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 <u>Discussion Notes</u> and <u>The Priorities for the Town of Urbanna are</u>.

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

ATTEST:	
Christine H. Branch, Town Clerk	

Approved by Town Council February 13, 2025

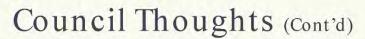
ATTACHMENT A



Town Hall Purchase					
3+4+5+5+5+5	27	6			
Waterline Repair			D. f		
4+4+4+4	20	5	Performance evaluations Street Signage	4 3	
Grant Revenue:			Promotion of Town Events	3	
5+5+4	14	3	Employee Compensation	3	
Pool Costs			4th of July Fireworks	3	
3+3+2	8	3	Management/Decorum	2	
Signage naming Payne	e Landing/VA	St Terminus Use	Marina Docks	2	
1+5	6	2	Kayak Trail	1	
Oyster Festival Particip	nation/Paturn		Speeding	1	
2+2	4	2	Ongoing Policies Personnel Policy	1	
Work Prioritization with	Broad Town		Retiring water fee debt	.5	
1+3	A	2	The state of the s		

Council Thoughts

Chowning	Justice	Hanson	Courtney
 Find more outside funding Replace many old waterlines Purchase of Town Hall building More involvement with Oyster Festival Urbanna Kayak water trail 	 Find more outside funding The Town Hall purchase. 4th of July fireworks show Speeding deterrents Zoning enforcement 	 Purchase of Town Hall building Complete performance evaluations Efforts to get council members to agree efforts should be for the benefit of the citizens Get mayor and council members to follow meeting protocols and behave civilly toward one another Create a system for prioritizing efforts of town staff 	Purchase of Town Hall building Address Waterline conditions Pool Costs Get OF benefit for town Create a system for prioritizing efforts of town staff



Austin	Wilson	Goldsmith
 Signage naming Payne Landing Water System infrastructure Completion of 911 Street Signage Better promotion of Town Events Retiring water fee debt Revised Zoning & Enforcement Plan 	 Complete Town Hall purchase Funding (loans/grants) for water infrastructure upgrades Employee compensation Stabilize Pool Financing Ongoing work on policies 	 Complete Town Hall purchase Funding (loans/grants) for water infrastructure upgrades Increased membership, income from and usage of the pool Floating docks at the marina with BIG money to make it more transient, small craft friendly Employee manual with accurate job descriptions and established ground rules for staff interaction/ support of Oyster Festival and like events







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





- · 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

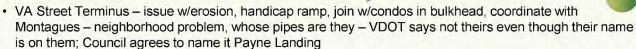
Waterline

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

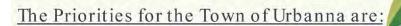
· Pool Costs

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:



- 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



- Priority 1: Closing on purchase of 390 Virginia St. or move to an alternative
- o 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
- o 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
- o Annual fundraiser with music
- Taber fund



- **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
 - o 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
 - o 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