

**NEW LOCATION AND TIME  
DUE TO COVID-19 THERE IS LIMITED SEATING**



**TOWN COUNCIL WORK SESSION  
Monday, January 4, 2021  
6:00pm in the Warren County Government Center**

1. CLOSED MEETING – Council Interviews
  2. Required Freedom of Information (FOIA) and Conflicts of Interest (COIA) Training from the Town Attorney (*20 minutes*)
  3. Appointments
    - a. Audit/Finance Committee
    - b. 2021 Town Scholarship Committee/Discussion on how to distribute
  4. Liaison Committee Meeting Items
  5. Ordinance Amendment to Chapter 4-19 of the Town Code
  6. Joint Tourism Memorandum of Agreement (MOA) with Warren County Approval and Destination Marketing Organization Award Approval
  7. OPEN DISCUSSION
  8. CLOSED MEETING – Council Appointments, Consultation with Legal Counsel, Disposition of Public Property
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**TOWN COUNCIL SPECIAL MEETING**  
*Immediately following Work Session*

1. **ROLL CALL** Mayor Holloway \_\_\_\_\_ Councilmen Cockerell \_\_\_\_\_ Gillispie \_\_\_\_\_ Lloyd \_\_\_\_\_ McFadden \_\_\_\_\_ Meza \_\_\_\_\_ Thompson \_\_\_\_\_
2. **COUNCIL APPROVAL** – Joint Tourism Memorandum of Agreement (MOA) with Warren County Approval and Destination Marketing Organization Award Approval
3. **COUNCIL APPOINTMENT** - Councilmember

1



## Work Session Agenda Statement

Item # 1

Meeting Date: January 4, 2021

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**CLOSED MEETING** - Council Interviews

### **Motion to Go Into Closed Meeting**

I move that Town Council go into Closed Meeting for the assignment, appointment, promotion, performance, demotion, salaries, disciplining, or resignation of specific public officers, appointees, or employees of the public body, regarding a vacancy on Town Council, pursuant to Section 2.2-3711. A. 1. of the Code of Virginia.

**Roll Call Vote:** Councilmen Cockrell \_\_\_\_\_ Gillispie \_\_\_\_\_ Lloyd \_\_\_\_\_ McFadden \_\_\_\_\_ Meza \_\_\_\_\_ Thompson \_\_\_\_\_

### **Motion to Certify Closed Meeting at its Conclusion**

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

### **Open Meeting**

**Roll Call Vote:** Mayor Holloway \_\_\_\_\_ Councilmen Cockrell \_\_\_\_\_ Gillispie \_\_\_\_\_ Lloyd \_\_\_\_\_ McFadden \_\_\_\_\_ Meza \_\_\_\_\_ Thompson \_\_\_\_\_

3



## Work Session Agenda Statement

Item # 3

Meeting Date: January 4, 2021

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**Agenda Item:** Appointments

**Summary:** Council is requested to discuss and appoint the following:

- a. Audit/Finance Committee – The Committee will meet as needed with the Town’s Auditor. Two Councilmembers are to be appointed and terms end December 31, 2021. The Mayor, Town Manager and Finance Director are ex-officio. Councilmen Meza and Gillispie served on this Committee last year. Appointments will be added to the January 11<sup>th</sup> regular meeting
- b. 2021 Town Scholarship Committee and Discussion – the Town budgeted \$1,000 (two \$500.00) for Town Scholarships. The Town received a donation of \$2,000 for a total of \$3,000 to give away to high school seniors in Spring 2021. Council is requested to select two councilmembers to serve on the committee to select the winners in early spring. The clerk will be advertising for the scholarships sometime in February. Council is also requested to determine how the scholarships will be divided since the total cost has increased since last year. Councilmen Thompson and Gillispie served on this Committee last year. The Committee will be formerly appointed at the January 11<sup>th</sup> regular meeting.

**Budget/Funding:** 1101-45428 – Town Council – Scholarship.

**Staff Recommendation:** Council takes desired action on the appointments and distribution at the January 11<sup>th</sup> regular council meeting.

4



## Work Session Agenda Statement

Item # 4

Meeting Date: January 4, 2021

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**Agenda Item:** Liaison Committee Items

**Summary:** Council is requested to discuss additions of items to the Liaison Committee Agenda for January 17, 2021. The Town hosts the Committee in Town Hall for the months of January and April. Attached are the minutes from October 2020. All items will be formally approved at the January 11<sup>th</sup> regular council meeting. The Liaison Committee Policy is also attached for your convenience.

*Note: two councilmembers will be attending the meetings and the policy suggests alphabetical. In 2020 the following attended: January-no data; April-cancelled due to COVID; July- Councilman Sealock; October-Councilmen Cockrell and Gillispie. Council is requested to notify the Clerk who is attending the week before the meeting.*

**Budget/Funding:** N/A

**Staff Recommendation:** Council takes desired action on items at the January 11<sup>th</sup> regular council meeting.

**TOWN/COUNTY LIAISON COMMITTEE  
MEETING MINUTES**

**October 22, 2020**

**Present:** Mayor Eugene Tewalt, Town Councilman Gary Gillispie, Town Councilwoman Lori Cockrell, Board of Supervisors Chairman Walter Mabe, Supervisor Archie Fox, Interim Town Manager Matt Tederick, Interim County Administrator Ed Daley, Deputy Clerk of the Board Emily Ciarrocchi, Town Attorney Doug Napier, Town Finance Director B.J. Wilson; Roger Bianchini and Mark Williams, Royal Examiner; and Alex Bridges, Northern Virginia Daily

**Call to Order**

Mr. Mabe called the meeting to order at 6:00 PM.

**Joint Substance Abuse Committee [Drug Task Force Committee]**

Mr. Mabe read the following statement prepared by Supervisor Delores Oates, "I spoke to Beth Reavis today and she provided the following update to her investigation on how the Joint Drug Commission can contribute to the community. Considering that law enforcement has its own strategic plan on dealing with the drug issues, the commission cannot contribute in a meaningful way.

"Beth met with Cy (State Police) and both agreed that our best opportunity to affect change would be in prevention. Cy and Beth will present school curriculums to include the 360 program and the testing kits for parents. She suggested that we first educate ourselves and then work to educate our community. It was suggested that the commission could sponsor community events, invite speakers including recovering drug users in our community, and provide resources for those seeking help.

"We also discussed an advocacy program for those released from jail on drug related charges. This program could operate similarly to AA in that a sponsor would be selected and provide mentorship and support to those attempting to recover and reenter the workforce. Beth will research what programs have the greatest success and perhaps Warren County can investigate creating one.

"We will discuss these topics and others next Thursday at our Joint Drug Commission meeting at Town Hall."

