smithfield VA Events.
- ★ VISITOR CENTER REOPENED 5/26/20 (closed 3/18). Slightly abbreviated hours (10-4 Monday through Saturday and noon – 4 on Sunday) with many new protocols in place. Sneeze Guard installed at front desk, new brochure distribution system in place, elimination of touch points for both front desk and restrooms, increased sanitation and hygiene, masks worn by all staff when public in the building, increased public restroom cleaning. Paper towels added to restroom (instead of blower fan).
- ★ Salty Southern Route social media and online marketing continued to be successful with on-going Virginia Tourism Marketing Leverage Grant.
- ★ Grants received in 2020: Virginia Tourism WanderLove COVID Recovery Grant \$10,000; Field Trip Marketing Leverage Grant \$5,000; Farmer's Market Food Access Grant \$3,000; Social Media Co-op Program \$3,250.
- ★ CGI Smithfield Videos for town website
- ★ WanderLove-themed podcasts and videos created and posted on social media and website with great traffic.
- ★ Worked with County Economic Development Department on COVID-19 Relief Grant Program marketing.
- ★ Picker's Markets held 2nd Saturday weather permitting.
- ★ Successful Boutique Autumn Art Show held 10/20.
- ★ 1750 Courthouse Ghost Walk 10/23-24/20. Very successful event. Tourism assisted by selling tickets, writing scripts and serving as SME for the event.
- ★ Smithfield & Isle of Wight County Tourism won the Virginia Association of Destination Marketing Organizations VIRGO award for interactive (new Tourism website!) for 2020.
- ★ New photography taken in the summer of 2020 by local photographer, Elly Condit, funded by Virginia Tourism Marketing Leverage Grant.

HIGHLIGHTS



Smithfield and Isle of Wight Tourism worked jointly with Isle of Wight County Economic Development and the Isle of Wight Chamber of Commerce on the highly successful #IsleShopSmall Gift Certificate Program.

#Isle Shop Small Gift Certificate Program - Round 2:

- ★ Number of businesses who sold: 105
- ★ Range of Checks: \$40.00 to \$52,640.00
- ★ 66% Business awarded checks for \$40 - \$5,000
- ★ 15% of Businesses awarded \$5,001 - \$10,000
- ★ 14% of Businesses awarded \$10,001 - \$20,000
- ★ 1% of Businesses awarded \$20,000 - \$30,000
- ★ 4% of Businesses awarded \$30,000 - \$52,000

#Vouchers Purchased Round 1: 5,147
#Vouchers Purchased Round 2: 15,190

TOTAL VOUCHERS: 20,337

Total Sales Round 1: \$205,880

Total Sales Round 2: \$607,600

TOTAL SALES: \$813,480

Range of checks distributed to
LOCAL SMALL BUSINESSES

\$40 to \$52,640!



HIGHLIGHTS

GRANTS AWARDED

Virginia Tourism Corporation Marketing Leverage Recovery Grant: \$10,000

Theme: WanderLove

Super Targeted digital online ads (Leisure Media): \$2850

Richmond Magazine Travel Section: \$1200

Photography by Elly Condit: \$2050

Facebook/Instagram ads: \$3900

Virginia Tourism Corporation Social Media Co-op Reimbursement Program: \$3,250

Virginia Tourism Corporation Marketing Leverage Grant: \$5,000

Theme: Family Field Trips

RVA Family Magazine and digital ads: \$1250

Super Targeted digital online ads (Leisure Media): \$2850

CoVA Scene email: \$250

"Facebook Feature" on Coastal Virginia Magazine's

Facebook page: \$200

Facebook/Instagram ads: \$450



VIRGO AWARD

2020 Virginia Association of Destination Marketing Organization's (VADMO) VIRGO AWARD for Interactive Marketing for the mobile-responsive Smithfield Tourism's "GenuineSmithfieldVA.com" website.

SAVOR MAGAZINE

"Best Of" Reader's Choice Awards:

Best Beer Festival:

Smithfield Wine and Brew Festival, Platinum

Best Spirits Festival (Platinum):

Smithfield Bacon, Bourbon & Beach Music Festival

Best Farmer's Market:

Smithfield Farmer's Market, Platinum

Best Virginia Getaway Weekend Spot (Silver):

Smithfield

Best Wine Festival: Smithfield Wine and Brew, Silver

Best Bottle Artwork (Bronze): SummerWind Winery

Best Brewery for Ale (Silver):

Wharf Hill Brewing Company

Best Brewery for IPA (Bronze):

Wharf Hill Brewing Company

Best Brewery for Stout (Bronze):

Wharf Hill Brewing Company

Best Brewery Restaurant (Gold):

Wharf Hill Brewing Company

Best Distiller (Silver):

Mark Rangos, Blue Sky Distillery

Best Distillery for Tours (Gold): Blue Sky Distillery

Best Distillery for Vodka (Gold): Blue Sky Distillery

Best Distillery Overall (Silver): Blue Sky Distillery

Best Wine & Beer Shop (Gold):

Bon Vivant Wine & Brew



MARKETING

PRINT PUBLICATIONS

Williamsburg Magazine 1/2 and full page ads
(11 months, Jan/Feb combined issue)
Richmond Magazine: 1/4 page ad
to accompany feature story on Isle of Wight County
Slice ad for Town featuring Farmers and Pickers Markets
Slice ad for Isle of Wight County
Town Newsletter ads
Coastal Virginia Magazine: full page ad



COLLATERAL/SIGNAGE

Revised 12 "Can't Miss Things To Do" rack card
Revised "7-Day Merchants" Brochure
Revised Walking Tour brochure
Revised Military discount brochure
Revised Rack Brochure
Distributed to 300+ locations (restaurants, shops, attractions, etc.) in Coastal Virginia, as well as at State Welcome Centers
Revised Downtown Maps at post office and public restroom
Revised Restaurants rack card
Revised "Everything but the Squeal" Rack Card
Revised Group Tour brochure
Revised Newcomer's Guide
Revised Wedding brochure
Revised "Visit the Farms" brochure
Boykin's Tavern self-guided walking tour brochure
Small banners for "Welcome to Isle of Wight County" sign
"Out in the County" brochure
COVID Signage created for merchants: Safety Commitment, Online Shopping, Curbside Pickup, Outdoor Dining
Safety Mask poster for merchants
WanderLove Road Games booklet
Tournament Planners information sheet for Luter Sports Complex
Fort Boykin rack card
Sales Blitz materials for Williamsburg Timeshares
Revised Profile Sheet for AAA Blitz
Four Family Field Trip Field Guides
Holiday Events poster for blitzes
Plus all promotional materials for Special Events

DIGITAL ADS/WEBSITES

Facebook profile images/videos and logos for all events
Facebook ad campaigns for all events
GenuineSmithfieldVA.com: Write copy, update and maintain site
Weekly "Where the Locals Go" e-newsletter
Updated "Visit the Farms" webpage (and brochure)
Salty Southern Route: Update and maintain website
Supertargeted ads (Leisure Media) in August 2020

VIDEOS (Videos perform especially well on Social Media ads)

Smithfield Rocks "Beyond Main" and "Finley's General Store"
Three Restaurant Week promotional videos
15 Restaurant Week videos featuring individual restaurants
Two "We'll Be Waiting" videos
COVID Safety Video
"Just Around the Corner" video
Engaged for the Holidays video
Outfitters Video
Seven WanderLove Videos (and seven podcasts)
Three WanderLove Stroll Videos
15 WanderLove Shopping Challenge Videos
Video for Sidewalk Sale
Eight "Meet the Artists" videos for Autumn Art Show
Autumn Art Show video
Video for Scarecrow Stroll
Video for StoryWalk
Three Holiday Open House Videos
Video for Witches Night Out
Video for #IsleShopSmall
Video for #IsleShopSmall Round 2
Ham-o-Ween events video
Holiday events and Happy Holidays videos



DIGITAL REPORT

Website: GenuineSmithfieldVA.com
January 1, 2020 through December 31, 2020
78K sessions, 60K users, 142,013 page views

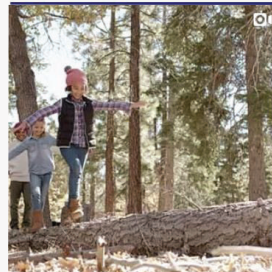
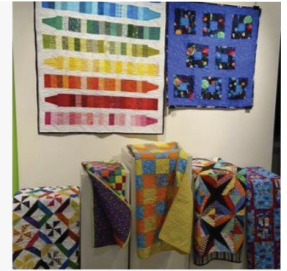
Facebook:
As of January, 2021
Page Likes: 14,128, Followers: 14,215

Twitter:
As of January, 2021
624 Followers

Instagram:
As of January, 2021
1,930 Total Lifetime Posts
2,148 Followers

Pinterest:
January 1, 2020 through December 31, 2020
60K Impressions
37.29K Total Audience
2.25K Engagements

Emails:
5,553 active email subscribers



Instagram posts

"Where the Locals Go" Weekly E-Newsletter



GENUINE Smithfield Isle of Wight County, Virginia Where the Locals Go...

June 25, 2020

Roller Skates: Live
at 12:05
June 25 at 12:05
p.m.

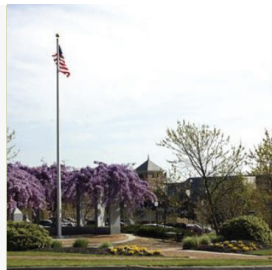


Presented by the Isle of Wight County Museum. Director Jennifer England shows off some roller skates in the collection and shares a bit of history about roller skates as well. This will perhaps inspire you to roll down your street with some wheels of your own.

Kayak & Paddle Board Rentals
Kayak Lane, Smithfield
Weekends, 9:00 a.m. to 5:00 p.m.



Windsor Castle Kayak Rentals are open June 13 through September 6 and offers single kayaks, tandem kayaks and paddle boards at a state of the art kayak launch. Explore waterways and view wildlife! Single Kayaks and Paddle Boards \$10 per hour and Tandem Kayaks are \$20 per hour. Rental includes life jacket and paddle. **For more information** call 757.542.3109.



