

February 15, 2022

Clarke County Board of Supervisors
Regular Meeting
Main Meeting Room

1:00 pm

At a regular meeting of the Board of Supervisors of Clarke County, Virginia, held in the Berryville Clarke County Government Center, 101 Chalmers Court, 2nd Floor, Berryville, Virginia, conducted on Tuesday, February 15, 2022, at 1:00 pm.

Board Members Present Afternoon Session

Matthew E. Bass - Berryville District
Terri T. Catlett - Millwood / Pine Grove District
Doug Lawrence - Russell District
Bev B. McKay - White Post District
David S. Weiss - Buckmarsh / Blue Ridge District

County Staff Present

Brenda Bennett, Chris Boies, Cathy Kuehner,

Constitutional / State Offices / Other Agencies

Ed Carter, Sheriff Anthony "Tony" Roper,

Press

Mickey Powell – The Winchester Star

Others Present

Michelle Marino, Carol Coffelt, and various other citizens

1) Call to Order

Chair Weiss called the afternoon session to order at 1:00 pm.

2) Adoption of Agenda

Supervisor McKay moved to adopt the agenda as presented. The motion carried by the following vote:

Matthew E. Bass	-	Aye
Terri T. Catlett	-	Aye
Doug M. Lawrence	-	Aye
Beverly B. McKay	-	Aye
David S. Weiss	-	Aye

3) Citizens Comment Period

No persons addressed the Board.

4) VDOT Update

Ed Carter, Resident Administrator, provided the following update:

- Maintenance activities this past month have been primarily dedicated to snow and ice removal activities and storm debris removal.
- We did some hazardous tree removal on various routes and plan to continue this month.
- We started brush trimming on Boom Rd. and will continue as well as on Bishop Meade and Browntown Rds.
- We have addressed numerous potholes and expect many this month with the extreme temperature swings.

Board Issues:

- We are addressing shoulder concerns on Stringtown Rd. As soon as the weather warms, work will commence.

Vice-Chair Terri Catlett

- Asked when the intersection at Route 601 and Hwy. 7 would get attention. Ed Carter informed the Board that VDOT received three proposals. This week, there is a meeting to discuss the proposals and put together cost estimates. Once that happens, VDOT will come to the Board for input.
 - Chair Weiss asked how much influence the Board has? Ed Carter said if the Board is vehemently opposed, the intersection can stay as it is; adding funding would still need to be sourced before any work could begin.
 - Vice-Chair further asked if there were any comparable projects? Ed Carter confirmed various similar projects across the state and will get that information for the board once a proposal is recommended.

- Supervisor McKay asked if the Federal government would help fund a project like this? Ed Carter stated he could not say for sure, adding with the Infrastructure Act and the different pots of money, he was unsure what funding they could get.

Chairman David Weiss

- Asked where Route 7 Safety Implementation Study was at in the process? Ed Carter stated that a status report could be provided at the next meeting.
 - Chris Boies offered the option of VDOT attending a work session to discuss. Ed Carter replied that he is happy to visit when convenient for the Board.
 - Supervisor Lawrence asked if the Old Charlestown Bridge could be added to a work session agenda, further asking if any feedback had been received? Ed Carter stated the most pushback received was with the detour route. VDOT is currently getting quotes from suppliers to see if the construction season can be shortened by using one long beam instead of two short beams. The concern was that a long beam could not get delivered down the road, or the crane could not be placed in a position to safely move the beam. If VDOT can get one beam instead of two, the construction cycle could possibly be shortened from two years to one year.

5) Economic Development and Berryville Main Street Updates

Felicia Hart, Director of Economic Development and Tourism, presented the following:

Economic Development

- Broadband – Our VATI grant for universal broadband coverage in Clarke County was approved by the State. Participated in a VATI conference call with the Department of Housing and Community Development (DHCD) and all participating localities to get an overview of the contract
- I continue to work one-on-one with the Lord Fairfax Small Business Development Center. Numerous (9) local business introductions have been made, which the LFSBDC has immediately followed up with.
- Met with the owner of the LGV group and his property manager. I've since made numerous introductions, including local businesses, local realtors, EDAs in Winchester and Frederick County, along with introductions to the Lord Fairfax Small Business Development Center and to both the Virginia

- Economic Development Partnership (VEDP) and the Virginia Economic Developers Association (VEDA). I continue to have regular conversations with all entities regarding updates. We have a conference call with the VEDP and LGV for an interview to participate in the Economic Gardening Program (Cochran Lumber and C2Management have already participated).
- We’ve developed an Agritourism summit in partnership with Winchester/Frederick County to bring our local farmers together for a meet/greet. At this conference, we will be discussing their needs (local/state) to better determine how we can be of assistance to them. We have already reached out to the leadership of the Clarke County Farmer’s Market to participate. The meeting is scheduled for February 25th at 11:00 and will be hosted here in Clarke County at the Ruritan grounds. Participation is free, and lunch/materials will be served.
 - Almost 60 have signed up so far. Registration is open until Friday, February 18, 2022.
 - Vice-Chair Catlett offered her praise for the agritourism event and hopes everyone has a take-away from the event, adding she had heard from multiple constituents who are excited about the event.
 - Have reached out to the group that purchased the Battletown Inn to see if I can be of assistance. I have not heard back, but it would appear that the project is on hold while owners develop a game plan after an initial walk-through with County Building Inspector.
 - I continue to work closely with the Clarke County Farmer’s Market to help promote their events and assist them with regional/state/federal events and potential fundings for their members.
 - I continue to work closely with local realtors to get a heads up on properties that will be coming on the market soon. This allows us to work one on one with them and make introductions to appropriate potential business owners.
 - I have made several introductions to property owners in the Waterloo area. These introductions are for realtors/businesses outside our area who are looking at potential properties.
 - Clarke County will be represented again in the upcoming Widget Cup on April 7th, hosted in Winchester. This is a partnership between EDAs and the school systems in Winchester and Frederick and Clarke Counties. Clarke County currently holds the title.
 - We are already working on the Economic Development Advisory Committee Spring Tour.

- Along with the EDA Directors for Winchester and Frederick County, I presented to the Top of Virginia Chamber’s Leadership class. The discussion was on economic development and tourism.
- Clarke County Economic Development was represented at the Employer Expo hosted in Winchester at the War Memorial Building. In addition to my serving on the planning committee, Clarke County had two local businesses host recruiting tables at the event. The next event is scheduled for May 25th at the same location. We are currently pushing this information out to our local businesses.
- Have met with the owner of Clarke Monthly to see how we can better collaborate on getting the word out about new programs/projects Clarke County is participating in and opportunities for our Clarke County citizens. Opportunities like the Habitat Home Repair program are out there – we just need to help get the word out. Jennifer Parker with DSS has several new programs that can assist some of our citizens.
- We continue to push the “Return to Earn” grant program that reimburses companies (up to \$500) for sign-on bonuses. This is a program through the Governor’s office.
- We continue to make introductions for local companies that have an immediate hiring need. Introductions include Clarke County High School, Top of Virginia Chamber, Christine Kriz at Lord Fairfax Small Business Development Center, United Way, and numerous local and state agencies.
- I continue to have monthly phone calls with representatives of the Virginia Economic Developers Association (VEDA).
- Continue to meet with Christy Dunkle for updates/catch-up.
- Continue to meet regularly with Clarke County’s Planning and Zoning Directors for updates.
- I continue to regularly post upcoming events (training, meetings, etc.) on the Economic Facebook page.
- Work/talk continues regarding the water/sewer subsidiary program offered in the Waterloo area. I have made a presentation at the Blue Ridge Association of Realtors, have made other regional associations aware, and continue to talk with local property owners in the area about this. After a call from a local realtor, Chris and I met and talked with the Sanitary Authority about our fees and how they are determined.
- Work/talk continues on sewer/water in the Double Tollgate area from Frederick Water. Chris Boise has been regularly meeting with them to discuss the next steps.

- I continue to work directly with Shaine Coleman from Clarke County High School to make introductions to our local businesses for those students who may not be attending college. This includes working to find potential jobs in our area and also allows the students to “shadow” an employee to determine if they really are interested in that profession.
- I continue hosting weekly meetings with Frederick County and the City of Winchester EDAs. Also part of the group is Christine Kriz with Lord Fairfax Small Business Development Center and Cynthia Snyder with the Top of Virginia Chamber.
- I want to personally thank Winchester, Frederick, and Shenandoah County for taking the lead on a new “talent website.” I am currently updating information for Clarke County to this new site. This site provides an overview of our area and the quality of life that we offer.
- I continue to push the Small Business Resiliency Team regional program as part of the GOVirginia – this is in partnership with Lord Fairfax Small Business Development Center. This program assists small businesses with access to free marketing, financial guidance, creation of an e-commerce website, and accounting software.

Tourism

- Being aware of the disconnect between what is going on at the fairgrounds and what our local businesses know – and do not know – we have developed new relationships. I have joined the Ruritans to help bridge this gap. Lucketts Market is committed to two events this year – one in May and one in October.
 - Watermelon Pickers has already signed on.
 - HamFest is signed on.
 - Blandy Farm will host its Mother’s Day Gardening Show again this year.
 - We have a two-day toy show that will be there in March.
 - We can provide the links to “Places to Stay” and “Things to Do” while their vendors and attendees are here – and share any specials or discounts local businesses would like to offer.
 - We are looking at additional signage opportunities at the fairgrounds to remind attendees of our Main Street and what else Clarke County has to offer.
 - In the process of developing a “Welcome” piece for the Ruritans to hand out to organizations who are renting/leasing fairground space. This handout will provide my contact information and give ideas on ways that I can assist them in not only promoting their event but

- making introductions to local businesses who can be of assistance to them.
- I am promoting the fairgrounds as a place that can be rented for outdoor/indoor events to the Northern Virginia area to help promote this space – especially with COVID restrictions. I have also made the state Tourism Corporation aware of this space.
- I continue to write blogs for state, regional, and local use.
- Our upcoming Agritourism meeting here in Clarke County on February 25th will also allow us to help our farmers learn of new opportunities to promote themselves via social media and how we can better partner to promote them regionally.
- We continue to post on the Tourism Facebook page highlighting upcoming events, places to visit, and things to do.
- Clarke County hosted space at the Virginia Welcome Center in Clear Brook, VA, for the month of December. In addition to the Clarke County marketing, numerous non-profits also had displays. This marketing allows Clarke County to get in front of over 40,000 visitors.
- We have expanded blog opportunities listings with the Shenandoah Valley Tourism Partnership (SVTP) and the Shenandoah Valley Travel Association (SVTA) and are sharing these with the Virginia Tourism Corporation (VTC).
- I met last week with representatives from Blandy and the Blue Ridge Wildlife about promoting “Take a Hike” in Clarke County. This would be a play off the existing flyer produced by the Clarke County Conservation group.
 - Supervisor Lawrence suggested adding skill levels needed for the hiking trails and clarified, with the support of Sheriff Roper, the three boat landings in Clarke County are for boat launching only, and people should not be using those areas for parking. Supervisor McKay added the land along the river in Clarke County is all privately owned.
- Distribution of the ARPA funds through the Virginia Tourism Corporation is in the works. Discussions about new rack cards, ways to promote/improve the experience at the Clarke County Visitors Center, and additional signage at the fairgrounds are topics of discussion. This is a work in progress while trying to work through VTC’s new program.
- We are working closely with local photographers to share their talents/images on our Tourism website and through our social media.