Mr. Tederick noted the group would discuss its formal name at next week's meeting, and Mr. Mabe said once it is formalized, it will also create various subcommittees.

Mr. Gillispie stated he, Mrs. Oates, and Mrs. Reavis would meet to nail down the agenda for next week's meeting.

**Solid Waste Fees – County**

Mr. Fox read the following statement prepared by Public Works Director Mike Berry, “The current Commercial tipping fee for solid waste is \$69 per ton, at the Warren County Transfer Station. Per agreement (2009), The Town of Front Royal currently pays 73.5% of the Commercial tipping fee for Town Commercial waste. This equates to \$50.72 per ton.

“Warren County currently pays contractual fees of \$34 per ton to Battlecreek Landfill and currently pays an average of \$18 per ton for hauling with fuel fees. \$52 per ton is paid for hauling and landfilling Town of Front Royal Waste. Per WC agreement, the Battlecreek tipping fee increases 25 cents per ton, per year. The Republic Service hauling contract can increase up to 5% annually based on the Consumer Price Index and the associated fuel fee is market driven. As stated, the current \$50.72 per ton paid by the Town will not cover the associated landfill tipping fees or hauling costs.

“In addition to the \$52 per ton (hauling/tipping fees), we must consider associated Warren County variable costs including Administration, Equipment Operators, Scales/Scalehouse operations, Equipment/Maintenance, Fuel, leachate handling and utility costs associated with Refuse Disposal at the WC Transfer Station. The Warren County variable costs mentioned are currently estimated at approximately \$17 per ton.

“At the currently approved 73.5% commercial solid waste agreement, Warren County is not able to fully cover the associated costs for disposal of Town of Front Royal Commercial Waste. We feel the agreement should be revisited and recommend the Town of Front Royal pay the Commercial tipping fee, which is reviewed annually and currently at \$69 per ton for Commercial waste.

“Other concerns include overweight Trucks - damage roads and create safety concerns and Leachate spills - Town trucks are leaking waste water at the Transfer Station and on roadway from the Town of Front Royal. This concern has been sent to the Town; they need to clean trucks and drain leachate.”

Mr. Wilson noted the commercial waste tonnage from the Town should be decreasing, as the Town is taking on fewer commercial haulers. Mr. Tederick also noted he is working on ordering scales for overweight trucks and asked to have Mr. Berry reach out to him to schedule a meeting.

### **Development Review Committee – County**

Mr. Mabe reported the Development Review Committee met on September 23, 2020. The Committee discussed projects in the County including:

- A proposed Rural Events Facility on Lee Burke Road. A public hearing will be held by the Planning Commission in October.
- Several pending short-term rental conditional use permits.
- A proposed Chapel on Strasburg Road. This will go to the Planning Commission at their October meeting.
- The Equus warehouse facility site plan is still under review with DEQ.

The Committee also discussed Town projects including:

- The Thermal Shelter at the Health and Human Services building is scheduled to open on November 1<sup>st</sup>.
- A request for 60 apartments on East Main Street.
- A proposed Gas Station/Convenience Store at the former site of Joe's Steakhouse.
- A proposed Comprehensive Plan amendment on the Happy Creek area property that was annexed into the Town from the County.

The Committee will meet again on October 28, 2020.

Mrs. Cockrell said the organizers of the Thermal Shelter are grateful to be using the Health and Human Services Complex (HHSC) and are looking for a way to have lockers put in to provide the individuals using the shelter with a place to store their belongings. Mr. Mabe replied it may not be prudent to install lockers at this facility right now because the shelter is still considering relocating to a permanent space with additional capacity. The shelter at the HHSC can accommodate between 18 and 24 individuals.

### **Building Inspections Software – County**

Mr. Mabe reported while working through the challenges of the current circumstances and configuration of the updated software, the Building Inspections Department found that fees have caused challenges over what was originally thought. With these new adjustments, the Department anticipates the online presences to be completed within several weeks, and this will allow the public to apply and pay for permits online.

### **Warren County's In-Town Projects – County**

- Ressie Jeffries Elementary School – Roof/Addition/Parking Lot Project/ Playground Project – County staff hopes to re-surface the basketball court and install the remaining pieces of playground equipment in 2021.
- Health and Human Services Complex – There is no active construction work being done at the complex at this time. The two remaining portions of the facility to be renovated include the School Maintenance section and the Senior Center (cafeteria area). Work in those areas will be done as funding permits.

### **Closed Session – Sections 2.2-3711(A)(7) and (A)(8) of the Virginia Freedom of Information Act**

On a motion by Mrs. Cockrell, seconded by Mr. Fox, and by unanimous vote, the Front Royal-Warren County Liaison Committee entered into a closed meeting under the provisions of Sections 2.2-3711(A)(7) and (A)(8) of the Virginia Freedom of Information Act for consultation with legal counsel pertaining to actual or probable litigation and the provision of legal advice regarding a pump and haul contract and contractor.

On a motion by Mrs. Cockrell, seconded by Mr. Gillispie, and by unanimous vote, the Front Royal-Warren County Liaison Committee certified to the best of each member's knowledge only public business matters lawfully exempted from open meeting requirements under Sections 2.2-3711(A)(7), and (A)(8) of the Virginia Freedom of Information Act and only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed or considered in the meeting by the public body.

### **Adjournment**

Mr. Mabe adjourned the meeting at approximately 6:50 PM.



**FRONT ROYAL – WARREN COUNTY**  
Liaison Committee Mission Statement and Policies  
March 2020

**PURPOSE OF THE LIAISON COMMITTEE**

The purpose of the Front Royal-Warren County Liaison Committee is to offer a venue whereby the leadership of the Town of Front Royal and the County of Warren can discuss issues of mutual interest and inform each other of positions taken and decisions made by each public body that may affect both localities. The Committee is NOT designed to be an environment where decisions are made, but one where issues are discussed, and Board and Council members take them back to their respective bodies for further discussion and recommendation.

**MEMBERSHIP**

The Liaison Committee shall include the Mayor of the Town of Front Royal, the Chairman of the Warren County Board of Supervisors, the Front Royal Town Manager, the Warren County Administrator, one (1) Front Royal Town Council member and one (1) Warren County Board of Supervisors member. The latter two (2) members shall rotate between its various members alphabetically from meeting to meeting.

**MEETING SCHEDULE**

Meetings shall be held on the third Thursday every quarter at 6:00 p.m. unless otherwise agreed upon by the Town and County. The meetings shall be rotated every six months between the Town and County. Wherever the meetings are held, the host shall be responsible for the preparation of the agenda will provide a person who will take formal minutes of the meeting.