Visit Smithfield & Isle of Wight County...
We're Just Around The Corner. Check out our newest video below.

https://www.youtube.com/watch?v=Yu9WP_dE8-0

BBQ, Produce and Meat Tent Sale
Finley's General Store and Southern Boutique, 23305 Sugar Hill Road, Carrollton
Thursday, June 25 from 10:00 a.m. - 2:00 p.m.



Big Daddy's BBQ and Burroughs Land Farms will be in the Finley's parking lot off of Route 17 with fresh vegetables and meat for sale. **For more information** call 757.745.7207.

Painting Perfection Workshop
June 27, 2020 or July 18, 2020
Saturday from 10:00 a.m. - 12:00 noon
Instructor Barbara Lively Mastaglio

Have you been painting alone during quarantine but nothing is complete? Take your unfinished paintings from dull and uninspired to finished and fabulous! Bring a painting you've started or a finished painting for a critique by award winning artist Barbara Mastaglio. She will help you work thru it and teach the skills you need to complete your painting to perfection! Enroll for one or both sessions. Ages 16+, space is limited to 5 participants each session. Cost is **\$65 for members, \$75 for non-members**. To reserve your space, **register by June 25** for the June Class and by **July 16** for the July session. (Please wear your face mask to class) **For more information or to register**, call the Arts Center @319 at 757-357-7707 or send e-mail to info@smithfieldarts.org. You may also enroll through the website www.SmithfieldArts.org



Downtown Farmers Market
Saturdays, from 9:00 a.m. to 12 noon
BSV lot, Main Street, downtown Smithfield

Vendor focus is on produce and meats. The market will be following CDC Guidelines. **For more information** call 757.357.2214 or email tfrantz@isleofwightus.net



SALES



- Sales blitzes to over 15 Williamsburg area timeshares
All materials created in-house
Sales blitzes in January and August through December (due to COVID, no sales blitzes February through July)
- Sales blitz to Pennsylvania AAA Offices in November, sponsored by Virginia Association of Destination Marketing Organizations (VADMO)



DESIGN SERVICES

for other town and county departments

- **Isle of Wight County Administration:**
Created covers for budgetary and legislative documents, Newcomer's Guide updated, Board of Supervisors Display
- **Town of Smithfield & Isle of Wight County Museum:**
Interpretive panels for Windsor Castle Park Outbuilding displays
- **Isle of Wight Emergency Services:**
Images for their webpage, COVID testing flyer
- **Isle of Wight and Town Green Team Initiative:**
Poster, Facebook cover image, postcard

- **Isle of Wight County Museum:**
Events posters updated quarterly, Designed Theater Exhibit, Sandbox signage, Steamboat Exhibit, Colonial Isle of Wight and Milk bottles Display signage, Children's Exhibit area, "Behind these Walls" logo, panel for English Phone Booth, Indian Display signage, LOVE postcard
- **Isle of Wight Economic Development:**
"Reopen and Rebound" materials, Small Business Grant materials, #IsleShopSmall Gift Card Program materials (Rounds 1 and 2)

Isle of Wight County Museum Downtown Smithfield, VA

winter 2020

January

16 Lunch & Learn: Battle of Mackie's Mill Lecture
12:30 p.m. This lecture will commemorate the 239th of the American Revolutionary War's Mackie's Mill engagement on Jan. 16, 1781, skirmish between local militia and Arnold's forces.

26 The Real John Henry
2 p.m. In May 1954, Baldwin built a 4,500-horse-horsepower electric locomotive nicknamed the "Iron" against the legend of John Henry, a rock driller who fought against a steam drill and won – only to die immediately after the victory.

February

1 Battle of Smithfield Driving Tour
10 a.m. 2020 marks the 156th anniversary of the Battle of Smithfield. Meet your guide at the museum for a brief overview of this Civil War battle. Afterwards, participants will self-drive to sites of significant events in Isle of Wight. Reservations required.

8 Walking Tour of Windsor Castle
2 p.m. From the site's pre-colonial existence to today, Windsor Castle tells the fascinating history of the development of Smithfield. Meet at the main house.

23 The Road to Suffolk
2 p.m. Linking the towns of Portsmouth, Suffolk and Smithfield, the road played a significant role in the ultimate victory at the town of York. Local history enthusiast Rob Prior will identify occurrences along its path during the last years of our War of Independence.

March

7 Walking Tour of Windsor Castle
2 p.m. From the site's pre-colonial existence to today, Windsor Castle tells the fascinating history of the development of Smithfield. Meet at the main house.

14 Pi Day: A Formula for Foodies
11 a.m. The museum will celebrate Pi Day to recite the infinite digits of the Greek letter pi. Nicknamed "National Pie Day," the event will also have some math challenges necessary for the launch. The will be served.

14 Ivy Hill Cemetery Tour
10 a.m. A discussion of the signs, symbols and notable burials in this historic rural cemetery which was established in 1886. Tour meets at Ivy Hill Cemetery.

14 Walking Tour of Fort Huger
10 a.m. Visit this Civil War fort on gateway to the Confederate capital.

April

4 Walking Tour of Windsor Castle
2 p.m. From the site's pre-colonial existence to today, Windsor Castle tells the fascinating history of the development of Smithfield. Meet at the main house.

11 Ivy Hill Cemetery Tour
10 a.m. A discussion of the signs, symbols and notable burials in this historic rural cemetery which was established in 1886. Tour meets at Ivy Hill Cemetery.

15 Lunch & Learn: 100th Anniversary of the sinking of the RMS Titanic
12:30 p.m. Discover the tragic history behind the British passenger liner that sank in the North Atlantic Ocean in 1912 on her maiden voyage. You will also learn about the connection between the Titanic and Smithfield.

18 Walking Tour of Nike Park
2 p.m. Visit one of the Cold War's few surviving Army Air Defense Parks. Local historian Albert Burkhardt hosts a short presentation and a walking tour of this site. Event begins in the Senior Center.

25 Distilled History
5 p.m. Join us for this historic program on alcohol in the New World – everything from the fermenting of grains to jugs of samples from blue clay. Distilled in Smithfield will be offered. Reservations are required. \$25 per person.

June

13 Ivy Hill Cemetery Tour
10 a.m. A discussion of the signs, symbols and notable burials in this historic rural cemetery which was established in 1886. Tour meets at Ivy Hill Cemetery.

13 Walking Tour of Isle of Wight Courthouse
Join us as we explore this 19th, 20th and 21st century site and share the story of its beginnings. Meet at Boykin's Tavern.

13 Walking Tour of Nike Park
2 p.m. Visit one of the Cold War's few surviving Army Air Defense Parks. Local historian Albert Burkhardt hosts a short presentation and a walking tour of this site. Event begins at the Senior Center at Nike Park.

May

9 Windsor Castle Park Dedication Ceremony
1-5 p.m. Windsor Castle's dedication ceremony will include tours of the house and the opening of its exhibit.

9 Ivy Hill Cemetery Tour
10 a.m. A discussion of the signs, symbols and notable burials in this historic rural cemetery which was established in 1886. Tour meets at Ivy Hill Cemetery.

11 Lunch & Learn: Josiah Parker's 269th Birthday
12:30 p.m. This Isle of Wight County native was a Revolutionary soldier and politician who served in Virginia under George Washington, becoming a major in 1776 and a colonel the following year.

15 Lunch & Learn: 156th Anniversary of the Battle of New Market
12:30 p.m. This battle was fought in Virginia on May 15, 1864, during the Valley Campaigns of 1864 in the American Civil War.

16 Drawing Day
10 a.m. – 4 p.m. Pick your pencil, charcoal or crayons for your visit to the museum today to sketch something on display. Share your creations with us on social media. Free admission for all artists – professional, aspiring or beginners.

23 Walking Tour of Fort Huger
10 a.m. Visit this Civil War fort and learn the significance of this gateway to the Confederate capital. Tour meets at Fort Huger.

HistoricIsleOfWight.com | @IsleOfWightCountyMuseum | @WorldsOldestHam 103 Main Street, Smithfield, VA 23566-1223

Isle of Wight County Museum Downtown Smithfield, VA

winter 2020

November

Day on November 11th
With our lecturer Al Huger, we'll explore the lives of our county's brave veterans and their stories.

Wright.com This online site for children ages 3 to 5, introduces the history of Isle of Wight County and features...

er Bridge
228, the James River Bridge in News to Isle of Wight examines life before the piers served this purpose of the current structure.

n Huger!
IsleOfWight.com Join us for Al Huger, 1805-1877, the er, Fort Huger is named for him.

akes
HistoricIsleOfWight.com This online site for children ages 3 to 5, introduces the history of Isle of Wight County and features...

IsleOfWightCountyMuseum | @WorldsOldestHam 103 Main Street, Smithfield, VA 23566-1223

SPECIAL EVENTS

Events coordinated and/or supported by Tourism

Much of 2020 was spent dealing with the effects of Covid-19 on tourism stakeholders, and events.



January's BOB Fest was one of the few events not cancelled due to COVID.

Smithfield Farmer's Market (See Farmers Market Report)

Picker's Markets:

June, July, August, September, October, November (averaged 8 vendors per market, with about 250 attendees per market)

January:

BOB FEST (Sold Out, 2500 attendees)

January/February:

Restaurant Week (16 participants)

March:

St. Patrick's Parade cancelled

April:

Smithfield Wine & Brew Fest cancelled

May:

Vintage Market cancelled

Smithfield Arts Festival cancelled

National Tourism Month Breakfast cancelled

August:

Story Walk-in conjunction with the Smithfield Library
(422 children participated/Prize: ice cream)

Boardwalk Art Show cancelled

September:

Isle of Wight County Fair cancelled

October:

Vintage Market cancelled

Bacon, Bourbon Music Fest cancelled

Safe Trick or Treat/Ham-o-Ween cancelled

Hog Jog, Souper Saturday, Court Day cancelled

Autumn Art Show HELD! Along Hayden's Lane and at the Smithfield Times Gazebo. 15 Artists – 300 (low attendance due to severe weather issues)

Story Walk-in conjunction with the Smithfield Library
(287 children participated/Prize: candy)

Scarecrow Stroll: A Tourism/business event/collaboration contest
15 business/attractions participated by decorating a scarecrow in front of their establishment.

