



REGULAR TOWN COUNCIL MEETING

Monday, September 14, 2020 @ 7:00pm
Warren County Government Center

1. Pledge of Allegiance
2. Moment of Silence
3. Roll Call
4. Approval of Minutes

Regular and Work Session Council Meeting Minutes of August 24, 2020

5. Receipt of Petitions and/or Correspondence from the Public

Public speakers and Council Members must use the same civility, decorum, orderly behavior, relevancy of comments to the subject at hand, and appropriate language in addressing Town Council as they would use in addressing a Judge in a Court of Law. No profanity, vulgar, or sexist language, or irrelevant commentary, is allowed. (*Robert's Rules*, §43, pp. 379-382; *Steinburg v. Chesterfield Cty. Planning Com'n*, 527, F. 3d (4th Cir.) 2008); *Eichenlaub v. Township of Indiana*, 385 F. 3d 274 (3d Cir. 2004).

--Further Details found on page 2 of this agenda--

6. Reports:

- a. Report of special committees or Town Officials and Interim Town Manager
- b. Requests and inquiries of Council members.
- c. Report of the Mayor
- d. Proposals for addition/deletion of items to the Agenda.

7. CONSENT AGENDA ITEMS – (ROLL CALL VOTE REQUIRED)

- A. COUNCIL APPROVAL – FY2021-2022 Budget Calendar
- B. COUNCIL APPROVAL – Extension of Contract with Business Recovery Consulting Services
- C. COUNCIL APPROVAL – Bid for Various Sizes of Transformers
- D. COUNCIL APPROVAL – Bid for Transformer Replacement at the Kendrick Substation

8. PUBLIC HEARING – Ordinance Amendment to Chapter 138 (1st Reading)

9. COUNCIL APPROVAL – FY21 Budget Amendment for HIDTA Administrative Assistant Position for Police Department

10. COUNCIL APPROVAL – FY21 Budget Transfer for Attrition Position for Police Dept

11. CLOSED MEETING

TOWN COUNCIL AND PUBLIC PRESENTATION DECORUM REQUIREMENTS

During all portions of a Regular Town Council Meeting, including its Public Presentations portion, the following requirements of decorum by both public speakers and Town Council Members must be followed. These are the requirements: Town Code, *Robert's Rules of Order* (incorporated into Town Code), and Federal Court Decisions interpreting First Amendment Constitutional Law on Free Speech.

1. The Mayor, as the presiding officer of Town Council, shall enforce the rules of procedure, preserve order and decorum, and appoint all Committees. (*Town Code 4-8*)
2. Every member of the Council shall address the presiding officer before speaking, confine himself to the question before the body and avoid all personal or indecorous language. (*Town Code 4-12*)
3. Public speakers and Council Members must use the same civility, decorum, orderly behavior, relevancy of comments to the subject at hand, and appropriate language in addressing Town Council as they would use in addressing a Judge in a Court of Law. No profanity, vulgar, or sexist language, or irrelevant commentary, is allowed. (*Robert's Rules, §43, pp. 379-382; Steinburg v. Chesterfield Cty. Planning Com'n. 527, F. 3d (4th Cir.) 2008; Eichenlaub v. Township of Indiana, 385 F. 3d 274 (3d Cir. 2004.)*)
4. There can be no personal attacks. A speaker can condemn the nature or likely consequences of a proposed measure in strong terms, but under no circumstances can he attack or question the personalities or the motives of another member. The measure, but not the man, is the subject of debate. (*Same Authority as above*)
5. A speaker may not speak to any matter that is the subject of a public hearing during that same Regular Meeting. (*Robert's Rules, § 43, pp. 379-382*)
6. A speaker who violates 2., 3., 4., or 5. above should be promptly asked to stop speaking in that fashion by the Mayor. If such speaker does not promptly so stop, the Mayor should ask the Sergeant at Arms (Police Officer) to remove such speaker, forcibly if necessary, and even charged with a misdemeanor crime. Federal court decisions have established that public policy in maintaining civility and decorum during the public comment sessions of its public meetings, both to ensure the efficient conduct of the people's business and to maximize citizen participation in the discussion, override the speaker's First Amendment rights of free speech. Governmental bodies may enforce policies against personal attacks in furtherance of a legitimate governmental purpose to preserve order and decorum in meetings, so long as they do not use the personal attack policy as a pretext to squelch a particular substantive viewpoint. (*Robert's Rules, § 43, pp. 379-382; Steinburg v. Chesterfield Cty. Planning Com'n. 527, F. 3d (4th Cir.) 2008; Eichenlaub v. Township of Indiana, 385 F. 3d 274 (3d Cir. 2004.)*)

Town Attorney July 2020

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The regular meeting of the Town Council of the Town of Front Royal, Virginia was held on August 24, 2020, in the Warren County Government Center with the Pledge of Allegiance led by Councilman Gillispie and Moment of Silence led by Vice Mayor Sealock.

ROLL CALL for MAYOR/TOWN COUNCIL

PRESENT:

Vice Mayor William A. Sealock
Councilman Chris W. Holloway
Councilman Jacob L. Meza
Councilman Letasha T. Thompson
Town Attorney Douglas W. Napier
Interim Town Manager Matthew A. Tederick
Clerk of Council Tina L. Presley

ABSENT:

Mayor Eugene R. Tewalt
Councilman Lori A. Cockrell

(The above represent municipal officers of the Town of Front Royal as stated in Town Charter Section 4)

APPROVAL OF MINUTES

Councilman Gillispie moved, seconded by Councilman Meza to approve the Regular Council Meeting Minutes of August 10, 2020 and Work Session Minutes of August 3, 10, and 17, 2020, as presented

Vote: Yes – Councilmen Sealock, Gillispie, Holloway, Meza and Thompson

No – N/A

Abstain – N/A

Absent – Councilman Cockrell

ROLL CALL

RECEIPT OF PETITIONS AND/OR CORRESPONDENCE FROM THE PUBLIC

Keith Menefee, 120A E. Main Street (Downhome Comfort Bakery), thanked Council for “stepping up to the plate” during the pandemic and closing Main Street for the restaurants and businesses. He reminded Council that restaurants are only allowed 50% capacity, but the closure allowed them to branch out onto the street creating a family atmosphere. He asked Council to reconsider opening Main Street back up next month since the guidelines are still in place. If Council decides to open Main Street, he suggested closing only the parking spaces on Main Street. Since the Festival of Leaves has been cancelled for this year, he suggested crafters be allowed to set up on Main Street. He encouraged other business owners to think outside the box.

Tim Ratigan, 6079 Stonewall Drive, apologized to Council for his outbursts at a previous meeting. He agreed with Mr. Menefee’s comments noting that fall was the biggest shopping time. Mr. Ratigan gave an update on his mission to “Support Local Law Enforcement”. He invited Council and others to their first event being held September 1 which is a local law enforcement appreciation parade being held in Front Royal. He asked that Council stay tuned to his Facebook page for other upcoming events.

Mayor Initial ____

William Huck, 409 E. Main Street (C&C Frozen Treats), reminded Council that the Town reached out to him in May asking for assistance and ideas on keeping downtown businesses alive. He noted that the closure of Main Street was one of those ideas and it has helped his and other businesses to “expand their horizons”. He reminded Council that this year has been nothing but chaos, but the Town has given hope and encouragement to the businesses downtown and to the community. He asked that Council allow the downtown merchants to come together to find a way to work together to keep businesses thriving.

Tim Barnhart 122 E. Main Street (Vibe Properties), advised that he saw potential in Front Royal with the River, Skyline Drive, Appalachian Trail, National Park and a well-preserved historical authentic Main Street when he decided to move his business here. He designed and renovated buildings that he currently owns and leases. He advised that all the business were moving smartly in the right direction when COVID-19 hit in March 2020. At that point everyone’s future became uncertain if not doubtful. He thanked the Town for working with local businesses to find ways to survive COVID. He thanked the Mayor, Council and the Town Manager for all they have to done to help businesses. He opined that the continued closure of Main Street is critical for many businesses including his tenants to stay open. He urged them to not abandon an idea with so much promise. He stated: “Main Street can be the beating heart of this Town”.

Kerry Barnhart, 122 E. Main Street (Front Royal Brewing Co), noted that her business had 40 employees and contributed \$60,000 to meals tax before COVID-19 hit. She reminded Council that the Governor of Virginia ceased all activity inside and outside restaurants on March 17, 2020 and that same day she had to lay off 85% of her staff. She explained that she has had to endure extreme limited seating, extreme healthcare practices, covid-stressed customers and significant expenses to adhere to guidelines. She expressed deep gratitude to the Town for giving them the ability to set up outside dining areas on Kidd Lane and Main Street. That alone helped her to bring back her entire staff and keep her business going. She thanked the Town Manager, Chamber of Commerce and Mike McCool for temporary tents, tables and chairs and over time she has been able to invest in her own. These seating areas, she advised, are currently at capacity on the weekends. She opined that the businesses truly need to take advantage of the upcoming fall season. She asked for Council’s continued generous support to make it into next year.

Arline Link, 100 E. 8th Street (The Kiln Doctor) noted that she sponsored “The Greatest Showman” event held this past weekend on Main Street. She suggested coming together as a business community to help and support all businesses in the Town. She asked to continue the closure of Main Street but to include other businesses besides just Main Street businesses. She reminded Council that there were only a couple of months left to set up outside. She suggested that businesses not on Main Street have “block parties” with businesses that may be close to them. The recent Scavenger Hunt was a great start to bringing businesses together. She voiced appreciation to the Town for all their help. She advised that she had to change her business plan because of COVID-19 because her business was 80% schools, pottery facilities, universities and community centers which have all closed. She suggested Council consider the installation of directional parking signs to let visitors know where parking is located. She encouraged Council to visit Main Street businesses as well as other businesses who are not located on Main Street.

Ralph Waller, 304 E. Main Street, suggested keeping Main Street open and named several businesses that are against the closure. He asked Council to not ignore the businesses that are not

Mayor Initial ____

restaurants because they are suffering as well. He suggested that boundaries be put in place and think of safety. He reminded Council that there are people who live on Main Street that don't have access to the back or the front of their building during the time the street is closed from Friday to Sunday.

David A. Downes, 14 Chester Street (Virginia Beer Museum), agreed with his "brothers and sisters" on Main Street and thanked Council for helping keep them stay alive and active. He then continued to follow-up from a few weeks ago regarding the drug epidemic in Town. He advised that since that time there has been three more overdoses including one death of a 14-year old girl. He asked the question "how many more people have to die", noting the epidemic is affecting everyone. He made several suggestions for short-term and long-term plans to address the needs of the community. He asked for Council to not "kick the can down the road" and put away politics for the sake of the children.

Christopher Kenworthy, 124 E. Main Street (Vinova Tappas & Wine Bar), voiced appreciation to the Town Council and the Town Manager for keeping the businesses going during the summer. He advised that when the pandemic hit, he had an 80% drop in revenue and laid off employees but having the ability to have outdoor seating has raised his revenue considerably. He advised that the tourists love the closures and it has become a way to meet neighbors in an atmosphere that is more positive than negative. He opined that Main Streets are the "Heart and Soul" of any small town. He asked Council to consider the overflow of traffic for the upcoming tourist season. He presented Council with a petition of approximately 594 names supporting the closure of main Street.

Rachel Failmetzger, 124 E. Main Street, represented several businesses on Main Street. She advised Council that the revenue for Vinova Tappas & Wine Bar in April was \$4,900, payroll was \$0; in the last 3 days in May revenue was \$10,000 and this month she had \$20,000 in payroll. She advised that with unemployment benefits what it is, it is almost impossible to get employees. Keeping Main Street closed gives her the best chance of keeping her business.

Edwin S. Wright, 401 E. Main Street, represented Manor Line Market that will be opening soon. He agreed with sentiments expressed from the previous speakers about keeping Main Street closed.

Bruce Rappaport, 300 W. Main Street, voiced concern over the pursuit of a Town EDA and the redundant salary it would create at a cost of at least \$99,000 a year. He opined that the money could be spent elsewhere. He noted that the Council needed to work together with the EDA that currently exists.

Clare Jones Schmidt, 337 W. 10th Street, voiced concern over stopping the weekend closures of Main Street. She praised how quickly the Town's leadership quickly adapted to the new restrictions and created an environment for families, locals and tourists to enjoy. She noted that Front Royal needs all the revenue it can get. She encouraged the Council to keep Main Street closed as a "walking mall" until the restrictions are lifted.

Mayor Initial ____

REPORTS**a. Report of special committees or Town Officials and Interim Town Manager**

Interim Town Manager Tederick thanked everyone for coming out tonight. He updated Council on the CARES Act, noting the first round of funds that includes 70 businesses at a cost of \$672,500 and the 2nd round has 18 businesses. Stonewall Bridge should be completed in 30 days. SwagIT system is being installed this week. The slip lane for Sheetz is being worked on. Smoke-testing is being done throughout Town. The Planning Commission is looking to fill two vacancies.

b. Requests and inquiries of Council members

Councilman Meza encouraged citizens to apply for the planning commission vacancies and take advantage of the training that was being offered as a planning commissioner.

Councilman Gillispie thanked everyone for coming out tonight. He also thanked Mr. Downes for his comments and advised that he knew the young girl who overdosed. He asked that discussion pertaining to the drug epidemic be placed on an upcoming work session.

Councilman Thompson thanked everyone for coming tonight. She voiced appreciation to Rachel Failmetzger for the revenue numbers she furnished. She also agreed with Councilman Gillispie to place an item on a work session pertaining to the drug epidemic.

c. Report of the Mayor – Vice Mayor Sealock advised that Mayor Tewalt was on vacation.**d. Proposals for addition/deletion of items to the Agenda**

Councilman Gillispie moved, seconded by Councilman Meza to place "Resolution to Dedicate the Wastewater Treatment Office Building" on the agenda as #10.

Vote: Yes – Councilmen Sealock, Gillispie, Holloway, Meza and Thompson

No – N/A

Abstain – N/A

Absent – Councilman Cockrell

ROLL CALL

CONSENT AGENDA ITEMS –

COUNCIL APPROVAL – Resolution Pertaining to the Second Amendment

Council approved a resolution declaring that the Front Royal, Virginia shall not exercise any authority granted to it by § 15.2-915(E) of the Code of Virginia to regulate or prohibit the otherwise legal purchase, possession or transfer of firearms or ammunition, as presented.

COUNCIL APPROVAL – Resolution for VDOT re South Street Improvements

Council approved a Resolution for the Virginia Department of Transportation (VDOT) pertaining to South Street Improvements, as presented.

Mayor Initial ____

COUNCIL APPROVAL – Bid for Equalization Blowers for WWTP

Council approved two equalization blowers from sole source procurement Engineered Systems and Products in the amount of \$43,480.40, two variable frequency drives procured from Capital Electric in the amount of \$13,906.00 and two electrical conduit procured from Power-Comm Electrical & Communications in the amount of \$14,260.00. Council is requested to approve the procurements in the amount of \$71,646.40 to replace the equalization blowers in the Wastewater Treatment Plant.

Councilman Meza moved, seconded by Councilman Holloway that Council approve the Consent Agendas as presented.

Vote: Yes – Councilmen Sealock, Gillispie, Holloway, Meza and Thompson

No – N/A

Abstain – N/A

Absent – Councilman Cockrell

ROLL CALL

COUNCIL APPROVAL – Lumos Networks, Inc. Franchise/Pole Attachment Agreement (2nd R)

Clerk of Council Presley read the summary: : Council is requested to adopt on its second and final reading an request from LUMOS NETWORKS, INC., dba SEGRA, for a limited five (5) year, non-exclusive, franchise and pole attachment agreement with the Town to use the public ways to construct, operate and maintain a fiber optic telecommunications system, the term of which can be extended for four (4) additional five (5) year terms upon successive agreement of the parties, as presented. The agreement will commence upon approval by Town Council and execution by the Town Manager.

Councilman Meza moved, seconded by Councilman Thompson that Council adopt on its second and final reading a request from LUMOS NETWORKS, INC., dba SEGRA, for a limited five (5) year, non-exclusive, franchise and pole attachment agreement with the Town to use the public ways to construct, operate and maintain a fiber optic telecommunications system, the term of which can be extended for four (4) additional five (5) year terms upon successive agreement of the parties, as presented. I further move that Council authorize the Interim Town Manager to execute all documents.

There was no discussion by Council.

Vote: Yes – Councilmen Sealock, Gillispie, Holloway, Meza and Thompson

No – N/A

Abstain – N/A

Absent – Councilman Cockrell

ROLL CALL

COUNCIL APROVAL – Continued Discussion of the Closure of Main Street

The summary was not read. Council began discussions.

Mayor Initial _____

Councilman Thompson suggested keeping Main Street closed based on comments heard tonight.

Vice Mayor Sealock recommended keeping Main Street closed and asked to include more handicapped parking spaces.

Councilman Holloway advised that he had attended the weekend closures on Friday and Saturday and noted that it was “packed” and he enjoyed it. He suggested keeping Main Street closed.

Councilman Gillispie noted that the closure was originally to assist businesses downtown but realized the overwhelming support for all businesses. He suggested continuing with the closure.

Councilman Meza thanked everyone for attending tonight’s meeting. He voiced his displeasure on for what COVID-19 has done to businesses and the loss of festivals. He suggested continuing the closure.

Interim Town Manager Tederick thanked staff for following through every Friday night and Sunday morning ensuring the opening and closing of Main Street. He thanked Mr. Huck for “stepping up to the plate” to assist him with various questions throughout the process. He advised Council that he has ideas on opening various streets to allow for more parking. He advised that it was unknown as to how long the pandemic will last but he has direction to keep Main Street closed at least through the fall.

Discussion purposes only – No Vote Taken

COUNCIL APPROVAL – Resolution to Dedicate the Wastewater Treatment Office Building
Clerk of Council Presley read the resolution:

**RESOLUTION
DEDICATION OF THE TIMMY W. FRISTOE OFFICE BUILDING AT THE
WASTEWATER TREATMENT PLANT**

WHEREAS, Timothy L. Fristoe was hired to work for the Town of Front Royal on April 9, 1980 as a Senior Plant Operator for the Wastewater Treatment Plant; and,

WHEREAS, on February 1, 1989, Mr. Fristoe was promoted to Chief Plant Operator for the Wastewater Treatment Plant; and,

WHEREAS, on July 1, 2011 Mr. Fristoe was promoted and reclassified to Manager of the Wastewater Treatment Plant, a position he held until he retired on May 1, 2020 after 40 years of service; and,

NOW THEREFORE BE IT RESOLVED, that the Mayor and the Town Council dedicate the Wastewater Treatment Office Building as the “Timmy W. Fristoe Office Building” in recognition of Mr. Fristoe’s 40 years of service, dedication and contributions to the Town of Front Royal and the operations of Front Royal Wastewater Treatment Plant.

