

COUNTY OF HENRICO, VIRGINIA
BOARD OF SUPERVISORS
SPECIAL MEETING
November 29, 2022

The Henrico County Board of Supervisors convened a special meeting at 5:30 p.m. on Tuesday, November 29, 2022, in the County Manager's Conference Room, Administration Building, Henrico County Government Center, Parham and Hungary Spring Roads, Henrico, Virginia.

Members of the Board Present:

Patricia S. O'Bannon, Chairman, Tuckahoe District
Frank J. Thornton, Vice-Chairman, Fairfield District
Thomas M. Branin, Three Chopt District
Tyrone E. Nelson, Varina District
Daniel J. Schmitt, Brookland District

Other Officials Present:

John A. Vithoukas, County Manager
Andrew R. Newby, County Attorney
Tanya N. Brackett, CMC, Assistant to the County Manager/Clerk to the Board
Michael Y. Feinmel, Deputy County Manager for Public Safety
W. Brandon Hinton, Deputy County Manager for Administration
Monica Smith-Callahan, Deputy County Manager for Community Affairs
Ty Parr, Director of Social Services/Assistant to the County Manager for Community Services
Cari M. Tretina, Assistant to the County Manager/Chief of Staff
Steven J. Yob, Deputy County Manager for Community Operations
Benjamin A. Sheppard, Director of Public Relations

Richmond Region Tourism & Tourism Improvement Districts Update

Jack Berry, President & CEO of Richmond Region Tourism, along with Katherine O'Donnell, Executive Vice President, and J.C. Poma, Vice President of Community Relations, gave the Board an update on Richmond Region Tourism and the Tourism Improvement Districts. Mr. Berry stated tourism is back; 92% of Americans will travel somewhere in the next six months, with only 14% of Americans saying the pandemic will impact their travel plans. He shared several slides showing record occupancy tax collections for lodging within the region from regional visitors returning. In Henrico spending was 45.8% higher than 2020, generating \$61.5 million in local taxes.

Mrs. O'Donnell provided an update on the Tourism Improvement District (TID) initiative. She explained the purpose of the TID is to drive visitation and hotel occupancy in the Richmond region via a dedicated fund for marketing and sales activities to benefit hotels, the region, and the entire community. She listed the current members of the Steering Committee, including Mr. Schmitt and Dennis Bickmeier, Executive Director of Henrico Sports and Entertainment Authority. The TID would include all lodging properties of 41 or more rooms located within the boundaries of Chesterfield, Hanover, and Henrico counties, the Town of Ashland, and the cities of Richmond and Colonial Heights. The annual assessment rate would be two percent of gross short-term room rental revenue. Mrs. O'Donnell continued explaining the funds could be used

for financial incentives to secure large-scale, high-profile sporting events and conventions; leisure marketing targeting need periods and lucrative origin markets; and membership dues for all assessed properties in the Virginia Restaurant Lodging Travel Association. The estimate first-year of collections is \$8.2 million. Mrs. O'Donnell thanked the Board on behalf of the Richmond Region Tourism team and looks forward to what next year will bring.

Mr. Schmitt congratulated Mr. Berry on receiving the Lifetime Achievement Award. Mr. Berry thanked Mr. Schmitt and the Board for their continued support.

Glen Allen Cultural Arts Center Update

Kay Alferio, President of The Glen Allen Cultural Arts Center, gave the Board an update on the Center. Ms. Alferio informed the Board of a new program she has started at the Center for individuals with Alzheimer's. She shared data noting how many Americans are diagnosed with dementia and stated the major difficulty for patients with dementia and their caregivers is a sense of social isolation. Ms. Alferio shared that the Opening Minds through Art (OMA) Center will address the challenges in the community with a three-pronged approach: offering an evidence-based visual art program for people with Alzheimer's disease, training young adult volunteers about the disease, and how to provide respite, education, and support for caregivers. She shared a brief video of OMA and the impacts it has on individuals throughout the country. Ms. Alferio shared several paintings from some of the participants who have worked in the OMA program and stated she is excited about the program and where it is going at the Center.

Closed Session

On motion of Mr. Schmitt, seconded by Mr. Thornton, the Board approved a motion to go into a closed meeting pursuant to Section 2.2-3711(A)(5) of the Code of Virginia for a briefing of the members of the Board of Supervisors and discussion concerning the expansion of an existing business, including the provision of public utilities to the expanded business, where no previous announcement has been made of the company's interest in expanding its facilities in Henrico County.

The vote of the Board was as follows:

<u>Aye</u>	<u>Nay</u>	<u>Absent</u>
Patricia S. O'Bannon		
Frank J. Thornton		
Thomas M. Branin		
Tyrone E. Nelson		
Daniel J. Schmitt		

On motion of Mr. Nelson, seconded by Mr. Schmitt, the Board approved going out of the closed meeting at 6:45 p.m.

The vote of the Board was as follows:

<u>Aye</u>	<u>Nay</u>	<u>Absent</u>
Patricia S. O'Bannon Frank J. Thornton Thomas M. Branin Tyrone E. Nelson Daniel J. Schmitt		


On motion of Mr. Thornton, seconded by Mr. Nelson, the Board approved the attached Certificate of Closed Meeting.

The vote of the Board was as follows:

<u>Aye</u>	<u>Nay</u>	<u>Absent</u>
Patricia S. O'Bannon Frank J. Thornton Thomas M. Branin Tyrone E. Nelson Daniel J. Schmitt		

General Meeting Agenda Overview

Mr. Vithoukas briefly reviewed the agenda items for the 7:00 p.m. meeting. There being no further business, the meeting was adjourned at 6:49 p.m.



Chairman, Board of Supervisors
Henrico County, Virginia