

**VIRGINIA:**

A meeting of the Lancaster County Board of Supervisors was held in the Administrative Building Board/Commission Meeting Room of said county on Thursday, January 23, 2014.

Members Present:     B. Wally Beauchamp, Chair  
                              Jason D. Bellows, Vice Chair  
                              F. W. Jenkins, Jr., Board Member  
                              Ernest W. Palin, Jr., Board Member  
                              William R. Lee, Board Member

Staff Present:         Frank A. Pleva, County Administrator  
                              Don G. Gill, Planning and Land Use Director  
                              Crystal Whay, Building/Land Use Secretary

Mr. Beauchamp called the meeting to order at 7:00 p.m.

**PUBLIC INPUT**

None.

**PRESENTATIONS**

1. Recognition of 10 years of service-Emergency Services- Pamela Sanford Walker and James Everett Walker

Mr. Terrance McGregor, Chief of Emergency Services, presented certificates and lapel pins to Pamela Sanford Walker and James Everett Walker for their ten years of service to the County.

Mr. McGregor stated that Mr. Walker and Ms. Walker have been with the emergency services department since it had been established in 2003. He stated that both of them continue to volunteer for the Upper Lancaster Rescue Squad, in addition to their duties for the County. He thanked them for their time and service.

Mr. Beauchamp stated that, on behalf of the Board of Supervisors, he would like to thank them and stated that their continued service is much appreciated.

## 2. Regional Branding Proposal

Mr. Pleva introduced Ms. Susan Cockrell, the Kilmarnock Deputy Town Manager, and stated that she would make a presentation on a Regional Branding Proposal. He stated that the Town of Kilmarnock has been working on ways to brand and market the area for tourism. He stated that there has been preliminary discussions on ways to begin a branding marketing effort for the Northern Neck. He stated that the Town of Kilmarnock had budgeted money for the current year to support the effort.

Ms. Cockrell stated that she was pleased to be in front of the Board and wanted to mention some others in the audience. She stated that Mr. Emerson Gravatt, Vice Mayor of Kilmarnock was present. She stated that Mae Umphlett, William Smith, Tom Saunders, Susan Pittman, Jeffrey Szyperski, Bill Pennell and Jimmie Carter were in attendance as well.

Ms. Cockrell stated that tourism is about three things. She stated that those are more people, people spending money and people staying longer in the area. She stated that the consensus in discussions is that the area needs a succinct message that markets the area. She stated that committees such as Visions, Lead Northern Neck and the Chamber of Commerce have had these discussions. She stated that there are many people outside of the area that do not understand what the Northern Neck has to offer. She stated that the Northern Neck is in close proximity to some large markets such as Richmond, Northern Virginia and the Hampton Roads area.

Ms. Cockrell stated that the Kilmarnock Town Council has set aside money in the current budget year to support the branding concept. She stated that branding is a consumer's perception of a product, service or destination. She stated that branding is a four step process, which includes research and analysis, the trinity or logo, market assessment, deploy and optimize.

Ms. Cockrell stated that they had researched several firms to help with the branding process and the clear leader was a firm called BCF. She stated that the firm was from the Virginia Beach area and they exclusively handle tourism and destination marketing. She stated that the Virginia Tourism Corporation uses them for the entire state.

Mr. Jenkins asked how the County can be assured, if the firm has a larger state contract with the Virginia Tourism Corporation, that the firm will not be influenced by state politics. He stated that was an issue that he had dealt with as president of the former Three Rivers Economic Development Group.

Ms. Cockrell stated that she understood Mr. Jenkins' concerns and that the challenge with any firm is that it is clearly articulated what is wanted from them. She stated that they have not entered into a contract with the firm yet.

Mr. Jenkins asked what are the guarantees that we will not get caught in the politics of the state tourism council and the state economic development council, which has for years, except under one governor, overlooked the Northern Neck.

Ms. Cockrell stated that she did not have a definitive answer for that yet, but perhaps language could be written into the contract addressing those issues. She stated that the firm works with many others, including clients out of state.

Mr. Jenkins stated that he was only concerned with Virginia and before he moved to approve anything, he would want an answer to his question.

Ms. Cockrell stated that she would work on that. She continued to say that another part of the marketing process would be to identify target customers, where would they communicate and what media would be used to do so. She stated that one of the issues discussed with the firm was that how would it be known that the marketing was reaching consumers and consumers were calling or coming to visitor's centers. She stated that they would want a way to see tangible results for money spent.

Ms. Cockrell stated that the Town of Kilmarnock has put some money towards the effort. She stated that they are asking Lancaster County and other Northern Neck counties to contribute as well. She stated that some localities have a greater degree of readiness than others.