Tourism organized a contest among the entries and invited folks to cast a vote for their favorite at the Visitors Center. A random entry of the 218 votes cast was the recipient of dinner at the Inn (provided by Tourism) and an overnight stay (donated by the Smithfield Inn).



The Scarecrow Stroll was a popular event along Main Street.

November:

Holiday Open House Weekend HELD! Very successful! (2,000)

December:

Light Up Main cancelled

Christmas in Smithfield cancelled

Christmas Mistletoe Market cancelled

Smithfield Christmas Parade cancelled

Photo Station & Santa's Mailbox (at the Times Square Gazebo)

"Illuminate the Lane" on Hayden's Lane: HELD.

Provided by the Horticulture Society of Smithfield

Story Walk-in conjunction with the Smithfield Library

(128 children participated/Prize: Beanie Baby adoption)

Genuine Merchants of Downtown Smithfield (GMOD's)

Supported Events:

Galentine Night Out

Takeout Tuesday

Sidewalk Sale

Three WanderLove

Facebook Live Strolls

14 WanderLove

Facebook Live

Shopping Challenges

(November -

December 2020)

Scarecrow Stroll

Witches Night Out

Elves Night Out



Witches Night Out featured shops open late and "Paddling on the Pagan."

"WHERE THE LOCALS GO"

Tourism's weekly e-blast newsletter to 5,500 subscribers continued in 2020 listing boutique events, Farmer's Market and the many virtual events done by Tourism and the Isle of Wight County Museum: monthly guided tours, programs and lectures, "27 Stories in Stone" (special online programs designed during Pandemic), "Behind These Walls" (9 special online programs featuring local historic structures) and weekly "Live at 12:05."

PUBLIC RELATIONS

ARTICLES, BLOG FEATURES, etc.

- PostandCourier.com feature on "World's Oldest Ham," November
- Updated blog on Virginia.org, "22 Virginia Small Towns You're Going To LOVE," November
- Blogs on Virginia.org, "But Did You Know...The History of Virginia Peanuts?" November, "WanderLove Road Trip from Williamsburg to Norfolk," October, "Fine Dining on a Budget: Restaurant Weeks around Virginia," November
- Hotels4Teams.com feature on "Roadside Attractions in all 50 States" (oldest ham)
- Insider.com feature on "Iconic Food in Every State," July
- Listing on Virginia.org blog "Virginia's Farmers Markets: How to Get Fresh Produce, Meats, & More While Social Distancing," April
- ClubAlliance/AAA.com "Extra Mile Blog" for AAA World, feature on "25 Quirky Museums," October
- Editor and Marketing Director for Coastal Virginia Magazine visited and wrote a blog post: "Ham it up in Smithfield" for CoastalVAMag.com, November

PUBLIC RELATIONS & NEWS RELEASES

- Update and maintain 50+ listings on Virginia.org
- Update and maintain wedding listings on Virginia.org
- Update and maintain listings on SaltySouthernRoute.com
- Updated 2020 VA Travel Guide listings
- WanderLove Video displayed at Norfolk International Airport's Visitor Welcome Center
- News Release on 2020 Special Events
- News Release on National Tourism Week
- News Release on Marketing Leverage Recovery Grant from Virginia Tourism Corporation WanderLove Grant Award
- News Release on Town of Smithfield Mask Giveaway
- News Release on News Release: VTC Economic Impact Numbers
- News Release on two #IsleShopSmall Gift Card Match Programs
- News Release on Marketing Leverage Grant from Virginia Tourism Corporation received and on the theme of Family Field Trips
- New photography sent to Virginia Tourism Corporation for use on statewide promotions



WanderLove: A Road Trip From Williamsburg to Norfolk

COASTAL VIRGINIA - HAMPTON ROADS, FALL IN VIRGINIA, HISTORY, OUTDOORS, SOUTHERN VIRGINIA, TRAVEL IDEAS

Wanderlust is defined as a strong desire to travel, but here in Virginia, we call that feeling ...

[CONTINUE READING](#)



But Did You Know...The History of Virginia Peanuts

COASTAL VIRGINIA - HAMPTON ROADS, FOOD, HISTORY, SOUTHERN VIRGINIA, TRAVEL IDEAS

Virginia has become well-known for its gourmet peanuts, with farmers in the southeastern portion of ...

[CONTINUE READING](#)



Fine Dining on a Budget: Restaurant Weeks around Virginia

CULINARY, DEALS & DISCOUNTS, FOOD, TRAVEL IDEAS

The beginning of restaurant week season is here, and we can't wait to try all the gourmet goodies ...

[CONTINUE READING](#)



Virginia's Farmers Markets: How to Get Fresh Produce, Meats, & More While Social Distancing

FOOD

If you're like us, you probably look forward to spring and the reopening of Virginia farmers markets ...

[CONTINUE READING](#)

Blogs featuring Smithfield and Isle of Wight on Virginia.org

FARMERS MARKET



	SMITHFIELD FARMERS MARKET	CARROLLTON FARMERS MARKET	OVERALL TOTALS <i>both markets</i>
REPORTED GENERATED SALES BY ALL VENDORS	\$346,852	\$10,869	\$357,721
REPORTED VENDOR SALES FEES BY ALL VENDORS	\$17,801	\$612	\$18,413

Note: Based on last year's numbers & this year's trend, if we had been able to market and charge fees in March, April and May, market overall sales and sales fees would have been higher than for the 2019 Season.

- Maintained Community Interaction and Vendor and Sponsor recognition through the Annual Vendor Appreciation Event in January for market vendors and sponsors. The event was highlighted on Social media
- Provided four Training and Educational Sessions for market vendors in coordination with other area farmers market managers, the Virginia Tech Extension Office, Virginia Department of Agriculture and Consumer Services and tourism staff
January: Social Media, Merchandising, Customer Service & Pricing
February: Safety at the Market
March: How to Connect in the Community with Partnerships
April: Virtual Website Workshop via Zoom
- Visited over 12 vendors January through April and in late fall. Created videos and images for use on social media and on the Farmers Market website
- Market season was delayed due to the COVID-19 Coronavirus
- Market started back with restricted Drive-thru market in early May in Smithfield Middle School parking lot
- Transferred to downtown walk-thru market in mid-May with market imposed social distancing and vendor required Personal Protective Equipment (PPE), following official COVID-19 guidance maintained through the remaining market season
- Awarded \$3,000 Food Access Grant provided by an anonymous benefactor for the purpose of purchasing fresh produce from local farm vendors and providing the food Christian Outreach Program, the local area food bank. Grant funds covered the hours of the market personnel and costs incurred by the farm vendors.

SMITHFIELD FARMERS MARKET:

Number of Markets:

35 (5 cancelled due to COVID, 2 cancelled due to the weather)

Number of Attendees:

25,000 - 38,000 for the season (800 - 1200 per market)

- 35 - 40 vendors on average per week (COVID restrictions)
- Promoted the market on social media, newspaper articles, community calendars, signage and event scheduling
- Coordination of weekly musicians/bands at each market
- Coordination of sponsor's market appearances and media advertising for sponsors
- Coordination of participating non-profit vendors as a community service

CARROLLTON FARMERS MARKET:

Number of Markets:

10 (2 rained out/cancelled)

Number of Attendees:

800 - 1,000 for the season (80 - 100 per market)

- 8 - 10 vendors on average per week (COVID restrictions)
- Promoting the market on social media, newspaper articles, community calendars, signage and event scheduling
- The Carrollton Midday Christmas Market, originally scheduled for November 28th was cancelled due to COVID-19 restrictions. Another Smithfield Farmer's Market was held instead as a result of Farmer's Markets classification of "essential food source" by the VA Farmer's Market Association and the CDC.

ECONOMIC iMPACT

Source: VATC.org/research/economicimpact/

	2016	2017	2018	2019	PERCENT CHANGE
Employment	399	407	406	430	5.9%
Expenditures	\$39,936,568	\$41,928,500	\$43,244,690	\$45,146,911	4.4%
Local Tax Receipts	\$923,690	\$953,438	\$963,646	\$1,005,455	4.3%
Payroll	\$8,004,312	\$8,422,225	\$8,616,070	\$9,289,318	7.8%
State Tax Receipts	\$1,948,018	\$2,020,498	\$2,054,728	\$2,165,025	5.4%

These summary profiles represent locality-specific travel-related data kept by the Virginia Tourism Corporation for the years 2015-2018. The studies to estimate the domestic travelers' spending estimates were conducted by the Research Department of the U.S. Travel Association (formerly known as TIA). The studies provide estimates of domestic traveler expenditures in Virginia and its 133 counties and independent cities, as well as the employment, payroll income, and state and local tax revenue directly generated by these expenditures. The data represent the direct travel impact estimates for the locality. These five impact estimates exclude indirect, or multiplier impacts.

Expenditures represent the direct spending by domestic travelers including food, accommodations, auto transportation, public transportation, incidental purchases, entertainment/recreation and travel generated tax receipts.

Payroll represents the direct wages, salaries and tips corresponding to the direct travel-related employment.

Employment represents the estimates of direct travel-related employment in the locality.

State Tax Receipts represents the estimates of direct travel-related state taxes generated within the locality. These receipts include corporate income taxes, individual income taxes, sales and gross receipts taxes, and excise taxes.

Local Travel Receipts represents the estimates of direct travel-related local taxes generated within the locality. These include county and city receipts from individual and corporate income taxes, sales, excise and gross receipts taxes, and property taxes.