Mayor Initial ____

Councilman Meza thanked Mr. Tederick for organizing the ceremony held before the meeting tonight at the Wastewater Treatment Plant.

Councilman Gillispie moved, seconded by Councilman Holloway that Council approve a Resolution dedicating the office building at the Wastewater Treatment Plant as the “Timmy W. Fristoe Office Building”, as presented.

Vote: Yes – Councilmen Sealock, Gillispie Holloway, Meza and Thompson

No – N/A

Abstain – N/A

Absent – Councilman Cockrell

ROLL CALL

The meeting ended at 8:28pm

APPROVED:

Eugene R. Tewalt, Mayor

ATTEST:

Tina L. Presley Clerk of Council

Councilman _____ moved, seconded by Councilman _____ approved the Regular Council Meeting minutes of August 24, 2020 on September 14, 2020.

Mayor Initial _____

TOWN COUNCIL WORK SESSION

Monday, August 24, 2020

Immediately following the regular meeting

1. CLOSED MEETING – Consultation with Legal Counsel and Pending Litigation

Councilman Gillispie moved, seconded by Councilman Holloway that Town Council go into Closed Meeting for the following reasons:

- 1) To convene and meet in Closed Meeting for consultation with legal counsel and briefings by staff members or consultants pertaining to actual or probable litigation with EDA, where such consultation or briefing in Open Meeting would adversely affect the negotiating or litigating posture of Town Council; "probable litigation" meaning litigation that has been specifically threatened or on which Town Council or its legal counsel has a reasonable basis to believe will be commenced by or against a known party; pursuant to Section 2.2-3711. A. 7. of the Code of Virginia.*
- 2) Consultation with legal counsel employed or retained by Town Council regarding specific legal matters requiring the provision of legal advice by such counsel, specifically, leasing or licensing public property owned by the Town, pursuant to Section 2.2-3711. A. 8. of the Code of Virginia.*

There was unanimous consensus of Council to go into closed meeting.

Councilman Gillispie moved, seconded by Councilman Holloway that Council certify that to the best of each member's knowledge, as recognized by each Council member's affirmative vote, that only such public business matters lawfully exempted from Open Meeting requirements under the Virginia Freedom of Information Act as were identified in the motion by which the Closed Meeting was convened were heard, discussed or considered in the Closed Meeting by Council, and that the vote of each individual member of Council be taken by roll call and recorded and included in the minutes of the meeting of Town Council.

Vote: Yes – Councilmen Sealock, Gillispie, Holloway, Meza, and Thompson

No – N/A

Abstain – N/A

Absent – Mayor Tewalt and Councilman Cockrell

ROLL CALL

2. Continued Discussion of Front Royal IDA/EDA – Interim Town Manager Tederick advised that he was looking for specific direction from Council. He noted that the Town stopped funding the current EDA in 2012. He explained that if the Town were to help fund the current EDA it would equal to approximately \$121,808 of a \$400,000 budget which the Town could use to pay for its own EDA where focus could be empty store fronts and redevelopment in Town. Mr. Tederick reiterated that tonight he needed clarity and guidance from Council on whether to seek applications for those willing to serve on the EDA Board or shall Council select their own representatives. He clarified the EDA Board would approve the By-Laws.

Councilman Meza advised that he was in favor of the Town having its own EDA and to move forward with advertising for the positions for the EDA Board.

Mayor Initial ____

Councilman Thompson agreed that the \$121,000 could be used for the Town's general support and could be specific to the Town's blighted buildings.

Councilman Meza questioned whether the CARES Act funding could be used. Mr. Tederick advised that the County approves the use of those funds.

Councilmen Gillispie and Holloway supported the idea of the Town's own EDA and to move forward with accepting applications for the Board.

Vice Mayor Sealock advised Mr. Tederick that he had clear cut directives tonight. It was clarified to send all revisions of the by-laws to Town Attorney Doug Napier.

3. Open Discussion – Mr. Sealock advised Council that they had received 41 applications for the position of Town Manager. Council agreed to give BakerTilly direction to give Council the top 15 with the top 2 or 3 starred as their [BakerTilly] favorites.

Adjourned 9:11pm

PRESENT: Vice Mayor Sealock, Councilman Gillispie, Councilman Holloway, Councilman Thompson, Interim Town Manager Tederick, Town Attorney Napier, Clerk of Council Presley, and members of the public and press.

ABSENT: Mayor Tewalt and Councilman Cockrell

APPROVED:

Eugene R. Tewalt, Mayor

ATTEST:

Tina L. Presley Clerk of Council

Councilman _____ moved, seconded by Councilman _____ approved the Work Session minutes of August 24, 2020 on September 14, 2020.

Mayor Initial _____

7A



Council Agenda Statement

Item # 7A

Meeting Date: September 14, 2020

Agenda Item: COUNCIL APPROVAL - FY2021-2022 Budget Calendar

Summary: Council is requested to approve the attached budget calendar for FY2021-2022

Budget/Funding: None

Meetings: Work Session held September 8, 2020

Should Council wish to remove this item from the consent agenda, the following motion would allow approval of this request:

Proposed Motion: I move that Council approve the FY2021-2022 Budget Calendar as presented.

Approved By: _____

Moved _____ Seconded _____

VM Seacock _____ Cockrell _____ Gillispie _____ Holloway _____ Meza _____ Thompson _____

Fiscal Year 2021-2022 Proposed Budget Calendar

Sept 18, 2020	Finance Department distributes FY22 Budget forms to Departments (FY20 Figures provided will not be final/audited figures)
Sept 25, 2020	Departments requests for 5-year CIP due to Finance with justifications
Oct 2, 2020	CIP related to properties sent to Planning Commission for Review
Oct 26, 2020	FY21 Departmental spending requests due back to Finance
Nov 16-20, 2020	Town Manager preliminary review spending with Departments
Dec 15, 2020	Mid-year FY21 Budget transfers due from departments
Jan 4, 2021	Work Session – review of capital projects & other possible major items that may be included in FY22 proposed budget
Jan 19, 2021	Revenue Forecast Review
Feb 1, 2021	Town Manager’s Recommended Budget to Town Council
Feb 1, 2021	Work Session. Revenues & General Fund Expenditures Review
Feb 16, 2021	Work Session – Review Enterprise Fund Expenditures and discuss tax rates to advertise for Real and Personal Property
Feb 17, 2021	Advertisement submitted for annual tax rate for Real and Personal Property – rate has to be set prior to April 1
March 1, 2020	Additional Budget Work Session (If requested)
Mar 8, 2021	Public Hearing & First Reading of Town Tax rates for both Real Estate and Personal Property

Mar 22, 2021	Second and Final Reading of Town Tax rates for both Real Estate and Personal Property
April 6, 2021	Advertisement submitted for Annual Appropriation Ordinance
April 26, 2021	Public Hearing & First Reading of Appropriations Ordinance and Rate Ordinances
May 1, 2021	Budget Work Session (If requested)
May 10, 2021	Second and Final Reading of Appropriation Ordinance and Rate Ordinances

7B



Council Agenda Statement

Item # 7B

Meeting Date: September 14, 2020

Agenda Item: COUNCIL APPROVAL - Extension of Contract for Business Recovery Consulting Services

Summary: Council is requested to approve an extension of the current business recovery consulting services contract with Strategic Solutions by Tricia, LLC until the Town is able to procure a long-term contract for destination marketing organization services. The contract will begin October 1, 2020 through December 31, 2020 with an option to modify for a contract amount of \$23,000, not to exceed \$28,750.00.

Budget/Funding: Tourism budget line item 1205-43002

Meetings: None

Should Council wish to remove this item from the consent agenda, the following motion would allow approval of this request:

Proposed Motion: I move that Council approve an extension of the current business recovery consulting services contract with Strategic Solutions by Tricia, LLC until the Town is able to procure a long-term contract for destination marketing organization services, beginning October 1, 2020 through December 31, 2020 with an option to modify for a contract amount of \$23,000, not to exceed \$28, 750.00.

Approved By: 

Moved _____ Seconded _____

VM Sealock _____ Cockrell _____ Gillispie _____ Holloway _____ Meza _____ Thompson _____



Town of Front Royal, Virginia

Purchasing, Department of Finance

MEMORANDUM

Date: September 2, 2020
To: Tina Presley, Senior Executive Assistant
From: Alisa Scott, Manager of Purchasing
RE: Request to add action item to Town Council Agenda

Purchasing received a request from the Town Manager's Office to continue procuring the Business Recovery Consulting services with a primary focus on tourism until the Town is able to procure the long-term contract for Destination Marketing Organization services that is related to tourism. This contract will begin on October 1, 2020 through December 31, 2020 with an option to modify for a contract amount of \$23,000.00, not to exceed \$28,750.00.

This procurement qualifies as a sole source in accordance with the Virginia Public Procurement Act because Strategic Solutions by Tricia, LLC is the only source practicably available for the Town to continue receiving support for Business Recovery and Tourism services. The Town is currently procuring these services of Strategic Solutions by Tricia, LLC, and it would be unreasonably expensive to purchase these services from any other Independent Contractor. The contract with Strategic Solutions by Tricia, LLC, is expected to be awarded on October 1, 2020.

Supporting this statement is a letter from the Town's Finance Director, and a sole source form required by internal procurement procedures.

Funding for this procurement is available in the Town's Tourism budget line item 1205-43002.

Purchasing, Department of Finance
102 E Main Street
Front Royal, VA 22630
Website: www.frontroyalva.com
Phone 540-636-6889



TOWN OF FRONT ROYAL

DEPARTMENT OF FINANCE

102 E. MAIN STREET

P.O. BOX 1560

Front Royal, Va. 22630

B.J. Wilson
Director of Finance
bwilson@frontroyalva.com

(540) 635-7799
(540) 635-2298 fax

August 28, 2020

Re: Strategic Solutions by Tricia LLC– Sole Source

The Town of Front Royal previously procured and retained Strategic Solution by Tricia LLC as a temporary solution for business recovery consultant on the tourism industry until the Joint Tourism Advisory Board could develop criteria for a long term solution between the Town of Front Royal & Warren County's tourism.

The current contract between the Town of Front Royal & Strategic Solutions by Tricia LLC ends September 30th, 2020; at which point the long-term tourism solution will still be in the process of being implemented.

The Town of Front Royal has determined that there is only one source practicably available, Strategic Solutions by Tricia LLC, that can reasonably bridge the short-term gap as tourism consultant without restarting initiatives and/or requiring the Town to incur additional expense.

For this, I recommend that the Town of Front Royal contract with Strategic Solutions by Tricia LLC until the long-term solution is fully implemented or December 31, 2020; which ever shall occur first.

Sincerely,

B.J. Wilson,
Director of Finance



SOLE SOURCE JUSTIFICATION FORM

Requesting Department: Tourism/Finance

Description of Commodities or Services: Tourism Consultant

On the lines below initial all entries that apply to this procurement.

_____ Original manufacturer's equipment or parts subject to specific patent or copyright
(Please attach supporting documentation)

_____ Equipment or parts not interchangeable with similar parts or equipment of
another manufacturer (Please attach supporting documentation)

_____ Original manufacturer's parts required to maintain equipment warranty
(Please attach copy of manufacturer's warranty)

_____ This is the only known equipment or part that meets the specialized needs of
this department or perform the intended function (Please attach explanation)

X_____ This is the only known vendor that can perform the repair, maintenance, or render
the service. (Please attach supporting documentation)

_____ Commodities or services are only available from this vendor because of legal
requirements. (Please attach explanation)

_____ None of the above apply (Please attach explanation)

Based on the above, I request that competitive purchasing procedures be waived and that
the commodities or services be procured as a sole source procurement. I have obtained a
price quote from this sole source vendor and the price has been determined to be fair and
reasonable based on:

Circle one: History Cost of similar commodities or services

Published prices Negotiated cost

The Town of Front Royal Procedures for Purchasing and Procurement Manual provides
that written notification of a sole source purchase must be posted in a designated public
area, published in a newspaper of general circulation, or posted on the Town of Front Royal
web site.

Initiator: _____
Signature

Date: _____

Verification by Department Head: _____
Signature



THIS CONTRACT FOR SERVICES is made and entered into this _____ day of _____, 20_____, by and between **THE TOWN OF FRONT ROYAL, VIRGINIA**, a Municipal Corporation, whose address is 102 East Main Street, Front Royal, Virginia 22630 (hereinafter referred to as the “Town”), and **STRATEGIC SOLUTIONS BY TRICIA LLC**, a commonwealth of **VIRGINIA** Corporation, whose street address is **2200 COLONIAL AVENUE**, and whose mailing address is SAME (hereinafter called the “Independent Contractor”).

W I T N E S S E T H:

That for and in consideration of the mutual promises contained herein, the Town agrees to purchase, and the Independent Contractor agrees provide the following described services:

1. Place of Service Performance/Delivery:

PER RFQ #20-20 TOURISM CONSULTANT

2. Time of Service Delivery: Normal working business hours for this project will be 7:00 A.M. to 5:00 P.M., Monday through Friday, unless otherwise approved by the Town of Front Royal. Work will not be permitted on any Town of Front Royal holidays, which include New Year’s Day, Martin Luther King Day, President’s Day, Memorial Day, Independence Day, Labor Day, Columbus Day, Veteran’s Day, Thanksgiving Day, Day after Thanksgiving, Christmas Eve Day, and Christmas Day.

3. Term of Contract: This Contract shall be in effect beginning October 1, 2020 through December 31, 2020 with the option to modify for extension (if not otherwise terminated pursuant to the terms of this agreement) in accordance with the enclosed scope of work and terms.

4. Payment:

a. The Town shall promptly pay the sum of TWENTY-THREE THOUSAND DOLLARS **(\$23,000.00)** for the completed services or delivered goods described in Attachment A by the required date. The required payment date shall be either: (1) the date on which payment is due under the terms of the contract, or (2) if a date is not established by the contract, not more than forty-five (45) days after goods or services are received or not more than forty-five (45) days after an invoice is rendered, whichever is later. Separate payment dates may be specified for contracts under which goods or services are provided in a series of partial executions or deliveries to the extent that the contract provides for separate payment for partial execution or delivery. Within twenty (20) days after the receipt of an invoice for goods or services, the Town shall notify the supplier of any defect or impropriety that would prevent payment by the required payment date. If the Town fails to make payment by the required payment date, the Town shall pay any finance charges assessed by the supplier that shall not exceed one percent (1%) per month. Where payment is made by mail, the date of the postmark shall be deemed to be the date the payment is made.

b. Individual Contractors shall provide their Social Security numbers, and proprietorships, partnerships, and corporations shall provide the Town of Front Royal with a Federal Employer Identification number, prior to receiving any payment from the Town.

c. Invoices for items ordered, delivered, and accepted shall be submitted by the Independent Contractor directly to this payment address:

Town of Front Royal
Accounts Payable
P.O. Box 1560
Front Royal, VA 22630

All invoices shall show the applicable Purchase Order number.

d. The Independent Contractor shall monthly furnish an invoice to the Town for services rendered that month. All goods or services provided under this contract or Purchase Order, that are to be paid for with public funds, shall be billed by the Independent Contractor at the contract price, regardless of which Town department is being billed.

e. Unreasonable Charges. Under certain emergency procurements and for most time and material purchases, final job costs cannot be accurately determined at the time orders are placed. In such cases, Independent Contractors should put on notice that final payment in full is contingent on a determination of reasonableness with respect to all invoiced charges. Charges which appear to be unreasonable will be researched and challenged, and that portion of the invoice held in abeyance until a settlement can be reached. Upon determining that invoiced charges are not reasonable, The Town shall promptly notify the Independent Contractor, in writing, as to those charges which it considers unreasonable and the basis for the determination. An Independent Contractor may not institute legal action unless a settlement cannot be reached within thirty (30) days of notification. The provisions of this section do not relieve an agency of its prompt payment obligations with respect to those charges which are not in dispute. (*Code of Virginia* § 2.2-4363).

To Subcontractors:

a. An Independent Contractor awarded a contract under this solicitation is hereby obligated:

(1) To pay the subcontractor(s) within seven (7) days of the Independent Contractor's receipt of payment from the Town for the proportionate share of the payment received for work performed by the subcontractor(s) under the contract; or

(2) To notify the Town and the subcontractor(s), in writing, of the Independent Contractor's intention to withhold payment and the reason.

b. The Independent Contractor is obligated to pay the subcontractor(s) interest at the rate of one percent (1%) per month (unless otherwise provided under the terms of the contract) on all amounts owed by the Independent Contractor that remain unpaid seven (7) days following receipt of payment from the Town, except for amounts withheld as stated in (2) above. The date of mailing of any payment by U.S. Mail is deemed to be payment to the addressee. These provisions apply to each sub-tier contractor performing under the primary contract. An Independent Contractor's obligation to pay an interest charge to a subcontractor cannot be construed to be an obligation of the Town of Front Royal.

5. Reports: The Independent Contractor shall complete, maintain, and submit to the Town all records and reports and lists of services rendered when such services are rendered.

6. Services Rendered: The Independent Contractor shall perform all services to be rendered pursuant to this Contract at the location specified above. The Independent Contractor agrees to maintain all facilities and equipment used by the Independent Contractor under this Contract in clean, sanitary, and safe condition and free from defects of every kind.

7. Licenses and Permits: The Independent Contractor agrees that it has procured all licenses, permits, or other like permission required by law to conduct or engage in the activity provided for in this Contract; that it will procure all additional licenses, permits, or like permission required by law during the term of this Contract; and that it will keep such licenses, permits, and permissions in full force and effect during the term of this Contract.

8. Independent Contractor: The Independent Contractor understands and agrees that the relationship of the Independent Contractor to the Town arising out of this Contract shall be that of Independent Contractor. It is understood that the Independent Contractor, or its staff and employees, are not employees of the Town and are, therefore, not entitled to any benefits provided employees of the Town. The Independent Contractor shall be responsible for reporting and accounting for all State, Federal, Social Security, and local taxes where applicable.

9. Non-Discrimination: During the performance of this agreement the Independent Contractor agrees as follows:

a. The Independent Contractor will not discriminate against any employee or applicant for employment because of race, religion, color, sex, natural origin, age, disability, status as a service disabled veteran or any other basis prohibited by state law relating to discrimination in employment, except where there is a bona fide occupational qualification reasonably necessary for the normal operation of the Independent Contractor. The Independent Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this non-discrimination clause.

b. The Independent Contractor, in all solicitations or advertisements for employees placed by or on behalf of the Independent Contractor, will state that the Independent Contractor

is an equal opportunity employer.

The Town of Front Royal does not discriminate against faith-based organizations.

c. Notices, advertisements and solicitations placed in accordance with federal law, rule or regulation shall be deemed sufficient for the purpose of meeting the requirements of this section.

d. The Independent Contractor will include the provisions of the foregoing paragraphs a, b and c in every subcontract or purchase order of over \$10,000.00 so that the provisions will be binding upon each sub-contractor or vendor.