Mr. Emerson Gravatt, Vice Mayor of Kilmarnock, stated that, at one of his first meetings of the town's economic development committee, it was brought up that the area needed a "brand" to increase its value and give it more recognition. He stated that they are asking Lancaster County for \$35,000 to support them in the three-year project. He stated that he thought the "ball would be rolling" after that point and other localities will become part of the effort. He stated that he understood that the County had funds available that had been dedicated to economic development and he was asking the Board to consider their request.

Mr. Beauchamp stated that Mr. Jenkins does have a valid point and asked that when the Town of Kilmarnock comes back during the budget process that they have some additional information concerning the firm.

Ms. Cockrell stated that they would.

Mr. Lee suggested that the Board have more information before the budget process begins.

Mr. Jenkins referred to the \$35,000 request and asked what entity would control it and how do we protect the taxpayer's money and how would the area be branded. He stated that he knew there was a very strong opinion from at least a portion of the County, that the brand by Bay related. He stated that he did not agree with that and probably half of the businesses would not get much benefit from the area being known as a community by the Bay. He stated that part of his constituents are not by the Bay.

Mr. Gravatt stated that he thought they were moving towards a brand that emphasized the Rappahannock River.

Mr. Jenkins stated that he thought that the Rappahannock River brand was a good idea and no one else was doing that. He stated that they also need to promote the best of our people. He stated that one of the reasons people come to the area is because of the friendly people.

## **VIRGINIA DEPARTMENT OF TRANSPORTATION**

None.

## **PUBLIC HEARING**

### **1. Request to Establish a "No-Wake Zone-E.R. "Bing" Kallus**

Mr. Beauchamp asked Mr. Gill to present the issue.

Mr. Gill stated that the issue was a request from E. R. "Bing" Kallus to establish a "no wake" zone with the placement of two "no wake" buoys at the entrance of John Creek off the Western Branch of the Corrotoman River just north of the Merry Point Ferry in District 2.

Mr. Gill stated that to get in the creek, one must make two 90-degree turns in front of Mr. Kallus' property. He stated that Mr. Kallus contends that when these turns are made at high speeds, it creates waves that crash heavily against his boathouse, endangering that structure and eroding the shoreline.

Mr. Gill stated that pursuant to Section  $\delta$  29.1-744 of the Code of Virginia, Mr. Kallus must get the Board of Supervisors' approval at an advertised public meeting before his request can be sent to the Virginia Department of Game and Inland Fisheries for ultimate approval. He stated that Mr. Kallus will be responsible for all costs associated with the placement of the two buoys and the Virginia Marine Resource Police would be responsible for the enforcement of the "no wake" zone. He stated that this public hearing follows the same procedure used in two prior "no wake" zone requests for other Lancaster County citizens in 1995 and 2003.

Mr. Gill stated that the issue has been advertised and adjoining property owners notified as required by law. He stated that, to date, there have been two responses from the public. He stated that one requested additional information and the other questioned the need for a “no wake” zone, since a boater would have to slow down anyway to negotiate the turns.

Mr. Kallus stated that it can be difficult getting into Johns Creek and causes havoc at certain times of the year. He stated that it also causes a lot of erosion. He stated that he knew some of the Board members had visited the site and they could see the land slumping. He stated that he had tried everything he could think of to control the erosion, including coir logs and grasses. He stated that the only thing that would probably work is riprap and he could not afford it. He stated that he would like to try the “no wake” zone.

Mr. Kallus stated that when the tide is high, it is possible to get through the turns at high speed and it tears things up. He stated that an official “no wake” zone would send a clear message to boaters. He asked the Board for an affirmative vote for his request.

Mr. Beauchamp opened the public hearing.

Mr. Jim Wignall, a neighbor of Mr. Kallus, stated that a lot of boats come through the area and are tearing the spit up. He stated that wave action from the boats washes over the spit. He stated that he was in favor of the request.

There was no further public comment.

Mr. Beauchamp closed the public hearing.

Mr. Palin stated that he had visited the site and he knew other Board members had as well.

Mr. Palin made a motion to approve the establishment of a “no wake” zone at the entrance of Johns Creek off of the Western Branch of the Corrotoman River. He stated that cost of the sign would be paid by Mr. Kallus and the speed enforcement would be by the Department of Game and Inland Fisheries.

Mr. Beauchamp stated that he had also visited Mr. Kallus’ property. He stated that he had never voted for a “no wake” zone since he had been on the Board of Supervisors. He stated that they are almost non-enforceable, but after looking at the property and the two 90 degree turns, he has decided to vote for it. He stated that it could not hurt and may even help the situation.

