



**Colonial Heights
City Council Special Meeting
February 13, 2024
6:00pm**



Colonial Heights
City Council Regular Meeting
February 13, 2024
7:00pm

Colonial Heights City Council Meeting

February 13, 2024



1. **Call to Order**
2. **Roll Call**
3. **Devotion – The Honorable Dr. Laura F. Poe**
4. **Pledge of Allegiance**
5. **Adoption of Agenda**
6. **Declarations of Personal Interest**

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7. Commendations And Presentations:

A. 70th Annual Christmas Parade Award Winners And Recognizing JW Electric And Keystone Tractor Museum For Their Donations Of Time And Resources.



City of Colonial Heights
Christmas Parade
Presented by:



ELECTRIC

2023

**City of Colonial Heights
70th Annual Christmas Parade
Award Winners**

Grand Marshal



Santa Float Donor



Parade Presenting Sponsor
JW Electric





*Congratulations to the
2023 Parade Award Winners!*

Band Category:

1st Place –
Petersburg High School

2nd Place –
Hopewell High School





*Congratulations to the
2023 Parade Award Winners!*

Dance Category:

1st Place –
Genia Johnson Dance Company

2nd Place –
Dance Kraze





*Congratulations to the
2023 Parade Award Winners!*

Float Category:

1st Place –
Making Moves Dance Company

2nd Place –
SAND Contracting

Honorable Mention –
Santa Float with Tussing Choir







*Congratulations to the
2023 Parade Award Winners!*

Judges Choice:

1st Place –
Tri-Cities Chili Peppers

2nd Place –
B&T Towing





*Congratulations to the
2023 Parade Award Winners!*

Mayors Award:

Angel DeSouza's School of Dance

We would like to thank all parade participants
and we look forward to seeing everyone in next
year's parade!





**Special Thanks to:
JW Electric
for being the
City's Christmas Parade Sponsor
From 2018-2023
&
Keystone Truck & Tractor Museum
for being a
Partnering Sponsor for our
Santa Float since 2021!**



City of Colonial Heights
Christmas Parade
Presented by: **JW**
ELECTRIC

Thank you to our
2023 Parade Sponsors!



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7. *Commendations And Presentations:*

B. Introduction Of New Staff In The Commonwealth Attorney's Office.

Commonwealth Attorney, Gray Collins, to introduce Senior Assistant Commonwealth Attorney Stephen Kirby Armstrong, Assistant Commonwealth Attorney Jessica Cooper, and Assistant Commonwealth Attorney, Olivia Rose Tanner.

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8. Reading of Manner Addressing Council

ANY MEMBER OF THE PUBLIC addressing the Council shall approach the lectern, give his name and address in an audible tone of voice for the record, **AND ADDRESS THE COUNCIL AS A BODY RATHER THAN SPEAK TO ANY MEMBER.** Unless further time is granted by the Council, **ANY MEMBER OF THE PUBLIC** shall address the Council for a maximum of five (5) minutes, regardless of the number of issues he desires to discuss. **PROVIDED** however, that the main proponent of any application, petition, or plan that is the subject of a public hearing shall be allowed to address the Council initially for a maximum of ten (10) minutes and later in rebuttal for a maximum of three (3) minutes.

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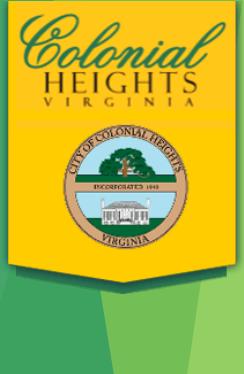


9. Written Petitions and Communications By Members of the Public and Council Members

None

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10. Advertised Public Hearings

