

VIRGINIA

TOWN & CITY

VOLUME 47 NO. 8 OCTOBER 2012

The magazine of the Virginia Municipal League

Be a part of history in Williamsburg



VML Annual Conference
Sept. 23-25, 2012



Can You Count On Your Financial Partner?

When it comes to financial services, it's hard to know who to trust these days. If you're looking for a partner who will be there for you, look to the financial services professionals of VML and VACo. You can count on us to put your interests first.



Long-Term and Interim Financing ■ Equipment Leasing ■ Pooled Investment ■ Accounting Services

Registered Municipal Advisors, MSRB. Learn more at valocalfinance.org.



About the cover

Guests of all ages enjoy exploring the Historic Area of Colonial Williamsburg and its unique world-class museums, intriguing exhibits, lively lectures and hands-on activities for children. Photo courtesy of Colonial Williamsburg.



**VML Annual Conference
 Sept. 23-25, 2012**

"I hope that walking in the footsteps of patriots will inspire you, motivate you, and affirm your dedication to those ideals that drew all of us to serve our communities, our Commonwealth and our nation."

**... Williamsburg Mayor
 Clyde A. Haulman**

*Virginia Town & City is printed on recycled paper.
 Visit at www.vml.org*



The magazine of the Virginia Municipal League

Features

7-19

Welcome to Williamsburg

**A commitment to performance:
 Better measurement yields better management
 that yields better results in Williamsburg**

As part of an ongoing effort to improve performance and transparency, the City of Williamsburg has launched a groundbreaking web-based system of public dashboards that graphically display real time data on the city's performance across all of its operations. See page 7.

Please read more about:

Farmers Market celebrates 10 years of providing fresh, local food 11
 Arts district adds pizzazz to pulse of the city 15
 Colonial Williamsburg: Be a part of historic story during visit..... 17
 William & Mary prepares students to make a difference..... 18
 Williamsburg receives ICMA service recognition 19

22-39

Virginia Municipal League Annual Report



After a very busy and very productive year of representing the interests of local government, the Virginia Municipal League pauses to reflect on its many accomplishments. From the state capitol in Richmond to the halls of Congress in Washington, VML continues to be an essential voice in the debates surrounding some of the most important public policy issues of the times.

A look back at the past year includes:

A report from the president23
 Executive committee photographs25
 Detailed financial statement26-27
 VML membership listing32
 VML Insurance Program Annual Report34
 Annual reports from affiliate organizations35-39



EDITOR

David Parsons

DESIGN EDITOR

Manuel Timbreza

ADVERTISING MANAGER

Kimberly Pollard

CIRCULATION MANAGER

Sherall W. Dementi

PRESIDENT

Rosemary Wilson

PRESIDENT-ELECT

Ed C. Daley

VICE PRESIDENT

David P. Helms

EXECUTIVE COMMITTEE

- William D. Euille
- Ron Rordam
- Dwight C. Jones
- Robert K. Coiner
- Mary Hynes
- Edythe Frankel Kelleher
- Katie Sheldon Hammler
- Mimi Elrod
- Ceasor Johnson

EXECUTIVE DIRECTOR

R. Michael Amyx



The magazine of the Virginia Municipal League

(ISSN0042-6784) is the official magazine of the Virginia Municipal League. Published 10 times a year at 13 E. Franklin St., P.O. Box 12164, Richmond, VA 23241; 804/649-8471. E-mail: e-mail@vml.org. Reproduction or use of contents requires prior approval of the Virginia Municipal League and if granted must be accompanied by credit to VIRGINIA TOWN & CITY and the Virginia Municipal League. Periodicals Postage paid at Richmond, VA. (USPS 661040) Subscription rates: members- \$8 per year, non-members- \$16 per year. Single copies - \$2 each.

Postmaster: Send address changes to VIRGINIA TOWN & CITY, P.O. Box 12164, Richmond, 23241-0164.

Discover Our Treasures

Nestled within the heart of DC's wine country, lies Purcellville, Virginia. We've got hip restaurants and world-class wineries, an historic baseball venue at Fireman's Field Park, Bush Tabernacle – whose history will intrigue and entertain – and the W&OD Trail winding right through the center of town. Antique and unique gift shops featuring works of expert craftsmen and artisans are speckled throughout the town. Historic 21st Street will bring you back to a simpler time, while the town's award-winning green initiatives will assure you of its prosperous future.

Purcellville... Something for Everyone

Make your plans for a visit at www.purcellvilleva.gov

2012 Siemens Sustainable Community Award Winner

Advertisers Index

Arlington County	Inside back cover	City of Roanoke	4
DentaQuest	3	Rocky Mount	14
Harrisonburg.....	31	Smithfield	13
Hazen and Sawyer	29	St. Paul	31
Leesburg.....	24	Utility Service.....	30
MEPAV	38	VHDA.....	Back cover
Newport News.....	10	Vienna.....	16
Norfolk	6	Virginia Beach	24
Petersburg	31	VML Insurance Programs	20-21
Purcellville.....	2	VML/VACo Finance ...	Inside front cover
Rice Signs.....	13	Wendel.....	12

You'll find DentaQuest dentists uptown, downtown, and all around your town.

DentaQuest offers some of the most affordable dental plans around—and now our Choice PPO network has expanded by 33%. Let's work together to design the most cost-effective plan for your employees. We offer two networks, many affordable plan variations, plus dual and triple options to choose from—all available on an employer-sponsored or voluntary basis, so you can give your employees a valuable new health benefit that will have the whole town smiling.

www.DentaQuestDental.com • 800.879.0288

DentaQuest
THE VALUE IS HERE.



©2012 DentaQuest®. DentaQuest is a registered trademark of DentaQuest, LLC ("DentaQuest").
All rights reserved.



The freshest city in America.

No matter what your taste, you'll find a smorgasbord of experiences in **Roanoke, Virginia**. Home-grown shops, galleries, and museums to explore. Delicious markets and restaurants to savor. Sweet music venues and parks to dig into. Even an extensive menu of places to live and work.

That's because Roanoke has a history of moving forward and staying fresh. You'll see it in our blooming cultural scene, like the newly renovated Market Building and Center in the Square. You'll feel it in our exhilarating outdoor getaways like the Blue Ridge Parkway, Carvins Cove and our long network of greenway trails. And you'll live it with our inspired downtown living, like the handsomely restored Patrick Henry. From the famous Roanoke Star on Mill Mountain to the Taubman Museum of Art, we've got a feast of experiences for you around every curve and corner. **Visit roanokeva.gov today and get your first taste!**



www.roanokeva.gov



CITY OF WILLIAMSBURG
Office of the Mayor and City Council

Greetings!

On behalf of my fellow Council members and the residents of Williamsburg, I am pleased and honored to welcome the members and families of the Virginia Municipal League, as you gather in Williamsburg for your annual conference Sept. 23-25, 2012.

You've chosen a beautiful time of year to visit, and I invite you to take some time to explore all we have to offer.

Established in 1699, the City of Williamsburg is rich in historical and cultural resources. We're home to two internationally renowned institutions, the Colonial Williamsburg Foundation, the world's largest living history museum and a national center for civics education; and the College of William and Mary, the second oldest university in the United States. William & Mary produced the first student honor code, the first law school in America, and is the alma mater of Presidents Thomas Jefferson, John Tyler and James Monroe.

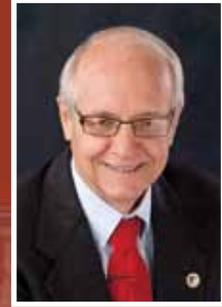
It's fitting that you, as individuals who have answered the call to serve, come to the city where the ideals that formed our nation were nurtured by patriots such as George Washington, Thomas Jefferson and Patrick Henry. Although today we face difficult challenges that can be frustrating and disillusioning, we can't lose sight of those ideals – a belief in responsible leadership, public service, self-government, individual liberty and equal opportunity.

I invite you to take the time you're here to remember that in spite of the frustrations and disappointments we may face, we're continuing the good fight those patriots began in the 18th century, and that we're stewards of the liberties they risked their lives to secure.

I hope that walking in the footsteps of patriots will inspire you, motivate you, and affirm your dedication to those ideals that drew all of us to serve our communities, our Commonwealth and our nation.

Sincerely,

Clyde A. Haulman
Mayor
City of Williamsburg



Clyde A. Haulman
Mayor



Paul T. Freiling
Vice Mayor



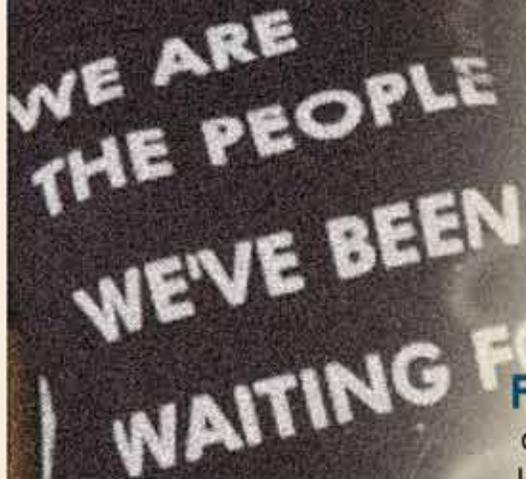
Judith N. Knudson
Council Member



D. Scott Foster Jr.
Council Member



Douglas G. Pons
Council Member



WE ARE
THE PEOPLE
WE'VE BEEN
WAITING FOR



Block-By-Block Pride Grants

City-funded matching grants of up to \$2,500 that provide opportunities for residents to undertake group neighborhood improvement projects.

Front Porch Neighborhood Summit

a forum for Norfolk's residents and community leaders to meet, exchange ideas and explore opportunities for collaboration around the Neighbors Building Neighborhoods theme.

NBN Experience

Training to provide residents the fundamentals and principles of effective community organizing, engagement and sustainable healthy neighborhood practices.

Neighbors Building Neighborhoods

Changing the mindset, changing Norfolk

The City of Norfolk is empowering residents to create an environment where all members of the community work together to identify and mobilize the positive attributes of the neighborhood and promote it as a great place in which to live, work and invest.

To learn more about Neighbors Building Neighborhoods and this dynamic initiative, visit our interactive website at www.norfolk.gov/nbn

NEIGHBORS
BUILDING
Neighborhoods

N O R F O L K

A commitment to performance

Better measurement yields better management that yields better results in Williamsburg

MEASURING performance in government is inherently difficult but inescapably necessary. Local governments, large and small, struggle with finding meaningful measures for many lines of municipal business. And they have struggled to put timely performance data in the hands of the people who can best use them to become better “evidence-based” policymakers and managers.

To watch a short instructional video for first-time users of the Williamsburg Dashboard technology, go to www.williamsburgva.gov/dashboards.

As part of its ongoing effort to improve performance and transparency, the City of Williamsburg has launched a groundbreaking web-based system of public dashboards that graphically display real time data on the city’s performance across all of its operations. Anyone with internet access can view at any time the information directly from city databases. They can view the dashboards on their own PC, laptop or tablet, or even on a computer in the lobby of the Municipal Building.

In addition to real-time information, the charts and graphs include data from previous fiscal years to show trends and comparisons. The dashboards are both integrated with and an extension of the city’s Performance Management System, which received a 2010 Governor’s Technology Award as a driver for

innovation and increased efficiency, and the International City/County Management Association Center for Performance Measurement Certificate of Distinction.

The data are organized by 10 specific areas of city council’s Goals, Initiatives and Outcomes (GIOs), representing the major goals that the governing body hopes to accomplish within the biennium. These range from Community Engagement and Character of the City to Economic Vitality and Environmental Sustainability. Contained within these major goal areas are metrics that help the city determine how it is progressing against achieving these stated



A link to the dashboards is included on the homepage of the city website.

goals, such as retail sales, hotel room rentals, energy usage in city facilities and EMS response times. Measures also come from the National Citizen Survey conducted for Williamsburg in 2008, 2010 and 2012, and include national benchmarks.

Adaptable for changing audiences and interests

As a subset of Economic Vitality, a special dashboard on tourism was introduced in early 2012 and includes: Meal and Room Tax Revenue, Hotel Occupancy, Room Nights Sold, Number of Restaurants and Hotels in the city, and – perhaps most significantly for stakeholders and policymakers – a Tourism Return on Investment. It shows the amount of revenue realized by the city versus the amount of money allocated for tourism promotion through contributions by the city to the Colonial Williamsburg Foundation and the Greater Williamsburg Chamber & Tourism Alliance.

Development of a performance management system

The citywide Performance Management System enables every department to track specific indicators showing performance trends and targets, and report those measures via reports and web-based dashboards. This program is the response to the city’s challenge to build an effective, comprehensive performance management system resulting in better outcomes for Williamsburg citizens, and do so with no additional city staff and at a time of declining annual budgets. This innovative system includes buy-in and participation among all levels of staff in all departments and results in greater transparency, accountability and improved service to citizens. It’s also an example of how a creative use of technology not only supports the city’s strategies and goals, but by its flexibility and responsiveness to data, can actually help define those goals, now and in the future.