10. Compliance with Federal Immigration Law: The Independent Contractor does not and shall not during the performance of the Contract for goods and services in the Commonwealth, knowingly employ an unauthorized alien as defined in the federal Immigration Reform and Control Act of 1986.

11. Compliance with State Law: The Independent Contractor shall comply with section 2.2-4311.2 of the Code of Virginia pertaining to foreign and domestic businesses authorized to transact business in the Commonwealth.

12. Drug-Free Workplace: For the purpose of this section, “drug-free workplace” means a site for the performance of work done in connection with this contract awarded to the Independent Contractor in accordance with this procurement transaction. During the performance of this contract, the Independent Contractor agrees to:

a. Provide a drug-free workplace for the Independent Contractor’s employees

b. Post in conspicuous places, available to employees and applicants for employment, a statement notifying employees that the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana is prohibited in the Independent Contractor’s workplace and specifying the actions that will be taken against employees for violations of such prohibition

c. State in all solicitations or advertisements for employees placed by or on behalf of the Independent Contractor that the Independent Contractor maintains a drug-free workplace

d. Include the provisions of the foregoing paragraphs a, b and c in every subcontract or purchase order of over \$10,000, so that the provisions will be binding upon each subcontractor or vendor,

13. Termination for Cause: This Contract may be terminated by the Town upon fifteen (15) days written notice to the Independent Contractor to the address first named above in the event of substantial failure or default of the Independent Contractor to perform in accordance with the terms hereof through no fault of the Town's.

14. Termination for Convenience: The obligation to provide further services under this Contract may be terminated by the Town for its convenience and not for cause upon fifteen (15) days written notice. The Independent Contractor shall be compensated for work performed through the date of termination and for termination expenses, including any expenses directly attributable to termination and for which the Independent Contractor is not otherwise compensated. Termination expenses shall not, however, include loss profits on services not performed as a result of such termination for convenience.

15. Notice: Any notice which is required to be given, or which may be given under this Contract, shall be sent to those mailing addresses noted in the first paragraph of this Contract.

16. Non-Assignability: Independent Contractor understands that this Contract is a contract with the professional services of the Independent Contractor and that it is made by the Town in reliance on the Independent Contractor's personal skills and knowledge in the activity to be conducted and as represented by the Independent Contractor. Accordingly, this Contract is non-assignable by the Independent Contractor without the express written advance permission of the Town.

17. Insurance: The Independent Contractor shall procure and maintain the general liability insurances shown below, with the Town names as Additional Insured, for protection from claims arising out of performance of services caused by negligent, reckless, or willful error, omission or act for which the Independent Contractor is legally liable. The Independent Contractor shall deliver to the Town, upon execution of this Agreement, certificates of such insurance. Insurance shall provide for coverage effective through the date of the end of the Project.

Comprehensive General Liability Insurance, *naming the Town as Additional Insured*
Automobile Liability, *naming the Town as Additional Insured*
Worker's Compensation

18. Amount of Insurance Required:

Comprehensive General Liability Insurance - \$1,000,000 Minimum per Incident

Automobile Liability Insurance - \$1,000,000 bodily injury and \$1,000,000 property damage

Worker's Compensation – As required by the Commonwealth of Virginia

19. Indemnification: The Independent Contractor shall indemnify, keep and hold harmless the Town of Front Royal and its members of Council, officers, directors, employees and volunteers against any and all third party claims of injuries, death, damage to property, theft, patent claims, suits, liabilities, judgements, costs and expenses (including reasonable attorney fees) which may otherwise accrue against the Town in consequence of the granting of a Contract which may otherwise result therefrom, to the extent it shall be determined that the claim was caused through negligence or error, or omission of the Independent Contractor or his or her employees, or that of the Subcontractor or his or her employees, if any; and the Independent Contractor shall, to the extent of its obligation above, pay all reasonable charges of attorneys and all costs and other expenses arising therefrom or incurred in connection therewith; and if any judgement shall be rendered against the Town in any such action, the Service Provide shall, to the same extent, at its own expense, satisfy and discharge the same. The Independent Contractor expressly understands and agrees that any performance bond or insurance protection required by this Contract, or otherwise provided by the Independent Contractor shall in no way limit the responsibility to indemnify, keep and save harmless and defend the Town as herein provided. The provisions of this section shall survive the completions, terminations or expiration of the Contract.

20. Entire Contract: This Contract constitutes the entire agreement between the parties pertaining to the subject matter of this Contract and supersedes all prior or contemporaneous agreements and understandings of the parties in connection with the subject matter. No

modification of this Contract shall be effective unless made in writing and signed by both parties.

21. Force Majeure: The Independent Contractor shall not be held responsible for failure to perform the duties and responsibilities imposed by this Contract if such failure is due to fires, riots, rebellions, natural disasters, wars, or an act of God beyond control of the Independent Contractor, and outside and beyond the scope of the Independent Contractor's then current, by industry standards, disaster plan that make performance impossible or illegal, unless otherwise specified in the Contract.

22. Antitrust: By entering into this Contract, the Independent Contractor conveys, sells, assigns and transfers to the Town of Front Royal all rights, title, and interest in and to all causes of action the Independent Contractor may now have or hereafter acquire under the antitrust laws of the United States or the Commonwealth of Virginia, relating to the goods or services purchased or acquired by the Town of Front Royal under this Contract.

23. Additional Terms and Conditions: The following attachments are made a part of this Contract and are incorporated herein:

(1) Attachment "A" – Complete Bid Submittal

24. Standard of Care: The Independent Contractor shall perform the services herein described expeditiously and diligently and in accordance with the standard of care and skill ordinarily exercised under similar conditions by reputable members of its profession or trade practicing in the same or similar locality within the Commonwealth of Virginia existing as of the date such services are provided and in accordance with all applicable laws, codes, and regulations in effect as of the date such services are provided.

25. Enforcement: This Contract shall in all aspects be governed by the laws of the Commonwealth of Virginia. Any action maintained by either party for the enforcement or interpretation of the terms of this Contract shall be filed in the courts of Warren County, Virginia. The Independent Contractor shall comply with all applicable federal, state and local laws, rules and regulations.

IN WITNESS WHEREOF, the undersigned parties hereto have made and executed this Contract as the day and year first above written.

(TOWN SEAL)

TOWN OF FRONT ROYAL, VIRGINIA

Attest: _____

BY: _____

Print Name: _____

Type Name: Matthew Tederick

Title: _____

Title: Interim Town Manager

Date: _____

Date: _____

(INDEPENDENT CONTRACTOR SEAL)

INDEPENDENT CONTRACTOR:

Attest: _____

BY: _____

Print Name: _____

Print Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

APPROVED AS TO FORM:

DOUGLAS W. NAPIER, TOWN ATTORNEY

DATE: _____

Attachment A – Complete Bid Submittal



Town of Front Royal Purchasing
FINANCE DEPARTMENT
P.O. BOX 1560
102 E. Main Street
Front Royal, VA 23630

 **Strategic SOLUTIONS**

by Tricia
Where Strategy Equals Results

RFQ #20-2020 Response
Business Recovery Consultant
with Primary Focus on
Tourism Industry to
Town of Front Royal

June 11, 2020

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 Strategic SOLUTIONS
by Tricia
Where Strategy Equals Results

June 11, 2020

Alisa Scott
Town of Front Royal Purchasing Manager
Finance Department
102 E Main Street
Front Royal, VA 22630

Dear Ms. Scott,

Over the past 25 years, and during the last five years as President and Owner of Strategic Solutions by Tricia LLC (SST), I have helped many organizations overcome numerous obstacles -- the latest hurdle, as we all have experienced, was posed by the global COVID-19 pandemic. I, along with my team, have the experience, expertise, and the ability to help the Town of Front Royal and its small businesses overcome obstacles just like this one. Many of SST's current clients have struggled due to the economic impact of the necessary stay at home orders, business closures, and social distancing requirements. We have helped these clients overcome the challenges they faced before and during the pandemic by identifying varied revenue streams, seeking local, state, and federal grant opportunities and corporate investments applying for more than \$500,000 worth of grants for our clients. We have also successfully secured funding from the CARES Act and PPP loan for our clients as well.

SST has a track record of developing relationships with city officials, boards, and volunteers to help meet our clients' goals as exemplified by our work with the d'Art Center, the Norfolk Commission on the Arts, the NEON District, the NEON Festival, and the Downtown Norfolk Council to create a vibrant destination in Norfolk's new arts district. We have also partnered with the Norfolk Harborfest, which brings \$20 million in the local economy. We are adept at bringing community stakeholders together, finding the right volunteer-base, and making sure that the shared vision is executed.

SST can help the Town of Front Royal and its local small businesses recover economically by providing flexible, adaptable, and problem-solving team members and technology. I have a strong team ready to assist and serve as trusted advisors and knowledgeable experts to help kick-start the business recovery and tourism industries by seeking funding, implementing strategies to drive business and patronage, and implementing targeted communications. The mission and vision at SST is and has always been, to be a resource for nonprofits and small businesses where they can access expertise for a reasonable cost. SST is known for its custom approach to all campaigns, plans, and processes. We do not subscribe to the one size fits all approach. We work in partnership with our clients and believe in high-touch, hands-on campaign consulting. I look forward to the opportunity to work in partnership with the Town of Front Royal's "Back to Business. Back to Nature" Committee, the Town Council, the Town Administration, and the Joint Town of Front Royal and Warren County Tourism Committee.

Thank you for your time and consideration.

Sincerely,



Tricia D. Hudson
President and Owner

STRATEGIC SOLUTIONS BY TRICIA LLC INTRODUCTION: RELEVANT QUALIFICATIONS

Strategic Solutions by Tricia, LLC Team Biographies

- 1.) Tricia Hudson, President & Owner
- 2.) Kris Griffith, Business Development Consultant
- 3.) Renee Minella, Account Executive
- 4.) Michelle McAfee, Communications & Grant Coordinator
- 5.) Amanda Bradley, Graphic Designer
- 6.) Jayna Eller, Communications Consultant, APR

1.) Tricia Hudson, President & Owner

Tricia serves as the president and owner of Strategic Solutions by Tricia, LLC. She has served the nonprofit, corporate, and higher education communities as a fundraising executive since 1996 and as a consultant since 2014. During her career, she has raised over \$50 million dollars in private support of various organizations and served on several boards in the Hampton Roads community.

As a consultant, Tricia develops strategic plans, timelines, planning documents and processes for her clients so that they can achieve greater financial results. She excels in working with boards, corporate executives, grant funders, and multidisciplinary teams to achieve common goals. Tricia is a strategic thinker with the ability to problem-solve, she absorbs the big picture while tending to the smallest of details.

Tricia's fundraising and business development expertise lies within the areas of strategy development, planning, solicitations, corporate development, high-level volunteer management, prospect development and building high-performing teams.

During Tricia's various roles in higher education, she has worked collaboratively with university presidents, cabinet-level leadership, college deans, and other internal partners in order to advance the mission of the university and provide financial support for the university's students, programs and faculty. Tricia also has deep experience in research and developing strategically aggressive next steps.

As an executive in higher education, she has worked at the highest levels of the organization to develop strategy, implement policy, develop budgets, establish large-scale priorities, and manage multidisciplinary projects.

Tricia is the past president of the Hampton Roads Chapter of the Association of Fundraising Professionals and has served as the National Philanthropy Day Event chairman. She is a 2009 graduate of LEAD Hampton Roads, a board member of the Girl Scouts Council of the Colonial Coast, a founding member of the Old Dominion University Women's Initiative Network and a member of the George Mason University Alumni Association. During Tricia's fundraising career she has been affiliated with Old Dominion University, Tidewater Community College, Virginia Wesleyan College, the American Heart Association and the American Red Cross.

Tricia received her B.A. in government & politics from George Mason University.

2.) Kris Griffith, Business Development Consultant

Kris is a results-generating client service professional specializing in the technology marketing space for start-ups and large corporations with proven results in relationship development, technical consultation, product support, and contract negotiation. Currently living in Northern Virginia, he has been

recognized for implementing tactical customer success strategies, building and leading high-performance teams, and leading effective presentations to clients and executives.

Kris has helped institutions increase enrollment, retain students, improve marketing efforts, and implement large technical projects effectively for colleges and universities for nearly a decade. As a Business Development Consultant to Thomas Nelson Community College Foundation, Inc., he was responsible for increasing Foundation funds by over \$300,000. He also spearheaded the deployment of online presence, including websites and social media and identified and pursued valuable business opportunities to generate new company revenue and improve bottom-line profit. As Director of Enrollment for Blackboard, Inc., he helped institutions identify a comprehensive, strategic, and personalized solution to improve student recruitment, engagement, enrollment, satisfaction, and retention. He also provided functional support to the Education Services sales, operations, and product development teams related to the full spectrum of enrollment services. At Strategic Solutions by Tricia, LLC, Kris' focus is on business development for a nonprofit, Community College Foundation where he can use his skills to improve community and donor relationships to benefit the next generation of workers.

3.) Renee Minella, Account Executive

Renee is an Account Executive for Strategic Solutions, where she is responsible for maintaining goals, meeting quotas and facilitating the overall growth for our clients. As an A.E. Renee helps to develop and coordinate activities to secure funds for projects and organizations. Activities to help support initiatives such as educational financial aid and scholarships, arts and entertainment, as well as, historical landmarks. Renee has a background in marketing, customer relations and team management. Prior to Strategic Solutions, she worked for an advertising agency that allowed her to work with a variety of clients, including those within tourism, banking and nonprofits. Through these experiences, she has been able to carry out her passion in communications by building meaningful relationships.

4.) Michelle McAfee, Communications and Grant Coordinator

Michelle serves as the Communications & Grant Coordinator for Strategic Solutions by Tricia, LLC. She has spent most of her nearly 20-year career in the Virginia Beach City Public School System and Higher Education, to include Old Dominion University and George Mason University. Her past experience includes serving as a Coordinator, Teacher, Media Relations Specialist, Editor, and Writer. Her background includes not only teaching, but grant, promotional, and technical writing as well as marketing, public relations, and much more. She holds a Bachelor of Arts in English Writing from George Mason University, as well as an English 6-12 Teaching Certification and Military Child and Family Studies Certification from Old Dominion University.

5.) Amanda Bradley, Graphic Designer

Amanda is an independent contractor who collaborates with Tricia and her team and serves as Strategic Solutions' graphic designer. She is a Norfolk native, and her background consists of management, art, freelancing, communications, and working with nonprofits.

Amanda is a photographer and graphic artist. She earned her BFA in photography and print media in 2013 at Old Dominion University. Her photography focuses mostly on photo manipulation work and has appeared in the PFAC Genesis show, Compelling Images, the Amalgamation art exhibit, and several student art shows at ODU. After obtaining her BFA, Amanda started her own freelance graphic design and photography business, Bradley Depictions. Her design work has appeared in many local advertisements, non-profits, events, business logos, and commercials. Amanda's true passion lies in poster design and typography, and her poster was chosen for Norfolk's 43rd Annual Harborfest Poster in 2019.

Since July 2017, Amanda has been working in Norfolk's NEON District at the d'Art Center as its communications, marketing, and gallery manager. She produces all of the graphic art and marketing material for the center, manages its social media presence, curates exhibitions, and manages the gallery.

6.) Jayna Eller, Communications Consultant, APR

Jayna Eller has three decades' experience handling strategic fundraising and marketing communications for clients conveying compelling messages that achieve results. Jayna has gained a broad range of experience and achieved much success in marketing communications, fundraising and public relations that demonstrates her capability to assess opportunities and develop donor and volunteer relationships sharing key messages to reach fundraising goals.

For WHRO Public Media, she served as Marketing Officer raising awareness and appreciation for the brand, and fundraising for the annual membership drives and capital campaign to fund new initiatives, with private donations and corporate sponsorships. While at Cape Henry Collegiate, she served as Director of Development leading volunteers and raising nearly \$3 million annually in donations from current student and alumni families, local businesses and community foundations. For Sentara Healthcare, she led the marketing communications team to launch the new Sentara Healthcare's Princess Anne Campus, handling strategic planning and providing leadership to implement marketing communications tactics introducing new facility services and physicians to targeted patients/consumers, physicians, media, and employees. As Vice President & Director of Public Relations for Finnegan & Agee Advertising Agency with offices in Richmond, Roanoke and Virginia Beach, Va., she established a new PR division which planned and implemented integrated marketing and media relations for healthcare, consumer products, and travel and tourism clients across the mid-Atlantic region and received an award for Achievement of Outstanding Results for new business development and results-oriented communications management, increasing the new PR division's capitalized billings to \$2.5 million in three years.

Jayna received her B.S. in Mass Communication from Virginia Commonwealth University and has completed MBA course work at Old Dominion University focusing on marketing and multimedia communications. She is a past president of the Public Relations Society of America Virginia Chapter and is accredited in Public Relations.

RESUMES OF PROJECT MANAGER AND TEAM MEMBERS

Tricia Hudson

Norfolk VA • (757) 846-8484 • tricia@strategicsolutionsbytriciallc.com • [linkedin.com/in/triciahudson](https://www.linkedin.com/in/triciahudson)

PROFESSIONAL SUMMARY

An innovative, strategic, and driven **Development & Marketing Executive Leader** with **20+** years' experience specializing in major gift fundraising and high net worth donor stewardship. A strategic thinker with a proven record in understanding and developing successful philanthropic fundraising strategies and protocols with impactful outcomes. A skillful manager of people, offering expert non-profit fundraising and marketing mentorship skills. Effectively establishes key relationships by actively connecting with community constituencies and building long-lasting partnerships with winning results.

CORE COMPETENCIES

- Advancement & External Relations Leader
- Board Recruitment & Development
- Budget & Fiscal Management
- Campaign Planning & Implementation
- Community Outreach & Engagement
- Diversity & Inclusion
- Donor Stewardship & Solicitation
- Leadership & Mentorship
- Public Speaking & Effective Communication
- Results-Oriented & Goal-Setter
- Strategic Marketing & Messaging
- Visionary & Trusted Advisor

PROFESSIONAL HISTORY

President & Owner, Strategic Solutions by Tricia, Norfolk VA

DEC 2015 – PRESENT

- Partners with nonprofits to provide fundraising and marketing counsel by developing strategic next steps, integrated marketing strategies, and effective board trainings and retreats.
- Conducts campaign feasibility studies to determine and properly execute next step developments, merging visioning expertise with non-profits mission statements.
- Develops, plans, and coordinates dynamic special events to facilitate successful fundraising efforts for non-profits, raising an average **\$100k** per project.
- Mentors and provides professional development guidance to **10** staff members (Account Executive, Assistant Vice President, Marketing & Communications Manager, Development Officer, Grant Coordinator, Operations Coordinator, Graphic Designer, Administrative Assistant, and College Intern).
- Leads by example as a source of collaboration and inspiration through effective experiential leadership as both coach and mentor. Exudes and executes an effective collaborative and team-oriented management style.
- Provides valuable Executive and Development Talent Acquisition services. Builds strong partnerships by utilizing solid experience in forecasting, budgeting, and financial resources with a results-driven approach.