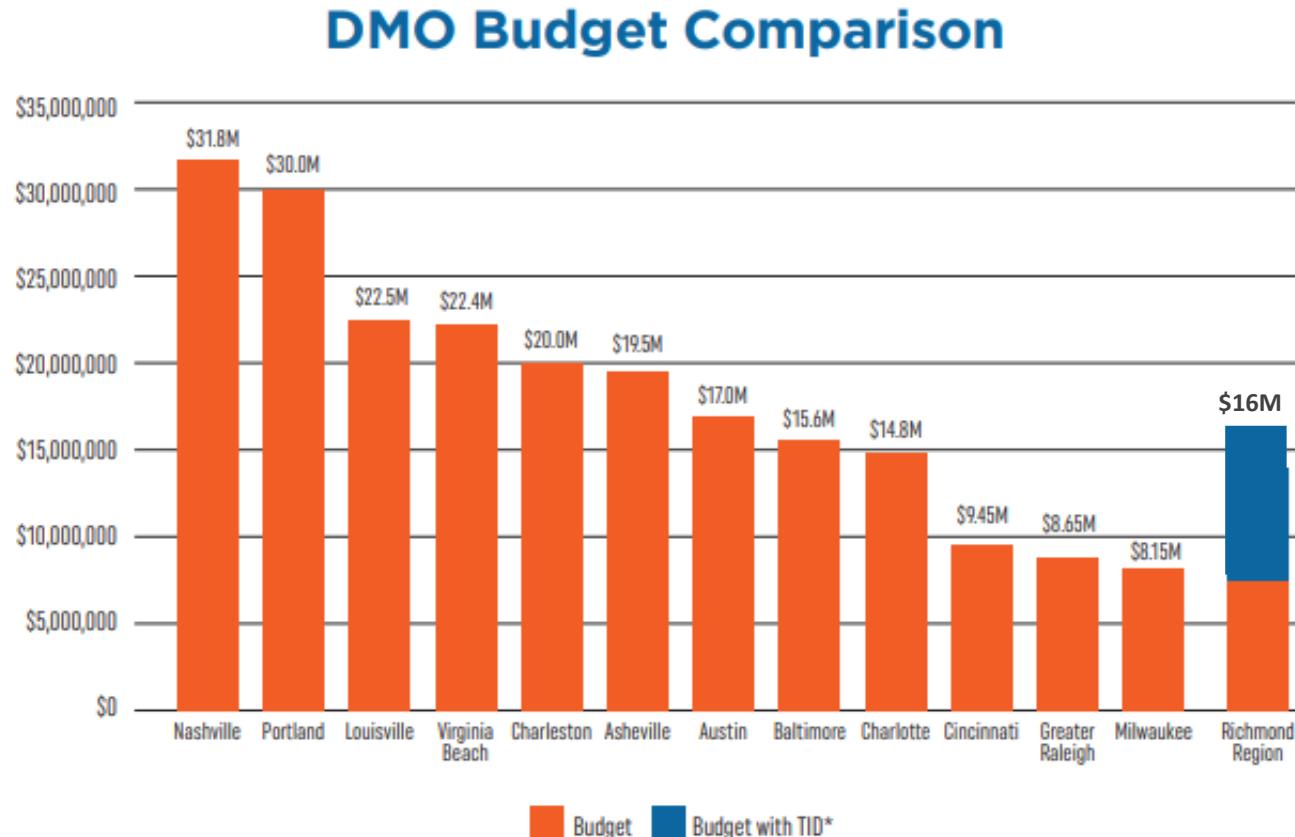
A. Public Hearing On A Tourism Improvement District Plan For The City Of Colonial Heights



