

COUNTY OF HENRICO, VIRGINIA  
BOARD OF SUPERVISORS  
SPECIAL MEETING  
February 26, 2013

The Henrico County Board of Supervisors convened a special meeting on Tuesday, February 26, 2013, at 5:15 p.m., in the County Manager's Conference Room, Administration Building, Henrico County Government Center, Parham and Hungary Spring Roads, Henrico, Virginia.

**Members of the Board Present:**

David A. Kaechele, Chairman, Three Chopt District  
Patricia S. O'Bannon, Vice Chairman, Tuckahoe District  
Richard W. Glover, Brookland District  
Tyrone E. Nelson, Varina District  
Frank J. Thornton, Fairfield District

**Other Officials Present:**

John A. Vithoukas, County Manager  
Joseph P. Rapisarda, Jr., County Attorney  
Barry R. Lawrence, CMC, Assistant to the County Manager/Clerk to the Board  
Tanya B. Harding, Deputy Clerk to the Board/Administrative Assistant  
Joseph A. Casey, Deputy County Manager for Administration  
Jane D. Crawley, Deputy County Manager for Community Services  
Timothy A. Foster, P.E., Deputy County Manager for Community Operations  
Tamra R. McKinney, Director of Public Relations & Media Services

Mr. Kaechele called the meeting to order at 5:17 p.m.

Mr. Vithoukas briefly referred to the two items listed on the agenda.

**Sports Tourism Update**

Mr. Vithoukas recognized Neil Luther, Director of Recreation and Parks, who noted that his department has been hard at work to promote consumer and visitor spending in Henrico County since hiring Dawn Miller as the County's first Tourism Supervisor one year ago. Mr. Luther offered several statistics highlighting the positive impact of visitor spending on local hotel occupancy tax revenues and the local economy. He also pointed to the cumulative economic impact of large athletic tournaments held in the County such as the Jefferson Cup youth soccer tournament and to the County's current tourism marketing and branding efforts.

Mr. Luther recognized Mrs. Miller, who narrated the balance of the presentation on this item. Mrs. Miller advised that her presentation was a sneak preview of information that will be shared at the Henrico County Tourism Campaign Kick-off Event on March 7 at The Cultural Arts Center at Glen Allen. She introduced the County's external partners in the campaign - Katherine O'Donnell, Vice President of Community Relations for the Richmond Metropolitan Convention & Visitors Bureau (RMCVB); and Diana Taylor, Account Manager for the West Cary Group. Mrs. Miller also acknowledged the active involvement of Karen Perkins, the County's Recreation Manager for Tourism and History; the Henrico County Economic Development Authority; and the County's Department of Public Relations & Media Services. She advised that during the past year the County's tourism program has been focused on developing strategic partnerships, creating and securing new events while securing older events, and developing a brand for tourism. Mrs. Miller identified upcoming athletic events in the region that will be using Henrico athletic fields and hotels, including the Elite Clubs National League Finals soccer tournament for girls scheduled for mid-July. She responded to a question from Mr. Kaechele regarding this event. Ms. Perkins distributed to the Board a new brochure highlighting the County as one of Virginia's top sports destinations and a new bumper sticker that reads "Visit Henrico County."

Mrs. Miller continued her presentation by using an iPad to review the layout and navigate through the different features of a draft "Visit Henrico County" website that will go live on March 7. She pointed out that the site's home page offers links to further information on local shopping, dining, an and entertainment, attraction/events, recreation, history, and featured events. Mrs. Miller responded to questions from the Board and Mr. Vitoulkas pertaining to the types of information that can be accessed through the site, which will be managed in house. There was discussion by the Board and Mr. Vitoulkas concerning the accuracy and source of informatipn on the dining page of the site, which states that there are more than 500 restaurants in Henrico. Mr. Kaechele remarked that he previously received information indicating that the number of restaurants in the County is actually 1,800. Mrs. O'Bannon expressed concerns relating to how hotels are sorted under the site's "accommodations" link.

Mrs. Miller resumed her presentation by demonstrating a mobile application on her iPhone whereby visitors can access information on nearby restaurants, shops, or other destinations of interest. She and Mr. Foster responded to questions from Mr. Glover regarding online access to live video streams of selected athletic toumanents held at County facilities. Mrs. Miller thanked Mr. Foster for being invested in the tourism program and acknowledged his leadership and technologically savvy advice.