In 2008 an application was created to expand citywide data collection and reporting capabilities with dynamic departmental operat-



Residents can track a dizzying display of performance measures and trends using the dashboards.

ing reports with real time data. Created by private software developer EMGovPower (Charlotte, N.C.), in partnership with the city’s finance and IT directors, the new software cost about \$17,000 and interfaces with the city’s financial, tax and utility billing, codes compliance, human resources, work orders, and property assessment systems. The new software standardizes, expands and automates several hundred performance metrics for the monthly departmental operating reports. The software pulls numbers from other city databases, as well as direct input by city staff. As a result, city staff members now only enter new data once each month.

Monthly reports are used by city staff, but the reports are shared with City Council and the public for council deliberations and public conversations.

The second phase of the system produces charts and graphs organized into user-specific dashboards to display performance metrics, monitor departmental operations and budgets, and see longer term trends. Development of the system cost \$10,000 and is managed by the city’s IT staff. City employees create dashboards related to their specific work tasks and budgets, and they have access to other dashboards, giving them insights into other departments and their functions, as

well as how their own work relates to the larger organization. Dashboards are updated continuously from live databases, providing the most current trend data available. Real time dashboards are tailored for public use and available on the city’s website.

In addition to the technical requirements of the system to record, track and analyze data, it needed to be relevant and easy both for staff to input and use to improve performance. It also needed to be an effective and flexible to tool

to educate and inform Council and citizens about the work of staff.

Innovation and technology solve problems, expand possibilities

The city’s performance measurement initiative is changing the way staff thinks about service delivery. Staff continues to identify meaningful measures, analyze data, and actually use the information to improve



Dashboards can be viewed on a computer in the lobby of the Municipal Building.

“The Public Dashboards are the latest component of the larger vision of city leadership to find systems and tools that measure operational progress and lead to better performance. They provide the data for making assessments and enable staff, council and the public to make the connection between performance, productivity, the budget and achievement of goals.”

Jack Tuttle
City Manager

performance. It drives outcome indicators and input/output metrics to every level in the organization. Simply put, it helps managers make better decisions. And in the current economy where cities have to do more with less, smart decisions are essential to maintain service levels and show the citizens they’re getting the most bang for their buck.

The innovative system has transformed the way employees collect and report data. Data tracking is assigned to key staff members, with strict timelines for data to be added so reports are more accurate and timely. Additionally, the use of data-driven dashboards puts the information in front of the manager, supervisor or employee so that decisions are based on actual data.

By creating a system that is easy to use and efficient, the performance measurement culture continues to grow stronger. Since more data than ever is made public each month, there is more impetus to make the data and measures accurate. The city’s commitment is evidenced by the strong staff involvement on many levels.

City Council routinely asks question about data presented in the monthly operating reports, and now staff is ready with answers. All monthly reports are available on the city’s website. Meetings are broadcast live and archived for public viewing, all increasing transparency and accountability to the citizens.

All this is possible with existing staff resources, even for a small city with only 182 employees. To continue the journey, the city manager,

assistant city manager, finance director and IT director, together with all seven department heads, make up a strategic planning team. Performance management will continue to be the first priority, even in a time of declining annual budgets. In fact, city government must continuously improve in such times if it is to fulfill the vision for Williamsburg.

Dashboards in action

- The city manager noticed that police average responsive times were low compared to Emergency Medical Service (EMS) response times. That metric led to a plan to dispatch both a police officer and EMS to emergency medical calls. Equipped with AEDs and basic first aid training, a police officer’s earlier arrival can now save a life in that critical gap. Better measurement yields better management, which yields better results.

- The fire chief watches records of the number of inspections on a monthly basis to track fire safety and prevention measures.

- The Public Works director tracks the level of the Waller Mill Reservoir (the city’s water source) to assess when to increase water conservation awareness or consider purchasing water from alternate sources.

- The building facilities director tracks electricity usage and other “green” metrics.

- The information on health insurance claims and usage was indispensable when, due to budget constraints, the assistant city manager, finance director and human resources special-

ist needed to evaluate and choose alternative health insurance providers for the FY13 budget.

- Tourism is the engine that drives the Williamsburg economy, and by including tourism-related data, City Council, staff, local businesses and decision makers, as well as residents, have up-to-the-date information and statistics for economic and policy planning.

- Dashboards are useful in providing data to media and have been featured in local news stories and by the Virginia Coalition for Open Government as “Ideas that Work.”

Plans for the future

The city manager’s goal is “a dashboard for everyone.” Currently, 79 of 182 city employees have been trained and are using a dashboard tailored to their needs.

The public dashboards have averaged about 135 users every month, and the city continues to promote their use, with a link on the home page of its website and social media outreach. In May 2012, City Manager Jack Tuttle, IT Director Mark Barham and Finance Director Phil Serra, led a nationally televised webinar about the dashboards and performance management system for the Alliance for Innovation. More than 50 localities from across the nation participated.

“We created the Performance Management system to expand citywide data collection and reporting capabilities with dynamic departmental operating reports with real time data. With this new capability we can take that information to the next step, using technology not only to inform the public but to engage and educate them about their city government.”

Mark Barham
IT Director

Performance Management has always been Williamsburg’s first priority. Because of ingenuity and strategic use of staff time and resources, the city has developed a performance management system that is effective now and will be adaptable in the future. 

Get Closer

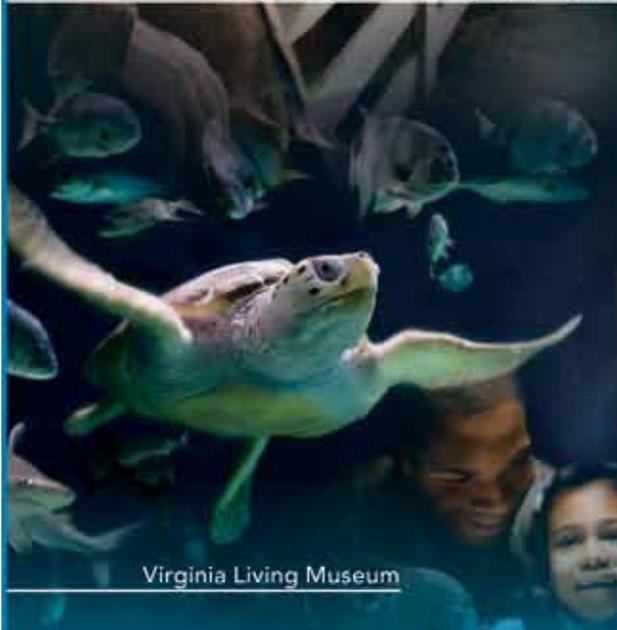
to Ships,
History & the
Great Outdoors



Shopping & Dining



Historic Homes



Virginia Living Museum



Mariners' Museum



Newport News  Virginia
Where Great Things Are Happening

888.493.7386
newport-news.org

Williamsburg Farmers Market

Attraction celebrates 10 years of providing fresh, local food

ON SATURDAY mornings, locals and visitors alike gather in Colonial Williamsburg's Merchants Square for the Williamsburg Farmers Market. They ask about the vegetable varieties (What are those little orange tomatoes?); discover new chocolate creations (Yum: cranberry and coconut!); and seek out tips on cooking heirloom breeds of chickens (about 30 minutes longer). The vendors grow or raise all of those items and more in Virginia.

The Williamsburg Farmers Market, which is celebrating its 10th anniversary this year, has evolved into one of the most popular events in the city.

"We have more than 32,000 people visit us at the Farmers Market throughout the year. I hear wonderful compliments about how much they love the location, the vendors and

all of the fresh food, specialty items and the healthy potted plants and cut flowers," said Libbey Oliver, market manager for the past decade.

Over those 10 years, the Williamsburg Farmers Market has received many, well-deserved accolades and recognition: One of "America's Favorite Farmers Markets" by the American Farmland Trust; the "Best Farmers Market" by *Hampton Roads* magazine in 2011 and 2012, and one of the top three markets in the Eastern region by *Virginia Living* magazine.

"The market's key to success is the integrity of local area growers and producers, never middlemen, offering their best directly to their neighbors in Williamsburg's best public space," said Williamsburg City Manager Jack Tuttle. "On Saturday mornings, something both ever-changing and ancient, something magical happens

of Duke of Gloucester Street."

The market embodies the bustling sense of "market day" common in Colonial times. In fact, one of the primary roles of city government was to operate outdoor markets in "Market Square." There are additional events beyond the vendors' stalls: Live music, children dancing, chefs demonstrating techniques and sharing recipes, and people enjoying their morning coffee. After sampling all the market has to offer, there is plenty more to do in the area, including visiting Colonial Williamsburg's Historic Area.

The two good friends who initiated the idea of a farmers market in Merchant Square, Tom Power and Tom Austin, were inspired by other farmers markets and thought Williamsburg needed the same access to locally-produced food – and they knew just the spot to hold one. Power



The Farmers Market in Merchants Square attracts more than 32,000 people each year.



Farmers Market visitors have access to as many as 40 vendors on any given Saturday.

is the owner of The Fat Canary and The Cheese Shop restaurants, and Austin is the owner of Berret's Seafood Restaurant and Taphouse Grill. All are located in Merchants Square.

Local organizations enthusiastically embraced the idea and met to discuss making it a reality. The Farmers' Market Advisory Committee united members from all over the community, including the Merchants Square Association, City of Williamsburg, The Colonial Williamsburg Foundation, Williamsburg Land Conservancy, the College of William and Mary and James City County

Extension Services. The groups joined together to revive the historic role of the Williamsburg town center as a place for markets. This collective effort launched the Farmers Market's first full season in 2002. Ten years later, The Colonial Williamsburg

Foundation, Merchants Square Association and the City of Williamsburg continue to be founding sponsors and supporters of the weekly markets.

There were 25 vendors at the market in 2002, and eight of those original vendors remain. For the 2012 season, the number of vendors has grown to 50. The first year the market was open for just 18 market days during the height of the season, but today it's open for 36 consecutive Saturdays, as well as holiday and winter markets. Today, on a market Saturday, about 40 vendors fill Duke of Gloucester Street – joined by more

than 1,000 people.

Rising awareness of the benefits of eating local foods means that the amount of money spent per person at the market has increased as well. In Virginia, the number of markets has increased to more than 200 today. People are spending more money at farmers markets as well. The average sale per customer at the Williamsburg market has jumped from about \$9 in 2002 to around \$30 today. While vegetables, seafood and fresh cut flowers have always been popular, items such as pork, beef, eggs and buffalo meat have grown in popularity. The market provides cooler bags for shoppers to keep their purchases fresh. Additional products such as honey, chocolate, goat cheese and herbs have been added because of customer demand and their availability.

The market opens on Saturday mornings at 8 a.m. and runs until noon. The regular season ends Oct. 27. For a complete list of vendors and events, visit www.williamsburgfarmermarket.com. 

wendel

FACILITY UPGRADES

ENERGY RETROFIT

How can we create funding streams through energy savings?

ENERGY PERFORMANCE CONTRACTING

INNOVATIVE DESIGN SOLUTIONS

**ARCHITECTURE
ENGINEERING
PLANNING
ENERGY SERVICES
CONSTRUCTION MANAGEMENT**

WASHINGTON, DC - 703.299.8718 / RICHMOND, VA - 804.308.9670



RICE SIGNS

Your Leader In Transportation Safety

Free Traffic Sign Catalog:

Call 888-728-7665

- or -

Visit www.RiceSigns.com



- Traffic Signs
- Roll-Up Construction Signs
- Sign Stands
- Traffic Cones & Barricades
- Custom Street Name Signs
- Sign Posts & Hardware

Contact Us / Bids / Quotes:

Toll-Free: 888-728-7665

Fax: 877-546-6165

Email: sales@RiceSigns.com

Web: www.RiceSigns.com

RICE SIGNS LLC
P.O. DRAWER 3170
AUBURN, AL 36831-3170



smithfield isle of wight — VIRGINIA —

hams, history, hospitality & *art*

Discover our vibrant arts and culture scene, unique historic attractions, eclectic specialty shops, inviting places to relax, and wonderful variety of overnight accommodations. And we're proud to be the #1 day-trip destination from Colonial Williamsburg!

What's New in Town?

TASTE OF SMITHFIELD

Smithfield Food's Flagship Shop and Cafe

PORCINE PARADE

Eight life-size statues of market hogs, painted to reflect the town's rich history & culture



Visit SmithfieldIsleOfWight.com
(800) 365-9339 (757) 357-5182



SMALL TOWN LIFE WORTH HOLLERIN' ABOUT



Rocky Mount, Virginia, enhances quality of life and growth for current and future generations through heritage arts & culture in our Arts & Culture District and with our new Performance Center, opening in 2013 on the Crooked Road. We attract customers, residents, artists and businesses who appreciate small town life in close proximity to major cities and national heritage attractions.

Visit us to see all we do to make our community
Better Every Day.