Colonial Heights Tourism Improvement District

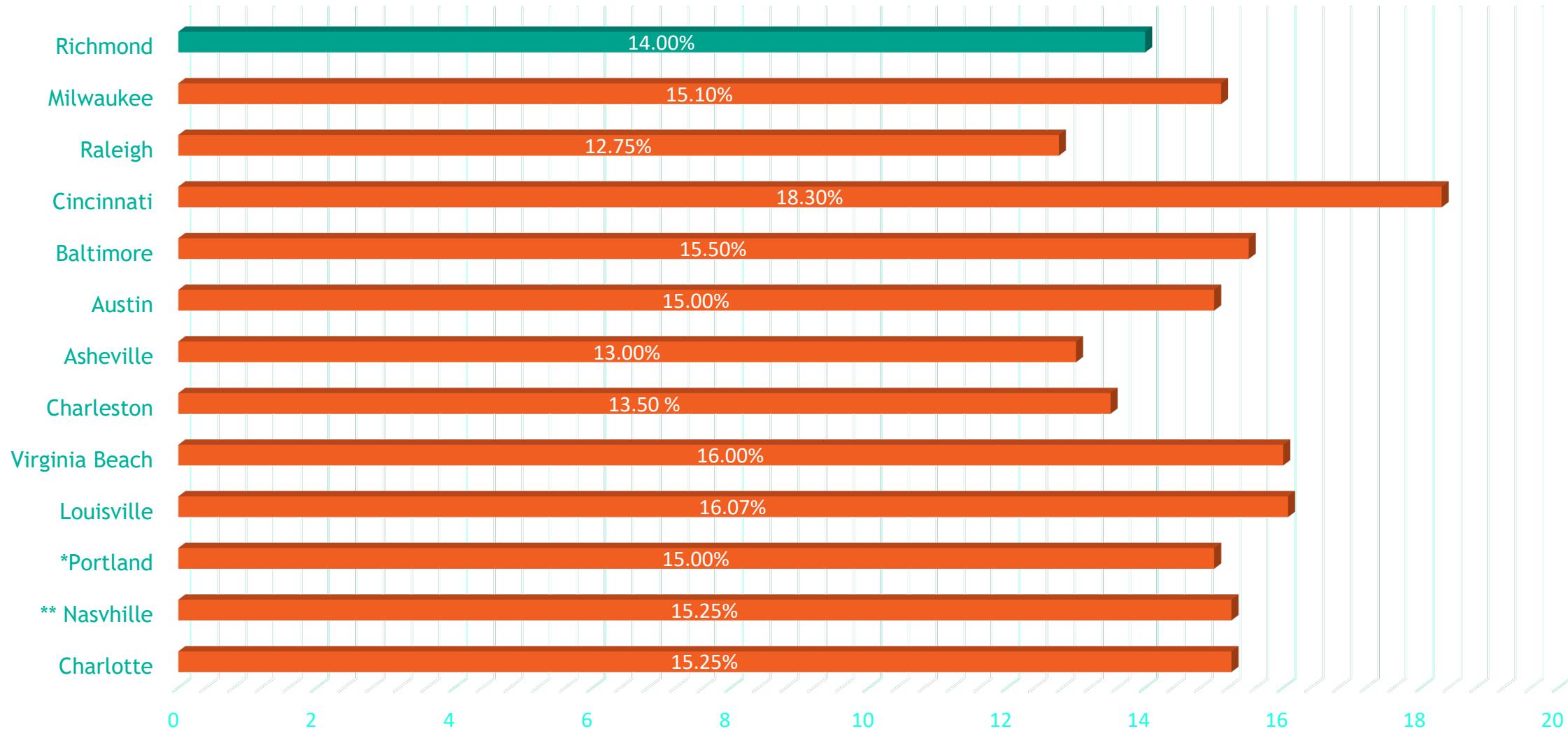


Sustainable Funding: Tourism Improvement District



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 the hotels, the Region and the entire community**.

Competitive Set Room Tax Comparison



*Additional \$28.83 guest amenities fee

** \$2.50 additional room night fee

Key Elements of the TID

- TID includes all lodging properties of 41+ rooms located within:
 - Ashland
 - Chesterfield
 - Colonial Heights
 - Hanover
 - Henrico
 - Richmond
- Annual assessment rate is two percent (2%) of gross short-term room rental revenue.
- 10-year term (*align with region; renew 2033)



TID Governance Committee

- Subcommittee of Richmond Region Tourism Board of Directors
- Minimum of 9, maximum of 11 hotel owners/operators
- Each locality represented
- Two-thirds hotels of 41-149 rooms, one-third 150+ rooms
- Vice Chair holds a seat on RRT Board
- RRT Board Chair and CEO non-voting members
- Approve annual work plan and budget
- Conduct annual audit of TID expenses

Committee Members

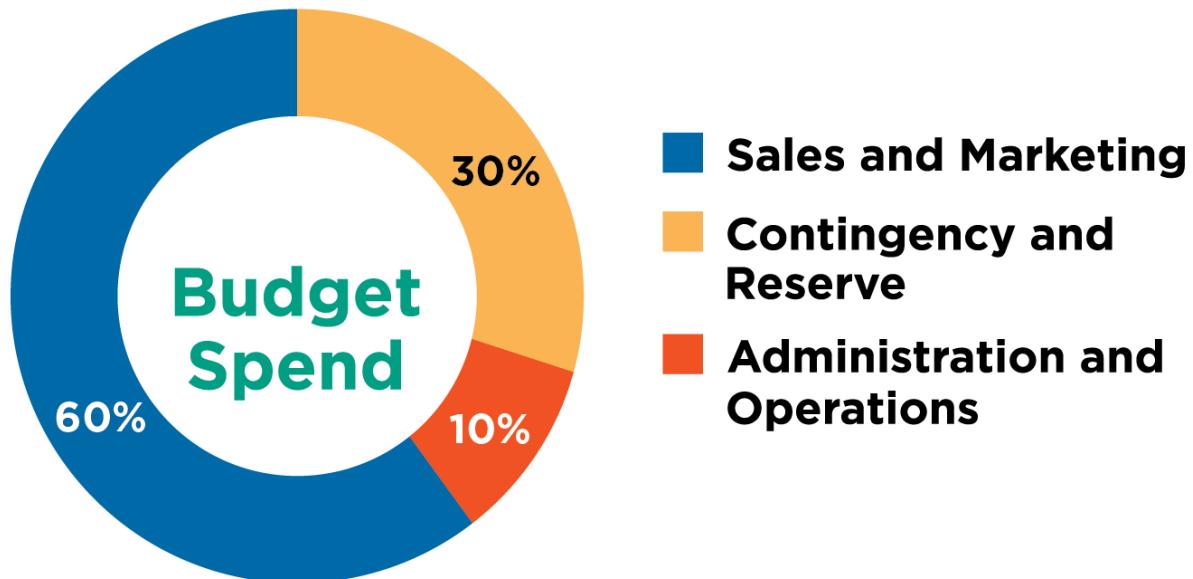
- Neil Amin, Shamin Hotels, Chair
- Ashley Lowery, Apple REIT
- Paul Cooper, Retro Hospitality
- Mayush Mehta, JP Hospitality, Vice Chair
- Nirav Mehta, S-Z Management
- Nick Patel, Kalyan Hospitality
- Ravi Patel, SINA Hospitality
- Robert Reed, SMI
- Mark Yardis, Shamin Hotels
- Jack Berry, Richmond Region Tourism CEO*
- Lisa Sims, RRT Board Chair*

