

**DRAFT MINUTES
TOWN OF URBANNA TOWN COUNCIL
WORK SESSION OF JANUARY 23, 2025**

A work session of the Town Council of the Town of Urbanna, Virginia, was held on the 23rd day of January, 2025 beginning at 6:00 p.m. in the Council Chambers of Town Hall located at 390 Virginia Street, Suite B in Urbanna, VA.

AGENDA ITEM 1. CALL TO ORDER & ROLL CALL

Mayor Goldsmith called the meeting to order at 6:00pm.

AGENDA ITEM 2. APPROVAL OF ELECTRONIC PARTICIPATION BY A COUNCIL MEMBER

Not necessary.

AGENDA ITEM 3. ROLL CALL

Marjorie Austin	Present
Larry Chowning	Present (left meeting at 7:22pm)
Alana Courtney	Absent
Mayor Bill Goldsmith	Present
Merri Hanson	Present
Beth Justice	Present
Robbie Wilson	Present

Others Present:

Ted Costin, Town Administrator
Michele Hutton, Town Treasurer
Christine Branch, Town Clerk
Members of the press and public

AGENDA ITEM 4. PLEDGE OF ALLEGIANCE

The Mayor led the Pledge of Allegiance.

AGENDA ITEM 5. APPROVAL OF AGENDA

Councilmember Austin made a motion to approve the agenda as presented. Councilmember Justice seconded. The Mayor called for any discussion. All were in favor with none opposed. The motion passed 6-0 w/1 absent.

AGENDA ITEM 6. PUBLIC COMMENT

There were no speakers for Public Comment.

AGENDA ITEM 7. COUNCIL RESPONSE TO PUBLIC COMMENT

There were no speakers for Public Comment.

AGENDA ITEM 8. WORK SESSION: STRATEGIC PLANNING

8a. Review of Top Five Input (See Attachment A w/discussion and notes added during meeting.)

8b. Development of Priorities (See Attachment A w/discussion and notes added during meeting.)

Mr. Costin presented the Top Five input from council. Discussion continued regarding the items presented and ultimately a list of priorities was developed. This information is captured in **Attachment A** under the titles of Discussion Notes and The Priorities for the Town of Urbanna are.

Mr. Costin presented council with a compilation of the Top Five input from staff. (**Attachment B**)

AGENDA ITEM 9. ACTION ITEMS (if any)

There were no action items necessary.

AGENDA ITEM 10. COUNCIL ANNOUNCEMENTS & REQUESTS

Mayor Goldsmith expressed council's condolences to Mr. Costin on the passing of his mother.

AGENDA ITEM 11. CLOSED MEETING (if necessary)

Not necessary.

AGENDA ITEM 12. ADJOURN OR RECESS

Councilmember Austin made a motion to adjourn. All were in favor with none opposed. The meeting was adjourned at 8:05pm.

**Respectfully submitted,
Christine H. Branch, Town Clerk**

Approved by Town Council February 13, 2025

ATTEST:

Christine H. Branch, Town Clerk

ATTACHMENT A



Topics

Town Hall Purchase 3+4+5+5+5+5	27	6		
Waterline Repair 4+4+4+4+4	20	5		
Grant Revenue: 5+5+4	14	3		
Pool Costs 3+3+2	8	3		
Signage naming Payne Landing/VA St. Terminus Use 1+5	6	2		
Oyster Festival Participation/Return 2+2	4	2		
Work Prioritization with Broad Town Benefit 1+3	4	2		
Zoning enforcement 1+5	1.5	2		
			<i>Performance evaluations</i>	4
			<i>Street Signage</i>	3
			<i>Promotion of Town Events</i>	3
			<i>Employee Compensation</i>	3
			<i>4th of July Fireworks</i>	3
			<i>Management/Decorum</i>	2
			<i>Marina Docks</i>	2
			<i>Kayak Trail</i>	1
			<i>Speeding</i>	1
			<i>Ongoing Policies</i>	1
			<i>Personnel Policy</i>	1
			<i>Retiring water fee debt</i>	.5

Council Thoughts

Chowning	Justice	Hanson	Courtney
<ol style="list-style-type: none"> 1. Find more outside funding 2. Replace many old waterlines 3. Purchase of Town Hall building 4. More involvement with Oyster Festival 5. Urbanna Kayak water trail 	<ol style="list-style-type: none"> 1. Find more outside funding 2. The Town Hall purchase. 3. 4th of July fireworks show 4. Speeding deterrents 5. Zoning enforcement 	<ol style="list-style-type: none"> 1. Purchase of Town Hall building 2. Complete performance evaluations 3. Efforts to get council members to agree efforts should be for the benefit of the citizens 4. Get mayor and council members to follow meeting protocols and behave civilly toward one another 5. Create a system for prioritizing efforts of town staff 	<ol style="list-style-type: none"> 1. Purchase of Town Hall building 2. Address Waterline conditions 3. Pool Costs 4. Get OF benefit for town 5. Create a system for prioritizing efforts of town staff

Council Thoughts (Cont'd)

Austin	Wilson	Goldsmith
<ol style="list-style-type: none"> 1. Signage naming Payne Landing 2. Water System infrastructure 3. Completion of 911 Street Signage 4. Better promotion of Town Events 5. Retiring water fee debt 6. Revised Zoning & Enforcement Plan 	<ol style="list-style-type: none"> 1. Complete Town Hall purchase 2. Funding (loans/grants) for water infrastructure upgrades 3. Employee compensation 4. Stabilize Pool Financing 5. Ongoing work on policies 	<ol style="list-style-type: none"> 1. Complete Town Hall purchase 2. Funding (loans/grants) for water infrastructure upgrades 3. Increased membership, income from and usage of the pool 4. Floating docks at the marina with BIG money to make it more transient, small craft friendly 5. Employee manual with accurate job descriptions and established ground rules for staff interaction/ support of Oyster Festival and like events




What is not on the list?