- I would like to (again) acknowledge the new partnership between the Berryville Main Street Program and the Barns of Rose Hill. This partnership provides:
 - An opportunity for Clarke County, Berryville Main Street and the Barns to reach a broader audience to disseminate information in a timelier manner.
 - We already hosted our first quarterly Meet/Greets (two meetings) and had wonderful turnouts at both events.
 - We will start hosting a quarterly Meet/Greet for new residents of Berryville and Clarke County. Our first event will be on April 11th at the Barns of Rose Hill. This will give us an opportunity to help new residents understand the Town vs. the County and what services are provided by each, introductions to our local non-profits and volunteer opportunities here in Clarke County, handouts from local businesses/organizations, and an opportunity for new residents to ask questions.
 - We have developed a social media calendar with all the national holidays and “national days.” This will allow us to plan marketing around specific events. Marketing would include our three entities and local businesses and organizations to allow for an even greater audience reach.
 - We are producing Welcome Bags with information about the Town/County, coupons/ brochures from local businesses, information about local non-profits.
 - We continue the conversation about a mural program here in the Town/County. We could become part of the Appalachian Mural Trail program that would give us an even broader audience.
 - We continue to explore the opportunity to become a WonderLOVE community through the Virginia Tourism Corporation. This statewide program would give us another targeted audience.
 - The Barns just hosted their first “Dinner and a Show” event that was sold out. If an attendee provided a receipt from a local restaurant for dinner, they got a reduced rate to attend the show. We will continue to push social media between the three of us to help get the word out. Additional marketing opportunities are being explored.
 - An opportunity to produce a “Restaurant Week” program for one week during the year. This would allow us to highlight all that Clarke County has to offer, both to locals and outsiders.

- We will be looking at the production of a new rack card incorporating businesses in the Town and the County.
- Berryville Main Street will be producing its own website. This will enable the three organizations to share more information, provide links to each other’s sites and provide a more cohesive message to not only our community but to our visitors as well.
- We continue exploring ways to host a “Community Calendar” on Berryville Main Street’s website.
- Work is in progress to develop a “Local Love” program/campaign
- Regionally, through our partnership in the Shenandoah Valley Tourism Partnership (SVTP), Clarke County will now be a part of the Fields of Gold trail program. This was a program (mainly in southern Virginia) that our organization has taken now taken on. All farms (accepting visitors), farm markets, wineries, and agritourism businesses will be able to participate free of charge.
 - Vice-Chair Catlett asked how a farmer knows which one to choose. Felicia Hart responded to have them contact her for assistance, adding that both programs are targeted at different audiences. Chair Weiss further explained it is not for a person who doesn't have any of the public on their farm or make direct sales.
- The Farm Bureau has also initiated a new program called the American Farm Trail, which is free to all farms/markets that allow visitors.

Supervisor Bass thanked Felicia Hart for presenting. He has worked with Shaine Coleman at the High School to get the kids involved with local businesses.



JAN							Monthly Total		
Location	Clients	Hours	Start-ups	I/C	I/R	Capital Formed	% of total funding	% of clients	% of time
VA: Clarke	6	11					8%	6%	6.2%
VA: Fauquier	15	16		5	9	\$ 260,000.00	0%	14%	8.8%
VA: Frederick	42	81	3	27	18	\$ 998,000.00	43%	39%	44.8%
VA: Shenandoah	16	26		5		\$ 65,000.00	14%	15%	14.4%
VA: Warren	4	9					0%	4%	5.1%
VA: Winchester city	24	37	1	5	7	\$ 384,600.00	35%	22%	20.7%
	107	180	4	42	34	\$ 1,707,600.00	100%	100%	100.0%

YTD:							YTD Total		
Location	# of Clients	Hours	Start-ups	Created	Retained	Capital Raised	% of total funding	% of clients	% of time
VA: Clarke	45	105	1	10	32	\$ 1,301,500.00	8%	5.79%	6.66%
VA: Fauquier	98	131		24	71	\$ 823,000.00	0%	12.61%	8.31%
VA: Frederick	280	663	14	55	41	\$ 2,598,108.00	43%	36.04%	41.92%
VA: Shenandoah	105	180		15	14	\$ 506,738.00	14%	13.51%	11.35%
VA: Warren	35	44		3	4	\$ 29,305.00	0%	4.50%	2.78%
VA: Winchester	214	458	4	41	30	\$ 912,125.00	35%	27.54%	28.98%
	777	1,581	19	148	192	\$ 6,170,776.00	100%	100.00%	100.00%



Chistine Kriz, Director

Lord Fairfax Small Business Development Center
540-868-7094
www.lfsbdc.org



**MAY 25
2022**

@ JIM BARNETT PARK REC CENTER
1001 E. CORK ST. WINCHESTER, VA 22601
2PM to 6PM
Open to the Public
ASL & Spanish Translators Available

**MAY 25
2022**

@ JIM BARNETT PARK REC CENTER
1001 E. CORK ST. WINCHESTER, VA 22601
A FREE EVENT FOR JOB SEEKERS!
1PM to 2PM - High School Students Only
2PM to 6PM - Open to the Public
ASL & Spanish Translators Available

50+ Companies
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Register* & submit listing of opportunities by:
May 18, 2022
*Payment required at time of registration. Logo required to maximize marketing.

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HISTORIC BERRYVILLE, VIRGINIA
BARNs OF ROSE HILL
ENRICHING LIVES THROUGH THE ARTS, EDUCATION, AND COMMUNITY

January - June
2022 DINNER AND A SHOW CONCERTS

ONE STREET OVER SATURDAY, JAN 8 7 PM TRADITIONAL IRISH MUSIC	HEIDI MARTIN ALBUM RELEASE SATURDAY, APRIL 9 7 PM
FURNACE MOUNTAIN TRIO SATURDAY, FEB. 12 7 PM OLD-TIME APPALACHIAN	LOW WATER BRIDGE BAND SATURDAY, MAY 14 7 PM COUNTRY AMERICANA
KIPPYN MARTIN AND CIARA CORSYTH SATURDAY, MARCH 12 7 PM ROCK FOLK	CHRIS TIMBERS SATURDAY, JUNE 11 7 PM ALTERNATIVE SOUL

DINNER AND A SHOW SERIES
Tickets to these select shows are \$10.00 at the door or \$5.00 in advance plus a receipt from a dinner purchased from a Berryville restaurant on the night of the show. This is a great excuse to treat yourself to dinner and a concert, while supporting local businesses! All seats are general admission. Doors open one hour before show time. Beer and wine available for purchase.

BERRYVILLE MAIN STREET
Berryville Main Street is a non-profit organization dedicated to the economic development of all businesses throughout the Town of Berryville and Clarke County. In partnership with Barns of Rose Hill, Berryville Main Street is helping promote not only the cultural opportunities available through the Dinner and a Show Series, but also encourage the patronage of area restaurants.

SPECIAL THANKS
Dinner and a Show Series is made possible through grant support from the Town of Berryville.

BORH LOCATION AND CONTACT
95 Chalmers Court | Berryville, VA | 22611
Box Office: 540-955-2004

LIVE MUSIC | FILMS | EXHIBITS | LECTURES, CLASSES, & WORKSHOPS | AND MUCH MORE!
SEE WHAT'S COMING UP AT BARNsOFROSEHILL.ORG

TAKE A HIKE!

Breathe in the wonder of the outdoors as you meander through Clarke County's glorious open spaces. Whether you're taking solo or with a crowd, you'll reap the rewards of the lush landscape of a well-planned community, balancing the need for economic stability with the conservation of our natural resources.

Smithfield Farm
13

Shenandoah River Campus at Cool Spring Battlefield
11

Chet Hobert Park
8

Holy Cross Abbey
4

Locker's Mill Boat Landing
7

Raven Rocks
12

Bear's Den
3

Ashty Hollow, Millwood
5

Ashty Gap
6

Hollow Brook
9

Swift Shoals Road
10

Sky Meadows State Park
2

Blandy Experimental Farm
1

Clarke County Conservation Easement Authority
101 Chalmers Court, Berryville, VA 22611, 540-955-2184, www.clarkecountycva.org