**Non-voting members*

TID Budget

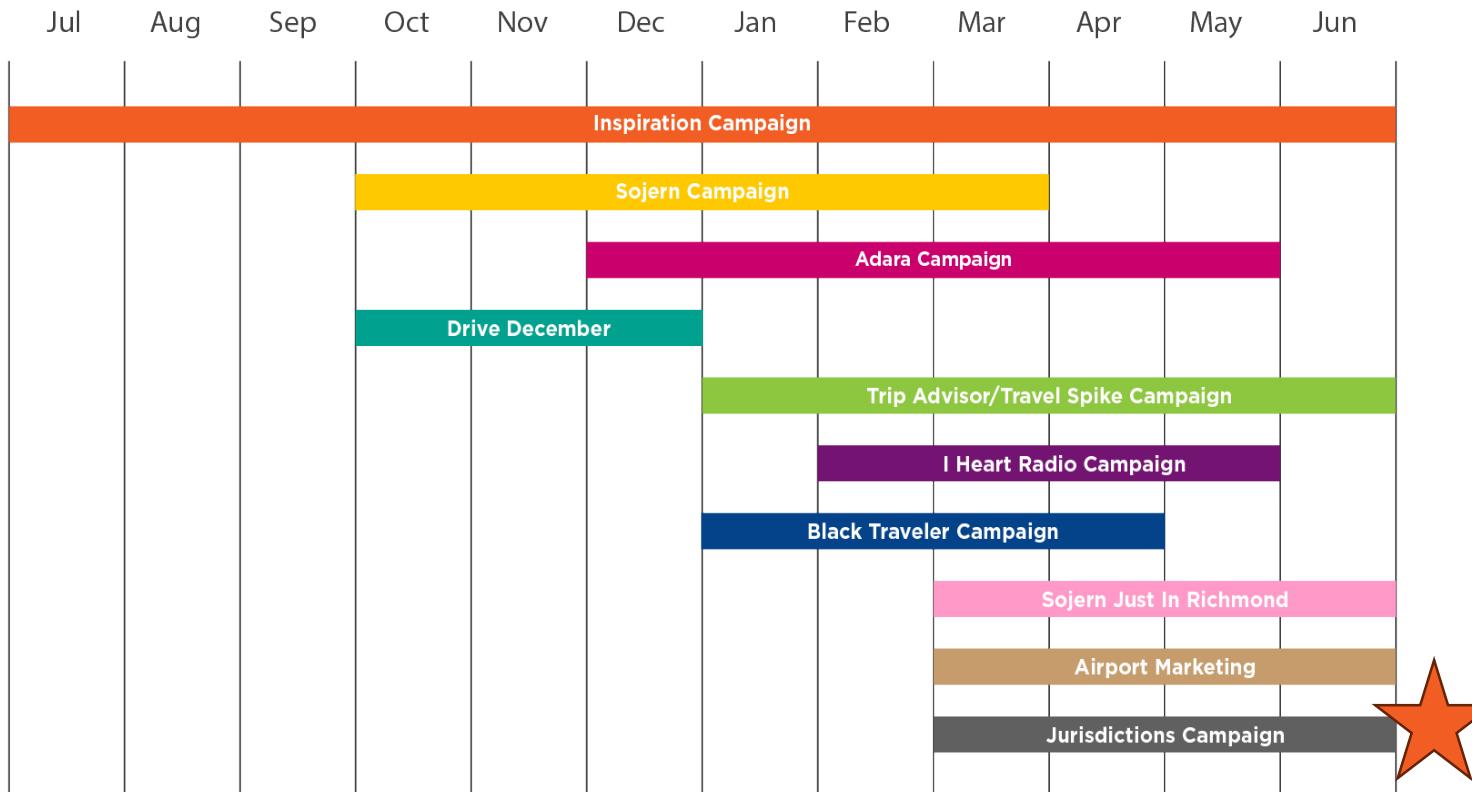
Estimated regional collections: \$8.2M

Estimated Colonial Heights collections: \$400,000



TID Highlights: Marketing

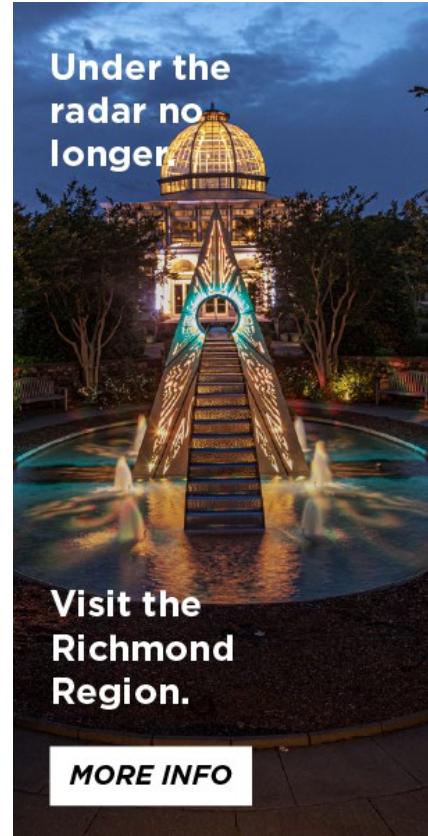
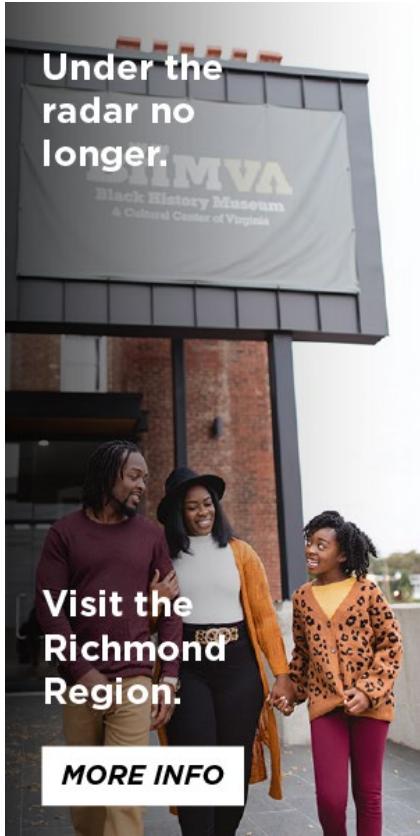
Ad Campaigns



Objectives

- Drive hotel occupancy and revenue
- Target travel intenders
- Drive overall travel, but with concentration on mid-week travel (Sun-Thurs) and difficult months such as December.
- Target our expanded drive (6 hours outside Richmond) and selected direct fly markets.
- Raise awareness of the entire region.
- Always on

Advertising Campaigns



6 campaigns running

Nearly 5,000 nights confirmed, only able to track 30%

Drive December: 12% in Colonial Heights

Sojern Campaign Results

Midweek:

1,285	2,065	\$243,670
bookings	room nights	revenue
\$331,578	4.01:1	
EIC	ROI	

All Travel:

989	1,682	\$198,981
bookings	room nights	revenue
\$344,876	7.83:1	
EIC	ROI	

December:

385	691	\$81,745
bookings	room nights	revenue
\$131,236	5.25:1	
EIC	ROI	

Adara Campaign Results

Midweek:

23	50	102
flight bookings	hotel bookings	room nights
\$12,036	\$43,320	8.6:1
revenue	EIC	ROI

All Travel:

49	119	232
flight bookings	hotel bookings	room nights
\$28,432	\$51,300	2.4:1
revenue	EIC	ROI

Visitor Center Activation



Virginia Welcome Center in Fredericksburg, mile marker 131, I-95 South, on Friday, November 17

Talked with visitors from 11 states + NOVA



Social Media Results

Social Media Influencer

@GeekgirlTravel, her husband and 12-year-old daughter experienced the Richmond Region's family-friendly holiday activities, attractions and diverse food scene.