- Cats
- Buzzards
- No Wake
- Main Street
- Improve Town/County relationship...



Strategic Planning

- Who does what, when, and how
- Consider why, why not
- Consider at what cost (how much)
- What are your priorities?
- Top 5? Top 8?
- With or without some items which only one member listed?



Discussion Notes:

- Purchase Town Hall
Need to create a sense of urgency with legal
- Waterline
hydrants passed pressure testing
VA Rural Water Committee; conference
need to work on grants – what we need to be successful with applications
in-town vs out-of-town rates
need to do something now, can't wait for grants – have to make it happen
supposed to be self-funding, not funded by taxes
new Fire Chief is more supportive
- Pool Costs
changing hours to make it more useful for working residents
Signature – number of life guards on duty
sell banner ads to local businesses
life-saving classes (YMCA limited by number of instructors)
what paid for it before and what's the delta with running the new pool
hoped that memberships would help w/a budgeted buffer
do a mailing to let people know they can make donations



Discussion Notes:

- VA Street Terminus – issue w/erosion, handicap ramp, join w/condos in bulkhead, coordinate with Montagues – neighborhood problem, whose pipes are they – VDOT says not theirs even though their name is on them; Council agrees to name it Payne Landing
- Oyster Festival – sustainable; work w/Foundation – meet w/them to discuss and help them continue to be there, not necessarily make more money off it for the town; 2nd oldest festival in the world; only volunteer run festival; better advertisement to attract volunteers
- Speeding – bill proposing local speed camera revenue to VDOT rather than local law enforcement
- Zoning enforcement – do what we can – processing permits, enforcing what's on the books; complaint-driven, Air B&B – treasurer bills when they are discovered; bill before GA that they report and pay fee to state and state informs locality; impacts rental housing; business licenses no longer issued without zoning permit; is TC still working to be ZA – yes;
- Fireworks – invest in a barge, could be rented out; work in conjunction with fireworks company



The Priorities for the Town of Urbanna are:

- **Priority 1: Closing on purchase of 390 Virginia St. or move to an alternative**
 - Express urgency, with attorneys hearing from mayor and Town Administrator by January 31 and receiving a timeline response

- **Priority 2: Water system infrastructure upgrades & revenue sources**
 - Engage w/organizations that give exposure and insight into loans and grants
 - Utilize MPPDC staff
 - Utilize existing information (in asset management plan in Cartograph)
 - Public safety and fire suppression aspect

- **Priority 3: Increase Pool revenues**
 - Explore ways to increase membership
 - Renting out
 - Sponsorships/signage
 - Annual fundraiser with music
 - Taber fund




The Priorities for the Town of Urbanna are:

- **Priority 4: Resolve VA Street Terminus Issue**
 - Work w/contractor to determine options
 - Work w/neighbors

- **Priority 5: Independence Day Fireworks**
 - Barge cost estimate with engagement of vendor

- **Priority 6: Oyster Festival Participation / Return**
 - Work w/Foundation to make sure it's sustainable for the future
 - Seek better communication and situational awareness
 - Council participation/engagement – volunteerism
 - Town branding

- **Priority 7: Zoning Enforcement**
 - Incorporate staff eyes
 - Work toward consistency in enforcement



The Priorities for the Town of Urbanna are:

- **Priority 8: Past Due Water Collection**
 - Continue to devote personnel time and effort to ongoing collection of past due water bills

- **Priority 9: Personnel Policy**
 - Express urgency with attorney
 - Factor in pay increases considering COLA and performance

- **Priority 10: Timely Responsiveness of Counsel**
 - On time sensitive, high-priority needs

ATTACHMENT B

Staff Top 5

TC (Administrator)

1. Purchase of Building
2. Municode Project
3. Personnel Policy
4. Comp Plan
5. Infrastructure Financing

JE (Marina)

1. Maintenance Staff Support (Piers, Building (Exterior & Interior), Shed Placement)
2. Kayaks (New Rack at new launch area)
3. Electrical Upgrades
4. Electrical Pedestals Repair
5. Computer training on our system

MK (Water):

1. Fair Salary Wages
2. Time Management
3. Lack of communication
4. Council needs to understand staff work load and staff
5. Low employee morale/engagement

MH (Treasurer):

1. Inequitable treatment of employees and salary.
2. Purchase Town Hall, then improve on the factuality layout to include being better handicap accessibility.
3. Increasing pool revenue.
4. Increase activities at the museum to bring in revenue.
5. A better understanding of the staff work load and daily tasks.

CB (Clerk):

1. New town website - one that I can update (possibly CivicEngage site)
2. Online codification of Town ordinances
3. Develop formal records management procedure and enact it including increased transparency within and without
4. Technology/software updates-Windows 11, new server may be needed per Franktronics, CivicClerk
5. Develop closer relationship with county

SH (Public Works):

1. Communication, projects underway and staff is in the dark.
2. Favoritism to certain employees brings down the morale.
3. Council should know the staff, and have a better understanding of their duties.
4. Inadequate recognition and appreciation.
5. More confidence in the staff to perform their duties.

PB: (Museum):

1. Continuing to look for opportunities to collaborate with businesses and historic sites in town events
2. Marketing