Arts district adds pizzazz to pulse of the city

IN 2006, THE CITY and the Economic Development Authority (EDA) identified the creative economy as a target industry for economic diversification in the City's Economic Development Plan. The Creative Economy, which creates

In 2009, to reinforce its decision that the creative economy is a growth sector for the city, the EDA commissioned the College of William & Mary to quantify and assess the creative economy potential in Williamsburg. The resulting white paper reinforced

feasibility of further initiatives, including affordable live-and-work space for artists and potential locations for an Arts District in the city.

After several public meetings, one of which attracted 120 artists on a rare snowy evening, and analysis with Artspace's expertise, the Task Force recommended the creation of an Arts District in an older mixed-use area with 22 percent commercial vacancy and 78 percent renter-occupied housing stock.

After several highly-attended public discussions and meetings, City Council approved the Arts District in February 2011. The long-term vision is to create a vibrant, walkable area where creative businesses such as art galleries, jazz clubs, bakeries, cafes, artist studios and antique stores will co-exist with creative professionals such as software engineers, architects, graphic designers and artists living and working in the district. The result? Vibrancy and coolness – a place where all generations (college students, young professionals, retirees and visitors) will live, work, shop, eat and have fun.

Since the designation of the district, seven creative businesses have opened there, creating 32 jobs. They include bakeries, antique shops, a jewelry store-art gallery, an art education center, and a dancers' boutique.

Future steps include looking for workspace for artists, convening the district businesses to form an association to market the area, investigating a creative business incubator, assisting redevelopment opportunities, and seeking opportunities to facilitate affordable artist live-work space. City Council will fold these next steps into its biennial Goals, Initiatives & Objectives document to be adopted this fall, and the EDA is incorporating them into its Economic Development Plan update. **VTC**



A standing room only crowd was on hand Jan. 25 for the ceremonial “cupcake cutting” at the fifth creative business to open in the city’s Arts District. (L-R) City Manager Jack Tuttle, Economic Development Director Michele Mixner DeWitt, Arts Task Force Chair Jeanne Zeidler, owners Dyana and Adam Steely, Mayor Clyde Haulman, Planning Commission member and landlord Demetrios Florakis, City Council Member Doug Pons and Vice Mayor Paul Freiling.

wealth and jobs with the intellectual capital of creative professionals and artists, is an economic growth sector in an increasingly globalized world and enhances the city's existing economic drivers of hospitality and education.

In 2006, City Council implemented the Comprehensive Plan's vision to allow artists to live and work in one of the city's residential zoning classifications. With the change the zoning hurdle was crossed. Williamsburg now offered artists the opportunity to live and work in homes in residential areas of the city.

the economic benefits to be gained by a creative economy and arts initiative. That same year, the General Assembly passed legislation that allows localities to create Arts and Cultural Districts and provide tax rebates, grants, technical assistance, or other incentives to attract and grow the creative economy and the arts. Later that year, then-Mayor Jeanne Zeidler appointed an Arts and Creative Economy Task Force to work with a consultant, Artspace Inc., a nationally renowned nonprofit specializing in affordable live-and-work space for artists. They then analyzed the



VIENNA, VIRGINIA *WHERE HISTORY LIVES*

HISTORIC FREEMAN STORE & MUSEUM

131 Church Street NE • Vienna



Listed on

The Virginia Landmarks Register
The National Register
of Historic Places



Built in 1859 • Restored in 1976

Open Wednesday through Sunday
12 p.m. – 4 p.m.



Operated by
Historic Vienna, Inc.
Volunteers

Town of
VIENNA
Virginia



Colonial Williamsburg

Come be a part of historic story during visit

Join the revolution

Become a resident of a city on the verge of war – or in the midst of it – as you explore the government buildings, shops, homes, gardens and taverns of Williamsburg. Meet the locals – townspeople, tradespeople, shopkeepers, political figures, women and slaves – and learn of their hopes, struggles, and fears in these uncer-

tain times.

Buzzing with political discussion and dispute, the city comes alive. Enter the residents' homes or learn about their workplaces; see where they sleep, where they eat, and where they socialize.

Depending on which day of the

week

you visit, you may find yourself in Day 1: The Old Order Collapses, 1775–1776 or Day 2: Building a New Nation, 1779–1781.

Engage with your surroundings

Colonial Williamsburg invites you to join one of its more than 20 guided and self-guided tours that are offered daily and included in an admission ticket that you may purchase. Enter the homes and gardens of Williamsburg's 18th-century residents, get a

For more information on ticketing and events, visit Colonial Williamsburg online at www.colonialwilliamsburg.com or call 1-800-447-8679.

firsthand perspective from a museum curator, or see the city by foot on a walking tour.

Have a hands-on experience

Whether marching with the Fifes and Drums, helping with daily Colonial chores, or creating a work of art to take home – your children will find memorable hands-on experiences throughout the Revolutionary City.

Save the revolution!

The city also explodes with activity led by a cast of real characters from history in Colonial Williamsburg's alternate reality spy game. This past summer, during *RevQuest: The Lion and the Unicorn*, players uncovered an 18th century spy using their cell phones and their wits. Come join in on your visit this fall.

A Colonial Williamsburg experience is a unique one. Guests of all ages will enjoy exploring the Revolutionary City and meeting residents living in this tumultuous period of the nation's history. World-class museums offer intriguing exhibits, lively lectures, and hands-on activities for children. For those looking to relax, Colonial Williamsburg offers convenient hotels, restaurants, golf courses and even a spa. However you'd like to spend a visit – for a day or for a week – you'll find it. 

William & Mary prepares students to make a difference

CONSIDERED A “PUBLIC Ivy” and one of the world’s great liberal arts universities, William & Mary blends the intimacy of a liberal arts college with the reach of a research university.

Founded by Royal Charter in 1693, it is the second oldest college and the first university in the country. Today, enrollment stands at just over 8,000 full-time (graduate and undergraduate) students with a 12-1 student/faculty ratio, among the lowest of public universities.

William & Mary includes five separate schools in Arts & Sciences, Business, Education, Law and Marine Science. *U.S. News and World Report* ranks William & Mary 33rd overall and sixth among all public universities in the country. In August, *Forbes* magazine rated it as the second-best state-supported school in the country.

William & Mary is a vibrant

member of the Williamsburg community and a vital part of the Commonwealth of Virginia. Its research and outreach programs have significant economic impacts on the region and the state. Seventy-five percent of students at William & Mary participate in service projects, contributing more than 323,000 service hours each year through 90 regional partnerships and dozens of national and international service trips.

William & Mary continues to redefine the academic community through engaged learning. This occurs in many forms – from intimate freshmen seminars or

participation in faculty-led programs to service trips abroad or hands-on work in professors’ labs or research programs. From their very first day on campus, students are given unprecedented opportunities to work with peers and experienced faculty mentors on projects that inspire them.

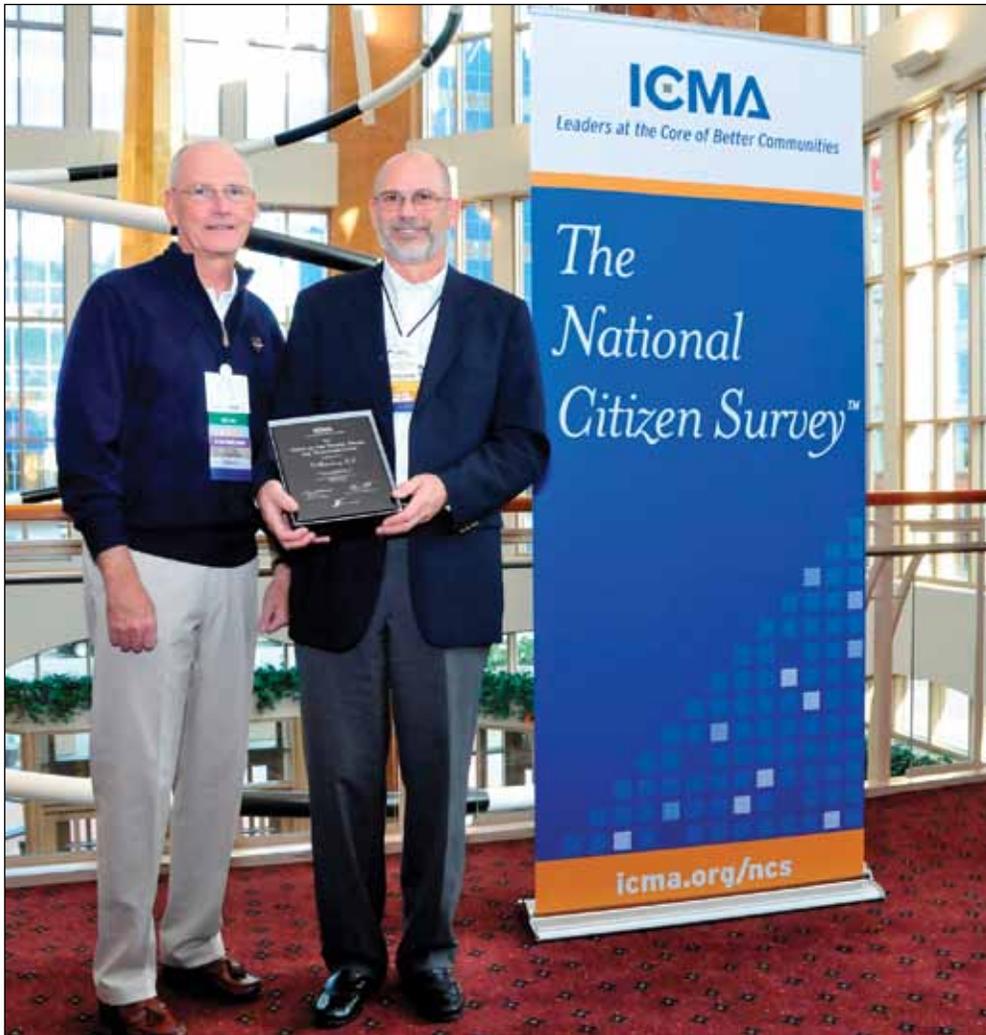
Through small classes, close interaction between professors and students, and the intense experience of discovery through research and service,

William & Mary prepares students to make a difference – to be leaders – regardless of their fields. 



A statue of Lord Botetourt (top) sits on the grounds of the iconic Sir Christopher Wren Building, the oldest college building in the United States and the oldest of the restored public buildings in Williamsburg.

Williamsburg receives ICMA service recognition



ICMA Executive Director Bob O'Neill (I) with Williamsburg City Manager Jack Tuttle in Milwaukee.

WILLIAMSBURG'S city government has earned national recognition for its responsiveness to citizens and innovative management in recent years.

The International City-County Management Association (ICMA) recognized the city for receiving exceptional service ratings in the 2010 National Citizen Survey and for distinction in its performance management system when compared to other cities and counties across the nation.

ICMA and National Research Center, Inc. (NRC), a leading survey

research firm for local government, recognized 10 communities at ICMA's 97th Annual Conference last year in Milwaukee, with "Voice of the People" Awards for their use of citizen surveys to improve service quality. They all participated in the 2010 National Citizen Survey™ (NCSTM), which enables local governments to gather and compare citizen evaluations of local government services at a low cost.

The city received three "Voice of the People" Awards, which recognize communities that have the highest rated services or biggest improvement in service ratings according to a

representative sample of their own residents.

The city's Fire Services and Emergency Medical Services each received the Voice of the People Award for Excellence. To qualify, communities had a service quality rating that was in the top three among all eligible jurisdictions and in the top ten percent among over 500 jurisdictions in the NRC database of citizen surveys.

The city's Recreation Programs and Classes received a Voice of the People Award for Transformation, signifying significant improvement in service. Communities that received the Award for Transformation had a service quality rating improvement that was significantly higher than the rating from their most recent prior survey and larger than improvements shown in all other eligible jurisdictions in 2010.

"ICMA describes the award recipients as 'communities that listen,' and that makes the recognition even more meaningful," said City Manager Jack Tuttle. "We always strive to provide excellent service, and participating in

the citizen survey enables us to learn from residents what they value about the Williamsburg community and the services we provide."

Together with the "Voice of the People" awards, ICMA's Center for Performance Measurement awarded the city its Certificate of Distinction for superior performance management efforts. The city was recognized for its exceptional reporting of performance data to the public, data verification and staff training, and use of performance data in strategic planning and operational decision making. 



More than just coverage.





When local resources are limited,
risk management can still be a priority.
VML Insurance Programs is there to help.