Save Open Spaces

HIKE THE TRAILS OF CLARKE COUNTY

- Blandy Experimental Farm, 400 Blandy Farm Lane, Boyce.** Four walking trails, each beginning and ending at the parking lot. Three-quarters to two miles. Gorgeous setting with educational museum, signage to guide and inform. "Don't forget your dog!"
www.blandyvirginia.edu/public-programs/walk-blandy
- Shenandoah River Campus at Cool Spring Battlefield, 1400 Parker Lane, Bluemont.** 195 beautiful acres along the Shenandoah River. Formerly a golf course—and in 1994, a Civil War battlefield—now a Shenandoah University research area and prime hiking destination with more than five miles of paved trails. Part of Clarke County's land conservation easement program. "Spectacular beautiful hike in the spring."
<http://www.su.edu/venue/cool-spring>
- Ashty Hollow, Millwood.** Part of the Appalachian Trail, park on Route 605 at Morgan's Mill Road. Through several hollows, past amazing rock formations, along two mountain streams, and a wooden footbridge. Fantastic views of nearby Winchester when trees are bare. Known as the "Roller Coaster," thanks to the many climbs and descents. 6.5 total miles out and back. If you reach the top: "For a good bag breakfast, simply walk along Rt. 605."
<http://www.hikingground.com/CVH/AshtyHollow/>
- Raven Rocks, Off Pine Grove Road, Bluemont.** 5.5 miles out and back. Part of the white-blazed Appalachian Trail. These challenging climbs, so go prepared with proper footwear. Stop to dip your toes in Raven Rocks Hollow stream, flow from Virginia into West Virginia on the trail. Incredible views of the Shenandoah Valley. Popular with rock climbers. "The view from Raven Rocks is one of the best in the area!"
<http://www.hikingground.com/CVH/RavenRocks/>
- Hollow Brook, Off Morgan Mill Road on Rt. 605, Bluemont.** 3.8 miles. Easy trail that's perfect for families. Start on the white-blazed Appalachian Trail. Head up Buzzard Hill. Your reward: a rocky basin as you pass the ruins of old homesteads and an incredible waterfall at the top. "This hike is so hot in the spring or after it's been raining!"
<http://www.hikingground.com/CVH/HollowBrook/>
- Ashty Gap, Park on Rt. 401 (parking area is recessed 75 yards). Out and back hike on Blue-blazed route of the Appalachian Trail. Kidgs, streams, the Myron's Gazer Cabin for rent, and Kid Hollow Shelter—lets to use. "The best time for this hike is anytime when the wildflowers are out and the streams are at their fullest."
<http://www.hikingground.com/CVH/AshtyGap/>**
- Sky Meadows State Park, Park at Liberty Hill Road before Ashty Gap and head south on the Appalachian Trail from Rt. 50. Several loop trails weave easily through Sky Meadows State Park, with beautiful views of the Piedmont. In May, billows cover both sides of the trail!"
http://www.sherpaparks.com/virginiamountains/blue_ridge/sky_meadows_spirit.html**
- Chet Hobert Park, Berryville.** Two miles that follow the periphery of the 102-acre Clarke County Parks and Rec. fitness area. Open to the public from dawn to dusk seven days a week. A stone dust surface was added to expand the trail, thanks to a grant from the Virginia Department of Conservation and Recreation. Good for all ages and fitness levels. Rest areas, play equipment. "Major piece of fall gear lies on the trail in the park."
<http://clarkecounty.gov/parks-parks-and-recreation.html>
- Along the Shenandoah River, Berryville.** Two good hiking options, both on gravel and easy. Flat trails (see number 10). First, park at Locker's Mill Boat Landing on Locker's Mill Road Rt. 621. Go right, walking on the road upstream; take left on Briggs Road, toward Elshire Road intersection. 3.4 miles out and back.
- Along the Shenandoahs, Berryville.** Park under the Rt. 50 bridge on Rt. 622, and hike along Swift Shoals Road. Walk along the road until it turns away from the river, for 3.4 miles out and back.
- Holy Cross Abbey, 901 Cool Spring Lane, Berryville.** Beautiful, open pastures spread throughout this special property. Home to the Capstan order of monks, visitors at the guard retreat house are welcome to hike the land. More than 900 acres of the Holy Cross Abbey property are part of the Clarke County's land conservation easement program. <https://www.virginiaparks.org>
- Bear's Den, Off 401 South from Rt. 7, Bluemont.** A popular hiking spot for locals. Trails lead to Bear's Den Hovel, at 18393 Blue Ridge Mountain Road. A 66-acre retreat boasting two stone barns and a secluded cottage in the woods along the Appalachian Trail. Offers a series of day hikes, from one to six miles. Includes easy nature trails and the challenging Crescent Rock climb and Spout Run hike (reserve six hours out and back for each). Three trails let you casually explore the Bear's Den grounds. "Don't forget to catch the beautiful sunset over the Shenandoah Valley at Bear's Den Rocks."
<http://www.beardsdencenter.org>
- Smithfield Farm, 568 Smithfield Lane, Berryville.** For a short and relaxing hike through fields filled with native flora and fauna, plan a visit to Smithfield Farm. Be joined by red-tailed hawks, rufous-throated hummingbirds, eastern kingbirds, and purple martins as you wander the trails. For an extra treat, reserve an overnight at the historic, Smithfield Farm B&B. The 1824 brick manor house is on the National Register of Historic Places. "The trail around the farm promises an alyce hiking and wildlife walk."
<http://www.virginiaparks.org/Details.asp?Park=28&ParkID=Hobert&HOS>

Download this guide at www.clarkecountycva.org

		Current Month - December 2021 vs December 2020											
		Occupancy		ADR		RevPAR		Percent Change from December 2020					
		2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Supply	Room Demand
December 2021 Report													
United States		53.3%	36.4%	\$135.26	\$92.09	\$72.15	\$33.53	46.5%	46.9%	115.2%	124.2%	4.2%	52.6%
Virginia		49.5%	36.0%	\$96.87	\$77.26	\$48.94	\$27.83	37.4%	28.0%	75.9%	78.1%	1.3%	39.2%
Washington, DC		45.3%	27.5%	\$122.88	\$90.18	\$55.64	\$24.76	64.9%	36.3%	134.8%	143.5%	8.3%	78.7%
Arlington, VA		42.7%	19.6%	\$119.87	\$95.75	\$51.23	\$18.74	118.4%	25.2%	173.4%	170.3%	-1.1%	115.9%
Alexandria, VA		47.4%	29.5%	\$106.71	\$80.43	\$50.54	\$23.73	60.6%	32.7%	113.0%	109.4%	-1.7%	57.8%
Fairfax/Tysons Corner, VA		44.6%	31.0%	\$115.17	\$86.83	\$51.40	\$26.88	44.2%	32.6%	91.3%	102.4%	5.9%	52.6%
Suburban Virginia Area		50.8%	39.5%	\$116.98	\$96.48	\$59.45	\$38.15	28.5%	21.3%	55.8%	59.0%	2.1%	31.2%
I-95 Fredericksburg, VA		52.5%	38.9%	\$81.44	\$68.90	\$42.77	\$26.84	34.8%	18.2%	59.4%	60.9%	0.9%	36.1%
Dulles Airport Area, VA		49.4%	31.8%	\$92.24	\$73.57	\$45.55	\$23.40	55.2%	25.4%	94.6%	102.7%	4.2%	61.7%
Norfolk-Virginia Beach, VA		51.0%	41.9%	\$98.45	\$75.89	\$50.19	\$31.79	21.7%	29.7%	57.9%	59.4%	1.0%	22.9%
Chesapeake/Suffolk, VA		61.7%	57.2%	\$76.65	\$66.48	\$47.31	\$38.02	7.9%	15.3%	24.4%	24.4%	0.0%	7.9%
Newport News/Hampton, VA		57.6%	47.3%	\$78.21	\$58.38	\$45.08	\$27.63	21.8%	34.0%	63.2%	63.2%	0.0%	21.8%
Norfolk/Portsmouth, VA		51.0%	46.8%	\$86.74	\$73.24	\$44.21	\$34.30	8.8%	18.4%	28.9%	29.0%	0.1%	8.9%
Virginia Beach, VA		44.4%	39.3%	\$101.01	\$83.31	\$44.83	\$32.71	13.1%	21.2%	37.1%	41.8%	3.4%	16.9%
Williamsburg, VA		46.3%	24.3%	\$153.57	\$113.22	\$71.17	\$27.47	91.0%	35.6%	159.1%	156.4%	-0.3%	90.5%
Virginia Area		45.1%	34.0%	\$95.77	\$78.36	\$43.21	\$26.62	32.6%	22.2%	62.3%	64.9%	1.6%	34.9%
Virginia Area (non-MSA)		44.6%	34.0%	\$96.71	\$82.37	\$44.06	\$27.97	31.5%	19.8%	57.5%	57.9%	0.2%	31.8%
Lynchburg, VA		41.4%	32.8%	\$97.39	\$83.24	\$40.35	\$27.27	26.5%	17.0%	48.0%	47.4%	-0.4%	26.0%
Blacksburg/Wythville, VA		40.9%	29.9%	\$85.81	\$70.14	\$35.07	\$20.27	41.4%	22.3%	73.0%	76.6%	2.0%	44.3%
Staunton/Harrisonburg, VA		45.9%	35.1%	\$97.68	\$73.42	\$40.28	\$25.73	21.1%	19.4%	56.5%	65.8%	5.9%	38.8%
Roanoke, VA		47.7%	34.8%	\$85.56	\$68.83	\$40.80	\$22.94	37.1%	24.3%	70.4%	72.7%	1.4%	39.0%
Charlottesville, VA		50.9%	39.1%	\$116.19	\$84.10	\$59.19	\$32.92	30.1%	38.2%	79.8%	87.5%	4.3%	35.7%
Bristol-Kingsport MSA		48.1%	35.9%	\$87.41	\$72.94	\$42.07	\$26.17	34.1%	19.8%	60.7%	56.6%	-2.5%	30.7%
Richmond - Petersburg, VA		59.7%	41.9%	\$94.40	\$70.40	\$56.38	\$39.49	42.6%	34.1%	91.2%	93.4%	1.2%	44.2%
Petersburg/Chester, VA		64.0%	47.3%	\$83.74	\$63.87	\$53.60	\$30.24	35.2%	31.1%	77.3%	81.8%	2.6%	38.6%
Richmond CBD/Airport, VA		58.1%	32.7%	\$120.84	\$89.10	\$70.26	\$29.12	77.9%	35.6%	141.3%	141.2%	0.0%	77.9%
Richmond North/Glen Allen, VA		58.6%	42.7%	\$68.49	\$67.41	\$51.83	\$28.75	37.3%	31.3%	80.2%	82.8%	1.4%	39.3%
Richmond West/Midlothian, VA		58.6%	46.9%	\$85.72	\$66.39	\$50.24	\$31.13	25.0%	29.1%	61.4%	61.4%	0.0%	25.0%
VTC Tourism Regions													
Central Virginia		56.7%	40.1%	\$97.70	\$73.64	\$55.42	\$29.54	41.4%	32.7%	87.6%	88.1%	0.3%	41.8%
Chesapeake Bay		46.8%	42.2%	\$93.33	\$75.44	\$43.66	\$31.83	10.9%	23.7%	37.2%	37.2%	0.0%	10.9%
Coastal Virginia - Eastern Shore		40.4%	32.0%	\$97.60	\$82.06	\$39.42	\$26.29	26.1%	18.9%	50.0%	50.0%	0.0%	26.1%
Coastal Virginia - Hampton Roads		50.9%	41.8%	\$96.73	\$76.04	\$50.28	\$31.76	21.9%	29.8%	58.3%	59.9%	1.0%	23.2%
Northern Virginia		47.9%	30.9%	\$103.48	\$81.01	\$49.52	\$25.01	55.0%	27.7%	98.0%	98.1%	0.1%	55.1%
Shenandoah Valley		45.3%	33.7%	\$96.72	\$76.24	\$46.87	\$25.73	34.3%	17.2%	58.1%	55.5%	-1.7%	32.1%
Southern Virginia		45.8%	39.5%	\$86.63	\$75.25	\$39.69	\$29.72	16.0%	15.1%	33.5%	32.9%	-0.5%	15.5%
Southwest Virginia - Blue Ridge Highlands		41.7%	30.9%	\$95.30	\$78.30	\$39.77	\$24.21	35.0%	21.2%	64.3%	59.5%	-2.9%	31.1%
Southwest Virginia - Heart of Appalachia		45.0%	31.5%	\$80.95	\$72.18	\$36.39	\$22.72	42.9%	12.1%	60.2%	60.2%	0.0%	42.9%
Virginia Mountains		46.1%	33.7%	\$101.41	\$79.65	\$46.74	\$26.83	36.8%	27.3%	74.2%	75.5%	0.7%	37.8%

Michelle Marino of Berryville Main Street presented the following:

Our Mission

Berryville Main Street is a non-profit organization that strives to create a strong, vibrant, and welcoming area with a unique and historical character. Through a comprehensive downtown revitalization program, we strive to strengthen the economic potential of not only Berryville's downtown Main Street but the entire region of Clarke County as well. We have made a commitment to improving the economy, appearance, and image of our downtown business district.

Berryville Main Street emphasizes the importance of working simultaneously in the following areas:

- **PARTNERSHIP:** Berryville Main Street has partnered with the Town of Berryville, Clarke County Office of Economic Development and Tourism, and the Barns of Rose Hill in an effort to bring together our individual dynamics to re-energize Berryville and Clarke County.
- **DESIGN:** Enhancing the physical appearance of our area by revitalizing historic buildings, encouraging clean and attractive storefronts and building facades, and long-term planning of upcoming projects and events that will enhance the aesthetic appearance of the Town and County.

