



# Town of Vienna

Charles A. Robinson Jr.  
Town Hall  
127 Center Street South  
Vienna VA, 22180

## Meeting Minutes Town Council Conference Session

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Monday, March 8, 2021

7:30 PM

Charles A. Robinson, Jr. Town Hall, 127  
Center Street, South

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### 1. Resolution for Continuity of Government

#### A. [21-2082](#) Resolution for Continuity of Government

*Mayor Linda Colbert read into the record the Continuity of Government. The Resolution was approved through voice vote.*

### 2. Regular Business

*Present:*

*Council Member Chuck Anderson; Council Member Ray Brill Jr., Council Member Nisha Patel (via ZOOM); Council Member Steve Potter (via ZOOM), Council Member Ed Somers (via ZOOM); Council Member Howard J. Springsteen and Mayor Linda Colbert.*

*Staff: Mercury Peyton, Town Manager; Mike Gallagher, Director of Public Works; Shelley Kozlowski, Assistant Town Clerk; (All the following via ZOOM) Steve Briglia, Town Attorney; Natalie Monkou, Manager, Economic Development; Marion Serfass, Director, Finance.*

#### A. [21-2080](#) Discussion on Minutes Preparation/Content

*Mayor Colbert introduced Melanie Clark, Town Clerk, to provide an overview of the minutes procedures and process.*

*Over the years Council Members have asked for various content to be included in the minutes and also suggestions of how they should be prepared. Currently the minutes are prepared as required by the Virginia Open Meeting Law and Robert's Rules of Order. Regular Council meeting minutes are prepared as "action" minutes with the exception of public hearing items which are more "verbatim." Work Session minutes are prepared as a summary since no action is allowed during work sessions.*

*Council discussed the merits of including a brief summary of comments for each action item of the minutes. Correction to minutes may either be submitted prior to the next meeting, or at the time of approval.*

#### B. [21-2086](#)

#### Marketing Strategy For Economic Development

*Mayor Colbert introduced Natalie Monkou, Manager, Economic Development, to provide an overview of item 2.*

*In January 2021, Town Council awarded a marketing contract to Reingold Inc. to develop a strategy and plan for services focused on supporting the business community in the Town of Vienna. Results of the first Town hosted restaurant week*

were shared along with the marketing campaign branded “Vienna VA”, including the social media channel, Explore Vienna VA. These online assets have been made available for economic development to use in the promotion of its businesses.

The next phase for the project includes setting goals and priorities in the following areas: communications planning and future promotional campaigns; strategy development and guidelines for using social media as a promotional tool for business community; and developing the scope and focus areas for a business focused website.

Mayor Colbert thanked Ms. Monkou and Rebekah Peterson, Reingold Inc. for the update and opened the floor for questions from Council.  
Responses to Council questions included the following:

- Participating restaurants were very pleased with Restaurant Week; would like to repeat;
- Meals tax information will provide actual data for Council;
- Explore Vienna VA website can be linked to the Town of Vienna website.

#### C. [20-2008](#)

#### Maple Avenue Utility Undergrounding Draft Report Review

Mayor Colbert called on Mike Gallagher, Director of Public Works to provide a summary of the Item. Director Gallagher noted that during the prior administration Rinker Design Associates, P.C (RDA) was retained to complete a feasibility study for converting utilities from overhead to underground along the Maple Avenue (Rt 123) corridor from Nutley Street to Mashie Drive, Southeast. The Town’s objective was to ensure a reliable and sustainable infrastructure through undergrounding the existing utilities in the corridor. The study as presented, has revealed unexpected difficulty in completing the project as proposed, thus generating consideration of breaking it into segments.

Sharon Dusza, PE, Sr. Project Manager/Principal, RDA presented an overview of the study including existing conditions, conceptual plans, funding sources, a review of current franchise agreements, zoning requirements and implementation. The project was proposed as ten phased at an estimated total cost of \$22,000,000.

RDA recommended seeking multiple strategies for funding, negotiating franchise agreements to ensure utility participation in costs for improvements, and updating zoning requirements to include appropriate undergrounding language for new development. They further recommended funding and zoning related changes as the first priority, followed by renegotiating franchise agreements.

Mayor Colbert thanked Ms. Dusza for the excellent report highlighting the value of the results as a planning tool for the future. She opened the floor to comments from Council.

Comments from Council included the following:

- While report is excellent information, need to focus on more critical needs of Town;
- Report provides steps necessary to move Town toward this objective; use as planning tool;
- Plan, as presented, contains many hidden impacts that would need to be addressed;
- Must be opportunistic in order to fund this objective;

- *Report will help lay foundation for CIP; road map for accomplishing Council goals at the desired pace;*
- *Other jurisdictions have used a variety of funding sources to accomplish this objective;*
- *No modern urban areas have above ground utilities; should be a long term goal;*
- *Recommend providing data on reduction of poles as a visual reference source.*

*With no further items on the agenda, Mayor Colbert noted that as Council elections have begun she will be writing letters to both parties and requests Council Member signatures, if desired.*

### **3. Meeting Adjournment**

*Mayor Colbert adjourned the session at 9:35 PM.*

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