Our value-added resources enhance the coverages we offer by providing risk management consulting on topics such as safety, human resources, building and facility protection, contract review, and law enforcement. That is in addition to more than \$200,000 in grant funds made available to members each year.



www.vmlins.org | 800-963-6800

The Virginia Municipal League

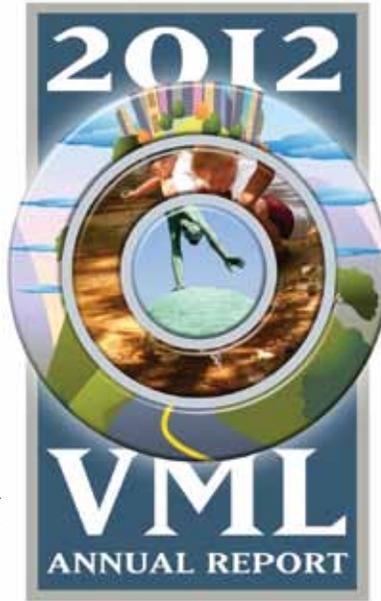
Mission statement

The Virginia Municipal League is a statewide, nonprofit, nonpartisan association of city, town and county governments established in 1905 to improve and assist local governments through legislative advocacy, research, education and other services. The membership includes 39 cities, 158 towns and 10 counties.

Services

VML provides an array of services including the following:

- Advocacy and monitoring of activities of the Virginia General Assembly, state departments and agencies.
- Monitoring of issues important to local governments before the U.S. Congress and federal agencies.
- Group insurance programs providing workers' compensation and automobile and general liability coverage.
- VML/VACo Finance is the financial services arm of the Virginia Municipal League and Virginia Association of Counties. Through this successful program, VML members access high quality, low cost services including project financing, equipment leasing, pooled investment, and accounting support. Since its founding, VML/VACo Finance has made more than \$750 million in loans to Virginia localities through its long-term and interim financing programs. The VML/VACo Pooled OPEB Trust is the largest pooled OPEB trust fund in the nation – and a leading provider of OPEB actuarial services. The Accounting Services program places accounting professionals to assist local governments throughout the Commonwealth. VML/VACo Finance is a financial partner you can count on to put your locality's inter-



ests first. • Legal assistance through the services of a general counsel.

- Research, surveys, technical assistance and responses to questions on local, state and federal governments.

- Conferences and training, including the VML Annual Conference, the Virginia Mayor's Institute, VML Legislative Day, the Newly-Elected Officials Conference and seminars on topics of interest to local elected and appointed officials.

- Information and news through publication of the monthly *Virginia Town & City* magazine, the biweekly *VML eNews* newsletter and the *Legislative Bulletin*, published while the General Assembly is in session. In addition,

the league maintains an Internet website at www.vml.org, a Facebook page and a Twitter presence.

- Other services through organizations, including the Virginia Local Government Management Association, Municipal Electric Power Association of Virginia, Virginia Building and Code Officials Association, Virginia Energy Purchasing Government Association, Hampton Roads Sanitation District and Virginia Association of Housing and Community Development Officials.

Organization

An executive committee made up of the VML president, a president-elect, a vice president, six at-large members, three section chairs and the immediate past president governs VML. The executive committee is elected by the league membership at the annual conference and provides overall guidance to the league staff.

VML's policy and steering committees recommend positions of the league on issues of concern through

development of annual policy statements. Policy committee members are nominated by member localities. The VML president appoints steering committee members when needed.

The VML Legislative Committee recommends the VML Legislative Program for adoption at the annual conference. The VML president appoints the committee's members.

VML consists of a 70-member staff headed by the executive director. The staff performs the ongoing functions of the league under the direction of the executive committee, the executive director and the VML policy statements and legislative program.

2011-2012 Executive Committee

President – Rosemary Wilson, Virginia Beach Council Member

President-Elect – Ed C. Daley, Hopewell City Manager

Vice President – David P. Helms, Marion Mayor

At-large member – William D. Euille, Alexandria Mayor

At-large member – Ron Rordam, Blacksburg Mayor

At-large member – Dwight C. Jones, Richmond Mayor

At-large member – Robert Coiner, Gordonsville Mayor

At-large member – Mary Hynes, Arlington County Board Chair

At-large member – Edythe Frankel Kelleher, Vienna Council Member

Urban Section chair – Ceasor Johnson, Lynchburg Vice Mayor

City Section chair – Mimi Elrod, Lexington Mayor

Town Section chair – Katie Sheldon Hammler, Leesburg Council Member

Immediate Past President – James P. Council III, Franklin Mayor (left office July 1) 

A message from the president

AS MY YEAR as VML president draws to a close, I would like to share a few thoughts. First of all, thank-you for the privilege to serve in this capacity. Representing the outstanding local government officials of Virginia has been a high honor.

As you know, I chose volunteerism as a theme of my presidency. With the able assistance of Nikki Nicholau, a retired expert on the subject from Richmond, and VML Director of Policy Development Janet Areson, VML has offered an array of tools to assist in establishing and improving volunteer programs for local governments.

Using our outstanding Virginia Beach volunteer program as a template, a wide-range of best practices has been identified and posted on the VML website. In addition, presentations on volunteerism were made at this year's four Town Section meetings, two webinars were conducted, and a special workshop on managing volunteers in emergencies will be held at the annual conference in Williamsburg. With more than 4 percent of Virginia Beach's population serving as volunteers, I have seen first-hand the high quality service and budget savings that result from our well-run volunteer program headed by the incomparable Mary Russo.

The 2012 General Assembly session proved challenging, with much of the action centering on the state budget. Final budget amendments provided higher levels of support for public education and helped preserve the safety net for our most financially-strapped citizens. The state, however, still underfunds these required services.

A change to VRS legislation in the session's final hours, the so-called '5 for 5' plan, placed added pressure on many local budgets. The so called "Local Aid to the Commonwealth" program was reduced modestly, which we hope is the start of phasing out this onerous state budget-balancing maneuver.

The General Assembly also adopted a budget amendment to expropriate local fines and fees for state purposes, primarily to reduce state general fund support for teacher retirement. It is vital in the coming

afforded me the opportunity to meet local officials from other southern states. I learned quickly that we all face similar challenges in dealing with our state legislatures. Attendance at the two annual meetings of the

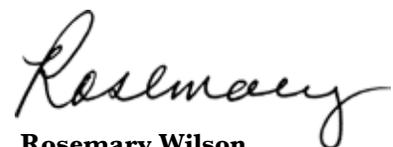
National League of Cities provided a first-hand look at how municipalities were dealing with the economic challenges still festering as a result of the Great Recession.

In addition to VML's central mission of legislative advocacy, the league offers a broad range of useful service programs. The VML Insurance Programs provides workers compensation, property and liability and Line of Duty Act coverage. In its 32nd year of operation, it has set the industry standard for self-insurance pools in Virginia.

The VML-VACo Finance program continues to offer an assortment of innovative financial products that have been responsive to the financial challenges local governments have faced in recent years.

Other valuable service programs included on-line auctions of surplus property, code service for small localities, training for elected officials, a group on-line purchasing program, the *Virginia Town & City* magazine and new *VML eNews* newsletter.

Please join me in thanking our 13-member Executive Committee, who set the overall direction of the league, and our wonderful staff in Richmond. I want to thank the Virginia Beach staff and City Council for their continued support. My husband, Tom, has been able to attend many VML activities over the past year. Both of us are in awe of the many dedicated local officials we have met who so ably serve their home communities.



Rosemary Wilson
President



Rosemary Wilson
Virginia Beach Council Member

months that local officials engage their General Assembly members in discussions about the importance of strengthening the fraying state-local partnership.

As president of VML, I have seen the outstanding work carried out by local officials throughout the Commonwealth. I attended Town Section meetings in Leesburg, Farmville and Marion. VML-sponsored meetings such as Legislative Day and our first ever Finance Forum drew hundreds of local officials to Richmond. Our VML Annual Conference in Henrico County faced some last-minute logistical challenges, but our staff "saved the day" in fine fashion.

As a member of the Southern Municipal Conference, I was able to attend several regional meetings that



The City of Virginia Beach
is proud to recognize

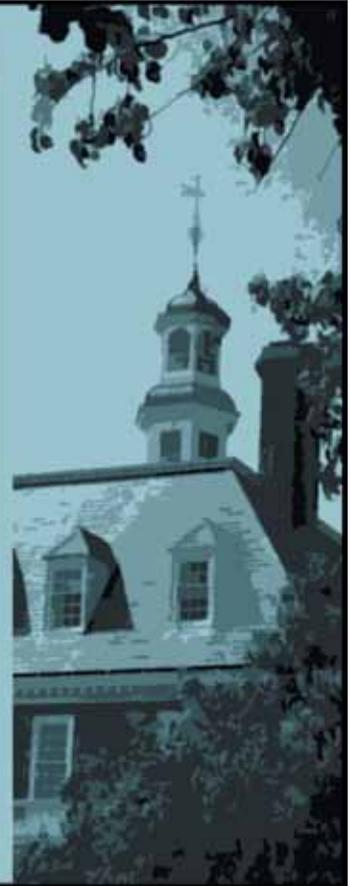
*City Councilmember
Rosemary Wilson*

President of the
Virginia Municipal League

*Named one of the most Influential Women in Virginia
for 2012 by Virginia Lawyers Media*

Rosemary was honored for her strong support of statewide economic development initiatives, her efforts to raise the profile of grassroots community volunteerism, and her dedication to preserving the unique historic heritage of Virginia Beach.

Congratulations, Rosemary! We're proud of you!



DOWNTOWN LEESBURG. DISCOVER OUR TAKE ON THE ARTS.

Downtown Leesburg is filled with fun and exciting things for all ages. Sample the exquisite wines of our local vineyards at any one of our nearby wine festivals, shop at unique stores and enjoy our art galleries, dine in delightful restaurants and play in our expansive parks. Practice the art of living well, right here in Leesburg, Virginia.

703-737-7019 • www.leesburgva.gov

Leesburg
discover the charm.





VML Executive Committee 2011-2012



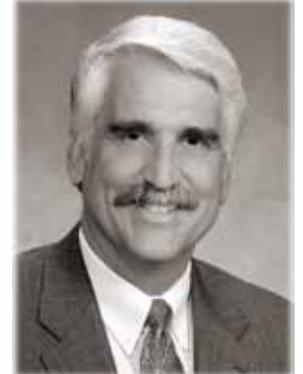
Ed C. Daley
President-Elect
City Manager, Hopewell



David P. Helms
Vice President
Mayor, Marion



William D. Euille
At-large member
Mayor, Alexandria



Ron Rordam
At-large member
Mayor, Blacksburg



Dwight C. Jones
At-large member
Mayor, Richmond



Robert K. Coiner
At-large member
Mayor, Gordonsville



Mary Hynes
At-large member
Board Chair, Arlington County



Edythe Frankel Kelleher
At-large member
Council Member, Vienna



Katie Sheldon Hammler
Town Section Chair
Council Member, Leesburg



Mimi Elrod
City Section Chair
Mayor, Lexington



Ceasor Johnson
Urban Section Chair
Vice Mayor, Lynchburg



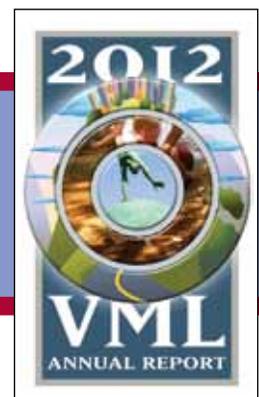
James P. Council III
Immediate Past President
Mayor, Franklin (left office July 1)

2012 VML Financial Statements

Statements of financial position June 30, 2012 with 2011 comparative amounts

Assets		2012		2011
Cash	\$	475,567	\$	378,453
Pooled Investments		2,871,458		3,042,391
Investments		4,611,849		4,324,093
Accounts receivable		11,186		35,070
Receivable from affiliated organizations		32,028		7,993
Prepaid expenses		5,051		919
Total:	\$	8,007,139	\$	7,788,919
Property and Equipment				
Land		144,800		144,800
Buildings and improvements		366,733		362,111
Furniture, equipment and automobile		365,094		364,020
Total:	\$	876,627	\$	870,931
Less accumulated depreciation		(667,923)		(645,453)
		208,704		225,478
Total assets	\$	8,215,843	\$	8,014,397
Liabilities and Net Assets				
Accounts payable		60,462		48,408
Dues and fees collected in advance		151,251		180,142
Accrued compensated consolidated leave		183,702		163,928
Liability under capital leases		26,377		33,810
Pooled investments		1,096,000		1,149,000
Deferred obligations to employees		4,611,849		4,324,093
Deferred rent		-		-
Total liabilities		6,129,641		5,899,381
Net assets unrestricted		2,086,202		2,115,016
Total liabilities and net assets	\$	8,215,843	\$	8,014,397

www.vml.org
Information @ your fingertips



Statements of activities

June 30, 2012 with
comparative totals for 2011

Revenue	2012	2011
Membership dues	1,111,378	1,099,738
Conference fees	163,398	170,808
Conference exhibits	37,900	46,125
Conference contributions	17,250	17,175
Regional meetings/workshops	14,768	20,561
Affiliated groups	45,631	44,211
Professional services contributions	30,780	-
Interest	2,542	2,530
Income (loss) from deferred compensation investments	88,432	543,468
Magazine	72,270	77,074
Publications	-	700
Insurance administration	616,540	626,718
Other administration fees	34,056	59,656
Gain / (Loss) on sale of fixed assets	150	-
Sponsorship	160,198	165,140
Miscellaneous	46,600	24,711
Total revenue	2,441,893	2,898,615
Expenses		
Employment compensation and benefits	1,455,549	1,423,552
Deferred compensation	88,432	543,468
Annual conference	172,749	138,632
Regional meetings/workshops	17,043	40,934
Travel	42,899	47,538
Office supplies and postage	45,787	39,215
Office maintenance and equipment rentals	17,636	15,212
Office rent	17,508	2,508
Computer services	4,660	9,804
Dues and subscriptions	18,118	18,983
National League of Cities dues	21,192	21,192
Telephone	18,658	22,288
Insurance	14,383	16,773
Professional fees	97,044	78,348
Policy advocates	131,705	133,330
Magazine publishing (except salaries)	67,986	71,540
Executive Committee	25,011	24,135
Retirement	142,602	138,215
Depreciation	25,004	30,074
Miscellaneous	27,914	23,389
Interest	4,288	5,219
Property taxes	6,913	7,100
Accumulated leave earned	7,626	15,144
Total Expenses	2,470,707	2,866,593
Transfer to related party	-	-
Change in net assets	(28,814)	32,022
Net assets:		
Beginning	2,115,016	2,082,994
Ending	2,086,202	2,115,016