VOTE:	B. Wally Beauchamp	Aye
	Jason D. Bellows	Aye

F. W. Jenkins, Jr.	Aye
Ernest W. Palin, Jr.	Aye
William R. Lee	Aye

**CONSENSUS DOCKET**

Motion was made by Mr. Bellows to approve the Consensus Docket and recommendations as follows:

1. Minutes for December 16, 2013 Regular Meeting and 2014 Organizational Meeting and January 9, 2014 Special Meeting

Recommendation: Approve minutes as submitted

2. Board of Zoning Appeals Activity Report 2013

Recommendation: Approve report as submitted

3. Wetlands Board Activity Report 2013

Recommendation: Approve report as submitted

4. Deed of Gift Acceptance

Recommendation: Accept deed of gift

VOTE:	B. Wally Beauchamp	Aye
	Jason D. Bellows	Aye
	F. W. Jenkins, Jr.	Aye
	Ernest W. Palin, Jr.	Aye
	William R. Lee	Aye

**CONSIDERATION DOCKET**

The Board considered the following items on its Consideration Docket:

1. Approval of January 2014 Salaries and Invoice Listings

The motion was made by Mr. Palin to approve the salaries for January 2014 in the amount of \$253,229.14 and invoice listings for January 2014 in the amount of \$800,644.54\*.

\*Loan Payments – \$241,153.10  
Greentown-Gaskins - \$41,250.00

VOTE:	B. Wally Beauchamp	Aye
	Jason D. Bellows	Aye
	F. W. Jenkins, Jr.	Aye
	Ernest W. Palin, Jr.	Aye
	William R. Lee	Aye

**BOARD REPORTS**

Mr. Bellows stated that he moved to reappoint Donna Davis to the Historic Resources Commission.

VOTE:	B. Wally Beauchamp	Aye
	Jason D. Bellows	Aye
	F. W. Jenkins, Jr.	Aye
	Ernest W. Palin, Jr.	Aye
	William R. Lee	Aye

**COUNTY ADMINISTRATOR**

No report.

**CLOSED MEETING**

Motion was made by Mr. Beauchamp to enter into a closed meeting to discuss matters exempt from the open meeting requirements of the Virginia Freedom of Information Act. The subject matters to be discussed in the closed meeting are Personnel Matters, § 2.2-3711.A.1 and Real Property, § 2.2-3711.A.3 of the Code of Virginia, 1950, as amended. The purposes of the closed meeting are to discuss the acquisition of real property and personnel matters. The subject and purpose falls within the following exemption(s) under § 2.2-3711.A.1 (candidates for employment OR the assignment, appointment, promotion, performance, demotion, discipline, salaries, compensation, resignation of employees) and § 2.2-3711.A.3 (acquisition of real property for public purpose OR the disposition of government owned property where public discussion would jeopardize the County's or Town's bargaining or negotiating position.)

VOTE:	B. Wally Beauchamp	Aye
	Jason D. Bellows	Aye
	F. W. Jenkins, Jr.	Aye
	Ernest W. Palin, Jr.	Aye
	William R. Lee	Aye

**RECONVENE**

Motion was made by Mr. Beauchamp to reconvene the open meeting.

VOTE:	B. Wally Beauchamp	Aye
	Jason D. Bellows	Aye
	F. W. Jenkins, Jr.	Aye
	Ernest W. Palin, Jr.	Aye
	William R. Lee	Aye

**CERTIFICATION**

**WHEREAS**, the Lancaster County Board of Supervisors convened in a closed meeting on January 23, 2014 pursuant to an affirmative recorded vote on the motion to close the meeting to discuss Personnel Matters, § 2.2-3711.A.1 and Real Property, § 2.2-3711.A.3 of the Virginia Freedom of Information Act;

**WHEREAS**, § 2.2-3712 of the Code of Virginia requires a certification by the board of supervisors that such closed meeting was conducted in conformity with Virginia law;

**NOW, THEREFORE BE IT RESOLVED** that the Lancaster County Board of Supervisors hereby certifies that, to the best of each member’s knowledge, (1) only public business matters lawfully exempted from open meeting requirements under the Virginia Freedom of Information Act were heard, discussed or considered in the closed meeting to which this certification applies and (2) only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed or considered in the meeting to which this certification applies.

Motion was made by Mr. Bellows to certify the closed meeting.

Before a vote is taken on this resolution, is there any member who believes that there was a departure from the requirements of number 1 and number 2 above? If so, identify yourself and state the substance of the matter and why in your judgment it was a departure. There was no comment.

Hearing no further comment, Mr. Beauchamp called the question. A roll call vote was taken:

**ROLL CALL**

VOTE:	B. Wally Beauchamp	Aye
	Jason D. Bellows	Aye
	F. W. Jenkins, Jr.	Aye
	Ernest W. Palin, Jr.	Aye
	William R. Lee	Aye

This certification resolution is adopted.

No action taken on the closed meeting matters.

**ADJOURNMENT**

Motion was made by Mr. Bellows to adjourn.

VOTE:	B. Wally Beauchamp	Aye
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Jason D. Bellows	Aye
F. W. Jenkins, Jr.	Aye
Ernest W. Palin, Jr.	Aye
William R. Lee	Aye