Percent Change column represents the percentage change in each category over the previous year.

GROUP TOURS

7 Tours presented, 77 participants
NATO Virtual Tours, 55 participants
Nursing Home, 8 participants
259 Hospitality Bags distributed

ViSiTOR COUNTS

- No Sales Blitzes to Williamsburg Timeshares February through July.
- Visitor Center closed March 18 and reopened May 26.

	INDIVIDUALS	# FIRST TIME	TOTAL TOUCHES*
January	606	267	1501
February	605	249	995
March	363	152	515
April	0	0	198
May	100	48	390
June	612	255	822
July	793	389	1435
August	1380	500	2425
September	885	420	2242
October	1291	515	2428
November	1093	334	1966
December	909	284	1962
TOTALS	8637	3413	18,578

*"Total Touches" is the number of brochures distributed at Williamsburg timeshare sales calls, the number of brochures removed from the after-hours kiosk at the Visitor Center, the number of hospitality bags distributed, visitor counts from the Isle of Wight County Museum and their monthly tours, and participants in tourism sponsored group tours.

SAFETY IS OUR COMMITMENT

To You & Our Employees



ORGANIZATIONS



ELLY CONDIT

Smithfield 2020:

- Smithfield Historic District Economic Development and Revitalization Projects (*ongoing*)

Virginia Association of Destination Marketing Organizations:

- Director is Past President for 2010/2011
- Director currently serves as Chair of Conventions

Virginia Tourism Corporation:

- Serve as VA Film Office Liaison
- Conduit for travel writers to our area
- Blitz opportunities at state welcome centers
- Utilization of VTC research
- Customer Service Training
- Grant opportunities
- Participation in website, Co-op marketing opportunities, trade shows, Travel Guide

VRLTA-Virginia Restaurant Lodging Travel Association

- Director is new Board Member
- Member

Coastal Virginia Tourism Alliance:

- Director is 2019/2020 President for CVTA
- Member
- Support regional CVB/DMO Tourism efforts
 - National Tourism Week
 - Regional Website
 - Professional Development
 - Regional Marketing efforts
 - Advocacy

Isle of Wight County Fair Committee:

- Staff Support for all Fair marketing
- Special Event Coordinator to serve on Committee

Isle of Wight-Smithfield-Windsor Chamber of Commerce

- Director serves as the Facilitator for the Chamber Youth Leadership Program 2019/2020.

Member of...

Regional Visitor Center Manager's Group

Virginia Motor Coach Association

Pennsylvania Bus Association

Isle of Wight County Wellness Committee

Blackwater River Advisory Board

Horticulture Society of Smithfield

GMOD's (Genuine Merchants of Downtown Smithfield)

Smithfield Special Event Committee

Smithfield Green Team Initiative

Virginia Association of Farmers Markets

BOARD OF DIRECTORS:

Virginia Association of Destination Marketing Organizations:

Director is Past President for 2011/2012

Director currently serves as Chair of Conventions

Director was Chair of 2017, 2018, 2019 State Symposium

Director is Chair of 2020 State Symposium (online)

Coastal Virginia Tourism Alliance

Director has served as President in 2018, 2019 and 2020 Smithfield 2020

Director serves on Executive Committee in charge of promotions

Smithfield VA Events

Historic Saint Luke's Church

Director serves on Executive Committee

Historic Smithfield

Smithfield Farmers Market

Isle of Wight Commission on Aging

Ivy Hill Cemetery

Isle of Wight Arts League

Isle of Wight County Fair

Smithfield Little Theatre

Virginia Restaurant, Lodging and Travel Association

MEETINGS & TRAINING

SPEAKING ENGAGEMENTS:

North Suffolk Rotary Speaking engagement, June 26
Smithfield Rotary Club, October 8
Town of Smithfield Training Day
Chamber of Commerce Student Leadership Institute

MEETINGS & CONVENTIONS:

"What's New" Media Event at Virginia Tourism Corp., February
Monthly online meeting with Louder Agency on Search Engine Optimization of website
Weekly partner check-in Zoom meeting with Virginia Tourism Corp.
Zoom meeting on Governor's new guidelines with Virginia Restaurant, Lodging and Travel Association
Industry group call with America Tour Association, "Virginia Sharing Session," June
Zoom meeting on Virginia Tourism Corp. WanderLOVE Grant
Zoom call with Virginia Tourism Corp. on Drive 2.0 Project

TRAINING & WORKSHOPS

Virginia Farmers Market Association's Market Manager Course completed & certification attained, January - April
"Assessing Your Town: How We Perform a Destination Assessment," webinar, January
"The Five Most Important Tourism Amenities," webinar, February
County Website Editor Training and Content Management System Training, January
Destination Development Association Webinar "Dealing with the Corona Virus in Hospitality and Tourism," March
"Double your Instagram Following" webinar, March
"How to Hit Publish and Build Profits with Content Marketing," webinar, March
"Putting Your Action Plan to Work," webinar, April
Destination Development Association Webinar "Keeping the Dream Alive- Some inexpensive ideas to attract visitors once we're through the pandemic," April
Two TripAdvisor Webinars, April
Cares Act Webinar, April
Venue Insights Webinar, April
"Market Ready: Farm to eCommerce" Webinar, April
Facebook Webinar, April
Main Street Webinar, April
USTRavel Webinar: "Marketing Advice to Combat an Economic Downturn" April
"COVID-19: Resources for Our Communities" Webinar, May
"SCORE" Webinar, May
Destination Development Association Webinar "Rebooting After the Pandemic," May



"How Can Main Street Thrive after COVID-19" Webinar, May
"Leading by Example: Lessons in Race and Racism," Webinar, June
Destination Development Association Webinar "Top 5 Marketing Priorities Right NOW," June
GoToWebinar "The Ugly, The Bad and The Good: Using Data to Determine Travelers' Next Steps," June
"The Shared Responsibility of Traveler Health and Safety" Webinar, June
"Lessons in Race and Racism: A Continued Discussion," Zoom Meeting, June
"Coronavirus: Cleaning and Disinfecting Your Workplace" Webinar, July
"CDC Guidelines for Making & Using Cloth Face Coverings" Webinar, July
Cardiopulmonary Resuscitation Training, July
Training for Town of Smithfield new Website, July
Destination Development Association Webinar "Working Together as One Incredible Team," July
"Planning for Recovery Amid Rising Cases and Shifting Consumer Sentiment," July
County Diversity Training and COVID Training completed by all staff, August
Destination Development Association Webinar "How to Effectively Communicate with Local Businesses," August
Virginia Green Initiative Webinar, August
Virginia Restaurant, Lodging and Travel Association, Member Webinar: "How to comply with the new COVID-19 Emergency Temporary Standards," September
Virginia Restaurant, Lodging and Travel Association Zoom Webinar: Drive Tourism 2.0, September
"Creative Ideas to Pull Customers into Shops and Eateries on a Minuscule Budget," September
"Rebuild Virginia" Grant Webinar, September
"The new Facebook, October
Virginia Tourism Corporation Webinar "The African-American Traveler Experience," October
"Demographics, Data, & Diversity: Understanding Your Community," Webinar, October
"Diversity in Destination and Events," November
Destination Development Association Webinar "Marketing in Uncertain Times - What to Do?/What to Avoid?," November
Virginia Tourism Corporation Webinar
"Drive Tourism 2.0," December
"Preparing for the Recovery with Adam Sachs," Webinar, December
"Shift Happens," Webinar, December
"What a Year! Finding the good in 2020 and Looking forward to 2021," Webinar, December



2021 iNiTiATiVES



- ★ Golf Cart Initiative to allow golf carts from Moonfield, Red Point Heights and beyond into the Historic District for shopping, dining and economic uplift.
- ★ Continued TV, Video and movie production.
- ★ Create, highlight and promote boutique events until Covid-19 safe.
- ★ Drive 2.0 Grant from Virginia Tourism Corporation
- ★ Continue succession planning for department.
- ★ Continue to work with Virginia Tourism Corporation and Virginia Tech Extension toward more agritourism opportunities to expand tourism to more of County.
- ★ Continue to work with the "Isle Cares" team for information dissemination and transparency, customer service and staff rewards.
- ★ Work with the Blackwater River Tract Advisory Board to advance more opportunities for recreation and tourism.
- ★ Launch the Smithfield Arts Festival, a new Spring/Summer Event, as a celebration of visual arts, performing arts, culinary arts and the art of fashion. *(If possible in 2021 due to Covid)*
- ★ Post Covid: Continue to assist Smithfield VA Events to maintain and promote three large annual events: Smithfield Wine & Brew Fest in April, the Genuine Smithfield Bacon, Bourbon and Music Fest in September and BOB Fest (Oyster Fest) in January.
- ★ Continue to saturate the Williamsburg, Coastal Virginia and Richmond markets, especially through sales calls to timeshares and social media.
- ★ Continue to explore inexpensive ways to market regionally in the larger Mid-Atlantic region, including the D.C. area, Richmond, Pennsylvania and parts of North Carolina.
- ★ Continue to position Smithfield and Isle of Wight as a popular Destination Wedding location.
- ★ Organize a Zoom Meeting for local wedding vendors to brainstorm promotional ideas and ways to collaborate efforts.
- ★ Work to increase visitation by travel writers and bloggers and work with Social Media "Influencers."
- ★ Continue to find editorial opportunities for our destination's attractions and events.
- ★ Focus on tours, group business and expanding Smithfield and Isle of Wight County as an overnight destination
- ★ Continue "Community Ambassador" Program to work with community leaders to bring groups that they belong to (either business, government, fraternal or social) to Smithfield and Isle of Wight County to support the hotels and meeting destinations.
- ★ Continue to promote recreational trails (by land and sea!) walking, running, bikes and canoes and kayaks especially during and post Covid.
- ★ Work with Genuine Merchants of Downtown Smithfield group to plan and implement special promotions throughout the year
- ★ Bring back Rack Brochure and Visitor Center kiosk programs
- ★ Continue Search Engine Optimization on new website
- ★ Tourism Season Kickoff event in February
- ★ Continue to grow successful Smithfield & Isle of Wight County Restaurant Week Program. Consider expanding to twice a year.
- ★ Continue to manage and support Smithfield Farmer's Market, the Evening Mistletoe Market and the Smithfield Vintage Market Events. The Spring Vintage Market (a weekend event in May) will continue to grow at the Isle of Wight County Fairgrounds and the Downtown Autumn Vintage Market (September) will continue as a boutique-style show and will remain downtown .
- ★ Initiating recycling efforts for the Smithfield Farmers Market to include introducing reusable produce bags via a program that rewards shoppers via a punch card system. Pursuing the feasibility and cost associated with additional recycling bins being available at the market, and possibly solar-powered compactable trash bins.