680k

accounts reached

6%

engagement rate

126k

followers

8,750

video plays

Drive December Social Campaign

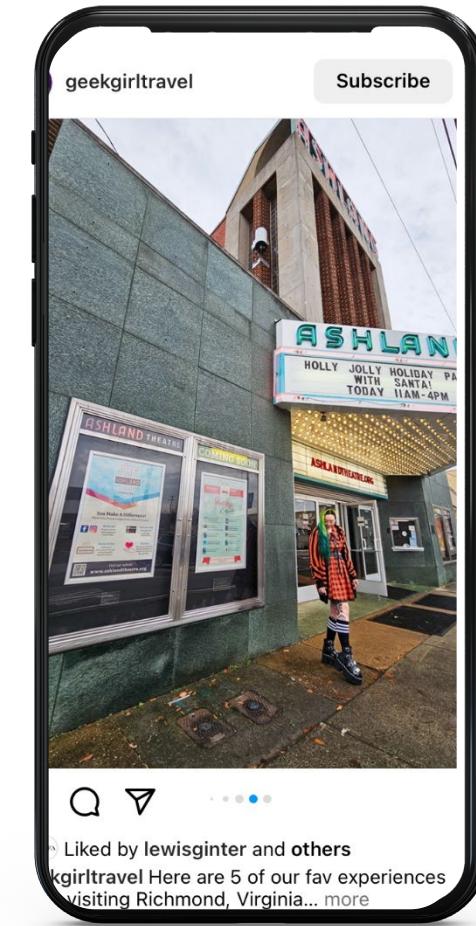
Campaign to encourage December visits generated:

5,593

page views

9,698

engagements

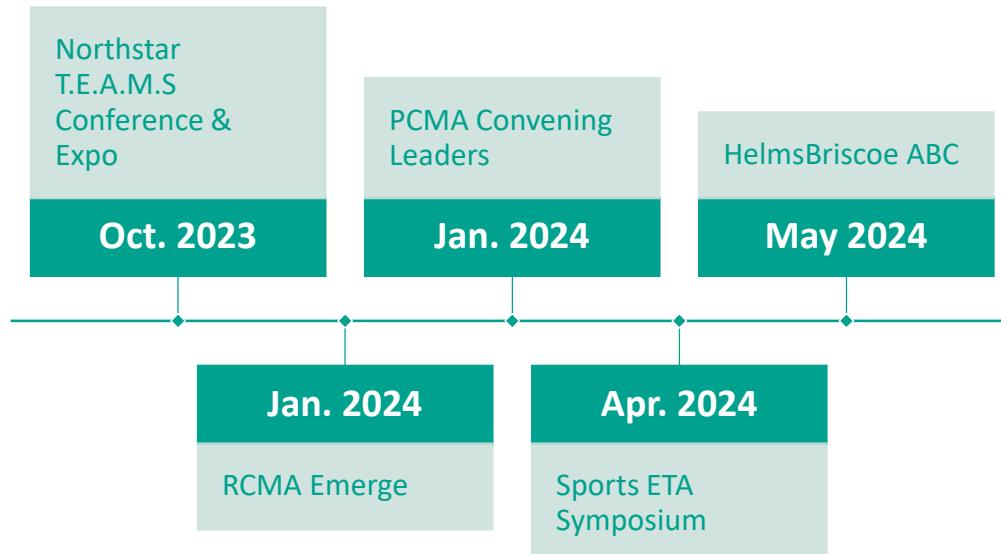


TID Highlights: Business Development

Additional Tradeshows



Expanded Tradeshows



Objective: Drive hotel business through:

- Increased tradeshow presence
- Increased client events and FAMs
- Incentivize need periods
- Cover select sports hotel rebates to win business
- Increase sponsorships and advertising
- 360 virtual tours of all hotels
- VRLTA Membership

Business Development

2023 - 2024 Tradeshows and Client Events

7 added | 2 expanded | 13 RFPs and leads | 1 site visit



Bid Incentives

\$1,164,871* | \$75,078,154 | 95,506
approved events | estimated EIC | estimated room nights

*32 sports events and seven meetings for hotels across all jurisdictions

TEAMS Conference & Expo



Before



After

- 2 appointment books | 75 unique appointments
- Joined by reps from Chesterfield County and Henrico
- 5 Strong leads being pursued



IMEX America



- Only Virginia Destination
- Booth + Hosted Buyer Lounge Activation
- 28 Appointments | 185 Engagements
- 3 RFPs being pursued

Colonial Heights TID Opportunity



Coastal Plain League All-Star Game

- July 13-14, 2025
- 100 room nights for teams
- Fan blocks

Bid Requirements:

- All-Star Luncheon
- Team Transportation
- Owner's Meeting
- VIP Area Fan Fest
- All-Star players gift

TID Hotel Support



- 7 hotels in Colonial Heights with 41+ rooms
- 6 signed petition*

**Shamin hotels not counted in percentage due to VA Code prohibition of owners with more than 40%*

Next Steps

Colonial Heights TID Formation

- Resolution of Intention passed Jan. 16
- Feb. 13: Public Hearing
- Apr. 9: First reading of ordinance
- Apr. 16: Second reading
- May 1: TID begins collection

Ashland, Chesterfield, Hanover, Henrico, Richmond began their TIDs July 1, 2023



Thank you!