**MEETING AGENDA**

- Meetings of the Liaison Committee shall at all times be subject to the terms of the Virginia Freedom of Information Act.
- Meeting agendas shall be provided by the Town Manager and County Administrator upon consultation with the Mayor and Board Chairman respectively.
- Any request to place an item on the agenda shall be made by 1:00 p.m. on the first Tuesday of the month prior to the month before the Liaison meeting.
- All requests to place an item on the agenda must be accompanied by a written summary of the request which can be placed in the agenda packet.
- The agendas shall be distributed on the Friday prior to the Liaison Committee meeting to be held on the following Thursday.
  
- In order for an item to be formally discussed on the Liaison agenda, it must be first approved by a majority vote of the Town Council or Board of Supervisors.

### **MEETING POLICY and PROCEDURES**

- The Mayor of the Town shall be Chairman of the Committee when the meetings are hosted by the Town, and the Chairman of the Board of Supervisors shall be Chairman of the Committee when the meeting is hosted by the County.
- The Chairman shall make procedural or parliamentary decisions which may be overruled by a majority vote of the Committee.
- The Town and/or County may invite any of their staff personnel, including attorneys, to attend meetings that either feels would be helpful for the issues and items scheduled to be addressed.
- This mission statement and policies shall be adopted by a majority of the Board of Supervisors and the Town Council. They may be amended by a majority vote of the Town Council and Board of Supervisors.

### **MANAGER and ADMINISTRATOR REPORTS**

Quarterly, at a regular meeting of the Front Royal Town Council, the Warren County Administrator shall give an oral report of the County to the Council, and regular meeting of the Warren County Board of Supervisors, the Front Royal Town Manager shall give an oral report of the Town to the Board; this will not be a question and answer period.

*Approved by the Warren County Board of Supervisors: September 7, 2010*

*Approved by the Front Royal Town Council: September 13, 2010*

*Approved by the Front Royal Town Council March 9, 2020*

*Approved by the Warren County Board of Supervisors March 17, 2020*

5



## Work Session Agenda Statement

Item # 5

Meeting Date: January 4, 2021

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**Agenda Item:** Ordinance Amendment to Chapter 4-19 of the Town Code

**Summary:** Mayor Holloway has proposed an amendment to Chapter 4-19 that would allow more flexibility on the Council's regular and work session agendas, as presented. The proposed amendment to the ordinance is attached.

**Budget/Funding:** None

**Staff Recommendation:** the proposed amendment will be advertised as a public hearing for an upcoming council meeting if council desires.

## 4-19 ORDER OF BUSINESS; PLACEMENT AND APPROVAL OF ITEMS ON AGENDAS

### A. ORDER OF BUSINESS

~~1. At every regular meeting of the Council, the order of business shall be as follows:~~

~~Pledge of Allegiance~~

~~Moment of Silence~~

~~Roll Call~~

~~Approval of the Minutes of previous meetings~~

~~Receipt of Petitions and/or correspondence from the public~~

~~Reports~~

~~— a. Report of Special Committees or Town Officials and Town Manager.~~

~~— b. Requests and Inquiries of Council members.~~

~~— c. Report of the Mayor~~

~~— d. Proposals for addition/deletion of items to the Agenda.~~

~~Consent Agenda Items:~~

~~Items for Approval.~~

~~Closed Meeting items (if applicable)~~

**1. At the first regular meeting of Town Council, Town Council, by majority vote of a quorum of all members of Council, shall decide upon the order of business for all work sessions and regular meetings of Town Council for that upcoming calendar year. The order of business shall be reduced to writing and certified by the Mayor and Clerk of Town Council.**

2. The order of business shall not be departed from except by the consent of two-thirds (2/3) of the members of the Council present and voting.

3. Items which appear under the heading “Consent Agenda items” are intended to be routine business items which are not subject to individual debate or discussion, but are, instead, voted on as a group. However, at the time the presiding officer announces that the Consent Agenda portion of the order of business has been reached, any member of Council may request that any individual items or items may be removed from the Consent Agenda, and such item or items shall, thereafter, become the first item or items considered under the “Items for Approval” portion of the order of business.

4. At every work session meeting of the Council, the order of business shall be determined by the Mayor, or in his absence, the Vice Mayor.



## Work Session Agenda Form

Item # 6

DATE: 1/4/21

### AGENDA ITEM:

JOINT TOURISM MOA WITH WARREN COUNTY APPROVAL &  
DESTINATION MARKETING ORGANIZATION AWARD APPROVAL

### SUMMARY:

The County of Warren has proposed a Memorandum of Agreement (MOA) with the Town to procure the services of a Destination Marketing Organization (DMO) and establish a Joint Tourism Committee. The Joint Tourism Committee will represent the best interests of tourism services for both the County and Town and approve all invoices from the Independent Contractor (the DMO). For fiscal year 2021, and for an 18-month contract term so that the first term ends at the end of fiscal year 2022, the Town will pay its half (up to \$300,000.00) to Warren County, and Warren County will pay the Independent Contractor its matching half (up to the \$300,000) for a first contract term total of \$600,000.00.

In subsequent 12-month contract terms, the Town will pay Warren County its half (up to \$200,000) contingent upon future Council budget appropriations, and Warren County will pay the Independent Contractor (the DMO) its matching half contingent upon future County budget appropriations, dependent upon the DMO meeting its contract deliverables for a full contract amount of \$400,000.00.

Council is also requested to review and approve the Destination Marketing Contract, contingent upon Warren County Supervisors approving the MOA at its January 5<sup>th</sup>, 2021 Board of Supervisors meeting. This public contract was competitively negotiated through a Request for Proposal (RFP) method in accordance with the Virginia Public Procurement Act (VPPA). Members of the Evaluation Committee that selected the best value firm represent the County, Town, and Joint Tourism Committee.

Following this coversheet is a copy of the proposed MOA, and a consensus letter recommending Jones Lang LaSalle Americas, Inc. (JLL).

### BUDGET/FUNDING:

1205-43009 Tourism Purchased Services – Government \$99,000.00

**STAFF RECOMMENDATION:** The proposed MOA appears to meet the majority of the Joint Tourism Committee's goals and objectives. The Evaluation Committee for the Destination Marketing Organization RFP recommends JLL as the best value firm.

Work Session

# Memorandum of Agreement

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*Of the Board of Supervisors of Warren County  
And the Town of Front Royal*

## FRONT ROYAL–WARREN COUNTY JOINT TOURISM COMMITTEE

This **MEMORANDUM OF AGREEMENT** made this \_\_\_\_\_ day of \_\_\_\_\_, 2021 by and between the **Town of Front Royal, Virginia**, hereinafter referred to as the “Town”, and the **County of Warren, Virginia**, hereinafter referred to as the “County” , collectively hereinafter referred to as the “Parties”, stipulates that the County and the Town agree to the following:

### I. PURPOSE

Since June 21, 1993, the Town had been responsible for funding the Visitor’s Center and tourism for the community as the vast majority of hotels, motels, and restaurants that benefitted from tourism were located inside the limits of the Town. However, there was significant growth of the lodging industry in the County and outside of the Town’s limits. As a result, the County adopted an ordinance that increased the transient occupancy tax from two percent (2%) to five percent (5%). This increase became effective on July 1, 2017.