ISSUE:

Quarterly Financial Report for 2nd Quarter of FY2020-21

BACKGROUND:

Staff has compiled information relative to the County's financial performance for the 2nd quarter ended of FY2020-21. A brief presentation will be made on the status and implications of the County's financial performance.

BUDGETARY IMPACT:

None

RECOMMENDATION:

For the Board's information.

ISSUE:

Government Finance Officers of America (GFOA) Distinguished Budget Presentation Award for the Fiscal Year Beginning July 1, 2020

BACKGROUND:

For the sixth consecutive year, a Distinguished Budget Presentation Award has been awarded to Isle of Wight County by the Government Finance Officers Association of the United States and Canada (GFOA). This award is the highest form of recognition in governmental budgeting and represents a significant accomplishment by a government organization and its management.

BUDGETARY IMPACT:

None.

RECOMMENDATION:

For the Board's information.

ATTACHMENTS:

Description	Type	Upload Date
Press Release	Backup Material	2/1/2021
GFOA Distinguished Budget Presentation Award	Backup Material	2/1/2021
GFOA Certificate for Budget Preparation	Backup Material	2/1/2021

FOR IMMEDIATE RELEASE

December 20, 2020

For more information, contact:

Technical Services Center

Phone: (312) 977-9700

Fax: (312) 977-4806

E-mail: budgetawards@gfoa.org

(Chicago, Illinois)--Government Finance Officers Association is pleased to announce that **County of Isle of Wight, Virginia**, has received GFOA's Distinguished Budget Presentation Award for its budget.

The award represents a significant achievement by the entity. It reflects the commitment of the governing body and staff to meeting the highest principles of governmental budgeting. In order to receive the budget award, the entity had to satisfy nationally recognized guidelines for effective budget presentation. These guidelines are designed to assess how well an entity's budget serves as:

- a policy document
- a financial plan
- an operations guide
- a communications device

Budget documents must be rated "proficient" in all four categories, and in the fourteen mandatory criteria within those categories, to receive the award.

When a Distinguished Budget Presentation Award is granted to an entity, a Certificate of Recognition for Budget Presentation is also presented to the individual(s) or department designated as being primarily responsible for having achieved the award. This has been presented to **Finance Department**.

There are over 1,600 participants in the Budget Awards Program. The most recent Budget Award recipients, along with their corresponding budget documents, are posted quarterly on GFOA's website. Award recipients have pioneered efforts to improve the quality of budgeting and provide an excellent example for other governments throughout North America.

Government Finance Officers Association (GFOA) advances excellence in government finance by providing best practices, professional development, resources and practical research for more than 20,500 members and the communities they serve.



GOVERNMENT FINANCE OFFICERS ASSOCIATION

*Distinguished
Budget Presentation
Award*

PRESENTED TO

**County of Isle of Wight
Virginia**

For the Fiscal Year Beginning

July 1, 2020

Christopher P. Morill

Executive Director



**The Government Finance Officers Association
of the United States and Canada**

presents this

CERTIFICATE OF RECOGNITION FOR BUDGET PREPARATION

to

**Finance Department
County of Isle of Wight, Virginia**

The Certificate of Recognition for Budget Preparation is presented by the Government Finance Officers Association to those individuals who have been instrumental in their government unit achieving a Distinguished Budget Presentation Award. The Distinguished Budget Presentation Award, which is the highest award in governmental budgeting, is presented to those government units whose budgets are judged to adhere to program standards.

Executive Director

Christopher P. Morill

Date

December 20, 2020



ISSUE:

Staff Presentation - Legislative Update of the 2021 General Assembly Session

BACKGROUND:

The 2021 Session of the General Assembly began on January 13, 2021 and was abruptly ended on February 8, 2021. The General Assembly reconvened on February 10, 2021 in a Special Session.

Staff will be monitoring legislation important to the County as the Session progresses.

BUDGETARY IMPACT:

None

RECOMMENDATION:

For the Board's information.

ISSUE:

Staff Update re: Old Circuit Court Clerk's Office

BACKGROUND:

The Board has previously expressed interest in renovating the old Circuit Court Clerk's office with a portion of the available space potentially allocated to the Historical Society. Staff will provide a brief update on the status of the project.

BUDGETARY IMPACT:

TBD.

RECOMMENDATION:

For the Board's information.

BACKGROUND:

The matters attached to this Board report are included as a means of providing information to the Board relative to matters of interest. These items do not require any action by the Board.

BUDGETARY IMPACT:

None

RECOMMENDATION:

For the Board's information.

ATTACHMENTS:

Description	Type	Upload Date
Delinquent Tax Collections - January 2021	Backup Material	2/2/2021
Cash Position - December 2020	Backup Material	2/1/2021
Statement of Treasurers Accountability - December 2020	Backup Material	2/1/2021
Museum Report - January 2021	Backup Material	2/1/2021
Correspondence from Western Tidewater Free Clinic	Backup Material	2/1/2021

COUNTY OF ISLE OF WIGHT

TAX BILLINGS & COLLECTIONS AS OF JANUARY 2021

REAL ESTATE

TAX YEAR	TAX LEVY		SUPPLEMENTS	PUBLIC SERVICE	ADJUSTMENTS & ABATEMENTS	TOTAL TAX LEVIES	TAX COLLECTED		TAX OUTSTDG.	% COLLECTED	% UNC.	
Prior 2015						\$ 169,104,337.18	\$ 169,100,964.00	\$	3,373.18	100.00%	0.00%	
2015-2016	\$	36,001,746.53	\$	248,230.50	\$ 1,286,485.55	\$ (708,738.26)	\$ 36,827,724.32	\$ 36,824,139.15	\$	3,585.17	99.99%	0.01%
2016-2017	\$	36,430,832.13	\$	316,107.66	\$ 1,450,155.11	\$ (695,163.51)	\$ 37,501,931.39	\$ 37,495,304.78	\$	6,626.61	99.98%	0.02%
2017-2018	\$	37,210,991.03	\$	217,245.56	\$ 1,499,216.98	\$ (782,502.50)	\$ 38,144,951.07	\$ 38,126,956.16	\$	17,994.91	99.95%	0.05%
2018-2019	\$	37,640,722.98	\$	236,418.34	\$ 1,395,368.74	\$ (899,431.20)	\$ 38,373,078.86	\$ 38,288,182.58	\$	84,896.28	99.78%	0.22%
2019-2020	\$	39,703,728.23	\$	227,301.63	\$ 1,455,114.04	\$ (1,101,403.52)	\$ 40,284,740.38	\$ 40,050,171.69	\$	234,568.69	99.42%	0.58%
2020-2021	\$	20,132,292.88	\$	56,970.03	\$ 1,637,435.57	\$ (1,158,818.80)	\$ 20,667,879.68	\$ 20,174,729.57	\$	493,150.11	97.61%	2.39%
Note							DELINQUENT REAL ESTATE =	\$	844,194.95	99.78%	0.26%	

