



**Minutes of the  
Colonial Beach Town Council  
Work Session held on  
Saturday, January 12, 2019 at 8:00 a.m.**

Colonial Beach Town Center  
22 Washington Avenue

**Present**

Eddie Blunt, Mayor  
Frank Alger, III, Council Member  
Patrick Ey, Council Member  
Dallas Leamon, Council Member  
Vicki Roberson, Council Member  
Robin Schick, Council Member

**Absent**

All Council Members were present, with the exception of Steve Cirbee.

**Also Present**

Town Manager, Quinn Robertson  
Town Attorney, Jim Cornwell  
Town Clerk, Kathleen Flanagan  
Deputy Town Manager, Rob Murphy  
Zoning Administrator, Allyson Finchum  
Acting Chief of Police, Bruce Hough

**Call to Order**

Mayor Blunt called the meeting to order at 8:02 a.m.

**Roll Call of Members**

Mayor Blunt noted that all council members were present, with the exception of Steve Cirbee.

**Approval of the Agenda**

Mr. Leamon made a motion to approve the agenda as written. Mr. Alger seconded the motion.

Mayor Blunt called for a roll call vote. Mr. Ey voted “aye,” Mr. Leamon voted “aye,” Ms. Roberson voted “aye,” and Ms. Schick voted “aye,” Mr. Alger voted “aye,” and Mayor Blunt voted “aye.”

*The motion to approve the Agenda as written passed with a unanimous vote of council members present.*

## **Presentations**

### **Suzan French-Genace, FlackShack**

Ms. French-Genace and Mr. Doug Patton welcomed the new council members, noting the goal was to increase destination tourism.

Ms. French-Genace noted that her first introduction to Colonial Beach came about as she searched Google Maps for a close weekend destination. Once here, she fell in love with the town.

FlackShack has put into place both a long-term and short-term tourism plan and measures in place to analyze success.

Ms. French-Genace showcased the new logo, built relationship with media sites, digital marketing, created the town visitor site and performed marketing.

Media hits include Virginia Magazine, Richmond Magazine, social media influencers, Alexandria Living Magazine, Facebook, Twitter, Instagram, Pinterest and Yelp.

Ms. French-Genace, after contacting Bay Transit, was able to redo their tourism page so that it became accurate for Colonial Beach with an interactive map and beautiful photos.

Ms. French-Genace has worked very closely with the Chamber of Commerce.

To date there have been over 40,000 visitors to the website.

Mr. Patton explained how search engines work, including key words and content. In a little over 6-1/2 months the website, which is a brand new site, has made it to first place on Google, which is not easy.

Mr. Patton encouraged businesses in town to use Yelp reviews as Yelp is currently number two in social referral sites that will spotlight the town.

Ms. French-Genace noted that Yelp is number two in DC and falls into the geographic area that has been targeted for destination tourists.

Ms. French-Genace noted that while they are in the short/slow season, it's time to plan and execute new marketing ideas and reach out to magazines.

Ms. French-Genace noted there is a move to revitalize the Tourism Council as they work with the NGO's and businesses, as well as investor outreach and partnership.

Ms. French-Genace introduced the idea of working an event commemorating World War II with the use of grant money and increasing use of our new logo.

Mr. Patton noted that by tracking our digital presence it helps FlackShack track our return on investment.

Mayor Blunt posed the idea of reaching out to American Cruise Lines, or other cruise ships that passes by Colonial Beach and the history land trail.

Mayor Blunt further noted our facility could negotiate to offload their sewer on each cruise ship.

Mayor Blunt further recommended we reach out to Amazon, as they begin to get ready for 50,000 new employees, with ideas for conference centers and other travel options.

Mayor Blunt thanked Ms. French-Genace and Mr. Patton for their efforts to date.

Mr. Leamon asked if there was any marketing the town can do to encourage businesses to participate in Yelp.

Ms. French-Genace noted there are some costs. Initially she received \$300 worth of free advertising from Yelp. Once you are an advertiser, that's when they provide stickers, et cetera.

Ms. Schick thanked Ms. French-Genace and Mr. Patton, noting that their efforts have been positive and good for the town.

Ms. Schick brought up the town having a Facebook profile to post more governmental postings, such as holidays and trash days. Comments could be controlled.

Ms. Schick then noted it would be positive to add the new Monroe Birth Place to our trolley tour.

Ms. Schick recommended adding revitalization efforts to our Comprehensive Plan.

Mayor Blunt noted that Maggie Lane has completed a course in grant writing.

Ms. Schick then noted that she hoped FlackShack's contract would be renewed.

## **Recess**

At 9:01a.m. Mayor Blunt called a short recess.

## **Reconvene**

At 9:04 a.m. Mayor Blunt reconvened the meeting.

## **Old Business**

There was no old business.

## **New Business/Organizational Items**

### **DRAFT Resolution #01-19, Establishment of dates and times for regular Town Council meetings**

### **Draft Resolution #02-19, Establishment of dates and times for Town Council work sessions**

Mayor Blunt noted that the first Wednesday (for work sessions) and the third Wednesday (for regular meetings) each month has been suggested.

Mr. Cornwell noted that Wednesdays are good for him.

Mayor Blunt suggested the meeting time remain set at 6:00 p.m.

Ms. Schick suggested holding a Special Meeting to Discuss Priority and Goal Setting meeting on January 21<sup>st</sup> at Town Hall in the conference room.

Ms. Flanagan has been in touch with Mr. Mike Looney who is set to act as a facilitator.

Mr. Alger suggested the January 2020 meeting (January 7<sup>th</sup> and 15<sup>th</sup>) dates be included in Resolution #01-19.