2012 Legislative Committee

Chair: Manassas Mayor Hal Parrish
(Urban Section)

Vice chair: Newport News Council
Member Sharon Scott (Urban Section)

Urban Section

Danville Council Member Larry Campbell
Virginia Beach Council Member Glenn
Davis

Harrisonburg Council Member Kai Degner
Lynchburg City Manager Kim Payne
Roanoke Council Member Anita Price
Chesapeake Council Member Debbie Ritter
Richmond City Council Vice President
Ellen F. Robertson

Henrico County Supervisor Frank
Thornton

Hampton Vice Mayor George Wallace
Portsmouth Mayor Kenneth Wright

City Section

Staunton Council Member Carolyn Dull
Salem Mayor Byron R. Foley
Fredericksburg Mayor Mary Katherine
Greenlaw

Winchester Mayor Elizabeth A. Minor
Petersburg Mayor Brian A. Moore
Hopewell Vice Mayor Wayne Walton

Town Section

Culpeper Mayor Chip Coleman
Bluefield Mayor Donald R. Harris
Herndon Vice Mayor Connie Hutchinson
Purcellville Mayor Robert Lazaro
Strasburg Mayor Tim Taylor
Smithfield Council Member Denise Tynes

2012 Community & Economic Development Policy Committee

Chair: Hopewell Vice Mayor Wayne
Walton

Vice Chair: Newport News Council
Member Tina L. Vick

Martinsville Mayor Kim Adkins
Hillsville Vice Mayor Orba Alderman
Harrisonburg Mayor Richard A. Baugh
Suffolk Council Member Leroy Bennett
Blacksburg Council Member Krisha M.
Chachra

Purcellville Assistant Town Manager Patrick
Childs

Petersburg Council Member David R.
Coleman

Saint Paul Mayor Hubert Fletcher
Dumfries Mayor Gerald M. Foreman II
Henrico County Board of Supervisors
Chairman Richard W. Glover

City of Fairfax Council Member Jeffrey C.
Greenfield

Emporia Assistant City Manager Steven B.
Hall

Leesburg Council Member Katie Sheldon
Hammler

Manassas Vice Mayor Andrew L. Harrover
Herndon Vice Mayor Connie H.
Hutchinson

Salem Council Member Jane W. Johnson

Staunton Council Member Ophie Kier
Vinton Town Manager Christopher S.
Lawrence

Hopewell Mayor Christina J. Luman-Bailey
Galax Grants Administrator Brenda Marrah
Chesapeake Council Member Scott
Matheson

Hampton Council Member Will J. Moffett
Portsmouth Council Member William E.
Moody Jr.

Petersburg Council Member Howard Myers
Front Royal Council Member N. Shae
Parker

Norton City Manager Fred L. Ramey Jr.
Culpeper Council Member James C.
Risner

Roanoke Council Member Courtney G.
Rosen

Dumfries Community & Economic
Development Director Debra Sandlin
Front Royal Council Member Thomas H.
Sayre

Colonial Heights Director of Planning
George Schanzenbacher

Newport News Member Sharon P. Scott
Christiansburg Council Member Henry D.
Showalter

Vienna Council Member Carey Sienicki
Henrico County Deputy Manger Randall
R. Silber

Farmville Council Member Sally B.
Thompson

Bristol Planning Director Andrew Trivette
Harrisonburg Planning Director Stacy
Turner

Manassas Community Development
Director Elizabeth Via-Gossman
Chesapeake Council Member Ella P. Ward
Herndon Council Member Grace H. Wolf

2012 Environmental Quality Policy Committee

Chair: Harrisonburg Council Member Kai
E. Degner

Vice Chair: Fredericksburg Council
Member George Solley

Roanoke Environmental Administrator
Christopher Blakeman
Front Royal Town Manager Steven M.
Burke

Leesburg Council Member David S. Butler
Harrisonburg Public Utilities Director Mike
Collins

Staunton Council Member Erik Curren
Bristol City Engineer Steve Drummer
Suffolk Council Member Michael D.
Duman

Salem Director of Solid Waste Management
James M. Fender Jr.

Salem Council Member Lisa D. Garst
Vinton Mayor Bradley E. Grose
Chesapeake Council Member Clifton E.
Hayes Jr.

Colonial Heights Public Works Director
William E. Henley

Hampton Council Member W.H. Hobbs
Lynchburg Vice Mayor Ceasor T. Johnson
Purcellville Mayor Robert W. Lazaro Jr.

Vinton Planning Director Anita McMillan
Lynchburg Public Utilities Director
Timothy A. Mitchell

Martinsville City Attorney Eric H. Monday
Manassas Public Works & Utilities Director
Michael C. Moon

Henrico County Supervisor Patricia S.
O'Bannon

Herndon Council Member Sheila Olem
Manassas Council Member J. Steven
Randolph

Norton Water Plant Superintendent
Tommy Roberts

Vienna Mayor M. Jane Seeman
Fairfax Council Member Steven C.
Stombres

Blacksburg Council Member Michael
Sutphin

Dumfries Public Works Director Greg Tkac
Christiansburg Council Member James W.
Vanhoozier

Dumfries Council Member Gwen
Washington

Emporia Council Member Doris T. White
Henrico County Public Works Director
Steve Yob

2012 Transportation Policy Committee

Chair: Chesapeake Council Member Debbie
Ritter

Vice Chair: Virginia Beach Council
Member James L. Wood

Vinton Council Member Robert R. Atice
Manassas Park Council Member Preston
Banks

Dumfries Council Member Dorothea D.
Barr

Salem City Manager Kevin S. Boggess
Suffolk Vice Mayor Charles F. Brown
Harrisonburg Council Member Charles R.
Chenault

Vienna Vice Mayor Laurie Genevro Cole
Bristol Director of Public Works Tabitha H.
Crowder

Staunton Council Member Bruce Elder
Henrico Deputy County Manager Timothy
A. Foster

Poquoson Vice Mayor Carey L. Freeman
Colonial Heights Council Member Kenneth
B. Frenier

Salem Vice Mayor John C. Givens
Blacksburg Council Member Leslie
Hager-Smith

Front Royal Vice Mayor Chris W.
Holloway

Roanoke Transportation Division Manager
Mark Jamison

Chesapeake Council Member Suzy Kelly
Norton Public Works Director Steve
McElroy

Henrico County Supervisor Tyrone E.
Nelson

Petersburg Council Member Kenneth M.
Pritchett

Martinsville Vice Mayor Kimble Reynolds
Jr.

Harrisonburg Director of Transportation
Reggie Smith

Windsor Town Manager Michael Stallings

Christiansburg Council Member Bradford J. Stipes
 Front Royal Council Member Hollis L. Tharpe
 Hampton Council Member Donnie R. Tuck
 Manassas Council Member Jonathan L. Way
 Dumfries Assistant Director of Public Works Richard West
 Portsmouth Vice Mayor Charles B. Whitehurst Sr.
 Newport News Council Member Patricia P. Woodbury
 Vinton Public Works Director Gary W. Woodson

2012 Finance Policy Committee

Chair: Staunton Council Member Carolyn Dull
Vice Chair: Emporia City Manager Brian Thrower
 Bristol Director of Finance / Clerk Steve Allen
 Herndon Town Manager Art Anselene
 Christiansburg Vice Mayor D. Michael Barber
 Manassas City Manager John A. Budesky
 Portsmouth Council Member Paige D. Cherry
 Front Royal Council Member Thomas E. Conkey

Colonial Heights Mayor C. Scott Davis
 Chesapeake Vice Mayor John M. deTriquet
 Vienna Council Member Laurie DiRocco
 Fredericksburg Council Member Bradford Ellis
 Front Royal Finance Director Kim Gilkey-Breeden
 Manassas Commissioner of Revenue John P. Grzejka
 Vinton Council Member Matthew S. Hare
 Dumfries Council Member Michele Jurgensen
 Henrico County Board of Supervisors Vice Chair David A. Kaechele
 Dumfries Treasurer Retta S. Ladd
 Culpeper Council Member David B. Lochridge
 Suffolk Council Member Curtis R. Milteer
 Martinsville City Manager Clarence Monday
 Lynchburg City Manager Kimball Payne III
 Harrisonburg Director of Finance Larry Propst
 Newport News Assistant City Manager Cynthia D. Rohlf
 Petersburg Council Member Michael Ross
 Fairfax Council Member Eleanor D. Schmidt
 Roanoke Director of Finance Ann H. Shawver
 Norton Director of Finance Jeffery A. Shupe
 Hampton Council Member Christopher G. Stuart
 Vinton Finance Director / Treasurer Barry W. Thompson
 Martinsville Interim City Manager Leon E. Towarnicki
 Salem Finance Director Frank P. Turk
 Henrico Deputy County Manager John A. Vithoulkas
 Leesburg Vice Mayor Kevin D. Wright
 Hillsville Council Member Gregory D. Yonce

HAZEN AND SAWYER
 Environmental Engineers & Scientists
 Water | Wastewater | Stormwater

Engineering
Water Environment Solutions
 to Environmental Challenges

Since 1951, Hazen and Sawyer has provided cost-effective, innovative, high-quality water environment solutions that protect the public health and the environment.

www.hazenandsawyer.com
 Fairfax | Richmond | Hampton Roads

2012

VML
 ANNUAL REPORT

2012 General Laws Policy Committee

Chair: Petersburg Mayor Brian A. Moore
Vice Chair: Martinsville Council Member Gene Teague

Christiansburg Mayor Richard G. Ballengee
Suffolk Council Member Robert C. Barclay IV
Harrisonburg Vice Mayor J. Ted Byrd
Manassas City Attorney Martin Crim
Virginia Beach Council Member Glenn R. Davis

Emporia Council Member Deborah D. Dixon
Dumfries Interim Police Chief Rob Forker
Christiansburg Council Member Cord Hall
Staunton Council Member James Harrington

Henrico County Manager Virgil R. Hazelett

Fredericksburg Council Member Frederic N. Howe III

Farmville Council Member Donald L. Hunter

Richmond City Attorney Allen Jackson
Herndon Town Attorney Richard B. Kaufman

Purcellville Town Manager Robert W. Lohr Jr.
Leesburg Council Member Fernando J. Martinez

Vinton Council Member W. Wesley Nance
Front Royal Town Attorney Doug Napier
Manassas Mayor Hal Parrish
Vienna Council Member Michael J. Polychrones

Lynchburg Human Resources Director Margaret Schmitt

Falls Church City Manager F. Wyatt Shields

Fairfax Mayor R. Scott Silverthorne
Roanoke Acting City Attorney Timothy Spencer

Salem Assistant City Manager James E. Taliaferro II

Harrisonburg City Attorney Earl Thumma Jr.
Dumfries Vice Mayor Willie J. Toney
Hampton Vice Mayor George E. Wallace
Newport News Management Analyst Jerri Wilson

Colonial Heights Council Member John T. Wood

2012 Human Development and Education Policy Committee

Chairman: Roanoke Council Member Anita J. Price

Vice Chairman: Staunton Council Member Andrea Oakes

Manassas Council Member Sheryl Bass
Blacksburg Council Member John H. Bush
Emporia Council Member Carolyn S. Carey
Culpeper Mayor Calvin Coleman
Fairfax Council Member Daniel F. Drummond

Henrico Deputy County Manager George T. Drumwright Jr.

Leesburg Council Member Thomas S. Dunn II

Galax Vice Mayor Willie Greene Sr.

Christiansburg Council Member Steve Huppert

Salem Council Member William D. Jones
Manassas Director of Family Services Ronald L. King

Poquoson Council Member Frank A. Kreiger

Harrisonburg Assistant City Manager Anne Lewis

Colonial Heights Vice Mayor Elizabeth G. Luck

Dumfries Director of Community Services Cydney Neville

Suffolk Council Member Charles D. Parr
Hopewell Council Member Brenda S. Pelham

Norton Director of Social Services Roger Ramey

Portsmouth Council Member Marlene W. Randall

Farmville Vice Mayor A.D. Reid
Hampton Council Member Christine Snead
Martinsville Council Member Mark C. Stroud Sr.