Upon the County adopting aforementioned ordinance, the County and Town entered into a Memorandum of Agreement that established the Front Royal-Warren County Joint Tourism Advisory Committee (hereinafter the “Advisory Committee”). The Town and County wished to put additional resources into branding and marketing the community as a destination and to provide additional support and to enhance the restaurants, lodging establishments, and the many amenities to the community. The Town and County appointed the Advisory Committee to advise, assist, support, and advocate for tourism policies, program, and activities to market and promote Front Royal-Warren County and its environs, and to serve as the “local tourism industry organization” referred to in Section 58.1-3819 of the Code of Virginia, as amended.

Currently the Town and County desire to contribute financially to a Joint Tourism Program that will contract with a Destination Marketing Organization (hereinafter referred to as “DMO”) to provide visitor services, marketing and advertising for the community, research, and more. The Advisory Committee will serve an oversight role for strategic planning and budgeting as well as a partner liaison. The Town and County have issued a Request for Proposals and have mutually selected a best value Independent Contractor to serve in this DMO role.

The Town and County now wish to amend the Advisory Committee’s name to “Front Royal Warren County Joint Tourism Committee,” hereinafter referred to as “Committee”. Further, the Town and County wish to enter into a new Memorandum of Agreement to establish the Committee and to define the working relationship between the Town and County for the conduct of work of the Joint Tourism Program.

## II. DEFINITIONS

**Best Value** – referred to in Virginia Code Section 2.2-4301 of the Virginia Public Procurement Act as amended, the overall combination of quality, price, and various elements of required services that in total are optimal relative to the public body’s needs.

**Destination Marketing Organization (DMO)** – a qualified offeror which submits a proposal in response to a competitively negotiated public contract, or Request for Proposals (RFP). The Committee, the Town, and County shall mutually agree upon the offeror as providing the best value through each of their service as members of the Evaluation Committee for the DMO.

**Independent Contractor** – DMO selected as a result of competitive negotiations. The DMO understands and agrees that the relationship of the DMO to the Town and County arising out of the Contract shall be that of Independent Contractor. It is understood that the DMO, and its staff and employees, are not employees of the Town or County and are, therefore, not entitled to any benefits. The DMO shall be responsible for reporting and accounting for all State, Federal, Social Security, and local taxes where applicable.

**Local Lodging Partner** – Referred to in Va. Code § 58.1-3819 of the Code of Virginia as amended includes hotels, motels, boarding houses, travel campgrounds, and other facilities offering guest rooms rented out for continuous occupancy for fewer than 30 consecutive days.

**Plan of Work** – The Committee’s established objectives and strategies that the support the Joint Tourism Plan for achieving the goals set forth in paragraph VI “Goals of Committee” herein.

**Tourism** - In accordance with Code of Virginia § 58.1-3819 as amended, attracts travelers to the locality, increases occupancy at lodging properties, and generates tourism revenues in the locality.

### III. OBLIGATIONS

The Committee shall:

1. Direct, promote and manage tourism development in the Front Royal-Warren County community.
2. Create, develop, and oversee the Joint Tourism Development Plan through the DMO contract to increase overall tourism revenue.
3. Encourage individuals, businesses and the Town and County to invest in tourism development as an integral part of overall economic development.
4. Assist various regional and state organizations in planning and implementing a regional tourism development plan.
5. Submit an annual budget by January 1<sup>st</sup> of each and every year to the Town and County that includes the DMO budget and a funding plan that includes any grant and/or donations/gifts.

The Town of Front Royal shall:

1. Assign authority to the Committee to direct, promote, and manage tourism development in the Front Royal community.
2. Enter into a competitively negotiated contract, pursuant to the Virginia Public Procurement Act, with the DMO mutually selected by the Committee.
3. Annually budget and appropriate to the DMO, at a minimum, the amount of its transient occupancy tax designated for tourism and travel marketing based upon Section 58.1-3819 of the Virginia Code, as amended.
4. Pay half (1/2) of all invoices to Warren County upon approval from the Committee or their appropriate subcommittee.
5. Encourage individuals and businesses to invest in tourism development as an integral part of overall economic development.

The County of Warren, Virginia shall:

1. Assign authority to the Committee to direct, promote, and manage tourism development in the Warren County community.
2. Enter into a competitively negotiated contract, pursuant to the Virginia Public Procurement Act, with the DMO mutually selected by the Committee.
3. Annually budget and appropriate to the DMO, at a minimum, the amount of its transient occupancy tax designated for tourism and travel marketing based upon Section 58.1-3819 of the Virginia Code, as amended.
4. Pay all invoices including DMO invoices upon approval from the Committee or their appropriate subcommittee.
5. Encourage individuals and businesses to invest in tourism development as an integral part of overall economic development.

#### IV. COMPOSITION

A. The Committee shall consist of eleven (11) members each appointed to a four-year term as follows:

- Town of Front Royal Town Manager Designee
- Warren County Administrator Designee,
- President of the Front Royal-Warren County Chamber of Commerce,
- One member of Town Council and alternate member,
- One member of the County Board of Supervisors and alternate member,
- Three members appointed by the Front Royal Town Council,
- Three members appointed by the Warren County Board of Supervisors.

One member from each the Town and the County shall be a representative from a local lodging partner.

B. The officers of the Committee shall be appointed for a two-year term. The Committee shall elect officers each July and fill vacancies as required during the intervening months. The officers shall include the following:

- i. Chairman: develops an agenda and presides over meetings, reports quarterly to the Warren County Board of Supervisors and the Front Royal Town Council, and as agreed upon by the Committee, represents the committee on other tourism development committees and organizations, as appropriate
- ii. Vice-Chairman: serves in the absence of the Chairman and oversees the Plan of Work
- iii. Secretary: maintains the minutes of the meetings and issues notices of meetings as provided herein
- iv. Treasurer: develops an annual budget of funds made available to the Committee

The offices of Secretary and Treasurer may be combined if the Committee so votes

C. The Committee may utilize any existing tourism subcommittees or appoint such subcommittees or advisory groups as necessary for the conduct of its work. The Chairman of the Committee shall be an ex officio member of all subcommittees or groups.

D. Members of the Committee may be reimbursed for their actual expenses. Claims for expenses by committee members shall be submitted to either the Town or County and paid in accordance with the governing procedures and allocated funding for such claims.

