TOWN/COUNTY LIAISON COMMITTEE

Thursday, October 15, 2026 @ 6:00 PM

102 E. Main Street

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1. ROLL CALL

A. June 4, 2026 Special Meeting Minutes

2. BUSINESS ITEMS

B. Tourism MOU

C. McKay Springs

a. The Shenandoah Battlefield Association

D. Reassessment Update

E. Economic Development Update

F. Joint Transportation Committee

3. ADJOURN

TOWN COUNCIL/WARREN COUNTY BOARD OF SUPERVISORS
SPECIAL MEETING MINUTES

Thursday, June 4, 2026 @ 6:00PM

The following minutes are a summary of items on the agenda.

Roll Call at 6:02 PM by Mayor Lori Cockrell
PRESENT:

Mayor Lori A. Cockrell
Vice Mayor Amber F. Veitenthal
Councilwoman Melissa DeDomenico-Payne
Councilman Joshua L. Ingram
Councilman H. Bruce Rappaport
Councilman R. Wayne Sealock- absent
Councilman Glenn E. Wood

OTHERS PRESENT:

Town Manager Joseph W. Petty
Town Attorney George M. Sonnett, Jr.
Warren County Board of Supervisors
Various members of Town & County staff and public

Vice Mayor Veitenthal moved, seconded by Councilman Wood, that Council appoint Joe Petty as Clerk pro tempore for tonight's Special Meeting June 4, 2026.

Vote: Yes – Councilmembers DeDomenico-Payne, Ingram, Wood, Veitenthal
No – N/A
Absent – Councilmember Sealock
Abstain – N/A
Motion carried by roll call vote.

Joint Tow Board

Town Manager, Joe Petty, provided an overview of the questions presented at the previous liaison meeting on the process to appoint board members. The framework defines the timeline in presenting options to the Board of Supervisors and Town Council for joint appointments before August 31, 2026.

Mayor Lori Cockrell, raised an additional question that was asked at the liaison meeting regarding a cap of tow providers. After going around the table, no action was taken to limit the amount of tow providers.

Economic Development

Warren County Director of Economic Development, Patrick Barker, presented his draft six month economic development plan for review. His plan address competitive analysis, assessments, marketing, business retention, stakeholder engagement, website updates, workforce development, and small businesses.

Councilman Wood asked about how Mr. Barker will interact with the existing EDA's. In response, he will coordinate with them as key stakeholders for economic development in our community. Given the EDA's Va. Code authority, they can provide additional benefits for any possible future opportunities.

Mr. Barker also described working with private property owners for future development opportunities, though he will not be brokering deals. He will be working closely with our colleagues at the Virginia Economic Development Partnership (VEDP) and doing targeted analysis for specific developments.

Vice Mayor Veitenthal, encouraged that Mr. Barker coordinate with the Town to meet with their current consultants from Retail Strategies to enhance that initiative.

Councilman Ingram asked how there can be potential collaboration with economic development and joint transportation committee. Mr. Barker plan to engage with as many stakeholders as possible during these six month to develop the work plan.

<u>Tourism</u>

Interim County Administrator, Dr. David Martin, began the tourism item with a video from the previous liaison meeting that covered tourism and next steps to work together. Following the short video clip, Dr. Martin discussed the meeting held between Town and County staff after liaison and Deputy County Administrator, Jane Meadows, provided a brief overview of the County's recent achievements, budget, and ongoing efforts of their joint tourism group. The County had also met with Kelli Weaver form the Virgina Tourism Corporation regarding strategic planning efforts for County tourism.

Councilmembers and Supervisors then discussed various positions regarding the matter.

Mayor Lori Cockrell expressed tourism has been an ongoing discussion; however, the visitors center never stopped promoting Front Royal – Warren County. Vice Mayor Veitenthal, mentioned the numerous time "Front Royal" is listed on state highway signage, and expressed being responsible with tourism dollars. Supervisor Tony Carter, discussed early concepts regarding kiosks and cost sharing between the Town and County for tourism and economic development. Mr. Carter highlighted a document provided at the meeting that details the revenue collected by the County dedicated to tourism.

The discussion continued regarding the role of a tourism director or manager, their possible duties, collaboration, and office space.

Supervisor John Stanmeyer highlighted the many tourism assets in our community that we can support and enhance through further promotion. Supervisor Richard Jamieson expressed the importance of collaboration whether it is a director or manager, and creating an effective marketing program. Councilmember Glenn Wood mentioned his time attend the tourism group and past experience. He asked a question to the group, what do you want that we are not giving you, regarding the Town's continued promotion of Front Royal – Warren County.

Following the discussion, Supervisor Carter, expressed interest in the Town drafting new memorandum of understanding to share with the County that could provide a framework for collaboration.

Meeting adjourned at approximately 9:00 PM