### **Draft Resolution #03-19, Adoption of 2019 Bylaws and Rules of Procedure**

Mr. Cornwell discussed the current ByLaws and Rules of Procedure, noting that when a council member abstains from a vote, that member should state that the conflict of interest clearly.

Mayor Blunt noted that the public may want to know why a member is abstaining, especially the case of tied votes.

Mr. Cornwell explained that if there is not a full council participating in a vote, then that vote that may be a 3-3 tie, for example, should be carried over to the next meeting with all council members for a vote.

In all votes/council members are present, then a tie vote kills the motion.

Mayor Blunt asked about adding NGO's to the list of liaison positions. Ms. Flanagan read aloud a list of the Mayor's preferences for liaison. Public Safety, Mr. Alger; Economic Development/Dept of Planning and Zoning, Ms. Roberson; Finance, Mr. Ey; Administration, Ms. Schick; Public Works, Mr. Cirbee and the Schools, Mr. Leamon. If NGO's are added to the list, Mayor Blunt will act as liaison to the NGO's.

Mr. Cornwell further recommended using Robert's Rules for Small Groups.

Ms. Schick proposed to move, in the Order of Business, Section 3-1, Citizen Input to after Presentations and before Unfinished Business.

Ms. Schick noted that every item should have an opportunity for a member of the public to make public comment on every item.

Mr. Leamon asked if public comment could be added to the work sessions, but leave public comment at the end of the agenda.

***Mayor Blunt, Ms. Schick and Mr. Alger agreed with Mr. Leamon.***

Mr. Leamon suggested that if you are not on the Sign Up Sheet at the start of the meeting, then you shouldn't speak.

Mayor Blunt noted that changes were missing that should have been made in 2018.

Ms. Schick summarized the changes discussed to the By Laws: Leave paragraph 1, 2, and 5 in the Work Session section. Paragraphs 3 and 4 will move to Section 5.1 and the language will be removed re 24 hours and include the words "upon submission of the agenda." Also, take out the language about work session and include the regular meeting.

Mr. Robertson would like to provide Council with a comprehensive report each meeting rather than providing individual department reports.

Mr. Alger noted that the department liaisons could provide the reports. Ms. Schick disagreed. Mayor Blunt noted that the Manager's report tends to contain a summarized version of each department report.

Ms. Schick noted that having staff available to answer questions is the more important aspect of reports.

Mayor Blunt opined that many questions could be answered prior to the meeting.

Mayor Blunt encouraged council members and the public to reach out to Mr. Robertson if they have specific questions.

Mayor Blunt asked if council members were required to sign an acknowledgement that they agree to abide by the By Laws.

Mr. Cornwell responded that he was not aware of any legal requirement for members to sign.

Mr. Cornwell recommended that on Page 6, the change the language discussing “previous month’s work session” to “a previous work session.”

Mr. Cornwell noted that if a council member would like to add an item to the agenda it is up to the Mayor and the Town Manager to approve that addition. Section 3-8 includes adding a “pros and cons” list to each agenda item.

Mr. Cornwell noted the Agenda gives notice to both Council members and the public of what will be discussed and in only rare cases should there be additions to the Agenda.

Ms. Schick agrees with the concept of not “taking action” on items that have not been previously discussed at a work session. Mr. Leamon agreed.

### **DRAFT RESOLUTION #04-19, Appointment of Vice Mayor**

Mr. Cornwell noted that, according to State law, council members appoint a vice mayor.

Mayor Blunt suggested that, beginning in 2020, the term of the vice mayor be a four-year term, the same as the mayor. Currently, for many years, every two years the incoming council member with the highest vote was appointed vice mayor.

Mr. Cornwell cautioned over appointing a vice mayor for more than one year, as if for an unforeseen reason council wished to change the person, the person appointed may have a claim to that office for the whole designated term.

Ms. Schick suggested deleting the language re the popular vote and adding in a provision for an annual term. Mr. Ey agreed.

Mayor Blunt suggested that at the next regular meeting, Council rescind Resolution #36-10.

***There was council agreement to include a resolution to rescind Res #36-10 at the next regular meeting.***

### **Closed Meeting**

Mr. Leamon made a motion to go into closed meeting pursuant to VA Code 2.2-3711 (A)(1) relating to discussion specific public officials, appointees, or employees of any public body, namely the Chief of Police. Ms. Roberson seconded the motion.

Mayor Blunt called for a roll call vote. Mr. Ey voted “aye,” Mr. Leamon voted “aye,” Ms. Roberson voted “aye,” and Ms. Schick voted “aye,” Mr. Alger voted “aye,” and Mayor Blunt voted “aye.”

***At 10:38 a.m. Council moved into Closed Meeting.***

*The motion to go into closed session passed with a unanimous vote of council members present.*

### **Reconvene/Certification**

Ms. Roberson made a motion to reconvene. Mr. Alger seconded the motion.

*At 11:38 a.m. Mayor Blunt reconvened the meeting.*

Ms. Roberson made a motion to certify that only public business matters lawfully exempted from open meeting requirements under the Virginia Freedom Information Act and only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed or considered in the meeting by the Council. Mr. Alger seconded the motion.

Mayor Blunt called for a certification. Mr. Ey “so certified,” Mr. Leamon “so certified,” Ms. Roberson “so certified,” Ms. Schick “so certified,” Mr. Alger “so certified,” and Mayor Blunt “so certified.”

### **Adjournment/Recess**

Mr. Leamon made a motion to adjourn the meeting. Ms. Schick seconded the motion.

*At 10:39 a.m. Mayor Blunt adjourned the meeting.*

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Kathleen Flanagan, Town Clerk