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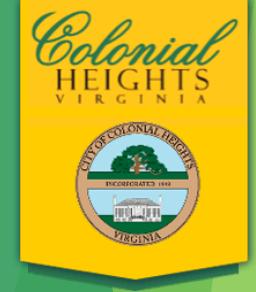
10. Advertised Public Hearings

B. A RESOLUTION NO 24-6

Approving amendments to the Lease Agreement between the City of Colonial Heights and Collegiate Baseball Experience that concern the expiration date, schedule of lease payments, and alcohol sales; and authorizing the City Manager to sign the document titled “Amendments to Lease Agreement”.

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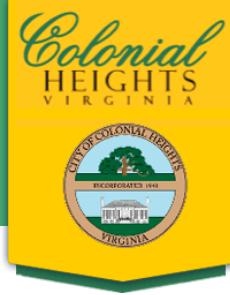
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11. Hearing of Citizens Generally on Non-Agenda Items

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12. Consideration of Uncontested Minutes, Ordinances, Resolutions, and Motions in Accordance with the Consent Agenda

A. AN ORDINANCE NO 24-FIN-1

(Second Reading) To amend the General Fund Budget for the fiscal year beginning July 1, 2023, and ending June 30, 2024, by appropriating a total of \$168,392, consisting of 1) \$168,092 in grant funds from the Department of Criminal Justice to the Police Department for the Colonial Heights 2024 Firearm Intervention and Prevention Program; and 2) \$300 in donations from citizens to the Police Department for the 2024 Honors and Awards Banquet.

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12. Consideration of Uncontested Minutes, Ordinances, Resolutions, and Motions in Accordance with the Consent Agenda

- B. January 16, 2024 Special Meeting Minutes**
- C. January 16, 2024 Regular Meeting Minutes**
- D. January 30, 2024 Special Meeting Minutes**

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13. Introduction And Consideration Of Ordinances And Resolutions:

A. AN ORDINANCE NO 24-1

(First Reading) To adopt a revised General Pay Plan Class and Salary Range that adds in the new position of Crime Analyst to the Pay Plan and adopts its corresponding job description and class specification; such position being funded through a grant awarded by the Department of Criminal Justice Services through 2025.

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13. Introduction And Consideration Of Ordinances And Resolutions:

B. AN ORDINANCE NO 24-2

(First Reading) Approving a Deed of Easement with MDC Coast 12, LLC, whereby the City grants MDC Coast 12, LLC a ten-year greenspace easement over approximately 9,880 square feet of Cedar Lane; and rescinding Ordinance No. 22-19.

13. Introduction And Consideration Of Ordinances And Resolutions:

C. AN ORDINANCE NO 24-FIN-2

(First Reading) To amend the General Fund Budget for the fiscal year beginning July 1, 2023 and ending June 30, 2024, by appropriating a total of \$422,176 consisting of: 1) \$255,000 in unassigned fund balance and transfer to the Water & Sewer Fund Budget for emergency sewer repairs; 2) \$145,154 in assigned fund balance and transfer to the Capital Projects Fund Budget for the Appomattox River Trail – Phase V; 3) \$10,640 in grant funds from the State Aid Grant to the Library for the purchase of three Apple Vision Pros; 4) \$10,382 in State Asset Forfeiture funds to the Commonwealth's Attorney; and 5) \$1,000 in donations to the Police Department for the 2024 Honors and Awards Banquet. \$2,165 is transferred from Public Works to Nondepartmental so that litter abatement funds are in the correct department budget.

13. Introduction And Consideration Of Ordinances And Resolutions:

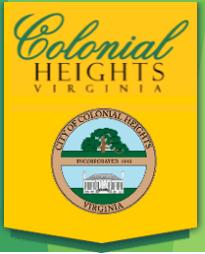
C. AN ORDINANCE NO 24-FIN-2 continued...

To amend the Capital Projects Fund Budget for the fiscal year beginning July 1, 2023 and ending June 30, 2024, by appropriating a total of \$725,769, consisting of 1) \$580,615 in federal funds from the Tri-Cities Area Metropolitan Planning Organization to the Appomattox River Greenway Trail – Phase V project; and 2) \$145,154 in assigned fund balance from the General Fund Budget for the Appomattox River Trail – Phase V project.

To amend the Water & Sewer Fund Budget for the fiscal year beginning July 1, 2023 and ending June 30, 2024, by appropriating \$255,000 in unassigned fund balance from the General Fund Budget for emergency sewer repairs.