Hillsville Mayor William L. Tate
Emporia Council Member L. Dale Temple

Williamsburg Human Services Director Peter Walentisch

Petersburg Vice Mayor Horace P. Webb
Chesapeake Council Member Richard W. West

Harrisonburg Council Member David Wiens

Petersburg Council Member Treska Wilson-Smith



America's Tank Maintenance Company!™

Utility Service is the premier provider of professional water tank services:

- Maintains thousands of potable water tanks under full service asset management programs
- Delivers true sustainable solutions and peace of mind
- Provides site management services for antennas on existing and new tanks

A water quality management tool...WaterMix™



- Minimize organics
- Stabilize disinfectant residuals
- Eliminate thermal water stratification
- Maximize filter media efficiency

Call Your Local USCI Sales Representative:

Brad Brown • 434.249.8545

bbrown@utilityservice.com

Charlottesville, VA

www.utilityservice.com

PETERSBURG

A city glowing with **OPPORTUNITY**



Petersburg Department of Economic Development

Vandy Jones, Director • 400 East Washington Street • Petersburg, Virginia 23803 • (804) 733-2352 • vjones@petersburg-va.org

Harrisonburg, Virginia

Work & Life In Balance
www.HarrisonburgVA.gov

St. Paul... A Moving River Experience!

Clinch River Festival
First Weekend in June
clinchriverfestival.com

Oxbow Lake
Year-round fishing & boating
stpaulva.org

St. Paul Christmas Bazaar and Santa Train
Sat Before Thanksgiving
stpaulva.org

Clinch River Farmers Mkt
May-Oct / Wed & Sat
stpaulva.org

Railroad Museum and Art Gallery / Shows
\$4 per year, TSA
stpaulva.org

Sugar Hill Loop & River Trails
year-round
stpaulva.org

Swank Clinch River
year-round
stpaulva.org

Clinch River Sprint
First Sat May
clinchriverfestival.com

Independence Day
4th of July (at TSA)
stpaulva.org

Appalachian Heritage Days
October TBA
www.harrisonburgva.gov

Christmas Tour of Homes
Christmas Season

Wetlands Estonia
year-round by appointment
www.harrisonburgva.gov

Hillman House Welcome Center
Market Square
stpaulva.org

What's happening in St. Paul? There's always something happening in St. Paul. From the Farmers' Market, to festivals and antique/classic car shows, parades and music venues! St. Paul is a treasure, not only to its residents but to hikers, bikers, boaters and more. Our leaders and citizens are working together to grow our hometown into a recognized eco-epicenter, both economically and ecologically, demonstrating the two "e's" can co-exist and flourish, while maintaining our unique small town character and heritage.

Wetlands Estonia
www.stpaulva.org

16531 Russell Street - St. Paul, VA 24283 - 276-762-5297
www.stpaulva.org

VML membership

Cities

Alexandria
Bedford
Bristol
Buena Vista
Charlottesville
Chesapeake
Colonial Heights
Covington
Danville
Emporia
Fairfax
Falls Church
Franklin
Fredericksburg
Galax
Hampton
Harrisonburg
Hopewell
Lexington
Lynchburg
Manassas
Manassas Park
Martinsville
Newport News
Norfolk
Norton
Petersburg
Poquoson
Portsmouth
Radford
Richmond
Roanoke
Salem

Staunton
Suffolk
Virginia Beach
Waynesboro
Williamsburg
Winchester

Towns

Abingdon
Accomac
Alberta
Altavista
Amherst
Appalachia
Appomattox
Ashland
Berryville
Big Stone Gap
Blacksburg
Blackstone
Bluefield
Boones Mill
Bowling Green
Boynton
Boykins
Branchville
Bridgewater
Broadway
Brookneal
Buchanan
Burkeville
Cape Charles
Cedar Bluff

Charlotte Court
House
Chase City
Chatham
Chilhowie
Chincoteague
Christiansburg
Claremont
Clarksville
Clifton
Clifton Forge
Clintwood
Coeburn
Colonial Beach
Courtland
Craigs ville
Crewe
Culpeper
Damascus
Dayton
Dillwyn
Drakes Branch
Dublin
Duffield
Dumfries
Eastville
Edinburg
Elkton
Exmore
Farmville
Fincastle
Floyd
Fries
Front Royal
Gate City
Glade Spring
Glasgow

Gordonsville
Gretna
Grottoes
Grundy
Halifax
Hallwood
Hamilton
Haymarket
Haysi
Herndon
Hillsville
Hurt
Independence
Iron Gate
Irvington
Ivor
Jarratt
Jonesville
Kenbridge
Keysville
Kilmarnock
LaCrosse
Lawrenceville
Lebanon
Leesburg
Louisa
Lovettsville
Luray
Madison
Marion
McKenney
Middleburg
Middletown
Mineral
Montross
Mount Crawford
Mount Jackson

Narrows
Nassawadox
New Market
Newsoms
Occoquan
Onancock
Onley
Orange
Painter
Pamplin
Parksley
Pearisburg
Pembroke
Pennington Gap
Phenix
Pound
Pulaski
Purcellville
Quantico
Remington
Rich Creek
Richlands
Ridgeway
Rocky Mount
Round Hill
Rural Retreat
Saint Paul
Scottsville
Shenandoah
Smithfield
South Boston
South Hill
Stanardsville
Stanley
Stephens City
Stony Creek
Strasburg

Stuart
Tangier
Tappahannock
Tazewell
The Plains
Timberville
Toms Brook
Troutville
Urbanna
Victoria
Vienna
Vinton
Wakefield
Warrenton
Warsaw
Washington
Waverly
Weber City
West Point
White Stone
Windsor
Wise
Woodstock
Wytheville

Counties

Albemarle
Alleghany
Arlington
Bath
Henrico
James City
Loudoun
Prince George
Roanoke
York

VML Sustaining membership

2rw Consultants, Inc.
Access National Bank
Advance Planning Associates LC
AECOM
Alexandria Sanitation Authority
Anderson & Associates Inc.
AquaLaw, PLC
ARCADIS U.S. Inc.
AshBritt Inc.
Austin Brockenbrough and
Associates
Bates Trucking Trash Removal,
Inc.
B&B Consultants Inc.
BB&T Governmental Finance
BCWH
Belfor
Bowman Consulting
Burgess & Niple
Caldwell Tanks Inc.
CDM Smith Inc.
Centennial Contractors
Enterprises, Inc.
Central Rappahannock Regional
Library
Clark Nexsen
Community Planning Partners,
Inc.
ConEdison Solutions
Constellation Energy

Dewberry
DJG, Inc.
Dominion Resources
Downey & Scott, LLC
Draper Aden Associates
ECS Mid-Atlantic, LLC
English Construction
GHD Inc.
GKY & Associates Inc.
Greehan, Taves, Pandak & Stone
PLLC
Hampton Roads Planning
District Commission
Hazen and Sawyer
Honeywell
Housing Opportunities Made
Equal of Virginia
Howard Shockey & Sons Inc.
Hunsucker Goodstein & Nelson
PC
Hunton & Williams
Hurt & Proffitt Inc.
H.W. Lochner, Inc.
ICMA Retirement Corp.
Johnson, Mirmiran & Thompson
Kutak Rock, LLP
LeClair Ryan
McGuire Woods LLP
Michael Baker Jr., Inc.
MoseleyArchitects

Municipal Code Corp.
Norfolk Redevelopment
& Housing Authority
OSPM - Office of Surplus
Property Management (Va.
Department of General
Services)
Pennonni Associates Inc.
Pepper's Ferry Regional
Wastewater Treatment
Authority
PMA-Planners and Architects
PWH Consulting
Reid Engineering Company Inc.
Republic Services
RRMM Architects
Sands Anderson PC
Schnabel Engineering
Sophicity
Southern Corrosion Inc.
Spectrum Design, P.C.
Springsted Inc.
Stone & Youngberg
SunTrust Bank
Taylor NorthEast Franklin
Thompson & Litton
Timmons Group
Trane
Troutman Sanders LLP
Utility Service Co. Inc.

Verizon
Virginia Center for Innovative
Technology
Virginia Community Action
Partnership
Virginia Housing Development
Authority
Virginia Ready Mixed Concrete
Association
Virginia Resources Authority
Virginia Retirement System
Virginia Rural Water Association
Wendel Companies
Wiley|Wilson
Williams Mullen
WW Associates Inc.

2012 Virginia Municipal League Staff

VML

R. Michael Amyx
Executive Director

Steven Craig
Managing Director VML Insurance Programs

Jeffrey Nickey
Deputy Managing Director VML Insurance Programs Director of Finance

Steven Bergman
Director of IT and Operations

Christine Stevens
Director of Human Resources

Paulette Alexander
Accounting Assistant II

Janet Areson
Director of Policy Development

Sherrall Dementi
Executive Assistant

Mary Jo Fields
Director of Research

Mark Flynn
Director of Legal Services

Patrick Ford
Press Operator/Clerk

Joe Lerch
Director of Environmental Policy

Neal Menkes
Director of Fiscal Policy

David Parsons
Director of Communications

Kimberly Pollard
Legislative Associate

Joni Terry
Office Coordinator

Manuel Timbreza
Assistant Director of Communications

VML Insurance Programs

Hollie Cammarasana
Director of Communications

Gregory Dickie
Director of Member Services

Robin Duvall
Director of Workers' Compensation Claims

Charles Finley
Director of Liability Claims

Cathie Moreland Hasty
Director of Underwriting

Beth Rosenthal
Director of Safety Services

Deborah Briggs
WC Senior Indemnity Claims Representative

Thomas Bullock III
Law Enforcement Specialist

Jannie Butler
First Report Processor

John Campbell
Senior Network Administrator

Sheila Caudill
WC Med Only Supervisor

Ann Chandler
Underwriter

Tiffany Clouse
PLC Claims Representative

Fonda Craig
Senior Safety Consultant

Dana Cullen
PLC Senior Claims Representative

Catherine Cunningham
WC Indemnity Supervisor

Lisa Davis
Accounting Supervisor

Tracey Dunlap
PLC Senior Claims Representative

Kathryn Foulk
Patient Advocate

Crystal Griffin
Senior Associate Underwriter

Peggy Griffin
WC Senior Indemnity Claims Representative

Katrina Harding
Patient Advocate

Judy Huang
Software Engineer

Nicole Jennings
WC Med Only Claims Rep

Connie Jones
WC Senior Indemnity Claims Representative

Marian Levy
WC Med Only Claims Representative

Mary Kay Marchetti
Senior Business Systems Analyst

J. Scott Martin
PLC Senior Claims Specialist

Rosemary Mayo
File Processor

Ronica McLarn
WC Med Only Claims Representative

Derrick McLeod
Design & Communications Specialist

Harry McMillen
Account Executive

Jennifer Moore
WC Indemnity Claims Representative

Kathy Nester
Administrative Assistant

Karen Nuckols
Senior Underwriter

Pamela Pitts
Recovery Specialist

Kimberly Price
PLC Fast Track Claims Representative

Matthew Reid
Senior Safety Consultant

Wendy Rice
WC Indemnity Claims Representative

Lora Robinson
Mail Processor

Lisa Schenk
Account Executive

Anne Schwartz
Accounting Assistant

Ruth Slayton
Senior WC Med Only Claims Representative

Jackie Stauffer
Administrative Specialist

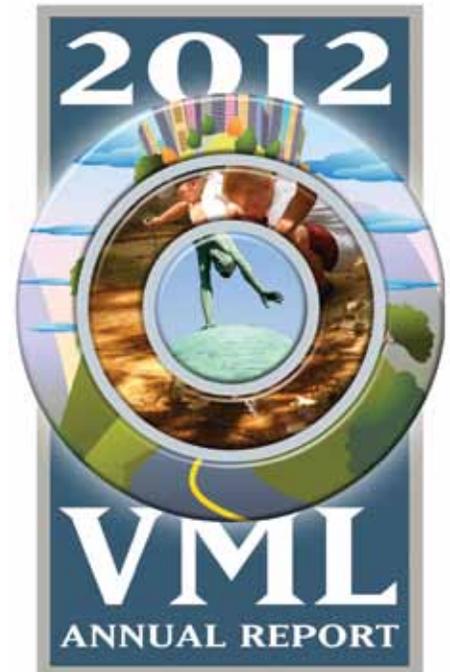
Charles Strickler
Safety Consultant

Karen Wall
Senior Administrative Assistant

Tina Wetsch
WC Indemnity Claims Representative

Robin Wiley
Administrative Assistant

Elizabeth Willoughby
WC Senior Indemnity Claims Representative



VMLIP continues to offer stability and value through difficult economic times

FOR YEARS the resources of local governments have continued to diminish while obligations and financial responsibilities have not. Fortunately for VML Insurance Programs (VMLIP) members, the pool's financial strength has permitted stability in premiums throughout this period – helping members' to effectively budget from year to year. In addition to flat rates, for the last five years the pool has expanded coverage and offered new resources and services that add value to the program for members.

