



# STRATEGIC PLANNING SESSION FINAL 2025

*JANUARY 8, 2026 Town Council Organizational  
Meeting*

*RED – YELLOW – GREEN*





On January 23, 2025, Council Determined

## The Priorities for the Town of Urbanna are:

- **Priority 1: Closing on purchase of 390 Virginia St. or move to an alternative**
  - Express urgency, with attorneys hearing from mayor and Town Administrator by January 31 and receiving a timeline response



### FINAL UPDATE:

Alternate successfully pursued. Move underway.

YELLOW





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## The Priorities for the Town of Urbanna are:

- **Priority 2: Water system infrastructure upgrades & revenue sources**
  - Engage w/organizations that give exposure and insight into loans and grants
  - Utilize MPPDC staff
  - Utilize existing information (in asset management plan in Cartograph)
  - Public safety and fire suppression aspect

### FINAL UPDATE:

As field changes are found, Cartograph continues to be updated.

Well 3 terminated and Well 6 on lining complete.

VDH and other finance sources engaged.

YELLOW





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## The Priorities for the Town of Urbanna are:

- **Priority 3: Increase Pool revenues**
  - Explore ways to increase membership
  - Renting out
  - Sponsorships/signage
  - Annual fundraiser with music
  - Taber fund

### FINAL UPDATE:

Pool Parties: 3

Banners: 1

Business employee memberships: 0

Food Service Solicitation Drafted.

Special Events Committee could consider fundraiser events.

RED





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## The Priorities for the Town of Urbanna are:

- **Priority 4: Resolve VA Street Terminus Issue**
  - Work w/contractor to determine options
  - Work w/neighbors



### FINAL UPDATE:

- Discussed options including working with MPPDC and potential sale of the property. Funding was not certain. Sale option rejected.
- Council voted to engage Bay Design to perform a survey on the land. The survey has been completed.
- Council voted to accept the no cost offer of Northern Neck Native Plan Company to initially plant and restore the land. Planting began July 3<sup>rd</sup>. Disturbed July 5<sup>th</sup> and subsequent. Needs to be resumed with planting season in 2026.



GREEN





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## The Priorities for the Town of Urbanna are:

- **Priority 5: Independence Day Fireworks**
  - Barge cost estimate with engagement of vendor

### CURRENT UPDATE:

- Discussed options including using a barge to launch fireworks. Costs were found to be prohibitive.
- Investigated and chose to hold a drone display using Heirloom Drone Shows at a cost of \$18,000.

Positive and negative feedback received, but overall successful with addition of band given this was a first-time event.

- Special Events Committee reviewed for improvements and securing same vendors for next year.
- Costs becoming prohibitive in consideration of infrastructure needs.

GREEN





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## The Priorities for the Town of Urbanna are:

- **Priority 6: Oyster Festival Participation / Return**
  - Work w/Foundation to make sure it's sustainable for the future
  - Seek better communication and situational awareness
  - Council participation/engagement – volunteerism
  - Town branding

### CURRENT UPDATE:

- Council formed the Special Events Committee to promote increased communication between the Foundation, Town, volunteers, etc.
- Town investigated road access issue at request of Foundation.
- Town considered Logo for Water Tank; deemed too costly given sight lines.
- Awaiting final Financial Report.

GREEN





On January 23, 2025, Council Determined

## The Priorities for the Town of Urbanna are:

- **Priority 7: Zoning Enforcement**
  - Incorporate staff eyes
  - Work toward consistency in enforcement



### CURRENT UPDATE:

- This is an ongoing activity. At this time, the main way the Town learns of violations is through complaints and obvious violations.
- 2024 – 6 zoning approvals for building; 18 in 2025
- 2024 – 1 Variance; 1 to date in 2025
- 2024 – 1 Closed violations; 4 closed in 2025 – working 3
- 2024 – 6 SUPs; 4 in 2025
- 2024 – 1 Rezoning; 0 in 2025
- 2024 – 4 HARB Cases; 1 in 2025
- 2024 – 1 Ordinance Amendment; 0 to date in 2025
- 2024 – 1 Code Interpretation; 2 in 2025
- 2024 – 5 Grass/Clutter Complaints closed; 1 complaint closed in 2025



YELLOW







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## The Priorities for the Town of Urbanna are:

- **Priority 8: Past Due Water Collection**
  - Continue to devote personnel time and effort to ongoing collection of past due water bills

### CURRENT UPDATE:

- Staff worked diligently to collect past due accounts and shut-offs were instituted.
- Staff is keeping abreast of current delinquencies to enact collection and/shut-off procedures, but there is no noticeable increase in delinquencies.

GREEN





On January 23, 2025, Council Determined

## The Priorities for the Town of Urbanna are:

- **Priority 9: Personnel Policy**

- Express urgency with attorney
- Factor in pay increases considering COLA and performance

### CURRENT UPDATE:

- Town Administrator and Personnel Committee instituted staff performance reviews.
- Draft policy (Pay Plan) with the Town Attorney.
- Personnel Committee has met with Town Attorney on road ahead for presentation at council's next meeting.

YELLOW





On January 23, 2025, Council Determined

## The Priorities for the Town of Urbanna are:

- **Priority 10: Timely Responsiveness of Counsel**
  - On time sensitive, high-priority needs

### **CURRENT UPDATE:**

- The Personnel Committee has discussed the concerns and reported to Town Council in closed meeting.

YELLOW



# Strategic Planning

- July/January
- RED – 2/1
- YELLOW – 4/5
- GREEN – 4/4
- Staff suggests: 1. Continuing to focus on pool revenues, Oyster Festival support but expand that to UBA and Main Street primarily for event coordination, 2. Complete Personnel Policy, 3. Add Code adoption, boundary line adjustment, and all infrastructure needs and improvements.