- ORGANIZATION: Creating and managing the consensus and cooperation among the many groups and individuals who have a role in the revitalization process
- PROMOTION: Marketing the traditional commercial district's assets to customers, potential investors, new businesses, local citizens, and visitors through social media posting and collaboration with neighboring organizations/Main Streets/businesses.
- ECONOMIC RESTRUCTURING: Strengthening our existing economic base while finding ways to expand it to meet new opportunities and challenges from outlying development. We seek to create opportunities for local businesses to network, collaborate, and grow together as a business collective.

Our Board

President, Michelle Marino
Vice-President, Carrie Althouse
Secretary, Shana Wilson
Co-Secretary, Karie Griffin
Treasurer, Sarah Lobo

Jason Sengpiehl
Pam Dors
Tracey Ridgeway
Geo Derick Giordano
Ben Barnes

Our Successes

For the past several years, Berryville Main Street has been the key organizer for multiple events throughout the year in Berryville. These events include:

- Spring and Fall Yard Sales
- Music and Dinner in the Park
- Annual Cruise-In
- Berryville Bucks
- Parking Meter Decorating Contest
- Christmas Tree Lighting Ceremony

With a new board and new leadership, Berryville Main Street has taken an even more active role in planning and implementing events this past year (2021). In just the short six months of the new board, we:

- helped organize a successful Cruise-In for August;
- worked extensively with the owner of the Lockett's Fair in coordination with community resources to help ensure the Lockett's Fair success;
- in collaboration with the Clarke County High School, encouraged and organized community and business participation in the Clarke County High School Homecoming Week celebration;
- organized the annual Parking Meter Decorating Contest;

- organized the Berryville Bucks Giveaway;
- orchestrated the annual Christmas Tree Lighting Ceremony in Rose Hill Park, making it one of the most successful and widely attended (approximately 250 people) Tree Lighting Ceremonies in the history of the Town; and
- helped organize and orchestrate the Annual Berryville Christmas Parade, with about 60 entrants and close to +500 people in attendance.

Our New Events

Building on this success, we have plans in place to host even more events throughout the year in an effort to continue to engage our businesses and community. Such events include:

- a St. Patrick's Day Scavenger Hunt,
- a Spring Clean-Up Day, and Easter Egg Hunt in Rose Hill Park,
- collaboration with Lockett's Fair,
- inaugural start-up of "First Fridays" in Berryville,
- Music and Dinner in the Park concert series,
- a 4th of July festival in downtown,

as well as an enhancement of the Holiday activities that we will continue to host. Our hope is to offer more community events to bring people together, engage local businesses and artists, and increase the economic vitality of the area.

In addition, there are certain events that will also attract tourists to the area – thus creating a huge economic boom for the county. More and more, people from the DMV area are seeking to "get away" for the weekend – a chance to come out to the country, away from the hustle and bustle of the city. What better place than Clarke County, with our numerous events like the Lockett's Fair and the annual Cruise-In, but also our small-town charm of community events like the Tree Lighting ceremony and the Christmas parade.

Our Initiatives

In addition to the various events that we will be hosting and promoting throughout the year, we have also prioritized several new initiatives/projects that will revitalize the downtown area and improve our economic and aesthetic appeal.

New Website

First, we have submitted a grant request to Clarke County for the funding of a cohesive website for Berryville Main Street. Throughout the history of the organization, Berryville Main Street has not had a website. And in an era where social media is THE key platform for marketing and advertising, the importance for a Main Street organization to have a website is even greater. Our website will

help us organize all of the businesses throughout the county in one central location, often seen under heading such as "Where to Shop" or "Where to Eat." We will also include information about upcoming events throughout the county, sponsored not only by Berryville Main Street but by our businesses and artists as well. In addition, we have plans to provide partnering links on our website to the Town of Berryville, Clarke County, and the Barns of Rose Hill, along with the Clarke County Visitors Center.

We have had discussions and implementation plans with a website developer who has helped us conceptualize our vision for a successful and appealing website. Once we have the funds in place, we will begin the production of this website.

Hogan's Alley Revitalization

One of our key projects for the revitalization of the area is the Hogan's Alley project. Named after former Town Manager John Hogan (1985-1997), this project will help turn the alley into usable community space, offering relaxation, gathering, or a location for small, local events. The alley runs from Main Street to the parking lot on Crow Street, between Church and Buckmarsh streets. Plans for the alley include installing planters and iron features at the access on Main Street to make the alley more visible, installing additional planters as well as some benches throughout the length of the alley, a decorative mural of artist's rendering on one of the building walls, a decorative string of lights and a plaque denoting Hogan's service to Berryville.

We are in the process of finalizing our grant request to the Virginia Main Street Community Vitality Grants program. This grant, administered through the DHCD, is designed to assist organizations and communities in achieving their downtown revitalization goals. The DHCD welcomes projects that will create a positive impact on the downtown neighborhood's long-term goals.

Paint the Town Mural Project

Berryville Main Street is submitting a request for funding from the Virginia Commission of the Arts for our "Paint the Town" Mural Project. We will partner with local artists and building owners to paint artistic murals on the sides of key buildings throughout town. These buildings have been identified, and plans are in place to contact and work with the building owners on the specifics of the proposed project. Public murals have the potential to make a big and lasting impression on a community. Vibrant and engaging public art can transform listless or ho-hum community spaces into thriving public destinations. Every exposed, blank wall found on the buildings and public spaces offers an opportunity to unveil an artistic creation, tell a story, shine a light on local culture, or beautify a

neighborhood with brilliant displays of art. Public art marks respect for the humanity and individuality of its community members by offering something beautiful or thought-provoking that has a non-commercial purpose. In addition, we have also identified key structures throughout the County that are in need of beautification that has been vandalized with spray paint and graffiti, and that might serve as an ideal place to display a mural.

Virginia's LOVEworks Program

Berryville Main Street is in the process of applying for and conceptualizing an idea for the creation of a state-funded LOVE sign to be used for a tourist attraction in the County. The LOVEworks program is a state-wide branding initiative designed to promote travel in Virginia and strengthen awareness of the "Virginia is for Lovers" message.

In an effort to extend the brand message – and after seeing the popularity of the LOVE signs created at Welcome Centers around the Commonwealth – Virginia Tourism established the LOVEwork Reimbursement program in 2013. The program was a success, with 16 LOVEworks created in the first year and travelers of all ages interacting with the structures every day. A second LOVEwork Reimbursement fund was opened in 2014 and has remained open since – and, now, more than 275 LOVEworks have been built around the Commonwealth. This Reimbursement fund will reimburse \$1500 to an entity once they create the LOVE sign.

The LOVEworks have become special places, not only for local communities but also for travelers. People are drawn to the LOVE letters and often choose them as backdrops for special occasions such as engagements, family photos, memorable road trips, and more. It is a great way for local communities to leverage the brand strength of Virginia is for Lovers to promote their own messages and unique destinations.

Main Street Revitalization

As we mentioned earlier, we are planning a Main Street Clean Up day. Occurring early Spring (Spring Clean up theme), we will partner with businesses, building owners, volunteers from the community, and homeowners to clean and beautify Main Street. Included in this day of beautification is the spring planting and maintenance of planters along Main Street, litter and clutter clean up, storefront cleaning and decorating, and street refreshing.

Fundraising

As you may be aware, Berryville Main Street has faced a few financial hardships over the past several years. In an effort to overcome these hardships and

continue to build our financial base, we are going to increase our fundraising efforts throughout the year so that we can continue to offer more of the same types of events as described above and complete more projects that will increase the economic development of the area.

Supervisor Matthew Bass

- Asked if Berryville Main Street can actively solicit donations. Michelle Marino confirmed, adding that they can do fundraisers and is looking into different funding options.

Vice-Chair Terri Catlett

- Thanked Michelle, all the events sound wonderful. Michelle added that they are looking into a 4th of July event.

Chairman David Weiss

- Asked if BMS can charge dues. Michelle stated because of the non-profit status, it cannot charge dues. However, she encourages businesses to give as much info as possible so Berryville Main Street can operate as a “cheerleader” and promote for the businesses. Added social media will increase the number of people visiting a business.

6) Approval of Minutes

- Page 30, Correct the spelling of Melinda Seals’ name
- Page 39, Clarify it is a historic district tax credit.

Supervisor Bass moved to approve the January 18, 2022, minutes as amended. The motion carried by the following vote:

Matthew E. Bass	-	Aye
Terri T. Catlett	-	Aye
Doug M. Lawrence	-	Aye
Beverly B. McKay	-	Aye
David S. Weiss	-	Aye

7) Consent Agenda

- 2022-02R Resolution Designating an Additional Records Officer for the Clarke County Board of Supervisors and Clarke County General Government Reporting to the County Administrator



Clarke County Board of Supervisors

Berryville Voting District Matthew E. Bass (540) 955-5175	Millwood Voting District Terri T. Catlett (540) 837-2328	Russell Voting District Doug Lawrence (540) 955-2144
Buckmarsh Voting District David S. Weiss – Chair (540) 955-2151	White Post Voting District Bev B. McKay – Vice Chair (540) 837-1331	County Administrator Chris Boies (540) 955-5175

2022-02R

Resolution Designating an Additional Records Officer for the Clarke County Board of Supervisors and Clarke County General Government Reporting to the County Administrator

Whereas, the Code of Virginia sets forth in Title 42.1. Libraries Chapter 7. Virginia Public Records Act. § 42.1-85. Records Management Program; agencies to cooperate; agencies to designate records officer.

C. Each state agency and political subdivision of this Commonwealth shall designate as many as appropriate, but at least one, records officer to serve as a liaison to The Library of Virginia for the purposes of implementing and overseeing a records management program, and coordinating legal disposition, including destruction, of obsolete records. Designation of state agency records officers shall be by the respective agency head. Designation of a records officer for political subdivisions shall be by the governing body or chief administrative official of the political subdivision. Each entity responsible for designating a records officer shall provide The Library of Virginia with the name and contact information of the designated records officer, and shall ensure that such information is updated in a timely manner in the event of any changes.

Now, Therefore Be It Resolved, the Clarke County Board of Supervisors:

- 1) Names Catherine Marsten as an additional Records Officer to the Clarke County Board of Supervisors and Clarke County General Government reporting to the County Administrator.
- 2) Instructs staff to complete and submit on the appropriate form notice of its action to the Library of Virginia.

Adopted and ordered entered in the official records by the unanimous vote of the Clarke County Board of Supervisors’ members assembled on the 15th day of February 2022.