"Last year we began offering Cyber Liability, Pollution and Excess Flood coverage to eligible members at no additional cost," said VMLIP Managing Director Steve Craig. "However, we also saw a need for members to purchase Line of Duty Act (LODA) coverage, as the potentially significant financial burden of that responsibility was moved from the state to local governments."

In response VMLIP developed a LODA program through an actuarial study performed to set rates. A plan was submitted to the Bureau of Insurance and coverage was made available to members with property and liability coverage in July, 2011. This is part of VMLIP's mission to become partners in risk management with members of the program.

"Our goal has always been to work with members to identify emerging issues that they are facing, and create solutions, coverages or programs that will help them address those issues," said Craig.

One way VMLIP does this is by providing more than just coverage. With a team of experienced claims staff and specialized service providers, including nurses, human resources, law enforcement, communications and safety professionals, VMLIP offers a mix of resources to meet the needs of all Virginia local governments – from the smallest to the largest.

"We provide guidance to members on law enforcement and employment liability issues and on safety best practices, in addition to contract review, property appraisals, and workplace safety and building and facility protection information," said Craig. "Our goal is to help members prevent claims so we can continue to keep premiums low."

Stable premiums, however, do not hinder the pool's financial strength. With more than \$64.7 million in member equity VMLIP is the most financially secure pool in the state.

"Pools with adequate equity have greater flexibility when it comes to setting rates, determining reinsurance retention levels, and on expanding coverages," said Craig.

One way the pool is utilizing equity to assist members is through the Risk Management Grant (RMG) program. Since 2010 the amount of RMG funding has increased from \$150,000 to \$250,000. In 2011 all funding was allocated in a record 89 days. The grant funds are used to enhance risk management efforts. They have been used to purchase lightning rods, antibacterial static sprayers, shields and cell extraction equipment, safer playground equipment and vehicle stabilization equipment such as the City of Williamsburg bought for its fire department.

"We also provide members with free webinars each month on a number of topics, as well as access to free online training through the VMLIP Online University," said Craig.

Courses available through the uni-

versity include Conflict Management, Motivation in the Workplace, Stress Management, Working Outdoors, Slip Trip and Fall Prevention, and a course on handling hand and power tools.



VML Insurance Programs Managing Director Steve Craig.

All of these value-added resources, in addition to the availability of a 10 percent credit off of member insurance premiums for scoring 100 percent on a Risk Management Guidelines assessment, add up to a strong value proposition from the pool.

"Just because budgets have become more constrained does not mean that a focus on safety must go by the wayside," said Craig. "As partners in risk management we are stepping up to provide additional resources to help our members continue to develop safer communities in which to live, work, and learn."

For more information on VMLIP and its offerings, visit www.vmlins.org or follow VMLIP on Facebook at www.facebook.com/vmlip. Additional news and resources can also be found on the VMLIP blog at: www.vmlip.wordpress.com. 

VLGMA helped establish local government week in Va.

WHEN STAUNTON CITY Council appointed the nation's first city manager on April 2, 1908, it created a new way to manage communities that has become the most prominent form of local government in the United States. In commemoration of that historic date, the Virginia Local Government Management Association (VLGMA) succeeded in getting the 2012 Virginia General Assembly to approve a resolution to designate the first week

of government Virginia News" group on Facebook. VLGMA members can now post news items and announcements from and about their local governments.

Training and professional development are integral to VLGMA's mission. Along with two major conferences each year, the association offered professional development sessions for its deputies, assistants and other local management team members, as well as webinars for members in partnership with the Alliance for Innovation.

The professional development committee is looking for new issues to highlight. At the 2012 mid-winter conference, members heard from Charlottesville City Manager Maurice Jones and Police Chief Timothy Longo about the lessons learned by their city leaders and staff when the "Occupy" movement came to town.

Many VLGMA members actively participate in the International City/County Management Association; this year two Virginians serve on ICMA's Executive Board. Portsmouth City Manager Ken Chandler is the Southeast regional vice president, and Lynchburg Deputy City Manager Bonnie Svrcek serves as ICMA president-elect. At the ICMA annual conference in October, Svrcek will become

ICMA president. She is the first woman who serves as a deputy city manager to be elected to this leadership post.

Two other members of VLGMA are being recognized with ICMA honors this year. The City of Hampton and City Manager Mary Bunting will receive a "Strategic Leadership and Governance" award for its I VALUE civic engagement program. Retired Staunton City Manager Bob Stripling will be awarded the ICMA Academic Award in Memory of Stephen B. Sweeney for his leadership on the joint VLGMA and Virginia Tech

initiative to create a graduate certificate program focused specifically on local government management.

VLGMA demonstrated its dedication to the future of the local government profession nationwide by approving a major one-time contribution for ICMA's Life, Well Run campaign. Its goal is to raise awareness of and appreciation for the value professional local government managers bring to building great communities. VLGMA President Jack Tuttle, city manager of Williamsburg, presented ICMA Executive Director Bob O'Neill with a \$40,000 contribution from the association at the VLGMA annual conference in June. This brings VLGMA's overall contribution to this campaign to \$50,000.

Staunton City Manager Steve Owen has been elected to serve as VLGMA president for 2012-13. Owen's goals for the coming year include:

- Reaching out to inactive members to re-engage them in VLGMA;
- Increasing sponsorships by private sector partners;
- Increasing the number of ICMA-credential managers; and
- Continuing support of managers in transition or experiencing personal or workplace difficulties.

Other association officers are Poquoson City Manager James R. "Randy" Wheeler, president-elect; Gloucester County Administrator Brenda G. Garton, first vice president; Goochland County Administrator Rebecca T. Dickson, second vice president; Abingdon Town Manager Gregory W. Kelly, third vice president; and Charlottesville City Manager Maurice T. Jones, secretary. Williamsburg City Manager Jackson C. Tuttle II is the immediate past president.

VLGMA is an ICMA and VML affiliate. VML Director of Policy Development Janet Areson serves as its executive secretary. 



STAUNTON NEWS LEADER

VLGMA President Steve Owen.

of April as "Local Government Week in Virginia." The association's civic engagement committee spearheaded this effort, and is developing a list of public awareness and educational activities for local governments to use next April.

VLGMA worked on a number of other fronts to promote the local management profession both state-wide and nationally, and to promote communications, training and support for its members within the state.

To help members share important news about their communities, the association created a "Local Gov-

VBCOA shares in state building code recognition

THE VIRGINIA Building and Code Officials Association's primary mission is improving public safety through building code enforcement. Virginia's long-standing support of strong building codes had a big payback this year. Virginia and Florida received the highest rankings among 18 states included in The Insurance Institute for Business and Home Safety's assessment of building code and enforcement safety. The analysis, evaluation and comparison of building code and enforcement systems was conducted for residential buildings in the 18 states most vulnerable to catastrophic hurricanes. That ranking would not have been achieved had the Virginia Board of Housing and Community Development been unwilling to adopt strong building codes, and had VBCOA's members not promoted and enforced them.

Looking toward the future, VBCOA promises to continue working toward improving building safety and the safety of all those who live, work and visit in the state. The 980-member association undertook an initiative this past year in opening up membership opportunities to Virginia college students. The VBCOA Board of Directors voted in April to establish a new membership category in order to encourage participation by students in the association, and to establish another avenue for encouraging students to consider building safety as a career option.

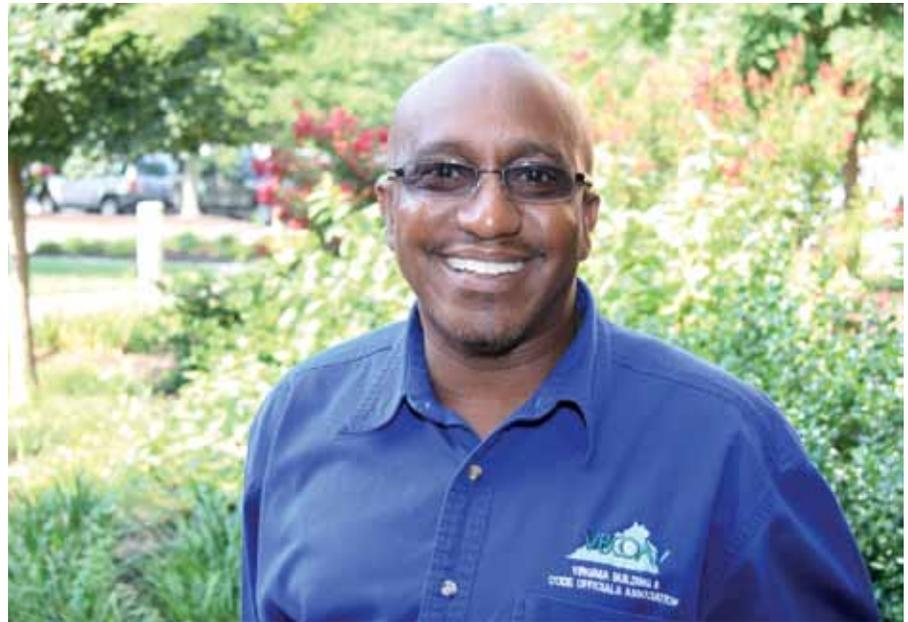
Building Safety Month is an annual event of keen interest to VBCOA, whose members this year promoted green energy initiatives, disaster safety and mitigation, fire safety and awareness and backyard safety. VBCOA members participated by hosting community events and by providing educational materials to contractors and the general public.

VBCOA provides training for its members through two conferences held each year. The 2012 spring

meeting focused on decks and energy code training. The annual meeting in October will continue a focus on the energy code and will also include a session on construction and debris management.

tured Housing Board, and the State Technical Advisory Review Board. Many members also serve as instructors in the Jack A. Proctor Virginia Building Code Academy.

VBCOA's officers for 2011-12 are



VBCOA President Vernell Woods of Norfolk.

VBCOA members actively promote building safety and improved code enforcement on the international, national and state levels, as well as in their home communities. William D. Dupler, Chesterfield County deputy county administrator for community development, is president of the International Code Council, which is the association that develops the building codes used in most of the United States, as well as in many countries around the world. Fairfax County Code Specialist Guy Tomberlin serves on the ICC Board of Directors. Numerous Virginia officials serve on the ICC committees that develop codes and ensure professional standards for building safety professionals.

VBCOA members promote building safety at the state level through membership on the Board of Housing and Community Development, the Board for Contractors, the Manufac-

President Vernell Woods, Norfolk; First Vice President Kris Bridges, Martinsville; Second Vice President Cathy Cook, Blacksburg; Sergeant At Arms Sean Farrell, Prince William County, and Immediate Past President Joel Baker, Roanoke County.

VBCOA members were saddened this year by the death of Jean Stanley, a leader in building safety. Stanley, who served as president of the Virginia Chapter of the International Electrical Inspectors Association, was a combination building inspector/supervisor in Chesterfield County. She was an active member of VBCOA and state and national building code committees.

VBCOA's website at www.vbcoa.org has links to educational and promotional materials on VBCOA.

VBCOA is a VML affiliate. VML Director of Research Mary Jo Fields serves as its executive director. 

VEPGA continues to negotiate more savings for members

THROUGH membership in the Virginia Energy Purchasing Governmental Association (VEPGA), Virginia local governments are afforded the unique opportunity to negotiate their electricity rates. In 2011 VEPGA, on behalf of its more than 175 counties, cities, towns and other political subdivisions in Virginia, agreed to a 3½-year contract with Dominion Virginia Power that will save its members about \$16 million annually.

The \$16 million translates into a 4.3 percent reduction annually in the amount that VEPGA members would have paid if they were bound by rates set by the State Corporation Commission. For more than two decades, the Virginia Municipal League and the Virginia Association of Counties jointly sponsored a “steering committee” to negotiate rates and service with Dominion. In response to state deregulation legislation passed in 1999, the steering committee formally organized in 2002 as VEPGA, a joint

coming years will be crucial in determining Virginia’s energy future as the effects of re-regulation play out and as pressure increases to implement energy conservation measures and use of clean and renewable energy. This new regulatory environment presents both opportunities and risks for Virginia’s local governments.

In 2012 VEPGA successfully negotiated an amendment to the existing contract that makes LED (light emitting diode) streetlight fixtures a more realistic operating alternative. This is important because LED fixtures are more energy efficient and last longer than traditional light fixtures. This will result in additional savings for members.

Also in 2012, VEPGA expanded its guidance for local officials by developing a set of timely fact sheets on complex issues surrounding renewable energy and energy importing.