V. FINANCIAL MATTERS

- A. The Committee is authorized to apply for, accept, and expend gifts, grants, or donations from public or private sources to enable the Committee to carry out its objectives.
- B. Submit an annual budget by January 1<sup>st</sup> of each and every year to the Town and County that includes the DMO budget and a funding plan that includes any grant and/or donations/gifts.
- C. The total amount of the calendar year 2021 DMO contract shall be \$600,000 of which will be split equally between the Town and County. Future year allocations will be determined based upon the budget presented by the Joint tourism committee no later than January 1<sup>st</sup>.
- D. The Committee shall maintain fiscal records.
- E. Each tourism project that is approved by the Committee shall include an approved project budget and funding plan. The funding plan shall include any grant, and/or private funds that may be used toward the project.

VI. ADMINISTRATIVE MATTERS

- A. The Committee shall make quarterly reports to the Front Royal Town Council and Warren County Board of Supervisors.
- B. No individual member of the Committee shall make representations or commitments on the Committee's behalf without formal approval or endorsement by the majority of the membership of the Committee.

VII. MEETINGS

- A. The Committee shall meet every other month on the second Wednesday of the month. Notice of time and place of regular meetings shall be emailed by the Secretary to the Committee and interested parties at least fourteen (14) days in advance of each meeting. Special meetings may be called by the Chairman or on request of three members of the Committee by emailed notice at least seven (7) days in advance of the date of such special meetings. Emergency meetings may be convened by the Chairman with a 24-hour telephone notice attempt to reach all members.
- B. Meetings shall be open to the general public and news media within the provisions of the Virginia Freedom of Information Act.
- C. The Committee, if voted upon, shall endeavor to hold its meetings in various locations of the Town/County in order to facilitate citizen involvement.
- D. A quorum shall consist of a majority of the members.

- E. Minutes of all meetings shall be kept and retained by the Secretary.
- F. Robert's Rules of Order shall govern the conduct of all meetings.

## VIII. GOALS OF THE COMMITTEE

Consistent with its purpose, the Committee shall establish objectives and strategies (Plan of Work) that support the Joint Tourism Plan for achieving the goals set forth below. In doing so, the Committee shall provide recommendations to both the Town Council and the County Board of Supervisors.

1. *Citizen Understanding* - Increase the economic value of tourism and travels to the Town of Front Royal and County of Warren and its citizens and businesses and encourages inter-community collaboration on all matters relating to tourism development and promotion.
2. *Tourism*- Broaden awareness of the community's existing attractions, both natural and man-made, its heritage and historic sites, and services provided for travelers. This effort shall include awareness within the tourism industry and among the traveling public, with emphasis on regional initiatives whenever possible.
3. *Hospitality* - Ensure that travelers to and through Front Royal-Warren County are served hospitably and have ready access to information on tourist services and points of interest.
4. *Tourism Development* - Pursue with the two Economic Development Authorities of both the Town and of the County (if such Authorities exist), Town of Front Royal, and County of Warren an overall economic development program to include the development of additional visitor accommodations such as lodging and conference facilities, restaurants, campgrounds, public parks, and other attractions.
5. *Scenic Beauty* - Encourage programs whose purpose(s) are to preserve and enhance the scenic beauty of the Town and County, particularly along its public highways.

## IX. AMENDMENTS

This Memorandum of Agreement may be amended or altered in whole or in part upon approval by the Front Royal Town Council and the Warren County Board of Supervisors. This Memorandum of Agreement may be terminated by either party with ninety (90) days written notice given to the other party prior to the end of any given fiscal year.

X. SEAL

The Committee may have a seal or logotype that identifies its purposes for use in any brochures, letterheads, and other official publications issued by the Committee on its behalf. The Committee may authorize the use of such a graphic by others when such use helps further the Committee's goals and objectives.

**FOR THE COUNTY OF WARREN, VIRGINIA**

\_\_\_\_\_  
Walter J. Mabe, Chairman, Board of Supervisors

Attest:

\_\_\_\_\_  
Dr. Edwin C. Daley, Interim County Administrator

Approved by the Front Royal Town Council on the \_\_\_\_ day of \_\_\_\_\_, 2021.

**FOR THE TOWN OF FRONT ROYAL, VIRGINIA**

\_\_\_\_\_  
Eugene R. Tewalt, Mayor, Town of Front Royal

Attest:

\_\_\_\_\_  
Tina L. Presley, Clerk of Town Council

Approved as to Form:

\_\_\_\_\_  
County Attorney, County of Warren, Virginia

\_\_\_\_\_  
Douglas Napier, Town Attorney, Town of Front Royal



# Town of Front Royal, Virginia

Purchasing, Department of Finance

October 23, 2020

Mr. Dan Fenton,  
Executive Vice President  
Jones Lang LaSalle Americas, Inc. (JLL)  
One Front Street Suite 2100  
San Francisco California 94111

RE: Evaluation Committee Consensus Letter & Request for Scope of Work

Dear Mr. Fenton,

The evaluation committee for the Request for Proposals #27-2020 Destination Marketing Organization has reached a consensus after proposals were scored and the committee was able to meet with one or more offerors. After elaborating on qualifications, performance data, and staff experience, the evaluation committee has confidence that JLL is the best value and can meet the Statement of Needs as provided in the Request for Proposals.

The Town would like to request from JLL a formal scope of work and binding pricing schedule in response.

Gary Gillispie, Town of Front Royal Councilman

Letasha Thompson, Town of Front Royal Councilman

Cheryl Cullers, Warren County Board of Supervisors

Delores Oates, Warren County Board of Supervisors

Kerry Barnhart, Chairman, Joint Tourism Advisory  
Committee and Local Business Owner

Taryn Logan, Warren County Planning Director

Sincerely,

Alisa Scott, CPPB, VCA, VCO, PMP, Purchasing Manager



# Memorandum of Agreement



*of the Board of Supervisors of Warren County  
and the Town of Front Royal*

## FRONT ROYAL-WARREN COUNTY JOINT TOURISM ADVISORY COMMITTEE

### I. PURPOSE

Since June 21, 1993 the Town of Front Royal has been responsible for funding the Visitor's Center and tourism for the community. At the time, the vast majority of hotels, motels, and restaurants benefitting from tourism were located inside the limits of the Town of Front Royal. With the growth of the lodging industry in the County outside of Town limits, Warren County recently adopted a 3% increase to the transient occupancy tax that increases the tax from 2% to 5% (effective July 1, 2017), which will allow the County to collect money to be spent for tourism purposes. It is understood that the intent of the County is not to supplant the current funding by the Town, but to allow the Town and County to put additional resources to branding and marketing the community as a destination. Additionally, this would allow the Town and County to support and enhance restaurants, lodging establishments, and the many amenities in the community.