Attest 2022-02R

David S. Weiss, Chair

www.clarkecounty.gov

101 Chalmers Court, Suite B
Berryville, VA 22611

Telephone: [540] 955-5175

- 2022-03R Resolution Designating an Additional Freedom of Information Officer for the Clarke County Board of Supervisors



Clarke County Board of Supervisors

Berryville Voting District Matthew E. Bass (540) 955-5175	Millwood Voting District Terri T. Catlett (540) 837-2328	Russell Voting District Doug Lawrence (540) 955-2144
Buckmarsh Voting District David S. Weiss – Chair (540) 955-2151	White Post Voting District Bev B. McKay – Vice Chair (540) 837-1331	County Administrator Chris Boies (540) 955-5175

2022-03R

Resolution Designating and Publicly Identifying an Additional Freedom of Information Officer for the Clarke County Board of Supervisors

Whereas, the Code of Virginia sets forth in Chapter 37 Freedom of Information Act § 2.2-3704.2. Public bodies to designate FOIA officer:

A. All state public bodies, including state authorities, that are subject to the provisions of this chapter and all local public bodies that are subject to the provisions of this chapter, shall designate and publicly identify one or more Freedom of Information Act officers (FOIA officer) whose responsibility is to serve as a point of contact for members of the public in requesting public records and to coordinate the public body's compliance with the provisions of this chapter.

C. For such local public bodies, the name and contact information of the public body's FOIA officer to whom members of the public may direct requests for public records and who will oversee the public body's compliance with the provisions of this chapter shall be made available in a way reasonably calculated to provide notice to the public, including posting at the public body's place of business, posting on its official public government website, or including such information in its publications.

E. Any such FOIA officer shall possess specific knowledge of the provisions of this chapter and be trained at least annually by legal counsel for the public body or the Virginia Freedom of Information Advisory Council (the Council) or through an online course offered by the Council. Any such training shall document that the training required by this subsection has been fulfilled.

F. The name and contact information of a FOIA officer trained by legal counsel of a public body shall be (i) submitted to the Council by July 1 of each year on a form developed by the Council for that purpose and (ii) updated in a timely manner in the event of any changes to such information.

Now, Therefore Be It Resolved, effective February 15, 2022, the Clarke County Board of Supervisors:

- 1) Names Catherine Marsten as an additional Freedom of Information Officer to the Clarke County Board of Supervisors.

www.clarkecounty.gov

101 Chalmers Court, Suite B
Berryville, VA 22611

Telephone: [540] 955-5175

- 2022-04R Resolution of Recognition and Appreciation of Douglas Kruhm

- the Telecommunications Committee, which was the predecessor to the Broadband Implementation Committee;
- the Transportation Committee;
- the Policy & Transportations Committee; and
- the Comprehensive Plan Committee

WHEREAS, Mr. Kruhm completed the Virginia Certified Planning Commissioners Program on his own time to be able to provide valuable knowledge and input to the Planning Commission and the County of Clarke;

WHEREAS, Mr. Kruhm was always diligent in his preparation and participation in all areas he served for the County.

NOW, THEREFORE, BE IT RESOLVED by the Clarke County Board of Supervisors that Douglas Kruhm be recognized and congratulated for his service and dedication to Clarke County.

APPROVED AND ORDERED ENTERED in the official records by the unanimous vote of the Clarke County Board of Supervisors’ members assembled on the 15th day of February 2022.

ATTEST 2022-04R

David S. Weiss, Chair

www.clarkecounty.gov

101 Chalmers Court, Suite B
Berryville, VA 22611

Telephone: [540] 955-5175

Supervisor McKay moved to adopt the Consent Agenda items: 2022-02R Resolution Designating an Additional Records Officer for the Clarke County Board of Supervisors and Clarke County General Government Reporting to the County Administrator, 2022-03R Resolution Designating an Additional Freedom of Information Officer for the Clarke County Board of Supervisors, and 2022-04R Resolution of Recognition and Appreciation of Douglas Kruhm. The motion carried by the following vote:

- Matthew E. Bass - Aye
- Terri T. Catlett - Aye
- Doug M. Lawrence - Aye
- Beverly B. McKay - Aye
- David S. Weiss - Aye

Chair Weiss read the resolution for Mr. Krum and thanked him for his many years of service.

8) Board of Supervisors Personnel Committee Items

A. Expiration of Term for appointments expiring through May 2022.

2022-02-07 Summary: The Personnel Committee recommends the following:

- Reappointment of Diane Shipe as the Clarke County representative on the Our Health Board of Directors for a three-year term expiring on March 15, 2025.

2022-02-15 Action: Chris Boies reviewed the Personnel Committee recommendations.

Vice-Chair Catlett moved to accept the appointments. The motion carried by the following vote:

Matthew E. Bass	-	Aye
Terri T. Catlett	-	Aye
Doug M. Lawrence	-	Aye
Beverly B. McKay	-	Aye
David S. Weiss	-	Aye

- 9) Board of Supervisors Work Session Items from February 7, 2022
Board of Supervisors Work Session Agenda
Berryville/Clarke County Government Center, 2nd Floor
101 Chalmers Court, Berryville, Virginia 22611

February 7, 2022, 10:00 am, Meeting Room AB

Board Members Present: Matthew E. Bass, Terri T. Catlett, Doug M. Lawrence, Beverly B. McKay

Board Members Absent: David S. Weiss

Officer / Staff Present: Katherine Anderson, Brenda Bennett, Chris Boies, Tiffany Kemp, Cathy Kuehner, Brandon Stidham

Others Present: Susan Newbrough, Phil Thompson

Press Present: Mikey Powell, Winchester Star

2022-02-15 Summary: At 10:00 am, Vice-Chair Catlett called the meeting to order.

- A. Presentation by Susan Newbrough of Virginia Regional Transit

Presentation by Susan Newbrough of Virginia Regional Transit: Susan Newbrough gave the following presentation on services provided by Virginia Regional Transit in Clarke County. No action was taken.



CLARKE COUNTY DEMAND RESPONSE SERVICE




Services and Service Area

Virginia Regional Transit has been meeting the transportation needs of the people of Clarke County through Demand Response Service for over 20 years. Covering the 178 square miles that make up this area.

Service is Available

- Residents of Clarke County
- Require Reservations the Day Before or Up To Two Weeks in Advance
- Monday through Friday
- 9:00am through 1:00pm
- Trips to Winchester Weekly

2




Passenger Benefit

In light of our aging population transportation alternatives are at an increased level. As elderly members of the community choose to stay at home, access to convenient transportation solutions are critical.

Linking community members to medical appointments, retail, points of interest, and general day-to-day essential services requires an available and ready transport service.

3




RIDERSHIP TOTALS 2016-2021

Riders

Year	Riders
2016	2,250
2017	2,350
2018	2,200
2019	1,950
2020	1,750
2021	1,850

- 9% decrease from 2019 to 2020 – Currently only 6% below pre-pandemic yearly ridership
- Average decrease in ridership in public transit since COVID-19 is 36-40%
- Clarke County Demand Response has held strong during COVID-19
- 2021 4% increased ridership from previous year.

4



MILEAGE TOTALS 2016-2021

Miles

Year	Miles
2016	14,900
2017	15,000
2018	15,600
2019	15,700
2020	16,100
2021	16,300

- Mileage increase to cover passengers in remote areas of Clarke County.
- Increase in mileage contributes to extended trip times and increased fuel consumption.
- Extended trip times contribute to reduced ridership.

5



B. Update by Planning & Zoning Director Brandon Stidham on Short-Term Rental, Home Occupation Bed and Breakfast, and Country Inn

Director of Planning & Zoning Brandon Stidham gave the Board a quick update on the Short-Term Residential Rental, Home Occupation Bed and Breakfast, and Country Inn text amendment scheduled for public hearing on February 15, 2022 at 6:30 pm. No action was taken.

At 10:10 am, the Organizational Meeting and regular work session was adjourned.

2022-02-15 Action: Chris Boies reviewed the 2022-02-07 summary.

10) Board of Supervisors Finance Committee Items

A. Byrne Justice Assistance Grant Supplemental Request:

2022-02-07 Summary: The Finance Committee recommends to the Board of Supervisors the following: “Be it resolved that FY22 Sheriff’s Office budgeted expenditure and appropriation be increased by \$1,217 and that revenue from the Commonwealth of Virginia Department of Criminal Justice Services be increased by the same, for the purpose of accepting the Local Law Enforcement Block (“LOLE”) Grant Program funds.

2022-02-15 Action: Brenda Bennett reviewed the Finance Committee recommendation, adding that the use of these funds will go to trauma kits.

Supervisor McKay moved, be it resolved that FY22 Sheriff's Office budgeted expenditure and appropriation be increased by \$1,217 and that revenue from the Commonwealth of Virginia Department of Criminal Justice Services be increased by the same, for the purpose of accepting the Local Law Enforcement Block ("LOLE") Grant Program funds. The motion carried by the following vote.

Matthew E. Bass	-	Aye
Terri T. Catlett	-	Aye
Doug M. Lawrence	-	Aye
Beverly B. McKay	-	Aye
David S. Weiss	-	Aye

B. Deed Book Restoration Grant

2022-02-07 Summary: The Finance Committee recommends to the Board of Supervisors the following: "Be it resolved that FY22 budgeted expenditure and appropriation to Clarke County Clerk of the Circuit Court be increased \$31,666 and that revenue from the Commonwealth be recognized in the amount of \$31,666 for the purpose of accepting the Deed Book Restoration Grant".

2022-02-14 Action: Brenda Bennett reviewed the Finance Committee recommendation, further explaining that the Clerk of the Circuit Court grant funds will be used to restore eight books total: five Deed Books, two Marriage Registers, and one Will Book. The restoration of these books includes digitizing them.

Chair Weiss asked how many books there were in total. Chris Boies responded he was unsure but added there are 20 additional books yet to be completed.

Supervisor McKay added that Clarke County is one of a very few counties to have these records on site.

Vice-Chair Catlett moved, be it resolved that FY22 budgeted expenditure and appropriation to Clarke County Clerk of the Circuit Court be increased \$31,666 and that revenue from the Commonwealth be recognized in the amount of \$31,666 for the purpose of accepting the Deed Book Restoration Grant. The motion carried by the following vote.

Matthew E. Bass	-	Aye
Terri T. Catlett	-	Aye

Doug M. Lawrence - Aye
Beverly B. McKay - Aye
David S. Weiss - Aye

C. Clarke County Department of Social Services Credit Card Request

2022-02-07 Summary: The Finance Committee recommends to the Board of Supervisors increasing the Administrative Services Manager credit card limit to \$2,000, the Family Services Supervisor credit card limit to \$1,200, and the Benefits Program Supervisor credit card limit to \$1,000.

2022-02-15 Action: Brenda Bennett reviewed the Finance Committee recommendation, explaining the approval process for purchases known about in advance and those unexpected purchases for families in need.

Vice-Chair Catlett moved to increase the Administrative Services Manager credit card limit to \$2,000, the Family Services Supervisor credit card limit to \$1,200, and the Benefits Program Supervisor credit card limit to \$1,000. The motion carried by the following vote.

Matthew E. Bass - Aye
Terri T. Catlett - Aye
Doug M. Lawrence - Aye
Beverly B. McKay - Aye
David S. Weiss - Aye

D. General District Courthouse HVAC Project:

2022-02-07 Summary: The Finance Committee recommends to the Board of Supervisors approval of this expenditure using available FY22 Capital Funds in the HVAC System Replacement account.