Billing for June is \$19,644,302.06, with payments \$278,945.07

PERSONAL PROPERTY

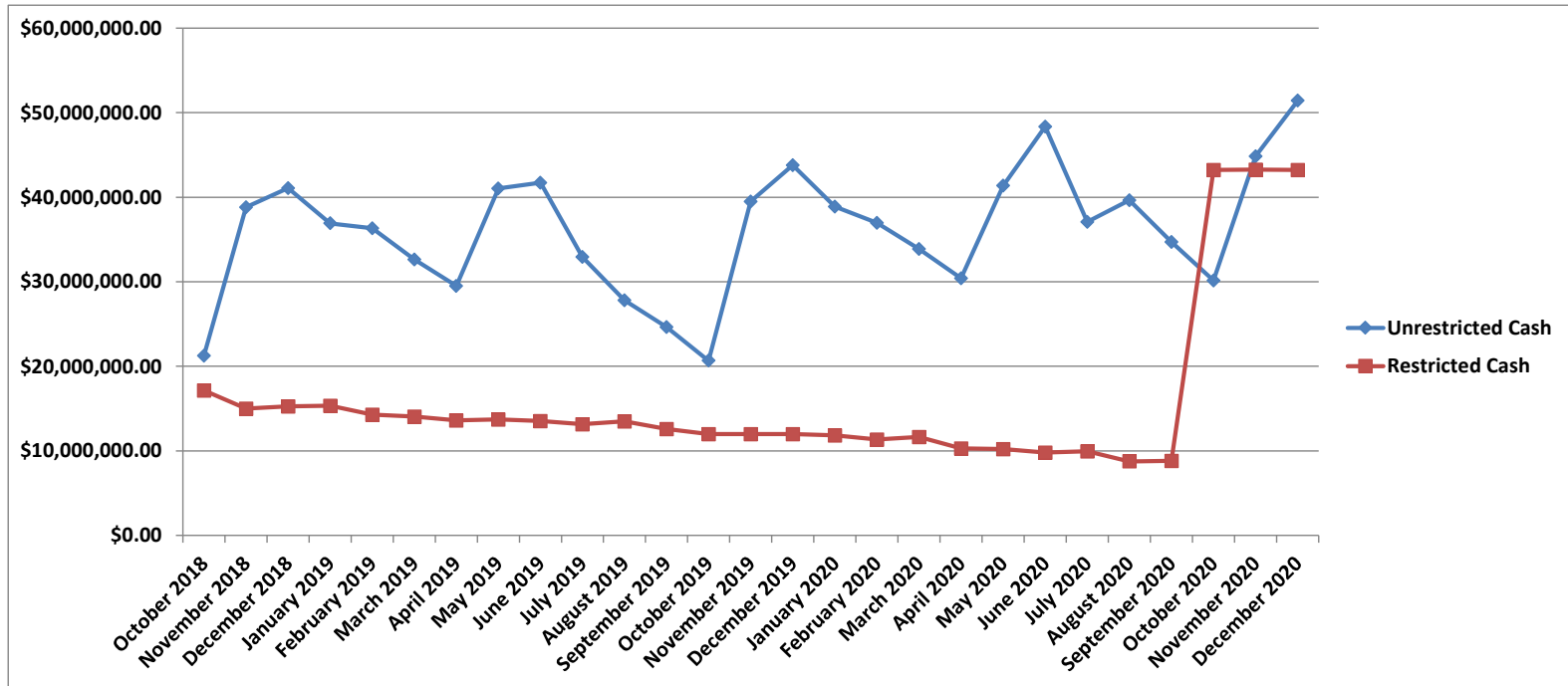
TAX YEAR	TAX LEVY	SUPPLEMENTS	PUBLIC SERVICE	ADJUSTMENTS & ABATEMENTS	TOTAL TAX LEVIES	TAX COLLECTED	TAX OUTSTDG.	% COLLECTED	% UNC.
prior 2013					\$ 120,817,366.87	\$ 120,802,203.56	\$ 15,163.31	99.99%	0.01%
2015	\$ 12,710,875.80	\$ 1,132,840.54	\$ 39,336.13	\$ (2,329,843.92)	\$ 11,553,208.55	\$ 11,514,967.16	\$ 38,241.39	99.67%	0.33%
LIC. FEE	\$ 972,558.00	\$ 156,260.00	\$ -	\$ (102,803.12)	\$ 1,026,014.88	\$ 1,016,514.61	\$ 9,500.27	99.07%	0.93%
2016	\$ 13,507,039.33	\$ 1,380,743.87	\$ 33,805.90	\$ (1,072,491.34)	\$ 13,849,097.76	\$ 13,798,138.27	\$ 50,959.49	99.63%	0.37%
LIC. FEE	\$ 922,063.00	\$ 172,022.00	\$ -	\$ (48,300.00)	\$ 1,045,785.00	\$ 1,035,726.41	\$ 10,058.59	99.04%	0.96%
2017	\$ 20,526,995.84	\$ 1,403,829.87	\$ 30,862.41	\$ (2,387,691.63)	\$ 19,573,996.49	\$ 19,507,889.61	\$ 66,106.88	99.66%	0.34%
LIC. FEE	\$ 953,161.00	\$ 175,816.00	\$ -	\$ (49,884.00)	\$ 1,079,093.00	\$ 1,064,253.22	\$ 14,839.78	98.62%	1.38%
2018	\$ 14,385,655.01	\$ 1,440,240.69	\$ 29,880.46	\$ (1,086,039.09)	\$ 14,769,737.07	\$ 14,668,474.88	\$ 101,262.19	99.31%	0.69%
LIC. FEE	\$ 995,518.00	\$ 172,198.00	\$ -	\$ (88,763.00)	\$ 1,078,953.00	\$ 1,057,397.21	\$ 21,555.79	98.00%	2.00%
2019	\$ 15,920,628.76	\$ 1,449,455.97	\$ 38,859.89	\$ (1,018,056.21)	\$ 16,390,888.41	\$ 16,085,538.10	\$ 305,350.31	98.14%	1.86%
LIC. FEE	\$ 986,732.00	\$ 133,181.00	\$ -	\$ (43,042.00)	\$ 1,076,871.00	\$ 1,027,106.35	\$ 49,764.65	95.38%	4.62%
2020	\$ 16,352,666.74	\$ 1,274,375.35	\$ 38,691.28	\$ (906,176.63)	\$ 16,759,556.74	\$ 15,546,841.59	\$ 1,212,715.15	92.76%	7.24%
LIC. FEE	\$ 942,740.00	\$ 108,439.00	\$ -	\$ (20,209.00)	\$ 1,030,970.00	\$ 883,918.20	\$ 147,051.80	85.74%	14.26%

Notes:

2021 PP Prepay - \$84,386.38

DELINQUENT PERSONAL PROP. = \$ 2,042,569.60 99.07% 0.93%
TOTAL DELINQUENT= \$ 2,886,764.55 99.52% 0.50%

CASH POSITION



COUNTY OF ISLE OF WIGHT



**STATEMENT OF THE TREASURER'S ACCOUNTABILITY
December 2020**

<u>Institution</u>	<u>Instrument</u>	<u>Rate</u>	<u>Earnings Credit</u>	<u>Balance</u>	<u>Previous Year Balance</u>
	Cash				
	Petty Cash			\$2,050.00	\$2,000.00
SUB TOTAL					
	Checking Accounts				
Bank of America	General Fund Checking	0.20%		\$5,516,117.67	\$4,646,469.82
Bank of America	School General Fund Checking	0.20%		\$5,932,050.16	\$3,432,573.66
Bank of America	DSS General Fund Checking	0.20%		\$2,427,663.93	\$2,348,830.24
Bank of America	County Payroll Account	0.20%		\$86,303.80	\$79,000.08
Bank of America	School Payroll Account	0.20%		\$0.00	\$0.00
Bank of America	DSS Payroll Account	0.20%		\$233.34	\$0.00
SUB TOTAL				<u>\$13,962,368.90</u>	<u>\$10,506,873.80</u>
	Investments				
Bank of America	Emergency Fund Checking	0.18%		\$2,595.83	\$2,590.17
LGIP	General Fund Investment	0.13%		\$4,150,113.64	\$4,122,088.28
VIP	VIP Long Term	0.14%		\$81,531.11	\$79,031.14
VIP	VIP Short Term	0.14%		\$33,224,388.83	\$29,074,393.66
SUB TOTAL				<u>\$37,458,629.41</u>	<u>\$33,278,103.25</u>
	Restricted Funds				
Bank of America	School Escrow Fund	0.18%		\$0.00	\$7,002.56
Bank of America	General Recoupment Funds	0.18%		\$27,653.67	\$19,238.30
Bank of America	Special Welfare Funds	0.18%		\$0.00	\$0.00
Bank of America	Special Welfare Donated Funds	0.18%		\$12,895.12	\$17,239.65
Bank of America	Special Welfare Child Support	0.18%		\$50.82	\$931.82
Bank of America	School's Camp Foundation	0.18%		\$24,851.37	\$24,797.20
Farmers Bank	School Food Service Funds	0.20%		\$661,476.68	\$414,912.33
BNY Mellon	Pace Funds			\$3,238,006.89	\$2,674,761.30
SUB TOTAL				<u>\$3,964,934.55</u>	<u>\$3,158,883.16</u>
	Bond Proceeds--Invested in SNAP				
	2010B Bond			\$0.00	\$605,155.52
	2010B Bond Interest	0.15%		\$32.81	\$87,500.16
	2010C Bond			\$0.00	\$49,844.17
	2010C Bond Interest	0.15%		\$35.79	\$46,187.80

2011A Bond			\$0.00	\$0.00
2011A Bond Interest	0.15%		\$41.87	\$112,304.17
2011B Bond			\$0.00	\$377,381.17
2011B Bond Interest	0.15%		\$20.77	\$54,338.02
2012 Bond			\$1,290,336.58	\$1,320,270.26
2012 Bond Interest	0.15%		\$114,224.87	\$141,274.99
2012 Public UtilityBond			\$2,379,391.04	\$3,896,494.69
2012 Public Utility Bond Interest	0.15%		\$330,810.02	\$303,677.34
2016 Bond			\$414,890.34	\$1,133,845.52
2016 Bond Interest	0.15%		\$199,653.43	\$192,673.68
2017 Bond			\$0.00	\$331,036.29
2017 Bond Interest	0.15%		\$28.35	\$187,030.50
2020A Bond			\$34,532,327.41	\$0.00
2020A Bond Interest	0.15%		\$9,674.63	\$0.00
<u>SUB TOTAL</u>			<u>\$39,271,467.91</u>	<u>\$8,839,014.28</u>
TOTAL OF ALL FUNDS			<u>\$94,659,450.77</u>	<u>\$55,784,874.49</u>



Town of Smithfield

Isle of Wight County Museum

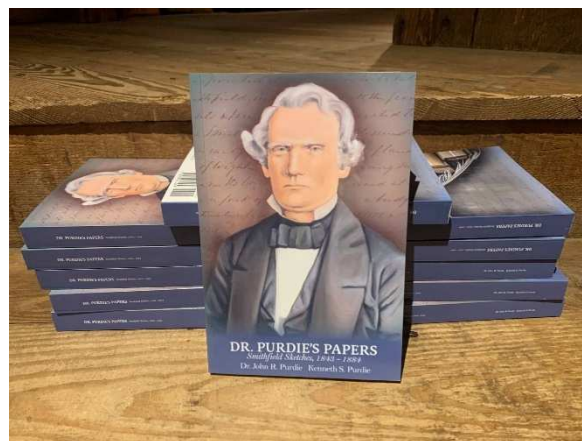


January 2021 Report

J.L. England, Museum Director

Notable

- **COVID-19 PANDEMIC.** The museum was closed from March to July 2020. Now open for visitors, these protocols remain in place:
 - All staff and visitors must wear masks.
 - A hand sanitizer station was installed at the museum's entrance. A service company refills it each month.
 - Most of the museum's high-touch objects – to include our archaeological sandbox – have been removed or restricted.
 - Staff regularly cleans and documents sanitizing of high-touch surfaces.
- Volunteer hours: 137
- The museum was closed on New Year's Day, January 1.
- Alyssa Bailey, a student at Old Dominion University in Norfolk, is interning at the museum this semester and assisting us with our textile collection.
- *Dr. Purdie's Papers: Smithfield Sketches, 1843-1884* by Dr. John R. Purdie and Kenneth S. Purdie was published and is now available in the museum's gift shop. It was nominated for the **Library of Virginia's 2021 Literary Awards** in the nonfiction category. Judges will review submissions later this spring. Finalists will be announced by August 1, and winners will be announced at the Literary Awards Gala in October. Categories include fiction, non-fiction and poetry.