Achievements

- Implemented plan to support **\$5M** goal for Peninsula Catholic School, pioneering its largest campaign to date.
- Developed a **three-year** strategic plan for Thomas Nelson Community College and coached the staff in raising **\$1M**.
- Assisted Samaritan House, d'Art Center, Foodbank of the Albemarle and Trinity Lutheran School in securing their annual fundraising budgets averaging from **\$150k** to **\$1M**.
- Led the Talent Acquisition search for CEO of YWCA, Director of Advancement at Trinity Lutheran School, Chief Development Officer at Versability Resources, and Development Officer and Annual Fund Coordinator at Thomas Nelson Community College.
- Received "*Famous Former Award*" by the Girl Scouts of the Colonial Coast in 2019.
- Received "*Community Impact Award*" by Samaritan House in 2019.

- Named to the Samaritan House Foundation and Norfolk SPCA Board of Directors.

Director of Major Gifts, Old Dominion University (ODU), Norfolk VA

MAR 2011 – MAR 2016

- Managed a Major Gift Program that yielded **\$20M+** for the University.
- Directed Major Gift Program (prospect and proposal pipelines) by supervising, and training **10** Major Gift Officers.
- Managed a high net worth portfolio of **\$10M** worth of donors/prospects by utilizing executive-level leadership skills.
- Developed and spearheaded cultivation and solicitation strategies and events with a strong emphasis on diversity and inclusion. Directed and managed President's Area Leaders Tours, President's Pre-Game Reception and Suite (Football, Basketball), and the National Alumni Territory Development Program.
- Forecasted, created, and oversaw major gift and travel budgets ranging between **\$100k-\$1M** (staffing, travel, events).

Achievements

- Co-Founded the University's Women's Initiative Network for executive women, growing to **14** founding members.
- Served as Staff Liaison for Board of Trustees Nominating Committee, nominating Community and Business Leaders to serve on boards and committees. Achieved **20%** diversification across all college advisory boards.

Director of Development, Tidewater Community College, Norfolk VA

FEB 2008 – MAR 2011

- Led a multi-campus college as Chief Development Officer and Member of President's Executive Staff, managing a **\$30M** portfolio of **300+** prospects and donors. Supervised **five** development staff and **six** graduate interns.
- Managed **three** budgets (Educational Foundation, Campaign Operating, and Development Office) along with pioneering specific community relations efforts, successfully connecting to **200+** community partners.
- Identified solid stewardship opportunities for prospects and donors and successfully planned and executed donor stewardship events.
- Led various presidential and college-wide events, successfully launching *Alumni Association* and recruiting **19** founding Board Members, forming a solid team of loyal visionaries. Recruits, trains, and cultivates Educational Foundation Board Members.
- Developed marketing and outreach plans, set budgets, and identified potential **six- to seven-figure** prospects through **100k+** alumni data records.

Director Development, Virginia Wesleyan College, Norfolk VA

APR 2004 – FEB 2008

- Led and mentored **12** staff members, handling an Annual and Major Gift Portfolio of **200** donors, valuing **\$15M**.
- Directed and managed a dynamic **\$6.5M** Annual Fund Campaign, building a major gift pipeline. Ensured all areas of marketing development are executed in a timely manner (i.e. solicitation, direct mail, phon-a-thon, consecutive giving strategies) and effectively identifying prospects.
- Guided all facets of Parents Council activities (i.e. board recruitment, volunteer opportunities, parent sponsored open houses for admissions, student career placement, and solicitations).

Achievements

- Established a "Parents Campaign", raising over **\$1M** in new funding annually.
- Coordinated the "The Key to the Future" Campaign Kick-off Event (largest campaign the college had embarked on).
- Pioneered and managed a Donor Stewardship Program, resulting in a **\$65M** "Comprehensive Campaign".

Regional Director, American Heart Association, Richmond VA, Newport News VA & North Brunswick NJ

JUL 1998 – APR 2004

- Led the **#10** Walk-A-Thon Campaign in the country which raised **\$1M+** (Richmond, Virginia) annually. Developed an underperforming team to new heights, successfully expanding territory to produce **\$400k** (New Jersey).

EDUCATION

Bachelor of Arts in Government & Politics, George Mason University, Fairfax VA

AFFILIATIONS

Philanthropy Day Chair/President/Member, Association of Fundraising Professionals, Hampton Roads VA	2000 – PRESENT
Alumna, LEAD Hampton Roads, Norfolk VA	2008 – PRESENT
Founding Member, ODU Women's Initiative Network, Norfolk VA	2013 – PRESENT
Regional Board Member, Girl Scouts of the Colonial Coast, Chesapeake VA	2017 – PRESENT
Board Member, SPCA, Norfolk VA	2019 – PRESENT
Board Member, Samaritan House Foundation, Virginia Beach VA	2019 – PRESENT

TECHNOLOGY

Microsoft Office (Excel, Word, PowerPoint) | **Fundraising** (Donor Perfect, Blackbaud Products) | **Donor Search Engines** (Wealth Engine, Donor Search) | **Social Media Platforms** (LinkedIn, Facebook, Instagram) | **G Suite**

KRIS GRIFFITH

Leesburg, VA 20176 • (703) 424-6093 • kris.griffith@gmail.com

PROFESSIONAL SUMMARY

Results-generating Client Services Professional specializing in the technology marketing space for start-ups and large corporations with proven results in relationship development, technical consultation, product support, and contract negotiation. Recognized for implementing tactical customer success strategies, building and leading high-performance teams, and leading effective presentations to clients and executives. Thrives on opportunities collaborating with clients, personnel, and senior executives; driving new products and innovations through critical thinking and empowerment; identifying and translating customer needs into concrete, actionable initiatives.

CORE COMPETENCIES

- Relationship Building
- Consultation & Support
- Revenue Maximization
- Client Relationship Management
- Problem Resolution
- Program Development
- Lead Generation
- Business-to-customer expertise
- Technical Training
- Product Promotion
- Change Management
- Data Analysis

PROFESSIONAL HISTORY

Business Development Consultant, Thomas Nelson Community College Foundation, Inc., *Hampton, VA* **JAN 2019 to PRESENT**

- Responsible for increasing Foundation funds by over \$300,000.
- Spearheaded deployment of online presences, including websites and social media.
- Identified and pursued valuable business opportunities to generate new company revenue and improve bottom line profit.
- Planned marketing initiatives and leveraged referral networks to promote business development.
- Researched appropriate funding sources such as government programs and private foundations.
- Collected information on existing programs to demonstrate cohesive and sustainable organization to funders.
- Wrote, reviewed and edited proposals for grants, gifts and contracts.
- Cultivated relationships with community, business, and local civic leaders in order to draw attention to the College and bring in new donors and volunteers.
- Researched and selected development platforms for educational technology projects, prioritizing cost-effective, reliable solutions.

Director of Enrollment, Blackboard, Inc., *Washington, DC*

NOV 2010 to DEC 2018

- Committed to helping institutions identify a comprehensive, strategic, and personalized solution to improve student recruitment, engagement, enrollment, satisfaction, and retention.
- Provided functional support to the Education Services sales, operations, and product development teams related to the full spectrum of enrollment services.
- Generated creative and unique solutions through proactive collaboration.
- Managed a team that advised, guided, and assisted campuses on how to utilize, optimize, and implement technology to increase conversion and improve yield; simultaneously providing convenient options for today's learners.
- Delivered client-collaborated conference presentations, focused on product outcomes.

Senior Manager, Enrollment, Blackboard, Inc., *Washington, DC*

MAY 2014 to AUG 2015

- Responsible for enrollment strategies to drive client satisfaction and improve performance.
- Identified and hired performing operational team members who deliver a high standard quality of service specific to client needs.
- Developed 'Springboard Sales Training' as well as other processes that were adopted by all Student Services enrollment clients.
- Managed the project planning and execution of a new site launch for the client.

- Produced quality initiatives to accurately report/grow agent performance to increase lead conversion, ultimately reducing expenses.

Program Manager, Enrollment, Blackboard, Inc., Washington, DC

FEB 2012 to MAY 2014

- Partnered with the Operations, Training, Knowledgebase, and Quality teams daily to achieve results and optimize performance.
- Collaborated with client to develop strategies leading to a consistent increase in independent mystery shopper quality scores.
- Traveled frequently to train operations team members to enhance performance and maintain relationships that exceeded client/Blackboard expectations.
- Built strong, trusting client relationships with multiple, multi-level contacts.

Account Executive, Enrollment, Blackboard, Inc., Washington, DC

NOV 2010 to JAN 2012

- Managed Blackboard Student Services' largest enrollment client at time, with annual revenue of \$3.6M+.
- Increased enrollments by 6.5% in 2012 by developing and executing enrollment strategies to improve lead conversion.
- Reviewed statistical enrollment data and prepared reports; tracked and analyzed enrollment, lead, call volume, quality, and expense report trends to build initiatives to increase performance/revenue.

Marketing Coordinator, Enrollment, DigitalBridge Communications, Inc., Ashburn, VA,

JAN 2010 to NOV 2010

- Prepared all training materials and directly trained company's new 30+ agent call center on account management, systems and applications, sales, and retention improving operations in all markets..
- Ensured appropriate coordination of new collateral development to reduce repetition of work across marketing teams.
- Planned and generated marketing campaigns for DBC products and services to position in all markets.
- Tracked and administered the assigned marketing budget.
- Marketed to nationwide corporate accounts, built relationships, networked and composed strategic plans to increase revenue.
- Created branding and future company partnerships including packaging and equipment branding.
- Built positive relationships with product manufacturers and vendors worldwide to support the quality of the brand.

EDUCATION

Bachelor of Science in Marketing, Expected May 2022, George Mason University, Fairfax VA

Business Administration College Courses, Bridgewater College, Bridgewater, VA

AWARDS

- Blackboard's "Circle of Excellence Award," 2014 & 2013

RENEE MINELLA

Virginia Beach VA • (301) 491-5400 • renee@strategicsolutionsbytriciallc.com • LinkedIn: @reneeminella

CORE COMPETENCIES

- Leadership
- Communication
- Content Creation
- Strategic Planning
- Public Speaking
- Public Relations
- Critical Thinking
- Client Management
- Brand Development
- Market Research
- Event Planning and Execution

PROFESSIONAL HISTORY

Account Executive, Strategic Solutions by Tricia, Norfolk VA

AUG 2019 – PRESENT

- Effectively manage day-to-day communications with clients.
- Operate as liaison between clients and President of the company.
- Marketing strategy and implementation for nonprofit organizations including historical museums, private schools and higher education.
- Manage direct mail campaigns generating a 25% response rate, driving over \$25,000 to donation pipeline.
- Oversee marketing efforts such as social media content, media buys and community outreach.
- Plan and organize company and client events. Events such as benefit auctions, social media influencer events, open houses, galas and luncheons.

Account Executive, SPI Productions formerly Seventh Point Marketing

DEC 2017- AUG 2019

- Manage over \$200k worth of client budget in the first three months of employment.
- Collaborate with each department of the company to ensure the content produced resonated with the client's vision.
- Conduct sales presentations and effectively communicate product value to senior-level prospective clients.
- Assemble and implement client marketing plans with budgets of \$100k and more.
- Build and nurture strong customer relationships with local businesses within the first six months, accounting for over \$50k in revenue.

General Manager, Anchor Allies I & II

AUG 2017-DEC 2018

- Evaluated inventory and waste to reduce food costs by 12% at both locations.
- Ensured both locations were following local, state and federal laws and regulations.
- Conducted workshops to increase menu knowledge, policy awareness and positive selling techniques.
- Lead on numerous catering events with parties of up to 150 people.
- Responsible for daily operations of both locations.

Front of House Manager, January 2016-August 2017, Anchor Allies I & II

JAN 2016-AUG 2017

- Built specific sales-related exercises into all service staff's training plan.
- Responsible for the scheduling OF wait staff.
- Analyze bar sales to optimize awareness of timeline and quantity.

EDUCATION

General Education, Hagerstown Community College

2016

TECHNOLOGY

Microsoft Office (Excel, Word, PowerPoint) | **Fundraising** (Donor Perfect, Blackbaud Products) | **Donor Search Engines** (State Procurement Site eVA, Wealth Engine, Donor Search) | **Social Media Platforms** (LinkedIn, Facebook, Instagram, Constant Contact and Mail Chimp) | **G Suite** (Google AdWords Search Certified)

Michelle McAfee

Virginia Beach VA • (757) 761-2727 • michelle@strategicsolutionsbytriciallc.com • linkedin.com/in/michelle-mcafee-5b602172

CORE COMPETENCIES

- Coordinating grant application processes.
- Writing technical, journalistic, and creative copy.
- Editing copy for content, grammar, sentence structure, audience, and format.
- Writing curriculum and teaching lessons.
- Giving presentations and public speaking.
- Planning and coordinating events for various audiences and stakeholders.

PROFESSIONAL HISTORY

- Communications and Grant Coordinator**, Strategic Solutions by Tricia, *Norfolk VA* **MAR 2020 – PRESENT**
- Write and coordinate the grant application process and management of proposals for clients.
 - Write high-quality grant proposal narratives, applications, and provide supporting documents.
 - Research and collect data for each grant.
 - Work with project partners to compile financials and data for submission.
 - Manage the proposal submission process of all grants to ensure timely submission of all required materials.
 - Develop and maintain a proposal calendar.
 - Coordinate and follow-up on the progress of submitted proposals. Develop close working partnerships with client's key administrators, project leaders and key stakeholders.
- AVID Teacher and Site Coordinator**, Ocean Lakes High School, *Virginia Beach, VA* **AUG 2017 – PRESENT**
- Write and edit lesson and unit plans and create accompanying materials.
 - Enter coursework into Learning Management System, Schoology and Google Classroom.
 - Teach AVID 9, 10, 11, and 12 grade classes.
 - Research and compile data and evidence to write reports for the national AVID center.
 - Write, edit, and create print and online promotional materials.
 - Complete RFPs for college campus visits, field trips, fundraisers, and community service projects.
 - Coordinate and run fundraisers and collect, deposit, and budget funds to cover AVID departmental expenditures.
 - Complete POs to pay vendors.
 - Give promotional presentations to prospective students and parents.
 - Coordinate, plan and arrange students' college campus visits, field trips, and events.
 - Coordinate and provide training for content teachers.
 - Manage college tutors. Arrange for guest speakers.
- English Teacher**, Ocean Lakes High School, *Virginia Beach, VA* **JAN 2005 – AUG 2017**
- Wrote and edited lesson and unit plans and created accompanying materials.
 - Instructed core and honors classes in World and American Literature.
 - Tutored students in the Literacy Center and SOL Preparation.
 - Served as the advisor and editor for the Ebb Tide, Literary magazine and 10th Grade PLC Chair.
- Media Relations Specialist**, Old Dominion University, *Norfolk, VA* **JAN 2003 – DEC 2004**
- Researched, wrote, and edited news and feature stories for the faculty/staff newspaper and alumni magazine.
 - Promoted faculty research and discoveries for the College of Business and Public Administration and College of Sciences as well as university-wide events by updating the website, issuing press releases, and contacting media outlets directly.
- Writer/Editor**, George Mason University, *Fairfax, VA* **JAN 2001 – JAN 2003**
- Researched, wrote, edited, and created promotional material for the School of Management and College of Humanities and Social Sciences that included magazines, brochures, postcards and more.

- Wrote articles for the faculty/staff newspaper, alumni magazine, and website.
- Pitched story ideas based on faculty research and discoveries to news outlets.

Senior Catalog Writer, BOAT/U.S., Alexandria, VA

MAY 1997 – JAN 2001

- Researched, wrote, edited, and created promotional material for the School of Management and College of Humanities and Social Sciences that included magazines, brochures, postcards and more.
- Wrote articles for the faculty/staff newspaper, alumni magazine, and website.
- Pitched story ideas based on faculty research and discoveries to news outlets.

Salesperson, Secretary, and Telemarketer, Creative Energy, Fairfax, VA

SEPT 1994 – MAY 1997

- Sold windows, roofing and decks.
- Performed front desk duties including answering phones, scheduling appointments, managing payroll, and purchasing office supplies.
- Called potential customers.

EDUCATION

Military Child and Family Studies Certificate, Old Dominion University, Norfolk VA

2015

Virginia Teaching Certification, English 6-12, Old Dominion University, Norfolk VA

2004

Bachelor of Arts, English Writing, George Mason University, Fairfax VA

1997

AFFILIATIONS

Educational Leadership Team Member, Ocean Lakes HS, Virginia Beach, VA

2017 – PRESENT

AVID Leadership Team Chair, Ocean Lakes HS, Virginia Beach, VA

2017 – PRESENT

AVID Site Team & PLC Chair, Ocean Lakes HS, Virginia Beach, VA

2017 – PRESENT

NHS Team Member, Ocean Lakes HS, Virginia Beach, VA

2017 – PRESENT

Graduation Committee Team Member, Ocean Lakes HS, Virginia Beach, VA

2017 – PRESENT

School Planning Council Member, Ocean Lakes HS, Virginia Beach, VA

2015 – PRESENT

10th grade English Curriculum Committee Member, VBCPS, Virginia Beach, VA

2014-15

English Technology Enhanced Items (TEI) Committee Member, VBCPS, Virginia Beach, VA

2014-15

Model Secondary Lesson Plans Writing Committee Member, VBCPS, Virginia Beach, VA

2014-15

9th and 10th Grade Exit Writing Test Committee Member, VBCPS, Virginia Beach, VA

2014-15

English 10 Chair and PLC Leader, Ocean Lakes HS, Virginia Beach, VA

2007-14

TECHNOLOGY

Microsoft Office (Outlook, One Drive, Calendar, Excel, Word, PowerPoint) | **Social Media Platforms** (LinkedIn, Facebook, Instagram) | **G Suite** (Gmail, Google Docs, Google Slides, Google Drive, Google Calendar, Gmail) | **Learning Management Software** (Google Classroom, Schoology, Blackboard, Sharepoint) | **Adobe** (Acrobat X Standard) | **iPhone** (iMovie, photo editor)

AMANDA BRADLEY

Norfolk, VA • amanda@strategicsolutionsbytriciallc.com • LinkedIn @amandabradley

CORE COMPETENCIES

- Graphic Design
- Art Installation & Curator
- Communications
- Print & Digital Media
- Photography
- Web Design

PROFESSIONAL HISTORY

- Graphic Designer and Website Manager, SS by Tricia, Norfolk VA** 2019- PRESENT
- Communications, Marketing, and Gallery Manager, d'Art Center, Norfolk, VA** 2017- PRESENT
- Owner and Freelancer, Bradley Depictions, Norfolk, VA** 2015-PRESENT

EDUCATION

- Bachelor of Fine Arts, Old Dominion University** 2013

TECHNOLOGY

Microsoft Office (Excel, Word, PowerPoint) | **Social Media Platforms**
(LinkedIn, Facebook, Instagram, Constant Contact and Mail Chimp) | **G Suite**

CAREER ACHIEVEMENTS

- Harborfest Poster Design** 2019
- Compelling Images Juried Exhibition, The d'Art Center** 2013
- Amalgamation Exhibition, ODU** 2013
- Genesis Juried Exhibition, Peninsula Fine Arts Center** 2013

COMMITTEES SERVED

- NEON District Committee** 2017- PRESENT
- NEON Events Sub-Committee** 2017- PRESENT
- NEON Public Art Sub-Committee** 2017- PRESENT

JAYNA M. ELLER, APR

Virginia Beach VA • (757) 773-1250 • JaynaEllerAPR@aol.com • LinkedIn/JaynaEllerAPR

CORE COMPETENCIES

- Fundraising
- Marketing Management
- Public Relations
- Special Events
- Development & Implementation of strategic communications & marketing plans
- Key stakeholder & referral relationship development
- Special events, grand openings, trade shows
- Direct mail & fundraising appeals
- Media relations -- news release & pitch development
- Target market research -- focus groups and surveys
- Crisis communications & advance planning
- New product & service introductions
- News conferences & press tours
- Media training for spokespersons
- Communications materials development & production
- Case for support multi-media production
- Website development, internet & social media communication
- Annual reports, news publications, newsletters
- Accredited by Public Relations Society of America

PROFESSIONAL HISTORY

Communications Consultant, Virginia Beach VA

JAN 2018 – PRESENT

- Projects include strategic planning, fundraising solicitation and events, media relations/publicity, website development, grand opening, and more for clients including Pender & Coward law firm, Cure Alzheimer's/Richmond, Blessed Sacrament Huguenot School/Richmond, The Woman's Club/Richmond, Metropolitan Solutions environmental engineering firm/Portsmouth, Pull Start Fire campfire starter/national new product launch, City of Chesapeake tourism and SeaHill Spa at the Cavalier Hotel.