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13. Introduction And Consideration Of Ordinances And Resolutions:

D. AN ORDINANCE NO 24-FIN-3

(First Reading) To amend the General Fund Budget for the fiscal year beginning July 1, 2022, and ending June 30, 2023, by 1) transferring \$53,109 from Public Safety to Transfers to Other Funds to correct a budget entry error; and 2) appropriating \$26,902 in additional federal funding to the Community Development Block Grant.

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13. Introduction And Consideration Of Ordinances And Resolutions:

E. A RESOLUTION NO 24-7

Committing to fund in full the shortage amount for the Appomattox River Greenway Trail Phase V project; and after committing, to accept Transportation Alternative Program funds to pay 80% of the shortage.

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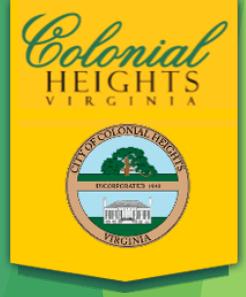


14. Unfinished Business, Contested Ordinances And Resolutions, And Items Removed From The Consent Agenda

None

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15. Reports of Officers and Documents Related Thereto:

A. City Manager

1. General Activity Report

Dates of Interest

February 2024	March 2024
Feb. 20th (6:00 pm) – City Council Special Meeting–Council Chambers	Mar. 1 st & 2 nd City Council Retreat @ Smithfield Station
	Mar. 6 th (6:00 pm) – Planning Commission Meeting - Council Chambers
	Mar. 12 th (7:00 pm) – City Council Regular Meeting–Council Chambers

CITY HOLIDAYS

- Monday, February 19th, 2024 – (Government Offices Closed)
- Friday, March 29th, 2024 – (Government Offices Closed)

CITY ACTIVITIES/EVENTS

- **No Excuse for Abuse Walk:** Thursday, April 18th (Rain Date: April 25th) Walk begins at the Colonial Heights Community Center from 6:00pm-8:00pm. For more information call (804)520-9286 or email chjdvt@gmail.com.
- **Arbor Day Celebration Ceremony:** Friday, April 19th (Rain Date: April 26th) This year's event will be held at the Colonial Heights Technical Center beginning at 10:00am.
- **City Clean-Up/Adopt a Roadway Event:** Saturday, April 27th. Event kick-off will begin at 8:00am at the Community Center. For more information call (804)520-9372 or email dixonp@colonialheightsva.gov.

15. Reports of Officers and Documents Related Thereto:

A. City Manager

2. City of Colonial Heights Audit Statement

In accordance with requirements in the Code of Virginia §15.2-2511, if a locality's audit is not completed as required by this statute, the locality must promptly post a statement on its website with the following information:

- That the required audit is pending,
- The reasons for the delay,
- And the estimated date of completion.

City of Colonial Heights Audit Statement

The City of Colonial Heights audit for the fiscal year ending June 30, 2023 is pending. The major factors for the delay of the audit are: 1) implementation of a new financial system; 2) turnover in critical staff related to completion of the audit, specifically the Director of Finance. The City of Colonial Heights finance team is working diligently to complete their tasks for the auditors to prepare the FY23 audit report. Our estimated date of completion for the audit report is March 29, 2024.

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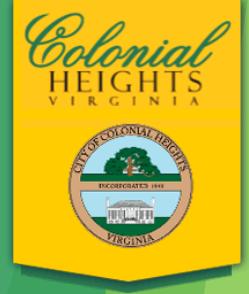


15. Reports of Officers and Documents Related Thereto cont.:

B. City Attorney

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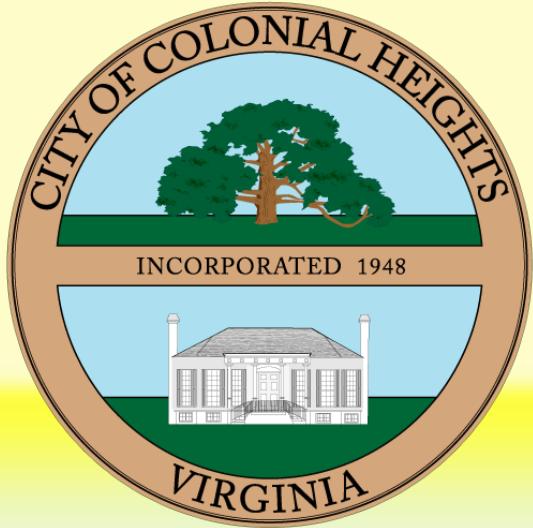
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15. Reports of Officers and Documents Related Thereto cont.:

C. Director Of Planning And Community Development

1. Planning Boards And Commissions Summary



16. ADJOURNMENT
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