Museum Stats and Updates

- Visitation: 258
- Special Events
 - **January 15. LUNCH & LEARN: 240th Anniversary of the Battle of Mackie's Mill.** 12:30 p.m. Learn how local county militia troops opposed the southward advance toward Suffolk of Benedict Arnold's 800-man Crown Forces army following their burning of the newly established capital in Richmond during the American Revolution. 8 guests.
 - **January 31. Battle of Smithfield Walking Tour.** 2 p.m. 2021 marks the 157th anniversary of the Battle of Smithfield. Meet your guide at the museum for a brief overview of this Civil War battle. Afterwards, program participants will walk to several sites along Main Street and Church Street to note the locations of significant events from January 30 to February 2, 1864. 1 guest.

- Behind These Walls

- People, objects and places all tell stories, and it is the history of a community that shows its unique character. This video series allows some of the county's most interesting structures to share their stories. This project launched in October 2020. Highlighted this month were **The Schoolhouse Museum** and the **Todd House**. View all episodes here: www.historicisleofwight.com/behind-these-walls.html



- Livestreaming Events. We continue to connect to visitors, supporters, fans and the community via social media. Our livestreaming tours and programs on Facebook are driving traffic and enhancing interaction on our sites. Events this month, still viewable in the videos section of our Facebook page, include:

- **Jan. 5. LIVE at 12:05: 2021 Special Events.** Our 2021 includes walking tours, lectures, lunch & learn sessions and more. Schedule some time with us!
- **Jan. 7. LIVE at 12:05: Dr. Purdie's Papers.** Curator Mike Holtzclaw discusses our newly published book, "Dr. Purdie's Papers." Pick up your copy in the museum gift shop beginning today.
- **Jan. 12. LIVE at 12:05: National Hot Tea Day.** Director Jennifer England gives us a brief overview of tea and shows off a tea brick while sipping a nice cup of jasmine.
- **Jan. 14. LIVE at 12:05: Tell Me A Story (Shapes.)** Be a SHAPE DETECTIVE today! This program, geared for children ages 3 to 5, introduces youngsters to the symbols of Isle of Wight and features books, songs and games. Director Jennifer England hosts this monthly program virtually and highlights the theme of shapes with a craft idea and a reading of *Carrot and Pea: An Unlikely Friendship* by Morag Hood.
- **January 15. LUNCH & LEARN: 240th Anniversary of the Battle of Mackie's Mill.** 12:30 p.m. Learn how local county militia troops opposed the southward advance toward Suffolk of Benedict Arnold's 800-man Crown Forces army following their burning of the newly established capital in Richmond during the American Revolution.
- **Jan. 19. LIVE at 12:05: Inauguration Day Is Tomorrow.** In recognition of tomorrow's event in Washington, D.C., Curator Mike Holtzclaw discusses items in our collection from previous inaugurations.
- **Jan. 21. LIVE at 12:05: Norfolk & Western Date Nails.** Volunteer Albert Burckard discusses date



nails, which were tagging devices utilized by railroads to visually identify the age of a railroad tie.

- **Jan. 26. LIVE at 12:05: Anniversary of the U.S. Joining World War II in Europe.** Curator Mike Holtzclaw highlights today in history. 79 years ago today the U.S. joined the World War II effort in Europe.
- **Jan. 28. LIVE at 12:05: Brick by Brick, Episode 3.** We are all about brick styles today as Docent Kim Hasty interviews brick expert Jerry Hasty of Riverside Brick & Supply Chesapeake.
- **Groups/Tours/Programs**
 - Jan. 15. Preschool group, Smithfield. 6 students.
- **Gift Shop**
 - The gift shop was a part of the second round of Smithfield and Isle of Wight County Tourism, Isle of Wight County Economic Development and The Isle of Wight Chamber of Commerce's effort to unite and create the **#IsleShopSmall Gift Certificate Program**, a joint initiative established to assist local businesses in remaining viable during and after the current COVID-19 pandemic. A check for \$40 was issued to the museum in January for purchased gift cards.
- **Exhibit/Project Update**
 - **Magnolia.** Our porcine statue who normally sits in front of the museum is back with us - with a new wrap and a more structurally sound spine. She will be installed in her usual location (to the joy of all the guests who ask about her) as soon as Smithfield Public Works makes repairs to the brickwork in her display space.
 - **English Telephone Box.** The phone box in front of the Bank of Southside Virginia belongs to the Isle of Wight County Museum. It is in need of repairs, media blasting and paint. Dishman Fabrications LLC of Yorktown has taken delivery of the phone box to their shop for the work. Anticipated replacement is early 2021.
 - **Civil War Trails.** Three new signs for Main Street, Fort Boykin and Fort Huger have been submitted. Awaiting approval, design and installation.
 - **Steamboats & Life on the Water.** In progress.
 - **Theatre.** Awaiting the installation of the curtain.
 - **Unusual Objects.** New exhibit under development.
 - **Mercantilism, Front Entrance and Country Store.** Updates are in production for these exhibits.
 - **Online Exhibits Under Development:** Vietnam War Veterans in Isle of Wight County, Unsung Heroes of Isle of Wight County.
 - **The Chesapeake Chapter of the U.S. Lighthouse Society** donated four panels on the White Shoal Lighthouse, Deep Water Shoals Lighthouse, Point of Shoals Lighthouse and Nansemond River Lighthouse which are now hanging near our theatre.



- Artifacts
 - Several items were donated to the collection including a tintype photograph, a Smithfield barbeque kettle and rail tie date nails.
 - Rug expert Jim Henderson assessed the museum's rug collection on January 27. He will provide us with his documentation and suggestions for care in the coming weeks.
- Staff Training
 - Staff reviewed tips on preventing workplace violence as well as situational guidelines to include robbery, hostage situations and active shooters.
 - Jan. 20. Webinar: Terminations, Furloughs, Layoffs and RIFs. Hosted by Virginia Risk Sharing Association.



Financials

• Gift Shop Sales (including tax):	\$ 897.60
• Donations:	\$ 100.00
• Admission:	\$ 396.00
• Program/Lecture Fees:	\$
Total Monthly Deposit:	\$ 1,393.60

Social Media/Online Presence

- Visit our website at www.historicisleofwight or www.hamcamva.com.



- **LIVE at 12:05.** Each Tuesday and Thursday, we host pop-up broadcasts on our Ham Cam. Our segments highlight events at the museum, announcements or artifacts from our collection. Tune in each Tuesday and Thursday at 12:05 p.m. to see what we're doing: www.hamcamva.com. **If you miss these broadcasts, they are available for viewing on our Facebook page.**
- **Facebook:** Isle of Wight County Museum: 2,506 likes and 2,705 followers. Daily posts.
- **Facebook:** World's Oldest Ham: 177 likes and 182 followers. Semi-weekly posts.
- **Twitter.** @WorldsOldestHam. The world's oldest ham has his own account. 1,030 followers.
- **Instagram.** @Isleofwightcountymuseum. 654 followers.
- **Google Reviews.** 4.6/5 overall rating.
- **TripAdvisor.** 4.5/5 star overall rating.
- **Yelp.** 4.5/5 star overall rating.
- **Foursquare/Swarm.** 7.3/10 rating.
- The museum's 2021 calendar was published, and all the museum's websites were updated.

Media Coverage/Promotion/Advertising/Lobbying

- Various pieces in area publications to include calendars and events.
- Jan. 13. **Smithfield Times**. Article: IW Museum Foundation publishes 'Dr. Purdie's Papers'.
- Jan. 27. **Smithfield Times**. Article: Windsor Castle to open for self-guided tours.

Outreach Lectures & Events

- Jan. 6. Colonel William Allen Chapter, Daughters of the American Revolution, Smithfield. Program canceled and rescheduled for February due to COVID-19.

Windsor Castle

- Windsor Castle's outbuilding exhibits - smokehouse, farm manager's office, kitchen, laundry and enslaved quarters - are in progress. Expected completion date for the smokehouse and farm manager's office is February 2021.



Fort Boykin

- No updates.

Fort Huger

- No updates.

Nike Park

- No updates.

Boykin's Tavern

- Visitors: 0

Meetings

- Jan. 6, 13, 20 and 27. Town of Smithfield staff meetings.
- Jan. 19. Director Jennifer England was interviewed by VistaGrowth regarding Town and County history in preparation for their development of the Pierceville/Little's Supermarket site at the intersection of Main Street and Route 10.

Safety

- Jan. 13. Town of Smithfield Safety Committee meeting.

Selections from Our Website and Social Media



World's Oldest Ham @Worldsoldestham · Jan 15

...

In my quest to find the perfect [#seashanty](#), I discovered this gem by the [@pyratesuk](#).

While not a traditional sea shanty, I love that it's about a [#chicken](#).

May your day ahead be just as bouncy as this tune.

[#FloatingFowl](#)



Pirates! Uncharted Lands 04 Chicken on a Raft
Chicken on a RaftPiratesUncharted Lands2014Written
By: Cyril TawneyA great number of people believe thi...
[youtube.com](#)



January 24
It's still funny.



World's Oldest Ham @Worldsoldestham · Jan 24

...

Cream of Wheat or Oatmeal is trending.

I'm a grits kind of guy.

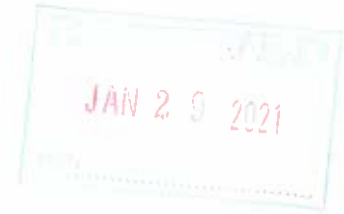
Because @GenuineSmfd.