Communications/Outreach Director, Virginia Cardiac Services Quality Initiative, Virginia Beach VA

OCT 2016 – DEC 2018

- For Center for Medicare Services' grant provided **national** support for clinicians with educational resources for Patient & Family Engagement and Quality Payment Program practice transformation from government and medical entities provided in bi-weekly updates, webinars and managed VCSQI website. Recorded and edited meeting presentations. Developed annual report, patient education collateral materials and exhibit for clinicians attending national meetings. Maintained VCSQI multi-media website content to assure best available resources were accessible and up to date.

Marketing Officer, WHRO Public Media, Virginia Cardiac Services Quality Initiative, Norfolk, VA

AUG 2014 – SEPT 2015

- In newly created position, responsible for the launch of new SkillsOnline workforce training program and work with Virginia Governor's office organizing news media publicity event which achieved statewide recognition; strategic planning to expand education services; production of monthly 24-page member guide, weekly eNews, website content, and fundraising materials; brand identity oversight for all print and broadcast communications; on-air fundraising; and publicity for station community initiatives in early childhood development and PreK-12 education, the arts, and veterans services.

Director of Annual Fund & Development, Cape Henry Collegiate School, Virginia Beach, VA

AUG 2010 to JULY 2014

- Led volunteers raising nearly \$3 million in annual donations from student families, local businesses and community foundations. Achieved a 15% increase over prior all-time-high in a down economy with a 10% decrease in student enrollment. Increased comp year participation in all constituent categories, most notably parents from 51% to 68% and total donors by 20% by creatively and consistently communicating the need and asking for support. Tactics included one-on-one solicitation, multiple fall and spring phonathons, group presentations, direct mail, and online solicitation. Developed key messages and effective case-for-support videos, website, brochures, posters, and solicitation materials. Event fundraising included an auction gala, golf tournament and tennis tournament. Also served as editor of bi-annual school magazine and news media representative.

Marketing Communications Consultant, Sentara Healthcare, Corporate Office, Norfolk, VA **JULY 2006 to APRIL 2009**

- Responsible for launch of Sentara Princess Anne Health Campus. Handled strategic planning and team leadership to implement communications tactics introducing new facility services and physicians to targeted patients/consumers, physicians, media, and employees. Assisted in generating Virginia Beach community leadership support for state COPN application for hospital approval. Efforts resulted in patient visits 20+% over budget and community support for hospital approval. Also directed Older Adult Services census building marketing efforts for nursing homes, assisted living, PACE, and adult day health care.

Marketing Communications Consultant, Sentara Healthcare, Corporate Office, Norfolk, VA **JULY 2006 to APRIL 2009**

- Responsible for launch of Sentara Princess Anne Health Campus. Handled strategic planning and team leadership to implement communications tactics introducing new facility services and physicians to targeted patients/consumers, physicians, media, and employees. Assisted in generating Virginia Beach community leadership support for state COPN application for hospital approval. Efforts resulted in patient visits 20+% over budget and community support for hospital approval. Also directed Older Adult Services census building marketing efforts for nursing homes, assisted living, PACE, and adult day health care.

Endodontic Practice Administrator, Anthony G. Velo DDS, Virginia Beach, VA **MAY 1993 to SEPT 2003**

- Managed practice including insurance contract negotiations, staffing, insurance claims, patient billing, software management, accounting and all administrative needs.

Vice President, Director of Public Relations, Finnegan & Agee Advertising Agency, Richmond, Roanoke and Virginia Beach, VA **SEPT 1989 – MAY 1993**

- Established new PR division that planned and implemented media relations and integrated marketing for healthcare, consumer products, and travel and tourism clients. Received award for Achievement of Outstanding Results for new business development and results-oriented communications management. Increased new PR division's capitalized billings to \$2.5 million in three years.

Account Executive, Barker Campbell & Farley Advertising Agency, Virginia Beach, VA **JULY 1988 – SEPT 1989**

- Account management and new business development.

Executive Director, Virginia Chapter, Cystic Fibrosis Foundation, Richmond, VA **NOV 1985 – JULY 1988**

- Statewide fundraising responsibility including starting new black tie/big ticket events raising \$250,000+, golf and tennis tournaments, telemarketing, event-athons, direct mail appeals and board and donor development. Received Cystic Fibrosis Foundation President's Award to Most Outstanding Executive Director of 57 national chapters for fundraising success and donor development.

Assistant Director of Communications, Cystic Fibrosis Foundation, National Office, Rockville, MD **JULY 1984 – NOV 1985**

- Editor of nationally distributed quarterly news magazine for physicians, patient families, donors and volunteers, as well as annual reports, informational collateral, case for support messaging, board meetings and medical conferences.

EDUCATION

Bachelor of Science in Mass Communications, Cum Laude, Virginia Commonwealth University, Richmond VA

- Concentration in marketing and public relations.

MBA Courses, Old Dominion University, Norfolk, VA,

- Marketing, Internet Marketing, Marketing Research, Accounting, Statistics, Economics, Organizational Management, and International Business Study in China and South Korea. (January 2004 to May 2007)

SIMILAR RECENT PROJECTS AND REFERENCES

D'ART CENTER, NORFOLK, & NEON DISTRICT PARTNERSHIPS

With the assistance of SST, **d'Art Center**, founded in Norfolk in 1986, recovered, regrouped, and revived itself after an explosion caused major damage to the d'Art Center at the Selden Arcade. The center's mission is to connect the community and artists to create an appreciation for visual art by providing a unique opportunity to watch, create, learn, collect and enjoy work from diverse artists in an interactive environment. SST is currently assisting the center with securing, moving, and building out the new location in the New Energy of Norfolk (NEON) Arts District.

The center faced another setback with the COVID-19 pandemic when they were forced to temporarily close. Closing all exhibitions in their gallery, reducing staff and artist hours, and canceling all classes, workshops, and community programming put a strain on the nonprofit. SST helped d'Art Center identify varied revenue streams, seek local/state and federal grant opportunities, and corporate investments while also helping staff and artists open an online store in order to continue selling their artwork during the shutdown. Through strategic planning & coaching, SST has successfully taken d'Art from zero to \$350,000 worth of funding applied for and secured in the last year, as well as an additional \$500,000 applied for during the COVID-19 pandemic.

To help with revitalization needs of the area, the d'Art Center & SST partnered with the Norfolk Commission on the Arts, the NEON District, and the Downtown Norfolk Council to host the Exhibition Opening on September 17, 2020, during the 6th Annual NEON Festival, which is a free two-day event that encourages visitors to explore and discover Norfolk's NEON District. Last year over 500 visitors came through the Center over a two hour period. The d'Art Center & SST also conducts and connects the Title 1 Norfolk Public Schools Art & Financial Literacy Program to its community revitalization efforts by inviting families from the program to tour the NEON District. The d'Art Center instructors take the students on tours of the NEON district showing how the murals and signage have revitalized the area, discussing what it means to become an artist, and delving into the business of art as well. Linking these valuable programs for the children and families who live and learn within our shared community will further the revitalization efforts so that community members all can find a place to burn bright.

THOMAS NELSON COMMUNITY COLLEGE

As the Virginia Peninsula's community college, **Thomas Nelson**, the fifth-largest college in the Virginia Community College System, continuously serves the Hampton Roads community by providing residents with affordable, flexible, and timely opportunities to further their education. Former Thomas Nelson President, Dr. Dever, challenged the Office of Development to work towards producing \$1 million to support the college-- a steep increase considering what the college had raised historically to support the Annual Fund, programs, academics, student services, and scholarships.

Cynthia Callaway, Vice President of Institutional Advancements, and Tracy Ashley, Director of Development, knew this challenge from Dr. Dever would be a large undertaking. At the time, they had a limited staff with minimal knowledge of fundraising and the processes and techniques required to plan a project of this magnitude. Having previously worked alongside SST's Owner and President, Tricia Hudson, Tracy knew of Tricia's trademark work and successful results. And so it began--a partnership to strategize and implement a plan to increase Thomas Nelson's Fundraising Program to \$1 million.

A comprehensive three-year plan was produced by SST. Much collaboration went into this product by conducting interviews with the Foundation Board, college staff, and key donors. Data was used to measure past performances and predict the future. The plan called for an increase in staffing, a structured timeline, specific projects, and scheduled solicitations. A college needs-assessment was also conducted which identified \$16 million in immediate needs for the college. At the beginning of the plan, Strategic Solutions also conducted a Foundation Board retreat that was used to inform constituents of the plan and to build buy-in from the entire Board. Strategic Solutions was at every Board meeting to deliver a progress report, identify the next steps, and recommend course corrections.

Because Thomas Nelson had a well-thought-out strategic plan with built-in measurables and benchmarks; they were able to use it as a road map to make informed decisions. Decisions that included staffing, projects, timelines, major gift work, and the development of a private foundation/corporation calendar. Their Board members were informed and more engaged than ever before. The culmination of these results is that in the third year of their comprehensive plan,

Thomas Nelson will meet Dr. Dever's challenge --Thomas Nelson will achieve \$1 million a year in contributions! The Office of Development is set up for success and is prepared to take on the next challenge!

ST. LUKE'S HISTORIC CHURCH & MUSEUM

St. Luke's Historic Church & Museum, one of SST's clients, is a National landmark located in Smithfield, Virginia. Since the creation of Historic St. Luke's Restoration, stewards of the site have avidly collected and stored important documents pertaining to its corporate history. Until the relatively recent acquisition of a computerized constituent management system, St. Luke's institutional records were all kept in hard-copy form. Unfortunately, many of these documents were stored in a house on the property that burned to the ground.

Twelve boxes of files survived the fire, and approximately 50,000 pages, mostly onion-skin copies, are slowly deteriorating. Information contained in these surviving boxes documents the formation of Historic St. Luke's Restoration, illuminates the 1950s preservation and restoration efforts, traces the acquisition of items in the collection, details financial records, and reveals philanthropic relationships and financial transactions. Critical corporate history lies in these twelve boxes of damaged institutional archives.

Due to the COVID-19 stay at home order, the museum and grounds closed which resulted in a significant loss of income from admissions, gift shop sales, private event rentals, cemetery sales, and educational program ticket sales. SST has been a consultant and advocate for St. Luke's Church & Museum for over two years. Throughout our partnership, we have assisted them with recovering from these series of unfortunate events by securing corporate investments as well as local/state and federal grant funding. SST also successfully secured funding for St. Luke's from the CARES Act and through the PPP loan process.

FOOD BANK OF THE ALBEMARLE

Another SST client is the **Food Bank of the Albemarle** whose mission is to fight hunger and poverty in its 15-county service area in northeast North Carolina. They are a regional clearinghouse for the collection and distribution of food and grocery items to more than 100 non-profit and faith-based organizations for their food programs, and to eligible individuals for their food needs. Each fall, the Food Bank of the Albemarle holds its annual Walk for Hunger to raise awareness of the food insecurities of those within our community. In 2019, the Food Bank of the Albemarle's Director of Development underwent major surgery. The Food Bank of the Albemarle's annual Walk for Hunger was scheduled to occur during her leave of absence. The organization needed assistance in coordinating their fundraiser.

SST partnered with the Food Bank of the Albemarle to execute their annual walk by planning communications, renewing sponsorships, creating time tables and flowcharts of the actual walk day, and worked alongside their volunteer coordinator to make sure the right people were in the right places

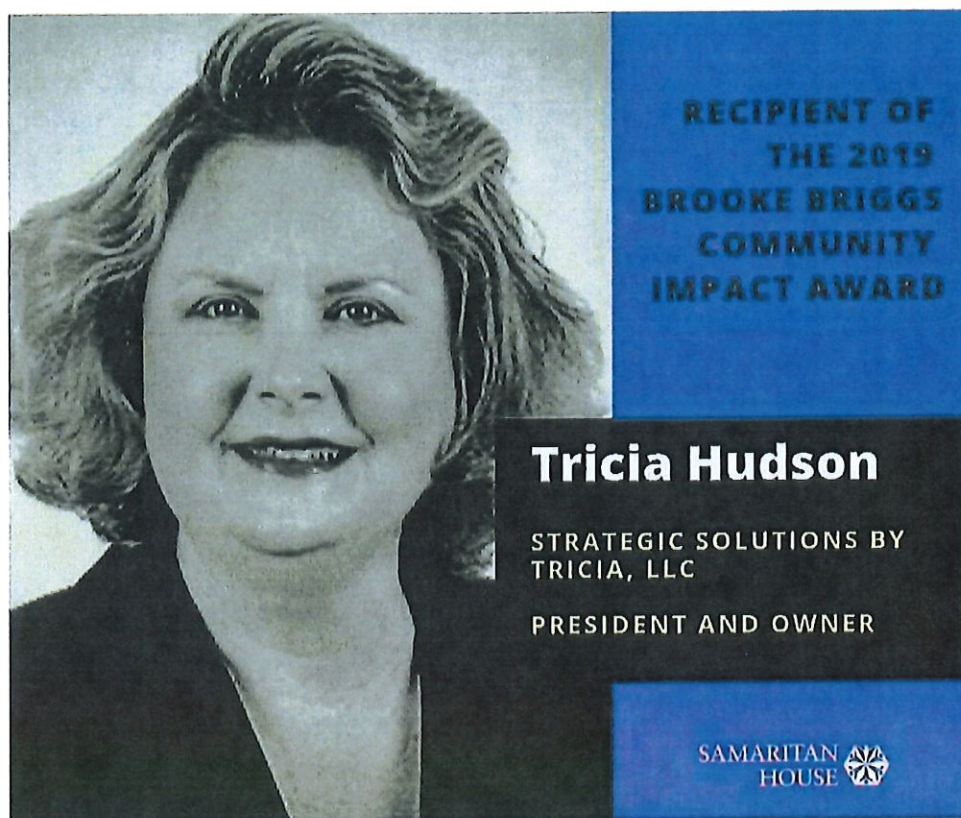
Typically held at a local park in Elizabeth City, SST relocated the annual Walk to the Food Bank of the Albemarle's actual campus. This not only cut down on costs, but also allowed the Walk attendees to tour the facility, sample the food that is distributed, and learn more about what goes into the day-to-day operations of the Food Bank. Along with a guided tour, walkers were also treated to a day of fun at the end of the walk. SST and the Food Bank of the Albemarle filled the fields outside of the Food Bank with craft stations, face painting tables, and free food that was provided by a local family-owned restaurant

The 2019 Walk for Hunger was an event that brought together the community, brought awareness of food insecurity, and raised money to go towards the fight against hunger. The mission and vision at Strategic Solutions by Tricia is and has always been, to be a resource for nonprofits where they can access expertise for a reasonable cost.

Please refer to page 14 of the RFQ for additional references.

ADDITIONAL DOCUMENTS

SAMARITAN HOUSE



Another client of SST, **Samaritan House**, works on behalf of women, children and families who experience domestic violence. Since 1984, they have provided counseling, emergency housing, rehoming, and many other life-saving services for domestic violence victims.

In 2016 Samaritan House was experiencing a lull in fundraising, they were struggling to meet their financial goals. The unfortunate passing of their beloved Director of Development only increased their struggle. As a result, Samaritan House was left with a one-person Development team, several fundraising events to plan, and dollars to raise to meet their budget. The Executive Director was also new in her role, and although she had been with the organization for several years, she was still adjusting to her new position. With minimal experience in raising private funds from companies and individuals, Samaritan House needed immediate assistance with handling their events, development operation, direct mail, and donor cultivation.

Working alongside the Samaritan House Executive Director and Board of Directors, SST developed a revised annual plan. The plan included an events timeline, a board development plan, and a solicitation schedule. SST worked closely with Samaritan House to produce and measure progress, report those results to the board, and engage the board and volunteers in leadership peer-to-peer fundraising.

After the annual goal was met and a full-time Development Director was hired, SST was then retained to assist the organization with building the Samaritan House Foundation and its Board of Directors. SST assisted the Executive Director in identifying, recruiting, and cultivating new board members, as well as developing the foundation's signature fundraising event, the Step into the Light Gala. As a result of the Step into the Light Gala, SST and Samaritan House were able to raise awareness of domestic violence and homelessness to more than 250 attendees and raise \$750,000 that year.