The Town of Front Royal and County of Warren would like to appoint a Joint Tourism Advisory Committee to advise, assist, support, and advocate for tourism policies, programs, and activities to market and promote Front Royal-Warren County and its environs. This Committee will serve as the "local tourism industry organization" referred to in Section 58.1-3819 of the Code of Virginia, as amended, and will include local lodging partners as indicated in the Code section.

This Committee shall:

- A. Promote and assist tourism development in the Front Royal-Warren County community;
- B. Develop and assist in the implementation of a joint tourism development plan to increase overall tourism revenue;
- C. Encourage individuals, businesses, and the Town and County to invest in tourism development as an integral part of overall economic development; and
- D. Assist the various regional organizations in planning and implementing a regional tourism development plan(s).

## II. COMPOSITION

- A. The Committee shall consist of nine (9) members, each appointed to a four-year term. Three members shall be 1) the Front Royal Director of Community Development & Tourism, 2) the Warren County Planning Director, and 3) the President of the Front Royal-Warren County Chamber of Commerce. The remaining six (6) members shall be appointed by the Front Royal Town Council (3 members) and Warren County Board of Supervisors (3 members). One member from each the Town and the County must be a representative from a lodging property.
- B. The officers of the Committee shall be appointed for a one-year term, with no individual holding an office for more than two consecutive terms without a one year lapse between terms. The Committee shall elect officers each July and fill vacancies as required during the intervening months. The officers shall include the following:
  - I. Chairman: develops an agenda and presides over meetings, reports quarterly to the Warren County Board of Supervisors and the Front Royal Town Council, and as agreed upon by the Committee, represents the committee on other tourism development committees and organizations, as appropriate
  - II. Vice-Chairman: serves in the absence of the Chairman and oversees the Plan of Work
  - III. Secretary: maintains the minutes of the meetings and issues notices of meetings as provided herein
  - IV. Treasurer: develops an annual budget of funds made available to the Committee
  - V. The offices of Secretary and Treasurer may be combined if the Committee so votes
- C. The Committee may utilize any existing tourism subcommittees or appoint such subcommittees or advisory groups as necessary for the conduct of its work. The Chairman of the Committee shall be an ex officio member of all such subcommittees or groups.
- D. Members of the Committee may be reimbursed for their actual expenses. Claims for expenses by Committee members shall be submitted to the Town of Front Royal and/or County of Warren and paid in accordance with the governing procedures for such claims and shall also be subject to the County's allocation and budgeting procedures.

## III. FINANCIAL MATTERS

The Joint Tourism Advisory Committee is authorized to apply for, accept, and expend gifts, grants, or donations from public or private sources to enable the Committee to carry out its objectives.

- A. The County of Warren shall be designated as fiscal agent to administer and maintain fiscal records for the Committee.
- B. Each tourism project that is approved by the Committee shall include a budget and funding plan. The funding plan shall include any grant and/or private funds that may be used toward the project, as well as a proposed split (agreed to by the Director of Tourism and a representative of Warren County) of the remaining cost of the project between the Town of Front Royal and County of Warren.

#### IV. ADMINISTRATIVE MATTERS

- A. The Committee shall make quarterly reports to the Front Royal Town Council and Warren County Board of Supervisors.
- B. No individual member of the Committee shall make representations or commitments on the Committee's behalf without formal approval or endorsement by the majority of the membership of the Committee.

#### V. MEETINGS

- A. The Committee shall meet every other month on the second Wednesday of the month. Notice of time and place of regular meetings shall be emailed by the Secretary to the Committee and interested parties at least fourteen (14) days in advance of each meeting. Special meetings may be called by the Chairman or on request of three members of the Committee by emailed notice at least seven (7) days in advance of the date of such special meeting. Emergency meetings may be convened by the Chairman with a 24-hour telephone notice attempt to reach all members.
- B. Meetings shall be open to the general public and news media within the provisions of the Virginia Freedom of Information Act.
- C. The Committee, if voted upon, shall endeavor to hold its meetings in various locations of the Town/County in order to facilitate citizen involvement.
- D. A quorum shall consist of a majority of the members.
- E. Minutes of all meetings shall be kept and retained by the Secretary.
- F. Robert's Rules of Order shall govern the conduct of all meetings.

#### VI. GOALS OF THE COMMITTEE

Consistent with its purpose, the Committee shall establish objectives and strategies (Plan of Work) that support the Joint Tourism Plan for achieving the goals set forth below. In doing so, the Committee will provide recommendations to any public employees who may be specifically assigned to carry out the Committee's mission.

- A. Citizen Understanding - Increase the economic value of tourism and travels to the Town of Front Royal and County of Warren and its citizens and businesses, and encourages inter-community collaboration on all matters relating to tourism development and promotion.
- B. Tourism - Broaden awareness of the community's existing attractions, both natural and man-made, its heritage and historic sites, and services provided for travelers. This effort shall include awareness within the tourism industry and among the traveling public, with emphasis on multi-county initiatives whenever possible.
- C. Hospitality - Ensure that travelers to and through Front Royal-Warren County are served hospitably and have ready access to information on tourist services and points of interest.
- D. Tourism Development - Pursue with the Economic Development Authority, Town of Front Royal, and County of Warren an overall economic development program to include the development of additional visitor accommodations such as lodging and conference facilities, restaurants, campgrounds, public parks, and other attractions.
- E. Scenic Beauty - Encourage programs whose purpose(s) are to preserve and enhance the scenic beauty of the Town and County, particularly along its public highways.

## VII. AMENDMENTS

This Memorandum of Agreement may be amended, repealed, or altered in whole or in part by the Front Royal Town Council and Warren County Board of Supervisors with thirty (30) days written notice.

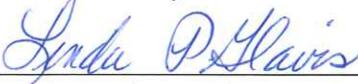
## VIII. SEAL

The Committee may have a seal or logotype that identifies its purposes for use in any brochures, letterheads, and other official publications issued by the Committee on its behalf. The Committee may authorize the use of such a graphic by others when such use helps further the Committee's goals and objectives.