#CreamofWheat #oatmeal #grits



January 29

Mother Nature gifted us with some flurries. Visit us before it melts!



January 26, 2021

Mr. Randy Keaton, County Administrator
Isle of Wight County
PO Box 80
Isle Of Wight, VA 23397-0080

Dear Mr. Keaton, *Randy,*

Thank **you**, thank **you**, and thank **you**! **You** have made a world of difference for Western Tidewater Free Clinic (WTFC) patients by making your donation of \$12,500.00 on 1/20/2021. **You** are the reason WTFC was able to see over 1,400 patients in 2019 and provide patients with helping hands, health, and hope.

Your gift allows us to provide compassionate comprehensive healthcare to patients in need, but your impact does not stop at the Clinic. By helping our patients live healthier lives, **you** are helping them find jobs, take care of their families and become thriving citizens in the community.

So if we haven't said it enough, thank **you** Randy! Thank **you** for your gift, your kindness, and your love of the Clinic. Community support, from donors like **you**, is crucial to helping WTFC reach more patients who need our services.

Warm regards,

Chet
Chet Hart
Executive Director

Thanks to you & the IOW Board of Supervisors for your generous support, especially during this time of COVID & civil unrest! Best regards,

P.S. We'd love to thank you in person! Please contact Director of Development Ashley Greene at (757) 923-1060 x7025 or agreene@wtfreeclinic.org for a Clinic tour.

Chet

Western Tidewater Free Clinic is a not-for-profit, tax-exempt 501(c)3 organization – donations to which are tax deductible to the fullest extent allowed by law on all solicitations. No goods or services were received in exchange for this contribution. Please keep this written acknowledgement of your donation for your personal records.

ISSUE:

Disposition of the Confederate Monument Task Force

BACKGROUND:

At its meeting on February 9, 2021, the Windsor Town Council unanimously voted to end its consideration of the Confederate monument's relocation to the Windsor cemetery. In this regard, the Board may wish to discuss other options for relocation of the monument.

BUDGETARY IMPACT:

TBD

RECOMMENDATION:

Per the Board's discussion and direction.

ISSUE:

Discussion of Potential Renovation of the Board of Supervisors' Room

BACKGROUND:

At its Work Session on February 4, 2021 the Board received information regarding a space needs study to identify ways to provide a more secure, user-friendly and service-oriented space and to increase staff efficiency in the Department of Community Development.

During the discussion, the Board expressed its desire to create more flexibility within the Board of Supervisors' Room by replacing the existing pews with stackable chairs. The Board may wish to discuss other improvements including carpet replacement, painting, and additional technology upgrades to enhance the aesthetics and functionality of the room.

BUDGETARY IMPACT:

TBD.

RECOMMENDATION:

Per the Board's discussion and direction.

ISSUE:

Discussion of the Proposed Rushmere Village Center Master Plan

BACKGROUND:

The County Planning and Zoning Division is coordinating the development of a village area master plan for the village of Rushmere. The purpose of the study is to expand upon the recommendations of the new Comprehensive Plan (*Envisioning the Isle*) by creating a single, detailed small area plan that merges the various concerns and topic areas, from preserving the community's history and unique "sense of place" to expanding desired local services, that residents of the village have identified during previous planning processes. The motivation to create this plan also involves recent trends with respect to potential development in this area of the County and planned construction of public utilities in the vicinity of Rushmere that may impact such trends in the future.

The study and plan will identify and prioritize the needs of the Rushmere community and create a plan for implementing the community's shared approach for: (a) preserving and enhancing community assets; (b) attracting appropriate businesses and housing, and (c) instituting land use policies and development design criteria. The first step will be to create and distribute a survey to residents to identify their top concerns and preferences with respect to the future of the community. Responses will be used to formulate project goals, devise implementation strategies, and recommend development guidelines to inform future County actions and guide public and private investments.

RECOMMENDATION:

This report is for the Board's information only. No action is required.

ATTACHMENTS:

Description	Type	Upload Date
Planning Report	Executive Summary	2/4/2021
Project Outline & Timetable	Backup Material	1/19/2021

PLANNING REPORT

APPLICATION:

Rushmere Village Master Plan Overview

ELECTION DISTRICT:

Hardy

LOCATION:

Rushmere Village Center on Stagecoach Highway (Route 10) in northern Isle of Wight County

BACKGROUND:

The County Planning and Zoning Division is coordinating the development of a village area master plan for the community of Rushmere on Virginia Route 10 northwest of the Town of Smithfield. The purpose of the study is to expand upon the recommendations of the new Comprehensive Plan by creating a single, detailed planning document that merges the various concerns and topic areas, from preserving the community's history and unique "sense of place" to expanding desired local services that residents of the village and wider community have identified during previous planning processes. The motivation to create this plan also involves recent trends with respect to growth and development in this area of the County and planned construction of public utilities in the vicinity of Rushmere that may impact such trends in the future.

DESCRIPTION:

The study and plan will identify and prioritize the needs of the Rushmere community and create a plan for implementing the community's shared approach for: (a) preserving and enhancing community assets; (b) attracting appropriate businesses and housing, and (c) instituting wise land use policies and development design criteria. The first step will be to create and distribute a survey to residents to identify their top concerns and preferences with respect to the future of the community. Responses will be used to formulate project goals, create implementation strategies, and recommend development guidelines to inform future County actions and guide public and private investment decisions.

The study overview with a tentative project timeline is attached for your information.

COMPREHENSIVE LAND USE PLAN:

This study serves as an implementation tool for several policies of the County's Comprehensive Plan, *Envisioning the Isle*, including:

- Perform a corridor study of Rt. 10 between Surry County and the Town of Smithfield, in conjunction with a possible Hampton Roads Sanitation District sewer line, to determine potential service impacts and land use opportunities.
- Develop small area plans to protect historic communities and neighborhoods and other areas of cultural significance, such as the County's village centers.
- Protect rural historic landscapes by ensuring development is consistent with existing community character through performance criteria for new development.
- Review and update where needed the development standards in the County's overlay districts that preserve scenic and historic roadways and vistas.
- Identify possible incentives to encourage the development of a range of housing choices near major activity centers such as employment, commercial areas, schools, and recreation areas.
- Develop new zoning, design standards, and design guidelines to ensure the quality and attractiveness of future development that respects community character;
- Continue to implement the County's Bike and Pedestrian Master Plan to enhance the trail network and create interconnectivity of neighborhoods, commercial areas and other places of interest where feasible.

Some intercommunity organizations, commercial areas and other places of interest have resisted.

ORDINANCE REVIEW:

The study will result in policy recommendations which may include revisions to the County's ordinances in order to implement the policies.

AGENCY REVIEW:

Other County departments and outside agencies will be asked to lend technical assistance during the plan development process.

STAFF RECOMMENDATION:

The report is for the Planning Commission's information only. No action is required.

ATTACHMENTS:

Description	Type	Upload Date
Project Outline & Timetable	Backup Material	1/19/2021

Rushmere Village Master Plan

1. Introduction

- a. Purpose of Study
- b. History and Background
- c. Methodology and Process
 - i. Community needs and visual preference survey
 - ii. Draft policies, design criteria, and implementation strategies
 - iv. Community feedback on draft plan

2. Existing Conditions

- a. Planning Areas
 - i. Rushmere Village
 - ii. Rushmere Activity Center
 - iii. Community Planning Area
- b. Development Pattern
- c. Transportation Routes
- d. Natural and Cultural Resources
- e. Land Use and Zoning
- f. Public Utilities

3. Results of Community Survey

- a. Summary of Key Findings and Trends
- b. Conclusions and Recommendations

4. Community Character Strategies

- a. Policies for Creating the Modern Village
- b. Design Guidelines for Rural Villages
 - i. Community gateway features that establish unique identity
 - ii. New development design criteria that celebrates and reflects historical development patterns
- c. Protecting and Enhancing Cultural and Natural Assets
 - i. Identification of cultural and historical resources
 - ii. Preservation strategies

- d. Connecting the Village Center to the Wider Community and Points of Interest
 - i. Identification of historical and cultural connections
 - 1. Walking and biking trail connections
 - e. Future Buildout Scenario
5. Implementation Plan
- a. Capital Projects
 - b. Policy and Regulatory Changes
 - c. Marketing and Tourism

Appendix A: Maps and Exhibits

Appendix B: Public Opinion Survey and Results

Project Timeline

- Introduction and Existing Conditions: **January – March 2021**
- Public Kickoff: **April 2021**
- Public Outreach/Community Input Survey: **May – July 2021**
- Formulate Community Character Area Policies and Design Criteria: **Aug. – Sept. 2021**
- Develop Implementation Strategies and Plan: **October – November 2021**
- PC/BOS Endorsement: **December 2021 – January 2022**

STUDY PURPOSE STATEMENT

The purpose of the Rushmere Village Master Plan is to enhance points of entry and develop design criteria to guide future development in the village of Rushmere while preserving and enhancing places of natural and cultural interest and the interconnectedness of these destinations for the benefit of the residents, businesses, and visitors.

ISSUE:

Discussion of FY2021-22 Budget Guidelines and Proposed Budget Calendar

BACKGROUND:

Staff is currently in the process of developing the proposed operating and capital budgets for FY2021-22. In this regard, the Board may wish to provide broad guidelines relative to the proposed budget. will provide information regarding a proposed meeting schedule for the work sessions, the public hearing, and the adoption of the budgets and related resolutions and ordinances for FY2021-22.

BUDGETARY IMPACT:

None.

RECOMMENDATION:

For the Board's information.

ISSUE:

Consideration of Funding Request from Rushmere Volunteer Fire Department

BACKGROUND:

Rushmere Volunteer Fire Department requests the Board's consideration of a request for additional funding.

BUDGETARY IMPACT:

TBD

RECOMMENDATION:

Per the Board's discussion and direction.