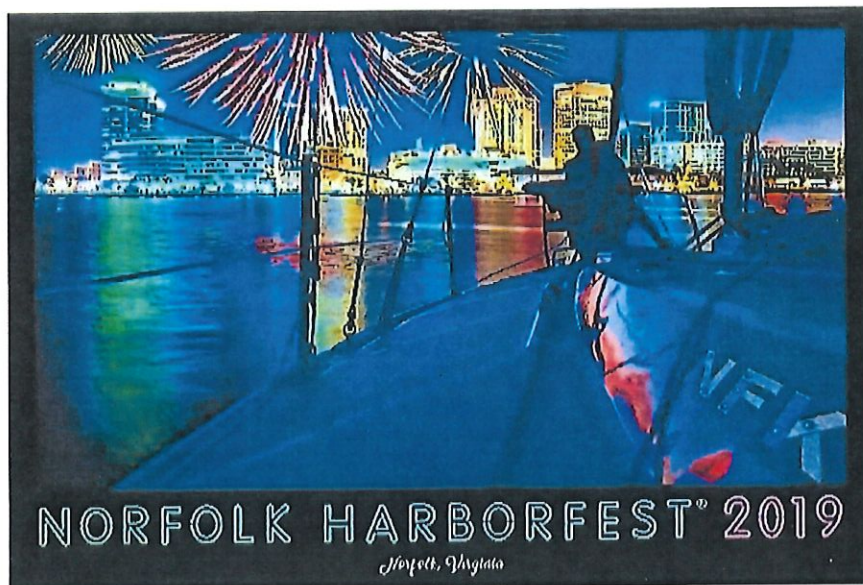
GIRL SCOUTS OF THE COLONIAL COAST



An important part of being in the nonprofit community is to invest, serve as a volunteer, and a board member when the need or opportunity arises.

One of the organizations that Tricia serves is the Girl Scouts of the Colonial Coast. She has served as a volunteer and board member for several years and in 2019 was named a Famous Former. It was a full-circle moment for her as she was a Girl Scout in this Council as a young girl.

HARBORFEST 2019 POSTER



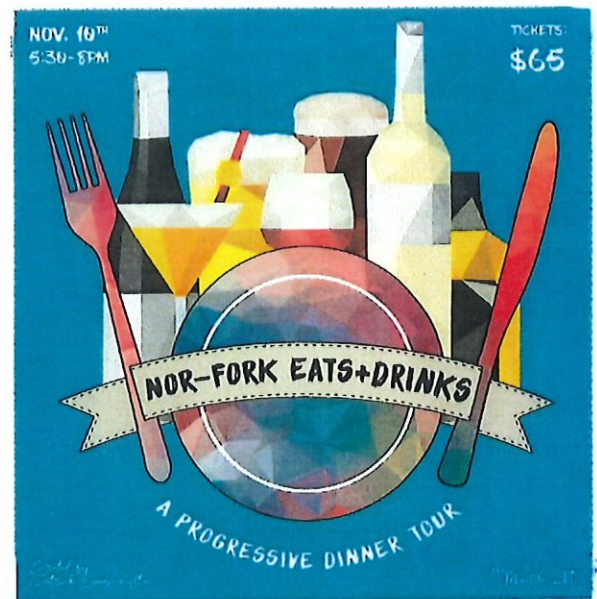
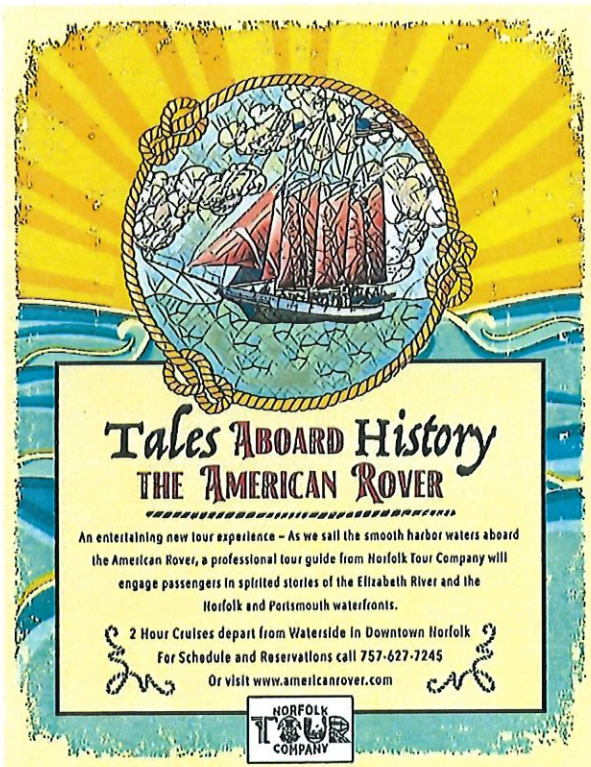
Award-winning Harborfest poster designed by Amanda Bradley, SST Graphic Designer, for the annual Norfolk Harborfest: Music, Food & Maritime Festival that brings \$20 million in the local economy.

SHENANDOAH BEERWERKS TRAIL



Shenandoah Beerwerks Trail poster designed by Amanda Bradley, SST Graphic Designer, for the Shenandoah Valley. The piece was created to promote the breweries located in their region that are all within an easy hour's drive from one another.

NORFOLK TOUR COMPANY



Downtown Norfolk restaurants are explored bite-by-bite in this two-hour progressive dinner tour, curated by culinary luminary and food historian, Patrick Evans-Hyllon of Virginia Eats + Drinks.

Advanced tickets required and can be purchased at toursofnorfolk.com/tours
Tickets include: Full-portion appetizers, entrees, and desserts at three respective restaurants, selections of beer, cocktails, and wine, and fun culinary history of Norfolk along the way! Stops on the tour include local eateries such as Brick Anchor Brew-House, Varia Inside Hilton Norfolk: The Main, and Cafe Stella on Granby Street.

These promotional posters for the Norfolk Tour Company were also designed by Amanda Bradley, SST Graphic Designer. The Norfolk Tour Company promotes engaging, entertaining and educational experiences to travelers and locals alike.

**SMALL (MICRO), WOMEN-OWNED, AND MINORITY (SWAM) CERTIFICATION APPLICATION
INFORMATION**

SST is currently being processed as a certified Small (Micro), Women-owned, and Minority (SWaM) business. The tracking number to our account is #722409. Our point of contact is Angela Barker, who notified us that if you would like to confirm submission and status to contact her at Angela.Barber@sbsd.virginia.gov.

 IRS DEPARTMENT OF THE TREASURY
INTERNAL REVENUE SERVICE
CINCINNATI OH 45999-0023

Date of this notice: 10-26-2015

Employer Identification Number:
47-5414998

Form: SS-4

Number of this notice: CP 575 G

STRATEGIC SOLUTIONS BY TRICIA
TRICIA HUDSON SOLE MBR
409 WEST PRINCESS ANNE ROAD
NORFOLK, VA 23517

For assistance you may call us at:
1-800-829-4933

IF YOU WRITE, ATTACH THE
STUB AT THE END OF THIS NOTICE.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 47-5414998. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, payments, and related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear off stub and return it to us.

A limited liability company (LLC) may file Form 8832, *Entity Classification Election*, and elect to be classified as an association taxable as a corporation. If the LLC is eligible to be treated as a corporation that meets certain tests and it will be electing S corporation status, it must timely file Form 2553, *Election by a Small Business Corporation*. The LLC will be treated as a corporation as of the effective date of the S corporation election and does not need to file Form 8832.

To obtain tax forms and publications, including those referenced in this notice, visit our Web site at www.irs.gov. If you do not have access to the Internet, call 1-800-829-3676 (TTY/TDD 1-800-829-4059) or visit your local IRS office.

IMPORTANT REMINDERS:

- * Keep a copy of this notice in your permanent records. This notice is issued only one time and the IRS will not be able to generate a duplicate copy for you. You may give a copy of this document to anyone asking for proof of your EIN.
- * Use this EIN and your name exactly as they appear at the top of this notice on all your federal tax forms.
- * Refer to this EIN on your tax-related correspondence and documents.

If you have questions about your EIN, you can call us at the phone number or write to us at the address shown at the top of this notice. If you write, please tear off the stub at the bottom of this notice and send it along with your letter. If you do not need to write us, do not complete and return the stub.

Your name control associated with this EIN is STRA. You will need to provide this information, along with your EIN, if you file your returns electronically.

Thank you for your cooperation.



COMMONWEALTH OF VIRGINIA
STATE CORPORATION COMMISSION

Office of the Clerk

September 26, 2014

TRICIA HUDSON
409 WEST PRINCESS ANNE RD
NORFOLK, VA 23517

RECEIPT

RE: Strategic Solutions by Tricia, LLC

ID: S525661 - 7

DCN: 14-09-24-0216

Dear Customer:

This receipt acknowledges payment of \$100.00 to cover the fee for filing articles of organization for a limited liability company with this office.

The effective date of the certificate of organization is September 26, 2014.

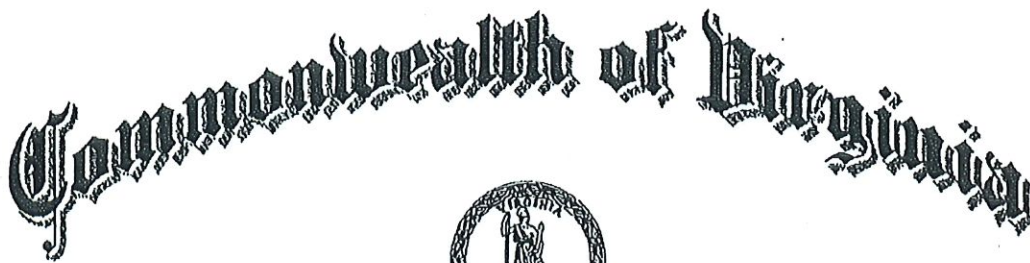
If you have any questions, please call (804) 371-9733 or toll-free in Virginia, (866) 722-2551.

Sincerely,

Joel H. Peck
Clerk of the Commission

RECEIPTLC.
LLNCD
CIS0336

P.O. Box 1197, Richmond, VA 23218-1197
Tyler Building, First Floor, 1300 East Main Street, Richmond, VA 23219-3830
Clerk's Office (804) 371-9733 or (866) 722-2551 (toll-free in Virginia) www.scc.virginia.gov/clk
Telecommunications Device for the Deaf-TDD/Voice: (804) 371-9206



STATE CORPORATION COMMISSION

Richmond, September 26, 2014

This is to certify that the certificate of organization of

Strategic Solutions by Tricia, LLC

was this day issued and admitted to record in this office and that the said limited liability company is authorized to transact its business subject to all Virginia laws applicable to the company and its business. Effective date: September 26, 2014



State Corporation Commission

Attest:

Joel H. Beck
Clerk of the Commission

- (2) Amounts due for work performed subsequent to the latest Request for Payment through the date of termination,
- (3) Reasonable compensation for the actual cost of demobilization incurred by the contractor as a direct result of such termination. The contractor shall not be entitled to any compensation for lost profits or for any other type of contractual compensation or damage other than those provided by the preceding sentence. Upon payment of the forgoing, owner shall have no further obligations to the contractor of any nature.
- b. In no event shall termination for the convenience of the owner terminate the obligations of the contractor's surety on its payment and performance bonds.

6.0 QUOTE FORM & SIGNATURE SHEETS

QUOTE FORM

REQUEST FOR QUOTES #20-20202 TOURISM CONSULTANT

Quotes due in writing prior to **2:00 P.M.**, local prevailing time, **JUNE 12, 2020**

SUBMIT PAGES 11 THROUGH 15 AS YOUR BID RESPONSE

The Bidder proposes and agrees, if this quote is accepted within 60 days after the quote opening date, to furnish any and all the items upon which prices are quoted, at the price set opposite each item, delivered at the point(s) specified and as scheduled. The Bidder is required to note any and all exceptions to the quote requirements on the QUOTE FORM or by an attachment to the QUOTE FORM. The Town reserves the right to increase or decrease the quantities purchased at the unit prices quoted.

The undersigned hereby declares that he has informed himself fully of all conditions of this solicitations, including the specifications of the product(s) to be provided, drawings (if any), all Addenda, and all conditions relative to the any work to be performed. Receipt of Addenda listed below is acknowledged and the quote incorporates all requirements of these Addenda:

No. _____ Date _____

No. _____ Date _____

No. _____ Date _____

No. _____ Date _____

DESCRIPTION	LUMP SUM
TOURISM CONSULTANTING SERVICES FOR JULY 1, 2020 – SEPTEMBER 30, 2020 BASED ON SCOPE OF SERVICES	\$23,000

In compliance with VA Code § 2.2-4343.1, the Town of Front Royal does not discriminate against faith-based organizations.

My signature certifies that the quote as submitted complies with all Terms and Conditions as set forth in this Request for Quote.

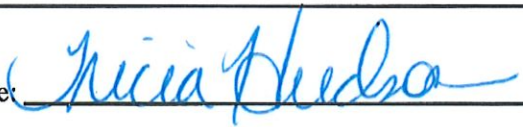
My signature further certifies that this quote is made without prior understanding, agreement, or connection with any corporation, firm or person submitting a quote for the same material, supplies or equipment, and is in all respects fair and without collusion or fraud. I understand collusion is a violation of Virginia Governmental Fraud Act and Federal Law and can result in fines, prison sentences and civil damages awards. I agree to abide by all conditions of this bid and certify that I am authorizing to sign this bid for the bidder.

To receive consideration for award, this signature sheet must be returned to the Finance Department as it shall be a part of your response.

If there are any parts of the terms and conditions that your company cannot meet please indicate which ones on an attached page.

Company Name: Strategic Solutions by Tricia LLC

Address: 2200 Colonial Avenue Suite 15 Norfolk, VA 23517

Signature: 

Name (type or print) Tricia Hudson

Official Title: President & Owner

Federal Tax ID Number: 47-5414998

Date: 6/11/20

Telephone Number: 757-536-9937

PLEASE NOTE: State Corporation Commission (SCC) registration requirements effective July 1, 2010 require that your proposal include the identification number issued by the State Corporation Commission as proof of registration or justification for non-registration, per the requirements in Sections 6.31 and 9.21. Please complete this Proof of Authority to Transact Business in Virginia form and submit it with your proposal. Failure to provide this information or providing inaccurate or purged information shall result in your proposal being rejected.

State Corporation Commission Form

Virginia State Corporation Commission (SCC) Registration Information

Pursuant to VPPA §2.2-4311.2, the bidder must include the following

information: ☐ is a corporation or other business entity with the following SCC identification number: S525661-7 **-OR-**

- ☐ is not a corporation, limited liability company, limited partnership, registered limited liability partnership, or business trust **OR-**
- ☐ is an out-of-state business entity that does not regularly and continuously maintain as part of its ordinary and customary business any employees, agents, offices, facilities, or inventories in Virginia (not counting any employees or agents in Virginia who merely solicit orders that require acceptance outside Virginia before they become contracts, and not counting any incidental presence of the bidder in Virginia that is needed in order to assemble, maintain, and repair goods in accordance with the contracts by which such goods were sold and shipped into Virginia from bidder's out-of-state location) **-OR-**
- ☐ is an out-of-state business entity that is including with this proposal an opinion of legal counsel which accurately and completely discloses the undersigned bidder's current contacts with Virginia and describes why those contacts do not constitute the transaction of business in Virginia within the meaning of § 13.1-757, § 13.1-1351 or § 50-73.53 or other applicable provisions in Titles 13.1 or 50 of the Code of Virginia. Attach opinion of legal counsel of bidder to this form.
- ☐ **NOTE:** Check this circle if you have not completed any of the foregoing options but currently have pending before the SCC and application for authority to transact business in the Commonwealth of Virginia and wish to be considered for a waiver to allow you to submit the SCC identification number after the due date for proposals. (The Town of Front Royal reserves the right to determine in its sole discretion whether to allow such waiver).

I certify the accuracy of this information.

Signed:  Title: President & Owner Date: 6/11/20

Note: The following information is required as part of your response to this solicitation. Failure to complete and provide this sheet may result in finding your bid nonresponsive.

1. **Qualification:** The vendor must have the capability and capacity in all respects to satisfy fully all of the contractual requirements.
2. **Vendor's Primary Contact:**
Name: Tricia Hudson Phone: 757-536-9937
3. **Years in Business:** Indicate the length of time you have been in business providing this type of good or service:
5 Years 0 Months
4. Indicate below a listing of three (3) references for like jobs the Contractor has performed for a municipal government in Virginia immediately preceding this bid, including a contact person, address, and phone number.

A.

Company: Thomas Nelson Community College Contact: Cynthia Calloway
Date of Service: July 2017-Present Phone: 757-825-3547

B.

Company: Peninsula Catholic High School Contact: Jenny Franklin
Date of Service: Jan. 2019- Present Phone: 757-596-7247

C.

Company: d'Art Center Contact: Tina McRae (Board Chair)
Date of Service: Jan. 2018-Present Phone: 757-963-7261

I certify the accuracy of this information.

Signed: Tricia Hudson Title: President & Owner Date: 6/11/20

NON-COLLUSION AFFIDAVIT

The undersigned bidder or agent, being duly sworn on oath, says that he/she has not, nor has any other member, representative, or agent of the firm, company, corporation or partnership represented by him, entered in to any combination, collusion or agreement with any person relative to the price to be bid by anyone at such letting nor to prevent any person from bidding nor to include anyone to refrain from bidding, and that this bid is made without reference to any other bid and without any agreement, understanding or combination with any other person in reference to such bidding. He/She further says that no person or persons, firms, or corporation has, have or will receive directly or indirectly, any rebate, fee gift, commission or thing of value on account of such sale.

OATH AND AFFIRMATION

**I HEREBY AFFIRM UNDER THE PENALTIES FOR PERJURY THAT THE
FACTS AND INFORMATION CONTAINED IN THE FOREGOING BID ARE
TRUE AND CORRECT.**

Dated this 11 day of June, 2020

Strategic Solutions by Tricia LLC

(Name of Organization)

Tricia Hudson

(Title of Person Signing)

Tricia Hudson

(Signature)

ACKNOWLEDGEMENT

STATE OF Virginia

COUNTY OF Norfolk

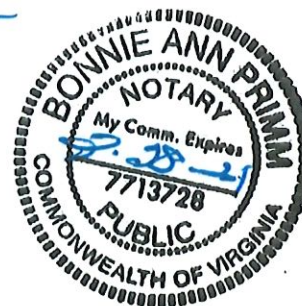
Before me, a Notary Public, personally appeared the above named and swore that the statements contained in the foregoing document are true and correct.

Subscribed and sworn to me this 11 day of June, 2020

Bonnie Ann Primmy

Notary Public Signature

My Commission Expires: 7-28-21 (SEAL)



7C



Council Agenda Statement

Item # 7C

Meeting Date: September 14, 2020

Agenda Item: COUNCIL APPROVAL – Bid for Various Sizes of Transformers

Summary: Council is requested to approve bids of \$115,097.90 from Anixter and \$39,698.00 from Stuart C Irby for supplying the Town with various sizes of transformers to be placed in inventory for the Department of Energy Services to use as needed.