2022-02-15 Action: Brenda Bennett reviewed the Finance Committee recommendation, explaining the Director of Maintenance is requesting \$25K to install two split units in the General District Courthouse. Chris Boies explained that funds had been allocated for an HVAC project that would no longer be completed this fiscal year. He is asking to use a portion of those funds for this project to address a persistent heating issue in the holding cell and the Clerk's office.

Supervisor McKay moved to approve the use of the \$25,000 of the available FY22 Capital Funds for use in the General District Court for an HVAC System Replacement Project. The motion carried by the following vote.

Matthew E. Bass	-	Aye
Terri T. Catlett	-	Aye
Doug M. Lawrence	-	Aye
Beverly B. McKay	-	Aye
David S. Weiss	-	Aye

E. Bills and Claims

2022-02-07 Summary: The Finance Committee recommends approval of the bills and claims as submitted.

2021-02-15 Action:

Vice-Chair Catlett moved to approve the bills and claims as presented. The motion carried by the following vote.

Matthew E. Bass	-	Aye
Terri T. Catlett	-	Aye
Doug M. Lawrence	-	Aye
Beverly B. McKay	-	Aye
David S. Weiss	-	Aye

F. Standing Reports

- Year to Date Budget Report
- Reconciliation of Appropriations
- Capital Projects Report

2021-02-15 Action: Information Only

11) Joint Administrative Services Board Update

Brenda Bennett explained the following:

- The Joint Administrative Services Board met on January 24, 2022
- The 2022 meeting calendar was set.
- There was a discussion regarding the health insurance RFP, which was due back on January 25.

- Dr. Bishop, Chris Boies, and Brenda Bennett met with the health insurance consultant to review proposals adding they are currently in negotiation.
- Discussion on audit company with a decision made to retain Robinson Farmer Cox Associates for another year.
- Presented the Joint Administrative Services budget proposal for FY23.

Supervisor Bass asked the reason for another RFP for health insurance. Chris Boies responded the county was in a place to be able to renew automatically or request new proposals. The decision to request new RFPs was from a pricing standpoint and the quality of service, adding the option for self-service and bought plans are on the table.

12) Government Projects Update

Chris Boies provided the monthly project update:

- Kohn Property-Mrs. Catlett and I toured the Kohn property last week. The PATC has done a wonderful job renovating the cabin. They are now working on controlling invasive vegetation on the property. The cabin rentals start next week, and early reservation activity shows this will be a popular destination.
- Jack Enders Blvd.-Joey and his crew have been working on the punch list items for the completion of the last phase of Jack Enders Blvd. This section has not yet been brought into the town system. We are cleaning out stormwater ditches, inspecting underground culverts, and the area will receive a final coat of asphalt this spring. Upon final inspection by the town, this section of roadway will become part of the town system.
 - Chair Weiss asked if it required curb and gutter? Chris Boies clarified there is curb and gutter already in most places; one commercial entrance needs to be put in, not an extensive amount of curb and gutter work.
- We have received a draft operating agreement with Frederick Water. Brandon Stidham has reviewed the document, and we will meet soon to look over the agreement and then forward it to Bob Mitchell with hopes of getting it to the Board in March.
- Mr. Mitchell has completed a draft of the revised noise ordinance. Staff still need to review the document, and we may be able to present it to the Board at the March work session.
- We discussed with the Fire-EMS Commission last week doing a rewrite of our Emergency Operations Plan. It was decided that we would have a small

workgroup to rewrite the plan and provide periodic updates to the Commission. This is probably a year-long project.

- We also discussed with the Commission the Director of Fire, EMS, and Emergency Management job description. I am working on scheduling meetings with the employees of the department to get their input on what characteristics they are looking for in a new director and am also working with the fire chiefs on some structural changes to our governance process. I want to complete both of these tasks before we advertise the position. Don Jackson is doing a great job in the interim, so there is no immediate rush to advertise the position.
- We had a positive meeting with the Commonwealth, regional commission, and All Points Broadband on the regional broadband project. There will be a project agreement between the regional commission and All Points Broadband, an agreement between the eight counties and the regional commission, and a grant agreement between the regional commission and the Commonwealth. In the Northern Neck project, the localities all signed the same agreement. I would expect to see a draft agreement in the next month and will probably have something for the Board to approve by the April meeting. The Commonwealth requires the regional commission and All Points to develop a communications plan which I hope will assist us in getting information out to citizens about the project.
 - Chair Weiss pointed out All Points Broadband has to rely on the electric company for the middle mile.
 - Chris Boies added there is a call scheduled with All Points Broadband on February 17 to go over budget expectations. The Board has to appropriate the funds pointing out the County does not want to hold multiple Public Hearings to add supplemental funding or over budget and not deliver.
 - Supervisor Lawrence added the recent call was the first time the time frame of 48-months was discussed. Chris Boies said he hopes that includes 36-months for construction but 48-months to complete paperwork but needs to confirm that.

13) Miscellaneous Items

None added to the February 15, 2022, meeting.

14) Summary of Required Action

<u>Item</u>	<u>Description</u>	<u>Responsibility</u>
1.	Process approved minutes for January 18, 2022	Tiffany Kemp
2.	Execute 2022-02R Resolution Designating an Additional Records Officer for the Clarke County Board of Supervisors and Clarke County General Government Reporting to the County Administrator	David Weiss
3.	Process 2022-02R Resolution Designating an Additional Records Officer for the Clarke County Board of Supervisors and Clarke County General Government Reporting to the County Administrator	Tiffany Kemp
4.	Execute 2022-03R Resolution Designating and Publicly Identifying an Additional Freedom of Information Officer for the Clarke County Board of Supervisors	David Weiss
5.	Process 2022-03R Resolution Designating and Publicly Identifying an Additional Freedom of Information Officer for the Clarke County Board of Supervisors	Tiffany Kemp
6.	Execute Resolution of Recognition and Appreciation of Douglas Kruhm	David Weiss
7.	Process Resolution of Recognition and Appreciation of Douglas Kruhm	Tiffany Kemp
8.	Execute appointment letter	David Weiss
9.	Process appointment letter and update database	Tiffany Kemp
10.	Process the Byrne Justice Assistance Grant Supplemental Request	Brenda Bennett
11.	Process the Deed Book Restoration Grant	Brenda Bennett
12.	Process the Clarke County Department of Social Services credit card requests	Brenda Bennett
13.	Process the General District Court HVAC Project funds request	Brenda Bennett

14. Process Bills and Claims

Brenda Bennett

15) Board Member Committee Status Reports

Supervisor Matthew Bass

- Board of Septic and Well Appeals
 - Supervisor McKay attended. Discussed a Blasting Permit after the fact. The builder did the blasting then applied for the permit after work was complete.
- Library Advisory Council
 - Hoping to start in-person programs in March.
 - Gave out ~1,000 free Covid tests.
- Clarke County Litter Committee
 - Meets at 5:30 on February 15th.
 - Working with Berryville Main Street on a spring clean-up. Will try to present this as a County-wide project.
 - Chair Weiss pointed out VDOT would pick up the bagged trash if it is coordinated.
- Planning Commission
 - Initiated the planned five-year review of the Agricultural Land Plan.
 - George Ohrstrom was elected Chair, and Randy Buckley was elected Vice-Chair.
- Josephine School Community Museum Board
 - Nothing to report.
- Legislative Updates
 - Nothing to report.
- Northwestern Regional Adult Drug Treatment Court Advisory Committee
 - Continued discussion on what to do with those folks failing out of the program.
- Northwestern Regional Juvenile Detention Center Commission
 - Met January 27th and had a moment of silence for Jimmy Wyatt.
 - Presentation from a group who will overhaul the facility.
- Sheriff Office
 - Meeting scheduled for February 25th.
- Town of Berryville
 - Snow removal work

Vice-Chair Terri Catlett

- Career and Technical Education
 - Did not meet
- Clarke County Historic Preservation Commission
 - Discussion on Berryville Battlefield
 - Supervisor Lawrence pointed out that Clermont Farm items had sale signs, and the historian was not confident of the type of activity in that location.
 - Supervisor Lawrence asked if the Historic Preservation Commission could apply to the park service for honorific inclusion. Chair Weiss was unsure of the procedure. Vice-Chair Catlett added it was a confusing process.
 - Chris Boies added the board minutes were inconsistent on how some of the previous ones were. In talking with Jeremy Camp, it could die at the Commission level and, therefore, not come before the Board, or if they do want to proceed, it would be a recommendation to the Board to make a decision.
 - Chair Weiss asked what financial recourse they have with the consultants if they provide them with something inadequate? Chris Boies stated that Jeremy Camp and Brandon Stidham had had an early conversation about that. No firm conclusion has happened, but it has been discussed.
- Clarke County Humane Foundation
 - Discussion on the possibility of microchipping animals before leaving the shelter; no decision was made.
- Conservation Easement Authority
 - Chuck Johnson accepted the Wingate Mackay-Smith Clarke County Land Conservation Award.
- Parks & Recreation Advisory Board
 - Looking at a rough draft of standard operating procedures for facility use by outside groups.
- School Board
 - Felt the board did a nice job on the presentation to decide the mask requirements and tried to stay out of the politics.
 - Went over the budget and will be asking for a 10% raise for teachers. Superintendent Bishop presented a 5% and 10% option but ultimately chose the 10% option for their budget request.

- Village of Millwood
 - No update.
- Community & Policy Management Team
 - Brenda Bennett was chosen as the fiscal agent.

Supervisor Doug Lawrence

- Berryville-Clarke County Joint Committee on Economic Development and Tourism
 - Doug Lawrence was appointed Chair for 2022; Kara Rodriguez was appointed Vice-Chair
 - Meet quarterly.
- Board of Social Services
 - A meeting is scheduled for February 16.
- Broadband Implementation Committee
 - An update was given during the Government Projects Update by Chris Boies.
- Regional Jail Authority
 - Has not met in a while.

Supervisor Lawrence added the following:

- Radio Project: A three-day trial will happen as soon as Shentel sends the school board the rental agreement for the new equipment. Mount Weather helps certain companies, but the shadow of the mountain interferes with other companies.
- Two for Two Foundation: A referendum in Frederick County has been discussed to construct an indoor swimming pool and ice rink. If possible, feels Clarke County should be involved from the beginning and have it be a regional project. Chair Weiss stated that, historically, the County would offer support and come in at the end to provide funding in a pre-approved amount. Vice-Chair Catlett expressed that pools are expensive endeavors, adding she would want to hear the detailed plan. Supervisor Bass agreed and asked if localities could share revenue with a regional project? Chair Weiss was unsure of that answer.
- In asking for guidance, Supervisor Lawrence stated he has a constituent who wanted a business license for a commercial game preserve. The constituent stated he had been turned down by Planning & Zoning and asked whom to talk

to about the rules and regulations for a business like this. Adding state regulations provide a longer hunting season as long as there are 100+ acres.

- Chair Weiss clarified that the Board could discuss and decide if this is the type of business to pursue. If it is agreed upon, the Planning Commission would assess and try to create a scenario in which they felt it was doable. Supervisor McKay opined that a positive to this was that it is a way to reintroduce the birds into the county. Chair Weiss asked if this were a topic the Board would want to discuss; after dialog, Staff was instructed to research the topic.