Approved by the Warren County Board of Supervisors  
Approved by the Front Royal Town Council

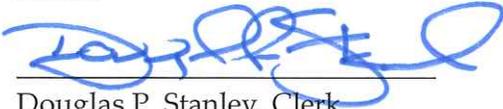
Witnesseth the following signatures:

For the County of Warren, Virginia

  
\_\_\_\_\_

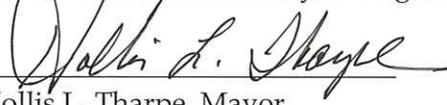
Linda P. Glavis, Chair  
Board of Supervisors

Attest:

  
\_\_\_\_\_

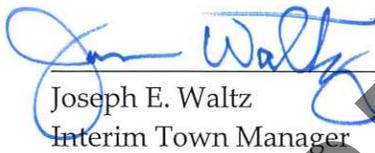
Douglas P. Stanley, Clerk  
Board of Supervisors

For the Town of Front Royal, Virginia

  
\_\_\_\_\_

Hollis L. Tharpe, Mayor

Attest:

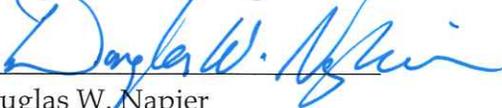
  
\_\_\_\_\_

Joseph E. Waltz  
Interim Town Manager

Approved as to Form:

  
\_\_\_\_\_

Dan N. Whitten  
County Attorney  
County of Warren, Virginia

  
\_\_\_\_\_

Douglas W. Napier  
Town Attorney  
Town of Front Royal, Virginia

RESCIND

**BY-LAWS OF THE  
FRONT ROYAL-WARREN COUNTY  
JOINT TOURISM COMMITTEE**

**ARTICLE 1 – PURPOSE OF COMMITTEE**

- 1-1 The Front Royal-Warren County Joint Tourism Committee (“the Committee”) is hereby created to act as an advisory board for the Front Royal Town Council and Warren County Board of Supervisors to advise, assist, support, and advocate for tourism policies, programs, and activities to market and promote Front Royal-Warren County and its environs.
- 1-2 The Committee provides input and recommendations to the Board of Supervisors and Town Council on the following issues:
- 1-2-1 Promote and assist tourism development in the Front Royal-Warren County community;
  - 1-2-2 Develop and assist in the implementation of a joint tourism development plan to increase overall tourism revenue;
  - 1-2-3 Encourage individuals, businesses, and the Town and County to invest in tourism development as an integral part of overall economic development;
  - 1-2-4 Assist the various regional organizations in planning and implementing a regional tourism development plan(s).

**ARTICLE 2 – SELECTION OF MEMBERS**

- 2-1 The Committee shall consist of nine (9) members:
- 2-1-1 Three members shall be the Front Royal Director of Community Development and Tourism, the Warren County Planning Director, and the President of the Front Royal-Warren County Chamber of Commerce.
  - 2-1-2 The remaining six (6) at-large members shall be appointed by the Front Royal Town Council (3 members) and Warren County Board of Supervisors (3 members).
  - 2-1-3 One member from each the Town and the County must be a representative from a lodging property.
- 2-2 Each at-large member shall be appointed for a four (4) year term. For the initial appointment after the formation of the Committee, the County shall appoint one member to a four (4) year term and two members to two (2) year terms and the Town shall appoint two members to four (4) year terms and one member to a two (2) year term. Thereafter, all at-large members shall hold office for a term of four (4) years each, such that the terms of office of the members are staggered. Members shall hold office until the successor has been appointed, which successor shall serve the unexpired remainder of that member’s term.

### ARTICLE 3 – SELECTION OF OFFICERS

- 3-1 The officers of the Committee shall be appointed for a one (1) year term, with no individual holding an office for more than two consecutive terms without a one year lapse between terms. The Committee shall elect officers each July and fill vacancies as required the intervening months.
- 3-2 Officers of the Committee shall consist of a Chairman, Vice-Chairman, Secretary, and Treasurer. The offices of Secretary and Treasurer may be combined if the Committee so votes.
- 3-3 Nomination of officers shall be made from the floor at the beginning of the July meeting for the ensuing year. Election of officers shall follow immediately. A candidate receiving a majority vote of the members shall be declared elected.

### ARTICLE 4 – DUTIES OF OFFICERS

- 4-1 The Chairman shall:
- 4-1-1 Develop an agenda and preside at meetings.
  - 4-1-2 Report quarterly to the Warren County Board of Supervisors and the Front Royal Town Council.
  - 4-1-3 Represent the Committee on other tourism development committees and organizations, as agreed upon by the Committee.
  - 4-1-4 Rule on procedural questions (subject to reversal by a majority vote of the members present).
  - 4-1-5 Certify official documents involving the authority of the Committee.
  - 4-1-6 Certify minutes as true and correct copies.
  - 4-1-7 Carry out other duties as assigned by the Committee.
- 4-2 The Vice-Chairman shall:
- 4-2-1 Assume the full powers of the Chairman in the absence or inability of the Chairman to act upon and oversee the Plan of Work.
- 4-3 The Secretary shall:
- 4-3-1 Record attendance at all meetings.
  - 4-3-2 Record the minutes of the Committee meetings.
  - 4-3-3 Notify members of all meetings.
  - 4-3-4 Maintain a file of all official Committee records and reports.
  - 4-3-5 Certify maps, records, and reports of the Committee.
  - 4-3-6 Give notice and be responsible for publishing public notices of all Committee public hearings and public meetings.
  - 4-3-7 Attend to the correspondence necessary for the execution of the duties and functions of the Committee.

4-4 The Treasurer shall:

4-4-1 Be responsible for developing an annual budget of funds made available to the Committee.

4-4-2 Work with the fiscal agent to ensure the payment of all invoices and the collection of all funds due for the purposes of the Committee.

#### ARTICLE 5 – SUBCOMMITTEES

5-1 The Committee may utilize any existing tourism subcommittees or appoint such subcommittees or advisory groups as necessary for the conduct of its work. The Chairman of the Committee shall be an ex-officio member of all such subcommittees or groups.

#### ARTICLE 6 – FINANCIAL MATTERS

6-1 The County of Warren shall be designated as fiscal agent to administer and maintain fiscal records for the Committee.

6-2 Members of the Committee may be reimbursed for their actual expenses. Claims for expenses by Committee members shall be submitted to the fiscal agent and paid in accordance with the governing procedures for such claims and shall also be subject to the fiscal agent's allocation and budgeting procedures.

#### ARTICLE 7 – MEETINGS

7-1 The Committee shall meet every other month on the second Wednesday of the month. Notice of time and place of regular meetings shall be emailed by the Secretary to the Committee and interested parties at least fourteen (14) days in advance of each meeting.

7-2 Special meetings may be called by the Chairman or on request of three members of the Committee by emailed notice at least seven (7) days in advance of the date of such special meeting. Emergency meetings may be convened by the Chairman with a 24-hour telephone notice attempt to reach all members.

7-3 The Committee, if voted upon, shall endeavor to hold its meetings in various locations of the Town/County in order to facilitate citizen involvement.

7-4 All meetings of the Committee shall be open to the public, except as provided for in the Virginia Freedom of Information Act.