Budget/Funding: Energy Services Department line item 9401-47502

Meetings: None

Should Council wish to remove this item from the consent agenda, the following motion would allow approval of this request:

Proposed Motion: I move that Council approve bids of \$115,097.90 from Anixter and \$39,698.00 from Stuart C Irby for supplying the Town with various sizes of transformers to be placed in inventory for the Department of Energy Services to use as needed.

Approved By: _____

Moved _____ Seconded _____

VM Seacock _____ Cockrell _____ Gillispie _____ Holloway _____ Meza _____ Thompson _____



Town of Front Royal, Virginia

Purchasing, Department of Finance

MEMORANDUM

Date: September 8, 2020
To: Tina Presley, Senior Executive Assistant
From: Alisa Scott, Purchasing Manager
RE: Request to add consent agenda item to Town Council meeting

Purchasing responded to a request to competitively bid various sizes of transformers. These transformers are an inventory item that Energy Services staff uses to replace as needed. This was competitively bid and on August 25th, 2020 I held a public bid opening and received three (3) bids.

Anixter, Inc., and Stuart C Irby were the lowest responsive and responsible bidders. Staff recommends Council award Anixter \$115,097.90 and Stuart C Irby \$39,698.00 for supplying the Town with various sizes of transformers.

Attached to this memo, is the recommendation letter from David Jenkins, Energy Services Director as well as the bid tabulation.

Staff requests that this recommendation is added to Council's Regular Meeting Consent Agenda on September 14th, 2020.

Funding for this project is available in the Energy Services Department line item 9401-47502 .

Purchasing, Department of Finance
102 E Main Street
Front Royal, VA 22630
Website: www.frontroyalva.com
Phone 540-636-6889

Town of Front Royal
Department of Energy Services
P.O. Box 1560
Front Royal, Virginia 22630-1560
(540) 635-3027 Fax: (540) 631-3620



Memo

To: Alisa Scott, Purchasing Manager
From: David W. Jenkins
Date: September 9, 2020
Re: Recommendation for purchase

The Town's Purchasing department held a bid opening on August 25th, 2020 for various sized transformers to be added into our inventory. These transformers are used throughout our service territory to replace ones that have failed.

It would be my recommendation that we award the bid to Anixter, Inc \$115,097.90, and Stuart C Irby \$39,698.00

Funding for this project is available in our budget line item 9401-47502

If you have questions, please feel free to contact me.

Thank you,
David W. Jenkins

Director of Energy Services
Town of Front Royal
PO Box 1560
Front Royal VA 22630
540-635-3027 (office)
540-631-3620 (fax)

	ANIXTER INC	Stuart C Irby Company	WESCO DISTRIBUTION INC
1 - Conventional Self Protected Transformer 120/240 ...	\$14,842.60	\$10,610.00	\$12,932.60
2 - Conventional Transformer 120/240 Volts Overhead Type, ...	\$10,987.50	\$12,240.00	\$11,384.20
3 - 225 kVA 277/480 Transformer Three-Phase, Pad-Mounted ...	\$8,615.50	\$8,815.00	\$10,020.00
4 - 3000 kVA 277/480 Transformer Three-Phase, Pad-Mounted ...	\$70,488.70	\$88,640.00	\$78,304.90
5 - 15 kVA CSP Single-Phase, URD Transformer	\$9,253.20	\$8,460.00	\$24,694.68
6 - 25 kVA Pad mount Single-Phase Transformer	\$20,668.20	\$20,628.00	\$25,200.00
7 - 50 kVA Pad mount Single-Phase Transformer	\$25,006.20	\$28,368.00	\$28,372.80
Total Awarded	\$115,097.90	\$39,698.00	\$0.00

7D



Council Agenda Statement

Item # 7D

Meeting Date: September 14, 2020

Agenda Item: COUNCIL APPROVAL – Bid for Transformer Replacement at the Kendrick Substation

Summary: Council is requested to approve the bid for the transformer replacement at the Kendrick Substation to Virginia Transformer Corporation in the amount of \$385,230.00.

Budget/Funding: Energy Services Department line item 9401-47938

Meetings: None

Should Council wish to remove this item from the consent agenda, the following motion would allow approval of this request:

Proposed Motion: I move that Council approve the bid for the transformer replacement at the Kendrick Substation to Virginia Transformer Corporation in the amount of \$385,230.00.

Approved By: _____

Moved _____ Seconded _____

VM Sealock _____ Cockrell _____ Gillispie _____ Holloway _____ Meza _____ Thompson _____



Town of Front Royal, Virginia

Purchasing, Department of Finance

MEMORANDUM

Date: September 10, 2020
To: Tina Presley, Senior Executive Assistant
From: Alisa Scott, Purchasing Manager
RE: Request to add consent agenda item to Town Council meeting

Purchasing responded to a request to competitively bid a transformer replacement and modifications to the Kendrick and Riverton Substations. This was competitively bid and on August 26th, 2020 I held a public bid opening and received five (5) bids.

Virginia Transformer Corporation, Roanoke, VA was the lowest responsive and responsible bidder for the Kendrick Substation transformer while Substation Enterprises, Alabaster, AL was the lowest responsive and responsible bidder for the substation modifications.

Southeastern Consulting Engineers, Inc. has been retained to assist staff in evaluating bids. Their recommendation letter as well as a recommendation letter from David Jenkins, Energy Services Department Director and bid tabulation is attached. Staff recommends Council award the contract for the transformer to Virginia Transformer Corporation for \$385,230.00.

Staff does not recommend awarding the substation modification materials to Substation Enterprises for \$52,000.00 as there is not enough money in this year's budget.

Staff requests that this recommendation is added to Council's Regular Meeting Consent Agenda on September 14th, 2020.

Funding for this project is available in the Energy Services Department line item 9401-47938 .

Purchasing, Department of Finance
102 E Main Street
Front Royal, VA 22630
Website: www.frontroyalva.com
Phone 540-636-6889

Town of Front Royal
Department of Energy Services
P.O. Box 1560
Front Royal, Virginia 22630-1560
(540) 635-3027 Fax: (540) 631-3620



Memo

To: Alisa Scott, Purchasing Manager
From: David W. Jenkins
Date: September 9, 2020
Re: Recommendation for purchase

The Town's Purchasing department held a bid opening on August 26th, 2020 for a new power transformer for our Kendrick Lane Substation. This transformer will be replacing a 30-year-old transformer that has passed its life expectancy.

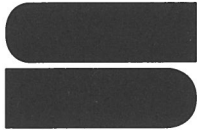
It would be my recommendation that we award the bid to Virginia Transformer Corporation. In the amount of \$385,230.00

Funding for this project is available in our budget line item 9401-47938

If you have questions, please feel free to contact me.

Thank you,
David W. Jenkins

Director of Energy Services
Town of Front Royal
PO Box 1560
Front Royal VA 22630
540-635-3027 (office)
540-631-3620 (fax)



Southeastern Consulting Engineers, Inc.

September 8, 2020

Mrs. Alisa Scott
Town of Front Royal
P.O. Box 1560
Front Royal, Virginia 22630

Ref.: Kendrick Transformer and Station Modifications
Bid Recommendations

Dear Alisa:

The Town received proposals on August 26, 2020, from five suppliers and representatives solicited for providing a new transformer for the Kendrick Substation, associated Kendrick Substation modifications, and new riser structures for the Riverton Substation.

A tabulation of the bids received for the project is enclosed.

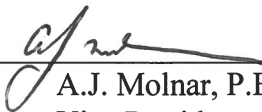
We have evaluated each proposal based on compliance with the specifications, cost, and delivery. We recommend that the Town accept the proposal from Virginia Transformer Corporation, in the amount of \$385,230.00 and the Schedules II & III proposal from Substation Enterprises, Inc. in the total amount of \$52,000.00 and authorize us to prepare the necessary contract documents.

Virginia Transformer Corporation has a recent history of providing very aggressive pricing in a market in high demand. Their lower price is no indication that they are offering a substandard product. Our clients have taken delivery of many VTC units including one in Martinsville this summer and the last one Front Royal purchased in 2017.

Please let us know if you have any questions.

Very truly yours,

SOUTHEASTERN CONSULTING ENGINEERS, INC.

By  _____
A.J. Molnar, P.E.
Vice President

AJM/lc
Enclosure

	ANIXTER INC	Stuart C Irby Company	WESCO DISTRIBUTION INC
1 - Conventional Self Protected Transformer 120/240 ...	\$14,842.60	\$10,610.00	\$12,932.60
2 - Conventional Transformer 120/240 Volts Overhead Type, ...	\$10,987.50	\$12,240.00	\$11,384.20
3 - 225 kVA 277/480 Transformer Three-Phase, Pad-Mounted ...	\$8,615.50	\$8,815.00	\$10,020.00
4 - 3000 kVA 277/480 Transformer Three-Phase, Pad-Mounted ...	\$70,488.70	\$88,640.00	\$78,304.90
5 - 15 kVA CSP Single-Phase, URD Transformer	\$9,253.20	\$8,460.00	\$24,694.68
6 - 25 kVA Pad mount Single-Phase Transformer	\$20,668.20	\$20,628.00	\$25,200.00
7 - 50 kVA Pad mount Single-Phase Transformer	\$25,006.20	\$28,368.00	\$28,372.80
Total Awarded	\$115,097.90	\$39,698.00	\$0.00

8



Council Agenda Statement

Item # 8

Meeting Date: September 14, 2020

Agenda Item: PUBLIC HEARING – Ordinance Amendment to Chapter 138 (*1st Reading*)

Summary: Council is requested to affirm on its first reading an ordinance to amend Front Royal Town Code Chapter 138 Peddlers, Solicitors and Itinerant Merchants to allow the use of vending machines operated on Town Streets to peddle ice cream and other frozen desserts, as presented.

Budget/Funding: None

Meetings: Work Session held August 3, 2020

Proposed Motion: I move that Council affirm on its first reading an ordinance to amend Front Royal Town Code Chapter 138 Peddlers, Solicitors and Itinerant Merchants to allow the use of vending machines operated on Town Streets to peddle ice cream and other frozen desserts, as presented.

Approved By:  _____

Moved _____ Seconded _____

VM Seacock _____ Cockrell _____ Gillispie _____ Holloway _____ Meza _____ Thompson _____

Chapter 138**PEDDLERS, SOLICITORS AND ITINERANT MERCHANTS****Sections:**

- 138-1 PERMIT REQUIRED**
- 138-2 DEFINITIONS**
- 138-3 PERMIT APPLICATION**
- 138-4 QUALIFYING FOR AN EXEMPTION**
- 138-5 ISSUANCE OF PERMITS**
- 138-6 TRANSFER**
- 138-7 RENEWAL**
- 138-8 RESTRICTIONS**
- 138-9 PLACE OF SALE – PEDDLER AND ITINERANT MERCHANT**
- 138-10 DOOR-TO-DOOR SALES – COMMERCIAL SOLICITOR**
- 138-11 EXHIBITION OF PERMIT AND BUSINESS LICENSE**
- 138-12 RECORDS**
- 138-13 REVOCATION OF PERMIT**
- 138-14 APPEAL OF DENIAL OR REVOCATION OF PERMIT**
- 138-15 LICENSE TAX**
- 138-16 PENALTY FOR VIOLATION OF CHAPTER**
- 138-17 SEVERANCE CLAUSE**

Adopted by the Town Council of the Town of Front Royal 3-11-85 (*Chapter 25 of the 1965 Code. Sections 138-1, 138-2 and 138-3 amended and sections 138-12.1 added at time of adoption of Code. Section 25-11, Subsection (e), of the 1965 Code, which immediately followed 138-12, was deleted at time of adoption of Code*). Ord. No. 13-86 amended 138-3 “Solicitors Permit-Applicability” and 138-4 “Solicitors Permit-Permit Required” 7-28-86; Ord.8-91 amended 138-7 “Photographing” 3-11-91. The Entire Chapter was amended in its entirety 3-14-16. Other amendments noted where applicable.

138-1 PERMIT REQUIRED

To promote the safety of residents, it shall be unlawful for any person to engage in the business of Peddler, Itinerant Merchant, or Commercial Solicitor as defined in this Chapter, within the limits of Front Royal, Virginia, without first obtaining a permit as provided herein. Issuance of a permit does not relieve an individual from obtaining a business license (Town Code Chapter 98) from the Town’s Finance Department prior to engaging in operation of business.

(Amended 12-11-17-Effective Upon Passage)

138-2 DEFINITIONS

ITINERANT MERCHANT - One who offers merchandise, goods, food or services for sale or barter from a stationary but temporary site within the Town.

MOTOR VEHICLE – means every vehicle that is self-propelled, and which is validly licensed, and which bears current required inspections.

PEDDLER - One who moves from place to place within the Town and offers merchandise, goods, food or services for sale or barter at no definite place of business.

STREET; ROAD – A public thoroughfare, except an alley, driveway or parking area, which affords vehicular traffic circulation and principal means of access to abutting property.

(Added 12-11-17-Effective Upon Passage)

TOWN - Front Royal, Virginia.

TOWN MANAGER - The Town Manager of Front Royal, Virginia or their designated agent.

SOLICITOR (Commercial) - Any person, whether a principal, agent, or salesman, who engages in transient business by going from residence to residence for the purpose of taking orders or offering to take orders for the sale of goods, wares, or merchandise or taking orders for services to be performed in the future. A commercial solicitor shall not carry goods, wares, or merchandise except for display purposes only, and shall not sell items directly.

VEHICLE - Every device in, upon or by which any person or property is or may be transported or drawn including any wheeled conveyance.

VENDING VEHICLE – means a motor vehicle used for vending, pursuant to a valid Town peddler's license, to a retail customers on Town streets equipped with four (4) amber signal lights, of a minimum diameter of four (4) inches, located on each corner of the top of the motor vehicle, with all four (4) lights capable of flashing simultaneously while such motor vehicle is stopped with the engine running for the purpose of selling ice cream or other frozen dessert to a retail customer, and also equipped only with bells for the purpose of attracting customers and only sounded while in motion between regular permitted stops, and with a receptacle for the disposal of all trash generated during each stop.

138-3 PERMIT APPLICATION

- A. Applicants under this Chapter must file with the Town's Planning and Zoning Department a sworn application to be furnished by the Town.
- B. At the time of filing of the application for permit, a fee of twenty dollars (\$20.00) shall be paid, to cover the cost of investigation and processing the application. There shall be no fee for those who are deemed exempt as defined in 138-4.
- C. At the time of filing, the applicant shall provide a front facing passport size photograph which accurately depicts the applicant's appearance at the time of application.
- D. A background check will be performed on all applicants for Commercial Solicitor's permits by local law enforcement.

- E. All Peddler and Itinerant Merchant applicants shall obtain approval from the Town's Department of Planning & Zoning prior to selling from private property. Approval shall be based upon submittal of a plat, site plan, or sketch plan identifying the location of the property on which the activity is to be conducted and showing the location of the structure from which the sale or exchange activity will occur, the area under the control of such person, parking spaces and provisions for well-defined vehicular entrances and exits.

(Amended Entire Section and Added C – E 12-11-17-Effective Upon Passage)

138-4 QUALIFYING FOR AN EXEMPTION

- A. The following shall be exempt from the permit application fee but shall be required to submit a permit application and comply with this Chapter:

1. Persons selling farm or domestic products or nursery products, ornamental or otherwise, or for the planting of nursery products, as an incident to the sale thereof, outside of the regular market houses and sheds of the Town, provided such products are grown or produced by the person offering them for sale; and peddlers at wholesale or to those who sell or offer for sale in person or by their employees, ice, wood, charcoal, meats, milk, butter, eggs, poultry, game, vegetables, fruits or other family supplies of a perishable nature or farm products grown or produced by them and not purchased by them for sale. A dairyman who uses upon the streets of the Town in one or more vehicles may sell and deliver from this vehicles, milk, butter, cream and eggs in Town without procuring a peddler's license;

(Amended 12-11-17-Effective Upon Passage)

2. Persons selling newspapers;
 3. Persons selling for wholesale concerns who only solicit orders from or sell to retail dealers in Front Royal for resale or other commercial purposes or to manufacturers for manufacturing or other commercial purposes;
 4. Wholesalers soliciting orders or selling to others for retail, resale, or upon manufacturers for manufacturing and selling at wholesale at place of manufacture;
 5. Children of or under the age of 16, except when they are acting as agents of adults covered by this article;
 6. Delivery of food or merchandise ordered by phone, internet, or mail from a fixed place of business issued a business license for operation;
 7. Merchants selling food and merchandise during a Special Event that has been issued permit by the Town; and
 8. Tax exempt civic, charitable, government or educational organizations.
- B. All persons qualifying for exemptions from this Section must present proof of such qualification upon completion of application.

(Amended Title and “B” 12-11-17-Effective Upon Passage)

138-5 ISSUANCE OF PERMITS

Upon receipt of completed application and required background check the Town Manager or his designee shall endorse on the application their approval, execute a permit addressed to the applicant for the carrying on of the business applied for and submit executed permit to the Town’s Finance Department for payment of business license tax as defined in Chapter 98 of the Town Code.

Permits shall be approved or denied ten (10) business days following the date of the filing of the application.

(Amended Entire Section 12-11-17-Effective Upon Passage)

138-6 TRANSFER

No permit issued under the provisions of this Chapter shall be used by an person other than the one to whom it was issued.

138-7 RENEWAL

All permits issued under the provisions of this Chapter shall be valid for the calendar year they are issued, beginning from the date of issuance, and expiring on December 31 of each calendar year. Permits shall be renewed for subsequent calendar years, without the requirement for a new permit application, if the applicant files to renew their business license with the Department of Finance by March 1 of the calendar year, and submits written verification that there are no changes from the previous year’s application. A new permit application shall be required if there are changes from the previous year’s application, or if the filing of a renewal occurs after March 1 of the calendar year.