Mrs. Miller shared a 60-second video loop titled *Name Your Game* and encouraging persons to visit Henrico County. The video was produced by Ben Sheppard, Television & Media Serivces Manager for the Department of Public Relations & Media Services. She reviewed the itinerary for the kick-off event scheduled for March 7 and emphasized the value of sharing the County's new tourism campaign with the community. Mrs. Miller responded to questions from Mr. Kaechele pertaining to the website's "go live" date and the schedule for the upcoming Jefferson Cup soccer tournament. Mr. Kaechele thanked Mrs. Miller, Mr. Luther, and their partners for

putting together this tourism campaign within a relatively short period of time. Mr. Vithoukas remarked that it will pay dividends to the County for a number of years.

The Board recessed for dinner at 6:02 p.m. and reconvened at 6:10 p.m.

On motion by Mr. Thomton, seconded by Mr. Glover, the Board approved going into a Closed Meeting at 6:11 p.m. for Discussion Concerning a Prospective Business or Industry in the Three Chopt District Where No Previous Announcement Has Been Made of the Business' or Industry's Interest in Locating Its Facilities in the Community, Pursuant to Section 2.2-3711(A)(5) of the Code of Virginia, 1950, as Amended.

The vote of the Board was as follows:

<u>Aye</u>	<u>Nay</u>
David A. Kaechele	
Patricia S. O'Bannon	
Richard W. Glover	
Tyrone E. Nelson	
Frank J. Thomton	

On motion of Mrs. O'Bannon, seconded by Mr. Glover, the Board approved going out of the Closed Meeting at 6:40 p.m.

The vote of the Board was as follows:

<u>Aye</u>	<u>Nay</u>
David A. Kaechele	
Patricia S. O'Bannon	
Richard W. Glover	
Tyrone E. Nelson	
Frank J. Thomton	

On motion of Mrs. O'Bannon, seconded by Mr. Glover, the Board approved the attached Certificate of Closed Meeting.

The vote of the Board was as follows:

<u>Aye</u>	<u>Nay</u>
David A. Kaechele	
Patricia S. O'Bannon	
Richard W. Glover	
Tyrone E. Nelson	
Frank J. Thomton	

Mr. Vithoukas reviewed each of the items on the agenda for the 7:00 p.m. meeting. He and Mr. Rapisarda elaborated on the resolution to award a contract for the Springfield Road Transfer Station, noting that the successful bidder was not related to Southwood Builders and had a positive record. Mr. Rapisarda briefed the Board on the resolution authorizing the County Attorney to retain outside counsel to represent the defendant in a case pending in the County's Circuit Court.

Mr. Vithoukas referred to a February 26 letter providing information on legislation passed during the 2013 General Assembly Session that will increase the County's secondary road maintenance allocation. He noted that special thanks should go to Delegate John O'Bannon and Senator Walter Stosch for their work on the legislation and for their efforts over many years to change the formula that allocates secondary road maintenance payments to the County. The additional funds projected for the County will be withheld from the County's proposed FY 2014 budget pending the General Assembly's veto session and the Governor's signature. The Department of Public Works will bring forward a plan for how the funds will be used. Mr. Vithoukas responded to questions from Mr. Kaechele and Mrs. O'Barmon relating to the impact of the legislation on the County's new secondary road maintenance funding. He also referred to a February 26 letter on which the Board was copied where he responded to comments he had received from representatives of White Oak Landing, LLC and Payne's Pond Road, LLC pertaining to stream mitigation for the regional Cobbs Creek Reservoir project.

Mr. Vithoukas informed the Board that a Varina District resident named Paula Missouri would be addressing the Board during the public comment period regarding concerns about how eastern Henrico County is perceived in the community. Mr. Lawrence elaborated on his telephone conversation with Ms. Missouri. Mr. Vithoukas noted that he would be presenting the latest *Financial Trends Monitoring System* document to the Board during the "Manager's Comments" portion of the meeting.

Mr. Kaechele asked staff to revisit an item on the 7:00 p.m. agenda concerning an award of contract for the Advanced Traffic Management System. Mr. Foster explained what the system will do and how it will be funded. Mr. Foster also responded to a question from Mr. Glover regarding the application of this system to intersections on primary roads where traffic signalization is managed by the Virginia Department of Transportation.

Mr. Thornton expressed hope that the Board will have a frank discussion in the near future in regards to the eastern Henrico County perception issue. Mr. Glover asked for clarification of Mr. Thornton's concerns. Mr. Vithoukas reminded the Board that this issue was fueled for years by a member of the County's School Board. Mr. Nelson noted that he has had many conversations with his constituents about where County dollars are spent. He remarked that the Varina District will continue to have a rural feel if some of the residents are successful in blocking future development and pointed to the major renovations that have recently occurred at Varina High School. Mr. Vithoukas stated that he is not opposed to having conversations with the community about resources and indicated that one of the discussions will include a meals tax.

There being no further business, the meeting was adjourned at 6:55 p.m.

David A. Karchuk  
Chairman, Board of Supervisors  
Henrico County, Virginia