The VEPGA fact sheet titled “*Should Virginia’s policy be to encourage solar generation by utilities and to discourage*

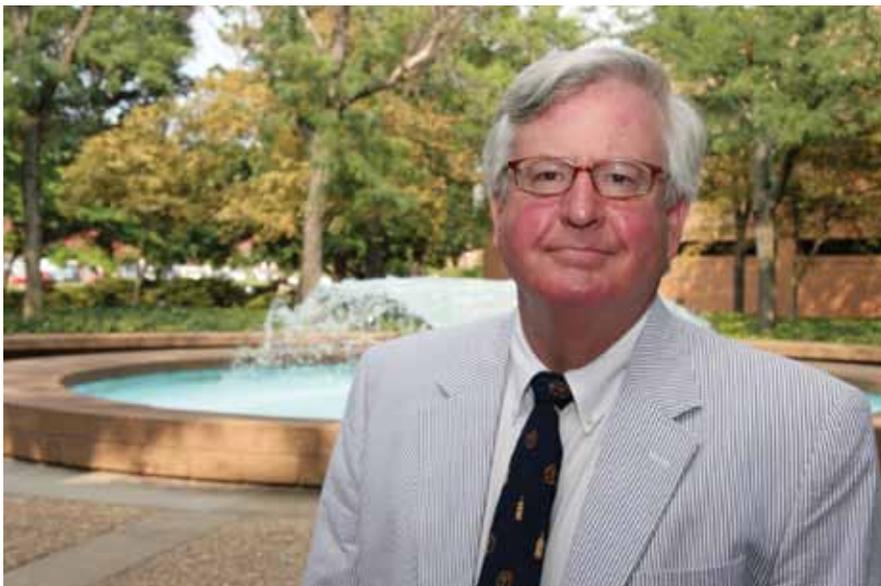
the same time Dominion Virginia Power is seeking to expand its own use of distributed solar generation at its customer’s sites. One specific legal obstacle is that Virginia Power interprets existing law to not allow renewable energy companies within its service area (primarily solar and some small wind) to develop projects with end-use customers through a financing mechanism known as a third-party power purchase agreement (PPA). The “PPA” financing model allows customers to install projects with no upfront cost in large part because the third-party energy provider can utilize federal tax credits not available to non-profit entities such as local governments. Under this arrangement, the installer retains ownership of the project after installation, with the customer paying the installer for the power that is generated. However, efforts to allow PPAs are ongoing and may result in legislation in next year’s General Assembly.

A second fact sheet titled “*Why it’s important to set the record straight on misleading claims that Virginia is the second largest importer of electricity*” explains how the justification for building billions of dollars of new power plants will unnecessarily drive up electricity rates.

The last fact sheet titled “*Is Virginia’s approach to a renewable portfolio standard (RPS) a bad deal for consumers and for renewable energy in Virginia?*” explains how Virginia’s voluntary RPS may confer a windfall, worth potentially hundreds of millions of dollars, to utility shareholders at the expense of utility customers and at the expense of the development of new renewable energy resources.

The fact sheets, along with other information on VEPGA, can be found at www.vepga.org.

Steve Sinclair, chief of the Public Utilities Branch for Fairfax County, is chairman of VEPGA, a VML affiliate organization. VML Director of Environmental Policy Joe Lerch serves as its executive secretary. 



VEPGA Chairman Steve Sinclair of Fairfax County.

powers association created pursuant to authority provided in the state code.

In 2007, the General Assembly changed course and largely abandoned deregulation, replacing it with a unique form of re-regulation. The

solar generation by customers?” explains how recent developments may result in significant costs and legal hurdles for customers (including local governments) seeking to utilize solar power to meet their energy needs. At

Public power is hometown power



MUNICIPAL ELECTRIC POWER ASSOCIATION OF VIRGINIA

Bedford	Danville	Harrisonburg	Richlands
Blackstone	Elkton	Manassas	Salem
Bristol	Franklin	Martinsville	VPI & SU
Culpeper	Front Royal	Radford	Wakefield

Turning on a light ... turning on the oven ... turning on a computer. They all require electricity. Thanks to the members of the Municipal Electric Power

Association of Virginia, more than a quarter million residents across the Commonwealth don't have to worry if there will be power to turn on, because it's always there. MEPAV members are your not-for-profit, community-owned utilities that provide reliable and safe electricity at a reasonable price. Our commitment to the communities that we serve goes beyond keeping the lights on and appliances running. Our success is intertwined with that of each family and local business. MEPAV is part of a vital American tradition that makes communities better places to live and work. It's a tradition that works.



Abundance of state legislation kept MEPAV busy in 2012

THE 2012 GENERAL Assembly considered more than 80 significant energy and environmental-related measures of interest to the Municipal Electric Power Association of Virginia and its members. The legislature approved for referendum a proposed constitu-



MEPAV President Mike Moon of Manassas.

tional amendment limiting condemnation that remains a concern for most local governments. In response to this, efforts were successful to pass legislation providing protection for government-owned utilities utilizing condemnation and clarifying that utility services provided by a locality are inherently public uses.

Legislation was enacted regulating the pole attachment fees charged by the state's electric cooperatives. MEPAV was successful in keeping the municipalities from any regulation of these fees by the Virginia State Corporation Commission. Also approved was legislation continuing the Commission on Electric Utility Regulation through July 1, 2015.

The General Assembly passed

legislation expanding the Commonwealth's Energy Plan objectives to include supply from within the state. Legislation also passed requiring that new state buildings more than 5,000 gross square feet in size conform to Virginia Energy Conservation and Environmental Standards and be operated to comply with the high performance building certification program.

The legislature considered and rejected legislation that would have required all electric utilities except those owned by municipalities to have a certain amount of renewable energy generation. Legislation to study the creation of a state renewable energy utility also failed. Legislation allowing a customer to contract with a firm to own or operate renewable energy generation and sell it back to the customer was carried over to the 2013 General Assembly session for further study.

The association and its legislative consultant, Thomas Dick, monitored the work of the legislative committees and subcommittees as they reviewed proposed legislation. The association worked with the utility industry and interested groups to make sure that any proposed legislation did not create problems for municipally-owned electric utilities.

The MEPAV Annual Conference was held in Virginia Beach May 23-25 with presentations by speakers on an assortment of topics.

Sue Kelly, American Public Power Association (APPA), made a presentation on various federal regulations and how they can coexist; Jack Lesko with PowerHub Systems talked about community energy storage on the local grid and how it can decrease the locality's daily electricity consumption; and Cynthia Adams, executive director of the Local Energy Alliance Program, discussed energy efficiency in Virginia and the barriers and opportunities for the people, programs and utilities that serve them.

The conference was attended by about 80 members and guests, and

supported by 23 businesses; 10 utility members were represented, eager to learn and share information.

In addition to the conference, members and vendors also met at a fall Engineering & Operations Workshop held in Manassas. The program included topics on voltage regulators, APPA reliability survey results, power cable designs and technologies, internal fault detection on distribution transformers and driver safety and awareness, to name a few. Thirty-three people representing eight municipalities attended in addition to 10 vendors and associate members.

The spring meeting was held in Bristol. There were 55 attendees with nine municipals represented and 12 associate members and vendors. Topics discussed included: load tap changer maintenance, safety attitudes, current transformer applications and technologies, pole attachment strategies, and protective relay coordination and methodologies.

In its 58th year, MEPAV has 46 individual members who work for the 16 municipal electric utilities in the state. The membership also includes 15 honorary members and 30 companies with interest in the operation of municipal electric utilities.

Municipal electric utilities in Virginia have effectively served their customer-owners since the late 1800s. MEPAV's mission remains focused on meeting the needs of its members by providing information and support to those 16 localities that operate electric utilities. The municipal electric systems continue to be self-regulated by their local governments, providing them with the flexibility to address energy efficiency and conservation issues based on local needs.

MEPAV is a VML affiliate organization. Mike Moon, director of utilities in Manassas, serves as president. VML Director of Marketing and Member Services Kimberly Pollard serves as its executive secretary-treasurer. 

Utility Infrastructure
Judicial, Security, & Municipal Facilities
Lynchburg | Richmond | Alexandria
wileywilson.com



Wiley Wilson
Constant Progress

Sure, Municode.com has a bold new look - but it's what's inside that counts.



Publish in Print, Digitally, and Online
Municipal Code Corporation
800.262.2633 info@municode.com

Anderson & Associates, Inc.
Professional Design Services

*Focused on Service,
Focused on You*

800.763.5596
www.andassoc.com



Austin
Brockenbrough
ENGINEERING + CONSULTING

Civil | Mechanical | Electrical | Structural
Surveying | Subsurface Utilities | Landscape

www.brockenbrough.com

Serving Virginia's Communities for Over 50 Years

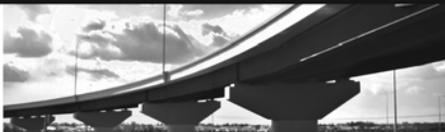


Dewberry
www.dewberry.com

LOCHNER Engineering, design, construction and planning professionals dedicated to innovative solutions in surface transportation.

Our Richmond, Virginia office is ready to serve you. Offices Nationwide.

804.935.7162
www.hwlochner.com



DJG INC.
ENGINEERS
ARCHITECTS
PLANNERS

449 MCLAWS CIRCLE
WILLIAMSBURG, VA 23185
757.253.0673 / www.djginc.com



Surplus Property Available at a Low Cost

Heavy Equipment & Vehicles
Furniture & Tools
Medical & Kitchen Equipment

Richmond • Wytheville
804-236-3670 • 276-228-6803
http://surplus.dgs.virginia.gov

OSPM | Office of Surplus Property Management

CELEBRATING
100 YEARS
1912 - 2012

BURGESS & NIPLE
Engineers ■ Surveyors ■ Planners

VA Offices: Dulles, Richmond,
Virginia Beach, Woodbridge
1.800.783.0001
burgessniple.com

B & B Consultants, Inc.
Engineers - Architects - Surveyors - Planners - Lab Analysts

Full Civil Engineering and Architectural Services
Subdivisions - Boundaries - Topography - Site Plans
Street Design - Water Analysis

Corporate Office: 212 East Ferrell Street, South Hill, VA (434) 447-7621
www.bandbcons.com

A complete array of financial and management advisory services

Human Resources & Executive Search
Planning & Strategy
Funding & Implementation
Managing & Performance

Springsted
Public Sector Advisors
www.springsted.com

800.236.3033
Richmond: 804.726.9748

THE GENERAL CODE ADVANTAGE

It will never be just about what we do. It will always be about how we do it.

- Codification and supplementation of ordinances
- Electronic access to Codes and records
- Document Management Product & Services

GENERAL CODE
50th ANNIVERSARY

Laserfiche
Authorized Reseller

Liz Mistretta
Michael Peter

Toll Free 855 GEN CODE | GeneralCode.com

Want to reach the local government executive market?

Information @ your fingertips
www.vml.org

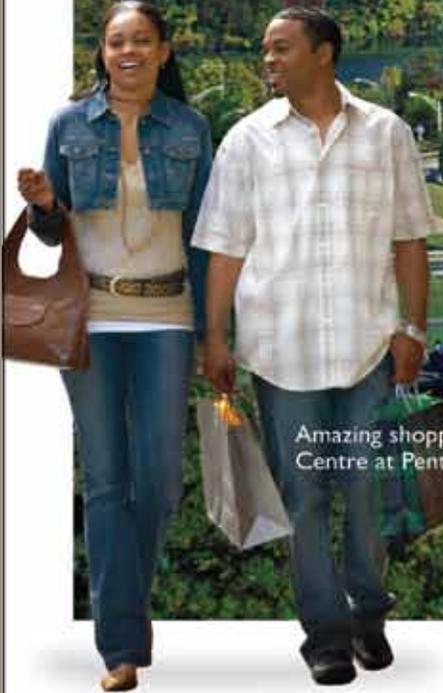
Put "Virginia Town & City" to work for you.

Call Kimberly Pollard at (804) 523-8528 and ask about Professional Directory and display advertising.

Arlington Welcomes VML in 2013!



Heavenly beignets at Bayou Bakery in Courthouse



Amazing shopping at The Fashion Centre at Pentagon City



People & art collide at Rosslyn's Artisphere

Arlington House, The Robert E. Lee Memorial



**VML Annual Conference
October 13-15, 2013
Crystal Gateway Marriott
Arlington, VA**

Arlington is thrilled to share with you its history, culture and fun during next year's Virginia Municipal League Annual Conference. Here, you'll find world-class dining, shopping and nightlife around every corner. You'll also experience national treasures like the Marine Corps War Memorial (Iwo Jima), Arlington National Cemetery, Arlington House - The Robert E. Lee Memorial, the U.S. Air Force Memorial and the National 9/11 Pentagon Memorial. And of course, the best of our Nation's Capital is right next door.

To start planning your trip, visit www.StayArlington.com or call (800) 677-6267.





Start a
metamorphosis
of your own.



Before



After - The Station on South Locust, Floyd, Virginia

Transform your small town — while preserving its history. Join the growing number of Virginia communities using VHDA resources to bring about revitalization and create quality housing. With our financing expertise and flexibility, your plans for building a brighter future can begin to take flight.

To learn how VHDA financing can help transform your community, please call Mike Hawkins at 804-343-5654, or email him at mike.hawkins@vhda.com.



Virginia Housing Development Authority | 877-VHDA-123 | vhda.com/CaseStudies