7-5 If any At-Large member has three (3) unexcused absences in a calendar year, the member shall be removed from the Committee and another representative shall be appointed by the Board of Supervisors or Town Council, as applicable, to fill the unexpired term of office.

ARTICLE 8 – VOTING

- 8-1 A majority of the members shall constitute a quorum.
- 8-2 No action of the Committee shall be valid unless authorized by a majority vote of those present and voting.

ARTICLE 9 – ORDER OF BUSINESS

- 9-1 The order of business for a regular meeting shall be:
  - 9-1-1 Call to Order
  - 9-1-2 Roll Call
  - 9-1-3 Adoption of Agenda
  - 9-1-4 Approval of Minutes
  - 9-1-5 Committee Matters
  - 9-1-6 Adjournment
- 9-2 Parliamentary procedure in all Committee meetings shall be governed by Robert's Rules of Order.
- 9-3 The Committee shall keep minutes of each meeting, and these minutes shall become a public record. The Chairman shall sign all minutes, and they shall be kept in the official minute book.

ARTICLE 10 – AMENDMENTS

- 10-1 These By-laws may be amended by a majority vote of the Warren County Board of Supervisors and Front Royal Town Council with thirty (30) days written notice.

Adopted by the Warren County Board of Supervisors: September 19, 2017

Adopted by the Front Royal Town Council: November 13, 2017

8



## Work Session Agenda Statement

Item # 8

Meeting Date: January 4, 2021

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**Agenda Item:** Council Appointments, Consultation with Legal Counsel, and Disposition of Publicly Held Real Property

### **Motion to Go Into Closed Meeting**

I move that Town Council go into Closed Meeting for the 1) assignment, appointment, promotion, performance, demotion, salaries, disciplining, or resignation of specific public officers, appointees, or employees of the public body, regarding a vacancy on Town Council, pursuant to Section 2.2-3711. A. 1. of the Code of Virginia; 2) for the purpose of consultation with legal counsel employed or retained by a public body regarding specific legal matters requiring the provision of legal advice by such counsel, regarding the Afton Inn, pursuant to Section 2.2-3711.A.7 of the Code of Virginia AND 3) for the purpose of discussion or consideration of the acquisition of real property for a public purpose or the disposition of publicly held real property, where discussion in an Open Meeting would adversely affect the bargaining position or negotiating strategy of the public body, regarding a Letter of Intent, pursuant to Section 2.2-3711.A.3. of the Code of Virginia.

**Roll Call Vote:** Councilmen Cockrell \_\_\_ Gillispie \_\_\_ Lloyd \_\_\_ McFadden \_\_\_ Meza \_\_\_ Thompson \_\_\_

### **Motion to Certify Closed Meeting at its Conclusion**

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

### **Open Meeting**

**Roll Call Vote:** Mayor Holloway \_\_\_ Councilmen Cockrell \_\_\_ Gillispie \_\_\_ Lloyd \_\_\_ McFadden \_\_\_ Meza \_\_\_ Thompson \_\_\_

**SPECIAL**

**MEETING**



# Special Council Agenda Statement

Item # 2

Meeting Date: January 4, 2021

**Agenda Item:** Joint Tourism Memorandum of Agreement (MOA) with Warren County and Destination Marketing Organization (DMO) Award

**Summary:** The County of Warren has proposed a Memorandum of Agreement (MOA) with the Town to procure the services of a Destination Marketing Organization (DMO) and establish a Joint Tourism Committee. The Joint Tourism Committee will represent the best interests of tourism services for both the County and Town and approve all invoices from the Independent Contractor (the DMO). For fiscal year 2021, and for an 18-month contract term so that the first term ends at the end of fiscal year 2022, the Town will pay its half (up to \$300,000.00) to Warren County, and Warren County will pay the Independent Contractor its matching half (up the \$300,000) for a first contract term total of \$600,000.00.

In subsequent 12-month contract terms, the Town will pay Warren County its half (up to \$200,000) contingent upon future Council budget appropriations, and Warren County will pay the Independent Contractor (the DMO) its matching half contingent upon future County budget appropriations, dependent upon the DMO meeting its contract deliverables for a full contract amount of \$400,000.00.

Council is also requested to review and approve the Destination Marketing Contract, contingent upon Warren County Supervisors approving the MOA at its January 5<sup>th</sup>, 2021 Board of Supervisors meeting. This public contract was competitively negotiated through a Request for Proposal (RFP) method in accordance with the Virginia Public Procurement Act (VPPA). Members of the Evaluation Committee that selected the best value firm represent the County, Town, and Joint Tourism Committee.

Upon approval of all documents the November 13, 2017 Front Royal-Warren County Joint Tourism Advisory Committee Memorandum of Agreement (MOA) is to be rescinded.

**Budget/Funding:** 1205-43009      Tourism Purchased Services – Government    \$99,000.00

**Meetings:** Work Session held January 4, 2021 before the Special Meeting

**Proposed Motion:** I move that Council approve a new Front Royal-Warren County Joint Tourism Committee and Memorandum of Agreement (MOA) with Warren County and approval of the Destination Marketing Organization to Jones Lang LaSalle Americas, Inc. (JLL) contingent upon the Warren County Board of Supervisors approving the MOA. I further move that the Mayor and the Clerk of Council execute the MOA as presented on behalf of the Town Council. I continue to further move to rescind the Front Royal-Warren County Joint Tourism Advisory Committee MOA approved by Town Council November 13, 2017.

Approved By: 

Moved \_\_\_\_\_ Seconded \_\_\_\_\_

Cockrell \_\_\_\_\_ Gillispie \_\_\_\_\_ LLoyd \_\_\_\_\_ McFadden \_\_\_\_\_ Thompson \_\_\_\_\_

3



# Special Council Agenda Statement

Item # 3

Meeting Date: January 4, 2021

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**Agenda Item:** Appointment of Councilmember

**Summary:** Council is requested to appoint a member to the Town Council to fill the vacancy left by Councilman Holloway January 1, 2021 when he was elected as Mayor to begin January 1, 2021.

**Budget/Funding:** None

**Meetings:** Interviews in Work Session Closed Meeting held immediately before the Special Meeting on January 4, 2021.

**Proposed Motion:** I move that Council appoint \_\_\_\_\_ to the Front Royal Town Council, to fill the vacancy left by Councilman Holloway due to being elected Mayor; said term to begin upon taking the oath of office with the Clerk of the Court and end \_\_\_\_\_.

Approved By: 

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Moved \_\_\_\_\_ Seconded \_\_\_\_\_

Cockrell \_\_\_\_\_ Gillispie \_\_\_\_\_ LLoyd \_\_\_\_\_ McFadden \_\_\_\_\_ Thompson \_\_\_\_\_