Supervisor Bev McKay

- Berryville-Clarke County Joint Building Committee
 - Meets next month.
- Northern Shenandoah Valley Regional Commission
 - Meets Thursday, February 17th
- Town of Boyce
 - Clarified Lee Coffelt’s comments that were printed in the Winchester Star.
 - Pointed out that Boyce has an excellent Town Council. Mrs. Coffelt stated Town of Boyce Town Council would try to have a presence at the meetings.
- Clarke County Sanitary Authority
 - Presented a photograph of a problem a customer had, and the problem ended up being poor construction by the builder.
 - Making progress on collecting back payments.

Supervisor McKay added the following:

- Nutrient Credit Program: Those who opposed the repeal showed up, and the Nutrient Credit Program has been tabled.

Chairman David Weiss

- Berryville-Clarke County Joint Committee on Economic Development and Tourism
 - Supervisor Lawrence gave an update.
- Industrial Development Authority
 - Brian Ferrell - Chair
 - Ben Cochran - Vice-Chair

- o William Waite – Secretary/Treasurer

16) Closed Session pursuant to §2.2-3711-A29 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 session would adversely affect the bargaining position or negotiating strategy of the public body to discuss a design contract.

Closed Session pursuant to §2.2-3711-A7 Consultation with legal counsel and briefings by staff members or consultants pertaining to actual or probable litigation, where such consultation or briefing in open meeting would adversely affect the negotiating or litigating posture of the public body.

At 3:02 pm, Supervisor McKay moved to enter closed session pursuant to §2.2-3711-A29 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 session would adversely affect the bargaining position or negotiating strategy of the public body to discuss a design contract and Supervisor Bass moved to enter closed session pursuant to §2.2-3711-A7 Consultation with legal counsel and briefings by staff members or consultants pertaining to actual or probable litigation, where such consultation or briefing in open meeting would adversely affect the negotiating or litigating posture of the public body. The motion carried by the following vote:

Matthew E. Bass	-	Aye
Terri T. Catlett	-.	Aye
Doug M. Lawrence	-	Aye
Beverly B. McKay	-	Aye
David S. Weiss	-	Aye

At 3:45 pm, the members of the Board of Supervisors being assembled within the designated meeting place, with open doors and in the presence of members of the public and/or the media desiring to attend, Supervisor Bass moved to; reconvene in open session. The motion carried as follows:

Matthew E. Bass	-	Aye
Terri T. Catlett	-.	Aye
Doug M. Lawrence	-	Aye
Beverly B. McKay	-	Aye
David S. Weiss	-	Aye

Supervisor Bass further moved to execute the following Certification of Closed Session:

CERTIFICATION OF CLOSED SESSION

WHEREAS, the Board of Supervisors of the County of Clarke, Virginia, has convened a closed meeting on the date pursuant to an affirmative recorded vote and in accordance with the provisions of the Virginia Freedom of Information Act; and

WHEREAS, Section 2.2-3700 of the Code of Virginia requires a certification by the Board of Supervisors of the County of Clarke, Virginia, that such closed meeting was conducted in conformity with Virginia law.

NOW, THEREFORE BE IT RESOLVED, that the Board of Supervisors of the County of Clarke, Virginia, hereby certifies that, to the best of each members knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which the certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed or considered by the Board of Supervisors of the County of Clarke, Virginia. The motion was approved by the following roll-call vote:

Matthew E. Bass	-	Aye
Terri T. Catlett	-.	Aye
Doug M. Lawrence	-	Aye
Beverly B. McKay	-	Aye
David S. Weiss	-	Aye

Supervisor Bass moved to authorize Staff to enter into a contract with Rhodeside & Harwell, Inc. The motion carried by the following vote.

Matthew E. Bass	-	Aye
Terri T. Catlett	-.	Aye
Doug M. Lawrence	-	Aye
Beverly B. McKay	-	Aye
David S. Weiss	-	Aye

At 3:46 pm, Chair Weiss recessed the meeting.

Evening Session:

Board Members Present Afternoon Session

Matthew E. Bass - Berryville District
Terri T. Catlett - Millwood / Pine Grove District
Doug Lawrence - Russell District
Bev B. McKay - White Post District
David S. Weiss - Buckmarsh / Blue Ridge District

County Staff Present

Chris Boies, Cathy Kuehner, Brandon Stidham

Constitutional / State Offices / Other Agencies

Sheriff Anthony "Tony" Roper

Press

Mickey Powell – The Winchester Star

Others Present

Randy Buckley, Jean Hess, Karen Taylor, Mark Taylor, Dave Winsatt, and various other citizens

At 6:30 pm, Chair Weiss reconvened the meeting.

17) Citizen's Comment Period

No citizens appeared to address the board.

18) PH 2022-03 Short-Term Residential Rental, Home Occupation Bed and Breakfast, and Country Inn

Brandon Stidham presented the following presentation to the Board:



Clarke County Board of Supervisors February 15, 2022 Meeting

PUBLIC HEARING

- **TA-21-03, Short-Term Residential Rental, Home Occupation Bed and Breakfast, and Country Inn**

TA-21-03, Short-Term Residential Rental, Home Occupation Bed and Breakfast, and Country Inn

- **Amend Zoning Ordinance §5.2B (Residential Uses) and §5.2C (Business Uses).**
- **Purpose:**
 - **To establish a new “short-term residential rental” use in the AOC and FOC Districts**
 - **To amend use regulations for home occupation bed and breakfast uses and country inns for consistency purposes across rental uses**

Update

- **Board of Supervisors held Public Hearing at the December 21, 2021 meeting.**
- **Board deferred action for one month in response to concerns raised by speakers.**
- **One concern was in regards to proposed maximum cap of 10 persons per lot during rental periods – includes transient renters and residents of the lot.**
- **Speaker was concerned with adverse impacts to property owners with multiple dwellings on lot that are occupied by permanent residents – may be restricted or precluded entirely from operating a short-term residential rental.**

Update (cont.)

- **Staff presented an alternate approach at the January 18, 2022 meeting:**
 - **Maximum of two dwellings on a lot may be used for short-term residential rental activities.**
 - **Dwellings can be the main single-family dwelling and an accessory dwelling (tenant house, minor dwelling) OR two accessory dwellings.**
 - **10 person cap would be eliminated.**
 - **Maximum occupancy would not be allowed to exceed the capacity of the onsite sewage disposal system for each dwelling or the maximum occupancy as allowed by the building code for each dwelling.**
 - **Applicants must identify the specific dwellings that will be used for short-term residential rental activities.**
- **Revised draft also includes description of “customer” in definition and modifications to restrict “other gatherings” only to dwellings used for rental activities.**
- **Proposed changes require a new public hearing.**

Background

- Text amendment was developed in response to concerns about the absence of regulations for short-term residential rental activities via websites such as AirBNB and VRBO.
- Issues identified:
 - Addressing potential adverse impacts of unregulated short-term residential rental activities on onsite sewage disposal systems and groundwater quality.
 - Ensuring compliance with the Virginia Uniform Statewide Building Code.
 - Creating regulations that establish a “level playing field” for all commercial lodging establishments.
 - Developing new regulations within the existing ordinance framework.

Background -- Rental Uses Currently

- **“Short-term residential rental”** -- Rental of a portion of a dwelling (one or more rooms) or rental of an entire dwelling to a customer for a period of less than 30 days
 - A “customer” can be one person or more than one person renting together as a group.
 - Not currently regulated by the Zoning Ordinance and no zoning approval is required.
- **“Home occupation bed and breakfast”** – Home occupation where lodging and meals are provided for compensation for up to five (5) transient guests and maximum of three (3) guestrooms.
 - Allows rentals to more than one customer up to the maximum occupancy limitation.
 - Owner-occupancy is required as it is a home occupation.
 - Requires approval of a home occupation zoning permit.

Background -- Rental Uses Currently (cont.)

- **“Country Inn” – Business offering for compensation to the public guestrooms for transitory lodging or sleeping accommodations for a period not to exceed 14 consecutive days. Maximum of 15 guestrooms. Meal service and public assembly activities are allowed as accessory uses subject to regulations.**
 - **A country inn is a business use that requires approval of a special use permit (SUP) and a site development plan by the Board of Supervisors following review by the Planning Commission and required public hearings.**
 - **Rental uses in the AOC and FOC Districts that exceed the scope of a short-term residential rental and home occupation bed and breakfast would require country inn approval.**

Proposed Short-Term Residential Rental Use

- **A new “short-term residential rental” use would be created in the Zoning Ordinance with a definition and use regulations.**
- **Use would be regulated “by-right” subject to administrative approval by the Zoning Administrator.**
- **Short-term residential rentals would only be allowed on lots in the AOC and FOC zoning districts – prohibited in RR District.**
- **Rental activities in the RR District would be permissible as a home occupation bed and breakfast use – owner-occupancy during rental periods is required.**

Proposed Short-Term Residential Rental Use (cont.)

- Rental activities may be conducted in a maximum of two (2) dwellings on a lot – single-family dwelling, minor dwelling, or tenant house.
- Rental is limited to a maximum of one (1) customer per lot.
- A “customer” may be one person or multiple people renting together under the same rental agreement.
- Limitation applies regardless of whether two dwellings on the lot are used for rentals.
- Maximum occupancy includes transient guests and residents of the dwelling used for rental activities, subject to compliance with onsite sewage disposal system and building code requirements.
- No requirement that the property owner remain onsite during rental periods.

Proposed Short-Term Residential Rental Use (cont.)

- A **zoning permit** issued by the Zoning Administrator would be required in order to conduct a short-term residential rental use. Prerequisites to zoning permit approval would include:
 - Confirmation from the **Virginia Department of Health (VDH)** that the existing onsite sewage disposal system will support the proposed maximum occupancy (transient guests and residents of the lot).
 - Confirmation from the **Clarke County Building Department** that the use will comply with building code requirements.
 - Issuance of a business license by the **Clarke County Commissioner of the Revenue**.

Review Process Summary

- **Applicant files short-term residential rental zoning permit application including:**
 - Identification of the proposed dwelling or dwellings on the lot to be used for rental activities.
 - Proposed maximum occupancy for each dwelling to be used including transient guests and residents.
 - Information on the onsite sewage disposal system(s), if available.
- **Zoning Administrator reviews application for compliance with short-term residential rental regulations.**

Review Process Summary (cont.)

- **Zoning Administrator forwards the application to the Virginia Department of Health (VDH):**
 - VDH staff reviews the proposed maximum occupancy against information on file for the onsite sewage disposal system.
 - VDH staff confirms whether information is available to determine conformance to the approved maximum capacity of the system.
 - If information is not available or shows the proposed maximum occupancy will not conform to the approved system capacity, the Zoning Administrator will not approve the zoning permit.
 - Applicant will need to work directly with VDH to identify system capacity – may need to upgrade system capacity or reduce proposed maximum occupancy to a level that can be confirmed by VDH.

Review Process Summary (cont.)