(Amended Entire Section 12-11-17-Effective Upon Passage)

138-8 RESTRICTIONS

No Peddler, Commercial Solicitor or Itinerant Merchant shall have any exclusive right to any location on public property, nor shall he or she:

- A. Be permitted a stationary location on any public sidewalk or street;
- B. Display any sign on a street, sidewalk, or other public place visible to vehicular traffic, except for signs that are actually imprinted on the exterior body of a licensed motor vehicle;
- C. Make any sale or delivery to any person while such person is located in the street, as defined in 138-2;

(Amended 12-11-17-Effective Upon Passage)

- D. Make any sale, offer or delivery to any driver or passenger in a motor vehicle while the motor vehicle is stopped at a red light or while in a moving traffic lane;
 - E. Conduct business from any street or center median strip of any street, except from a vending vehicle subject to the following conditions:
 - 1. ;no stopping within five hundred (500) feet of school property, or within one hundred feet (100) feet of a restaurant open for business;
 - 2. no stopping on any Town street with a posted speed limit in excess of twenty-five (25) miles per hour;
 - 3. whenever stopped for the purpose of making a sale, the vending vehicle shall be stopped at the right-hand curb or edge of the street out of the lanes of travel in a legal parking space, and no sales shall be made to any customer not standing on the sidewalk or off of the paved roadway;
 - 4. sales may only occur at stops designated on the approved permit application pursuant to §138-3 and §138-5;
 - E. 5. no sales may occur between the hours of 8:00 p.m. and 10:00 a.m., and no unattended vending vehicle may be parked on Town streets during these hours.
 - F. Restrict access to any legally parked vehicle;
 - G. Operate in any other way that would restrict the flow of pedestrian or vehicular traffic;
 - H. Conduct any business on any private or public property, street, or sidewalk between the hours of 10:00 pm and 6:00 am except if operating through a Special Event Permit issued by the Town
 - I. Leave vehicles and/or equipment overnight at the approved location. All vehicles and equipment must be removed from the site by the end of the business day, unless prior approval from the property owner has been received and submitted to the Town Manager or his designee for verification, excluding those permitted at the Flea Market as specified in Chapter 98-46; and
- (Amended 12-11-17-Effective Upon Passage)
- J. Leave any cart or table unattended on any public property, street, or sidewalk; and
 - K. Shall provide receptacles for the disposal of waste materials or other litter created in the immediate area of any stationary location from which sales, offers of sales or deliveries are taking place, and they shall request customers to place all waste and litter in the receptacles and they shall remove and dispose of the waste materials and litter.

138-9 PLACE OF SALE – PEDDLER AND ITINERANT MERCHANT

- A. All Peddlers and Itinerant Merchants, except when vending from a vending vehicle, may only be located at a hospital, locations approved by Special Event Permit, or in the areas

designated by the Town's Zoning Map as C-1, Community Business District, C-2, Downtown Business District, or the Mixed-Use Campus District.

(Amended to include "hospital" and "Special Event Permit" 12-11-17-Effective Upon Passage)

- B. It shall be unlawful for any Peddler or Itinerant Merchant to occupy or partially occupy while selling, or sell from, the private property of another without written permission of the private property owner.

138-10 DOOR-TO-DOOR SALES - COMMERCIAL SOLICITOR

Door-to-door sales shall only take place between the hours of 9:00 a.m. and 8:00 p.m.

Regardless of whether or not a permit and business license has been issued, no person shall enter in or upon any house, building or private property of any type without the prior express consent of the owner or occupant thereof, where there is placed or posted on the premises in a conspicuous position at or near the usual means of ingress a sign or other form of notice stating or indicating that the owner or occupant thereof forbids or otherwise does not desire persons in solicitation or selling to enter upon the premises.

(Amended 12-11-17-Effective Upon Passage)

138-11 EXHIBITION OF PERMIT AND BUSINESS LICENSE

Peddlers, Itinerant Merchants and Commercial Solicitors are required to conspicuously display their permit and business license at their vehicles or temporary stands or if they have none, to exhibit their permit and business license upon request.

(Amended by Adding "business license" 12-11-17-Effective Upon Passage)

138-12 RECORDS

The Town's Finance Department shall maintain a record for each permit and business license issued, and record the reports of violation thereon.

(Amended 12-11-17-Effective Upon Passage)

138-13 REVOCATION OF PERMIT

- A. Permits issued under the provision of this Chapter may be revoked by the Town Manager after notice and hearing for any of the following causes:
1. Fraud, misrepresentation or intentional false statement of material or relevant facts contained in the application;

2. Conviction of any felony or crime of moral turpitude (including, by way of illustration and not limitation, crimes of sexual misconduct and distribution of controlled substances or paraphernalia) within the five (5) years immediately preceding the date of filing of the application;
3. Conviction of any crime involving fraud in the conduct of his or her business;
4. Permit holder creates a public safety hazard as identified by Fire Marshal, Chief of Police, or their designee or any authoritative body that has legal regulatory oversight over public safety; and,

(Amended 12-11-17-Effective Upon Passage)

5. Any violation of this Chapter

B. Notice of the hearing for revocation of a permit shall be given in writing, setting forth specifically the grounds of the revocation and the time and place of hearing. Such notice shall be mailed, postage prepaid, to the permit holder at their last known address at least five (5) days prior to the date set for hearing. Failure to appear for a hearing does not preclude permit revocation.

138-14 APPEAL OF DENIAL OR REVOCATION OF PERMIT

- A. Any person aggrieved by the action of the Town Manager, or the designated agent, in the denial of an application for a permit or in the decision with reference to the revocation of a permit shall have the right of appeal. Such appeal shall be taken by filing with the Clerk of the Town Council within ten (10) days after the notice of action complained of has been mailed to such person's last known address, a written statement setting forth fully the grounds of appeal.
- B. The Clerk of the Town Council shall notify the Town Manager of the filing of an appeal.
- C. Upon filing an appeal, the party aggrieved shall be entitled to a hearing by the Town Council. The time and place of the hearing shall be scheduled by the Clerk of Council at any time after the filing of an appeal upon notice by the Clerk of Council mailed to the party to the action at the address required to be stated by the appellant at the time of the filing of the appeal. Such appeals may be continued by the Town Council.
- D. The party shall have the right to present their case in person or by counsel licensed to practice law in the Commonwealth of Virginia.
- E. The Town Council shall consider the case record as well as statements offered by an interested party and shall determine whether the Town Manager abused their discretion under the rules and standards set forth in this Chapter. The hearing need not be conducted according to technical rules relating to evidence and witnesses. Any relevant evidence may be admitted if it is the sort of evidence on which responsible persons are accustomed to rely in the conduct of serious affairs, regardless of the existence of any common law or statutory rule which might make improper the admission of such evidence in civil actions.

138-15 LICENSE TAX

The License Tax for activities defined in this Chapter shall be provided in the following Chapters:

A. Peddlers and Itinerant Merchants – Chapter 98-61

B. Commercial Solicitors – Chapter 98-45

138-16 PENALTY FOR VIOLATION OF CHAPTER

Any person violating any provision of this Chapter shall be guilty of a Class 1 Misdemeanor with penalties specified in Town Code Chapter 1-15.

138-17 SEVERANCE CLAUSE

The provisions of this Chapter are hereby declared to be severable, and if any section, sentence, clause or phrase of this Chapter shall, for any reason, be held to be invalid or unconstitutional, such decision shall not affect the validity of the remaining sections, sentences, clauses or phrases of this Chapter, but they shall remain in effect, it being the legislative intent that this Chapter shall stand, notwithstanding the invalidity of any part.

(Amended Entire Chapter 3-14-16-Effective Upon Passage)

This ordinance shall become effective upon passage.

APPROVED:

Eugene R. Tewalt Mayor

ATTEST:

Tina L. Presley, Clerk of Council

THIS ORDINANCE was approved at the Regular Meeting of the Town of Front Royal, Virginia on its second reading, conducted _____ 2020, upon the following recorded vote:

William A. Sealock __Yes__ __No__
Lori A. Cockrell __Yes__ __No__
Gary L. Gillispie __Yes__ __No__

Chris W. Holloway __Yes__ __No__
Jacob L. Meza __Yes__ __No__
Letasha T. Thompson __Yes__ __No__

A public hearing on the above was held on September 14, 2020, having been advertised in the Northern Virginia Daily on August 29 and September 5, 2020.

Approved as to form and legality:

Douglas W. Napier, Town Attorney

Date: ____/____/____

9



Council Agenda Statement

Item # 9

Meeting Date: September 14, 2020

Agenda Item: FY21 Budget Amendment for HIDTA Administrative Assistant Position for Police Dept

Summary: The Washington/Baltimore High Intensity Drug Trafficking Area LLC is providing the Front Royal Police Department a grant in the amount of \$52,035.00 to pay for an Administrative Assistant salary and fringe benefits. If the funding is cut or HIDTA discontinues the designation, the position will be eliminated. Council is requested to approve a FY21 budget amendment in the amount of \$39,025.00 for the addition of the Administrative Assistant which is 75% of the grant; the remaining \$13,010.00 would be included in the FY22 budget.

Budget/Funding:

1000-3310003	General Fund	Grant – Anti Drug Enforcement	\$39,025.00
3106-41001	Police HIDTA Salaries Regular		\$23,585.00
3106-42001	Police HIDTA FICA		\$1,805.00
3106-42002	Police HIDTA VRS		\$3,375.00
3106-42008	Police HIDTA HRA		\$500.00
3106-42005	Police HIDTA Medical Insurance		\$9,760.00

Meetings: Work Session held September 8, 2020

Proposed Motion: I move that council approve a FY21 budget amendment in the amount of \$39,025.00 for the addition of a High Intensity Drug Trafficking Area (HIDTA) Administrative Assistant that includes salary and fringe benefits, for the Front Royal Police Department which is 75% of the \$52,035.00 of the Washington/Baltimore High Intensity Drug Trafficking Area LLC grant. I further move that the remaining \$13,010.00 be included in the FY22 budget. I further move that if the funding is cut or HIDTA discontinues the designation, the position will be eliminated.

Approved By: _____

Moved _____ Seconded _____

VM Sealock _____ Cockrell _____ Gillispie _____ Holloway _____ Meza _____ Thompson _____



TOWN OF FRONT ROYAL

POLICE DEPARTMENT
900 MONROE AVENUE
FRONT ROYAL, VIRGINIA 22630

K.L. Magalis
Chief of Police
(540) 635-2111
(540) 635-6160 (Fax)

To: Mayor and Front Royal Town Council

From: K. L. Magalis, Police Chief

Date: September 2, 2020

Re: HIDTA Office Assistant Position

HIDTA (High Intensity Drug Trafficking Areas) is a DEA program funded by a grant which is maintained by ONDCP (Office of National Drug Control Policy). The mission of HIDTA is to facilitate cooperation between Federal, state, and local law enforcement and support drug enforcement efforts. They provide resources such as access to intelligence databanks, analytics, and funding for equipment and support personnel.

The NWRVDGTF (Northwest Regional Virginia Drug and Gang Task Force), of which we are a member, has been consistently applying for HIDTA designation over the past several years. In 2019, Warren County received HIDTA designation. Each year, there is a sum of money available to narcotics enforcement teams in jurisdictions that carry the HIDTA designation. The coordinator of NWRVDGTF submits a budget for equipment and personnel in those teams on an annual basis. This year, the coordinator identified a need for an office assistant which was approved in the HIDTA budget request. This person will be responsible for entering data from cases written by the NWRVGTF into the state and Federal case management systems and data banks. This provides for intelligence and deconfliction on a national scale.

Typically, the County agency that is in the HIDTA designated jurisdiction acts as the fiscal agent for budget items such as personnel or vehicles. Warren County Sheriff's Office declined NWRVDGTF's request to be the fiscal agent for this initiative. After discussing this matter with the Town Manager, I spoke with our HIDTA representative and was advised that the Town could assume the fiscal agent role in this particular initiative.

This position is essentially a grant position and will only be retained for the life of the grant. It is renewed annually. If, for whatever reason, the funding is cut or HIDTA discontinues our designation, the position will be eliminated. The Town will invoice HIDTA quarterly for expenses related to the position so there is no actual fiscal impact to the Town.

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Council Agenda Statement

Item # 10

Meeting Date: September 14, 2020

Agenda Item: FY21 Budget Transfer - Attrition Position for Police Department

Summary: Council is requested to approve a FY21 budget transfer in the amount of \$55,915.00 from General Fund Contingency for an Attrition Position for the Police Department. It is further noted that the position will be reviewed annually, and budget based on recognized needs.

Budget/Funding:

9790-49999	General Fund Contingency	-	<\$55,915.00>
3102-41001	Police Patrol Salaries Regular	-	\$48,170.00
3102-42001	Police Patrol FICA	-	\$2,700.00
3102-42002	Police Patrol VRS	-	\$3,780.00
3102-42003	Police Patrol LEOS	-	\$1,265.00

Meetings: Work Session held September 8, 2020

Proposed Motion: I move that Council approve a FY21 budget transfer in the amount of \$55,915.00 from General Fund Contingency for an Attrition Position for the Police Department. I further move that the position will be reviewed annually and budgeted based on recognized needs for that fiscal year.

Approved By: _____

Moved _____ Seconded _____

VM Seacock _____ Cockrell _____ Gillispie _____ Holloway _____ Meza _____ Thompson _____



TOWN OF FRONT ROYAL

POLICE DEPARTMENT
900 Monroe Avenue
FRONT ROYAL, VIRGINIA 22630-1560

K.L. Magalis
Chief of Police
(540) 635-2111
(540) 635-6160 (Fax)

TO: Mayor and Town Council

FROM: K. L. Magalis, Chief of Police

DATE: September 2, 2020

SUBJECT: Request Funding for Additional Sworn Officer – Attrition Position

As we continue to face challenges with maintaining adequate police workforce levels, especially in the Patrol Division, I am requesting we seek additional budgeted funds to add a sworn law enforcement officer position within our Department.

We currently have one vacant patrol officer position and we are forecasted to lose three additional veteran officers in the coming year. Historically, we have had 2 vacancies in the past 12 months, 5 vacancies in the past 3 years, and 11 vacancies in the past 5 years. We expect to see one in January, one in March, and at least one more that is currently eligible and can be expected in the next year. We also expect to see two additional officers retiring the following year. This number does not include factors contributing to increased levels of unplanned employee turnover, which is likely considering the current social climate and legislation.

At this time, we can only begin the hiring process for a new officer once the position becomes available. The challenge is the hiring process takes more than six weeks to complete for applicants who are not currently DCJS certified. Once the applicant is hired, he/she is required to attend the Skyline Regional Criminal Justice Academy (SRCJA) to successfully complete the 20-week law enforcement basic school. He/she then returns to the department to successfully complete our 468-hour (12-13 weeks) Field Training Officer program before being released to regular duty. This process equates to approximately 39 weeks from application to release to full duty for one open position.

A method to get ahead of at least the forecasted openings, would be for Town Council to approve funding for attrition position. SRCJA only hosts two basic academy classes each year (January & July). With proper funding, we can begin the lengthy hiring process for new recruits, have that officer employed and acclimated within the Department and prepared to attend the basic academy.

Once initially approved, this attrition position would be reviewed annually and budgeted based on recognized needs for that fiscal year. The annual salary with benefits of three current officers who have indicated they will be retiring in the coming year, totals \$306,000. The total cost to hire a new non-certified officer is \$60,000 with benefits. If funding of \$60,000 is identified for this fiscal year, we could hire one attrition position to help immediately fill the gap from these pending retirements.

A significant benefit to the addition of this position would be the ability to maintain staffing the gap between the time an officer leaves the agency and the new officer taking the position without having to cover that shift by pulling existing officers in at their overtime rate. If we determine the



TOWN OF FRONT ROYAL

POLICE DEPARTMENT

900 Monroe Avenue
FRONT ROYAL, VIRGINIA 22630-1560

K.L. Magalis
Chief of Police
(540) 635-2111
(540) 635-6160 (Fax)

average time for that to occur is 8 months that equates to 1,394 hours. The average overtime rate is \$41.78 per hour which includes FICA and the hourly rate. The additional position would allow for that transition to be managed at a regular pay rate of \$30.88, which is a fully encumbered dollar figure. **Total savings in this particular 8 month scenario would equate to roughly \$15,000.**

An additional benefit to this position in timeframes between the attrition situations is the ability to utilize this officer to cover gaps in shift coverage caused by court, training, vacations, and illness. This officer would not be assigned to a permanent shift which would allow us a better opportunity to manage those gaps with an officer being paid their regular rate rather than an overtime rate which equates roughly to a \$10.90 savings on the hourly rate. If we manage to get fully staffed with this extra position through basic training we could expect to see roughly a 25% decrease in overtime throughout that period. If that were to occur annually it would be roughly \$40,000.

Finally, with the recent launch of the Town's new hiring portal (NEOGOV), we have been working closely with Human Resources to bolster our recruiting efforts and provide interested applicants with a clear understanding of the lengthy hiring process.

With the approval of the Town Manager and Finance Director, I am requesting this initiative be presented to Town Council for approval.

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Council Agenda Statement

Item # 11

Meeting Date: September 14, 2020

Agenda Item: CLOSED MEETING

Motions to Go Into Closed Meeting

I move that Town Council go into Closed Meeting for the following reasons:

1. Regarding McKay Springs property, a Town public alley, and a potential business proposing to locate in the Town of Front Royal, and the Town Manager's position, under the following provisions of the Freedom of Information Act:

(A) The disposition of publicly held real property, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body, pursuant to Section 2.2- 3711. A.3.

(B) The discussion of the award of a public contract involving the expenditure of public funds, including interviews of bidders or offerors, and discussion of the terms or scope of such contract, where discussion in an Open Meeting would adversely affect the bargaining position or negotiating strategy of the public body, pursuant to Section 2.2- 3711. A. 29. of the Code of Virginia.

(C) Consultation with legal counsel employed or retained by a public body regarding specific legal matters requiring the provision of legal advice by such counsel, pursuant to Section 2.2-3711. A. 8. of the Code of Virginia.

(D) Discussion, consideration, or interviews of prospective candidates for employment; assignment, appointment, promotion, performance, demotion, salaries, disciplining, or resignation of specific public officers, appointees, or employees of the Town, pursuant to Section 2.2-3711. A. 1. of the Code of Virginia.

2. Regarding the proposed CARES Act funding agreement between the County and the Town, and the letter from the Board of Supervisor's legal counsel and the demands placed upon the Town:

(A) Discussion of the award of a public contract involving the expenditure of public funds, and discussion of the terms or scope of such contract, where discussion in an Open Meeting would adversely affect the bargaining position or negotiating strategy of Town Council, pursuant to Section 2.2- 3711. A. 29., of the Code of Virginia; and

(B) Consultation with legal counsel employed or retained by a public body regarding specific legal matters requiring the provision of legal advice by such counsel, pursuant to Section 2.2-3711. A. 8. of the Code of Virginia.

Approved By: _____

Moved _____ Seconded _____

VM Sealock _____ Cockrell _____ Gillispie _____ Holloway _____ Meza _____ Thompson _____

Motion to Certify Closed Meeting at its Conclusion *[At the conclusion of the Closed Meeting, immediately re-convene in open meeting and take a roll call vote on the following:]*

I move that the Mayor and Council certify that to the best of each member's knowledge, as recognized by each Mayor and Council member's affirmative vote, that only such public business matters lawfully exempted from Open Meeting requirements under the Virginia Freedom of Information Act as were identified in the motion by which the Closed Meeting was convened were heard, discussed or considered in the Closed Meeting by the Mayor and Council, and that the vote of each individual member of Council be taken by roll call and recorded and included in the minutes of the meeting of Town Council.

Approved By: _____

A red ink signature, appearing to be a stylized 'M' or 'W', is written over the line for the 'Approved By' field.

Moved _____ Seconded _____

VM Seacock _____ Cockrell _____ Gillispie _____ Holloway _____ Meza _____ Thompson _____