- **Zoning Administrator forwards the application to the County Building Department for building code compliance review.**
- **Confirmation from both VDH and the Building Department are required in order for a zoning permit to be issued.**
- **Issuance of a business license from the Commissioner of the Revenue Office is also required.**
- **For the life of the rental use the applicant is required to:**
 - **Maintain the onsite sewage disposal system in accordance with VDH regulations.**
 - **Maintain the business license in good standing.**
 - **Notify the Zoning Administrator of any future changes to the rental use, maximum occupancy, or approved accessory activities.**

Prohibited Activities

- **Prohibited activities at a short-term residential rental use would include:**
 - **Provision of meals to transient renters (may be allowable as a home occupation bed and breakfast).**
 - **Commercial public assembly activities such as special events, live music, weddings, meetings, conferences, and reunions (may be allowable with approval of a special use permit and site development plan for a minor commercial public assembly use, zoning permit for agritourism activity, or special event permit).**
 - **Other gatherings of persons that are not transient renters or residents of the single-family dwelling, minor dwelling, or tenant house being used for rental activities – necessary to ensure compliance with maximum occupancy limits during rental periods.**

Changes to Home Occupation Bed and Breakfast Use

- **Maximum occupancy would be increased from three (3) guest rooms and five (5) transient guests to five (5) bedrooms and ten (10) occupants including transient guests and residents of the lot.**
- **Home occupation bed and breakfast uses are approved by zoning permit with the following changes to the prerequisites:**
 - **Confirmation from the Virginia Department of Health (VDH) that the existing onsite sewage disposal system will support the proposed maximum occupancy (transient guests and residents of the lot).**
 - **Confirmation from the Clarke County Building Department that the use will comply with building code requirements.**
 - **Issuance of a business license by the Clarke County Commissioner of the Revenue.**
- **Maximum occupancy may be further limited by onsite sewage disposal system capacity or building code requirements.**
- **Rentals are permitted in a single-family dwelling, minor dwelling, or tenant house on the lot.**

Changes to Country Inn Use

- **Maximum occupancy period would be increased from 14 consecutive days to less than 30 consecutive days.**
- **Maximum occupancy would remain unchanged at 15 rooms but may be further limited by:**
 - **The onsite sewage disposal permit issued by VDH**
 - **Maximum occupancy as permitted by building code requirements**

Comparison of Current vs. Proposed Regulations

Current Regulations			
Use	Use Category & Zoning District	Maximum Occupancy	Permit Required
Short-term residential rental	Not regulated	<ul style="list-style-type: none"> • One customer per lot for less than 30 consecutive days 	None – Use is not regulated
Home occupation bed and breakfast	Residential; AOC, FOC, RR	<ul style="list-style-type: none"> • Three guestrooms and five transient guests • Owner occupancy is required 	Home occupation zoning permit
Country inn	Business; AOC, FOC, CN	<ul style="list-style-type: none"> • 15 guestrooms • Occupancy not to exceed 14 consecutive days 	Special use permit and site development plan

Comparison of Current vs. Proposed Regulations

Proposed Regulations			
Use	Use Category & Zoning District	Maximum Occupancy	Permit Required
Short-term residential rental	Residential; AOC, FOC	<ul style="list-style-type: none"> • Maximum of two dwellings per lot • Occupancy subject to compliance with building code requirements and capacity of onsite sewage disposal system • One customer per lot per rental period, not to exceed 30 consecutive days 	Short-term residential rental zoning permit
Home occupation bed and breakfast	Residential; AOC, FOC, RR	<ul style="list-style-type: none"> • Five bedrooms and ten occupants including guests and residents, not to exceed 30 consecutive days • Occupancy is subject to compliance with building code requirements and capacity of onsite sewage disposal system • Owner occupancy is required 	Home occupation zoning permit
Country inn	Business; AOC, FOC, CN	<ul style="list-style-type: none"> • 15 guestrooms, not to exceed 30 consecutive days • Occupancy subject to compliance with building code requirements and capacity of onsite sewage disposal system 	Special use permit and site development plan

Application and Enforcement

- **Proposed short-term residential rental regulations can be applied to existing operators who:**
 - **Do not have written zoning approval, or**
 - **Have an approved business license application noting “no zoning approval required” or similar language written by Planning Department staff**
- **The proposed regulations if adopted would be applied to existing operators subject to the Department’s complaint-basis enforcement process.**
- **To encourage voluntary compliance, Staff recommends the Board direct Staff to delay enforcement for a period of six months to establish a “grace period.”**
- **The delay would allow Staff to work with existing operators without having to consider them to be in a state of noncompliance at the onset of the regulations.**
- **As a further incentive, Staff recommends that the Board allow the \$100 zoning permit fee to be waived for operators that apply for zoning permits during the six-month grace period.**

Staff Recommendation

- **Staff has no outstanding concerns with the adoption of this text amendment.**
- **Staff supports the concept of delaying enforcement for six months to provide a “grace period” for existing operators to comply.**
- **Staff also recommends waiving the \$100 zoning permit fee during the “grace period.”**

Chair Weiss opened the Public Hearing at 6:47 pm.

The following person appeared to address the Board:

- Ruth Almeter of White Post, VA

- Has been operating a short-term rental for just over one year.
- Feels it is good for the local economy because she sends her guests to the local businesses.
- Estimates her short-term rental has 5-8 guests per month in her three bed, two bath cottage and advertises it as eight beds.
- The biggest concern was the septic fields and overcrowding of houses.
- In the year she has been open, she has only had one group stay, which was at her maximum advertised occupancy.
- Fully booked 200-days a year; offered the opinion a family living there 365-days a year will put more stress on the septic system than her maximum days booked each year.
- Opined there were too many regulations and doesn't want to see Clarke County turn into Loudoun County.
- Would like to see Clarke County stay a low regulation county.

Chair Weiss closed the public hearing at 6:52 pm.

Supervisor Matthew Bass

- Thanked Staff and the Planning Commission for all their hard work on this project.
- Noted the Board had previously brought up the concern of over-regulation and agrees, in general, it is not a good principle of community management.
- With that said, the Planning Commission, in collaboration with Staff, fleshed out legitimate issues with regard to the health and safety of our community.
- Feels the regulations as proposed are appropriate and think they are necessary.

Vice-Chair Terri Catlett

- Asked when the discussion first began? Brandon Stidham stated the Planning Commission began working on this in 2019, adding there had been previous discussion on the topic.
- Thanked Staff for all the work, adding that Staff has been working on this for a long time and exploring all the different options.

Supervisor Doug Lawrence

- Opined if we are taking money from people visiting Clarke County, it is our responsibility to ensure it is as safe as possible. This does that without being too intrusive.

Supervisor Bev McKay

- In the past, the Board has had no regulation. One of the big reasons is what it is, is there have always been reasonable regulations, reasonable sewage disposal regulations, reasonable well regulations and feels this is along the same line as a reasonable amount of regulation.
- Having a septic system that functions and not overpopulating a house is a reasonable regulation.

Chairman David Weiss

- Believes this is a reasonable compromise, makes everyone have to be in compliance with the drain fields, and is comfortable moving ahead.

Supervisor Bass moved to adopt proposed text amendment TA-21-03 (Short-Term Residential Rental, Home Occupation Bed and Breakfast, and Country Inn) as presented by Staff in the report dated February 15, 2022. This motion includes direction to Planning Staff to create a "grace period" for existing operators to work with Staff to comply with the new regulations. The "grace period" would be for a period of six months to conclude on August 15, 2022, and would consist of 1.) Delayed enforcement of the new regulations and 2.) Waiver of the \$100 zoning permit fee for all applications filed during the grace period. The motion carried by the following vote:

Matthew E. Bass	-	Aye
Terri T. Catlett	-	Aye
Doug M. Lawrence	-	Aye
Beverly B. McKay	-	Aye
David S. Weiss	-	Aye

19) PH2022-04 Code of Clarke Chapter 40 Voting Districts Text Amendments

Chris Boies presented the following changes to Chapter 40 Voting Districts, Code of Clarke County.

- The Board was presented information at their January 11th work session, which showed that no changes to the current election districts were required

due to the 2020 Census population update. The Board decided not to change the election district boundaries based on that information. The Board authorized a public hearing at their January 18th meeting on required code changes to Chapter 40 of the Code of Clarke. The public hearing has been set for February 15th at 6:30, or as soon thereafter as the matter can be heard.

- There are two sections of Chapter 40, Voting Districts, proposed to change. The first amendment is to §40-1, which contains the populations for each district. Gordon Russell provided this data using Census block data. The second change is a technical correction to §40-2, which is currently incorrectly labeled a “voter election district” and is being changed to the correct description of a “voter election precinct.” Code of Virginia §24.2-712 allows the governing body to establish one or more central absentee voter **precincts** for the purpose of receiving, counting, and recording absentee ballots cast in the county. The proposed changes are highlighted in the attached document.

Chapter 40 Voting Districts

§ 40-1. Election districts established and defined; population of districts and supervisor representation

A. Election Districts of Clarke County, pursuant to, and as set by the authority contained in the Code of Virginia, § 15.2-1400, § 24.2-304.1-7, and § 15.2-1211 are hereby created and set forth in this section.

a. The election districts with populations set forth are as follows; supervisor representation to be as indicated:

<u>Berryville</u>	<u>2,997</u> , represented by one supervisor.	Deleted: 2,852
<u>Buckmarsh</u>	<u>2,827</u> , represented by one supervisor.	Deleted: 2,854
<u>Millwood</u>	<u>3,021</u> , represented by one supervisor.	Deleted: 2,729
<u>Russell</u>	<u>3,082</u> , represented by one supervisor.	Deleted: 2,896
<u>White Post</u>	<u>2,880</u> , represented by one supervisor.	Deleted: 2,703

§ 40-2. Central Absentee Voter Election Precinct established and defined

[Amended 2005-08-16; 2010-04-20]

- A. A central absentee voter election precinct for Clarke County is hereby created, pursuant to Code of Virginia § 24.2-712 Central absentee voter precincts; counting ballots. Deleted: district
- B. The location of this precinct shall be Berryville Clarke County Government Center, 101 Chalmers Court, Berryville, Virginia. Deleted: district

Chair Weiss opened the Public Hearing at 6:59 pm.

No persons appeared to address the Board:

At 6:59 pm, Chair Weiss closed the Public Hearing.

Supervisor McKay moved to approve the text amendments to Chapter 40, Voting Districts of the Code of Clarke County as presented. The motion carried by the following vote:

Matthew E. Bass	-	Aye
Terri T. Catlett	-	Aye
Doug M. Lawrence	-	Aye
Beverly B. McKay	-	Aye
David S. Weiss	-	Aye

Chris Boies introduced Dave Winsatt, part-time Town Manager of the Town of Boyce.

22) Adjournment

At 7:01 pm, Chair Weiss adjourned the meeting.

23) Next Regular Meeting Date

The next regular meeting of the Board of Supervisors is set for Tuesday, March 15, 2022, at 1:00 pm in the Berryville Clarke County Government Center, Main Meeting Room, 101 Chalmers Court, Berryville, Virginia.

ATTEST: February 15, 2022

David S. Weiss, Chair

Chris Boies, County Administrator

Recorded by Chris Boies and Transcribed by Tiffany R. Kemp