

MIDDLEBURG MEMO



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Start Planning Your Holiday Shopping Now!

It's never too early to start thinking about what to get your friends and loved ones for the holidays. Start your shopping today at one of our boutique stores. Or if you can't decide, give them the option with a YIFTEE gift card! This amazing program - in partnership with the Middleburg Business and Professional Association - allows you to buy one gift card that can be used at businesses throughout Middleburg. You can help keep dollars here in Town and support local businesses!

Currently, 19 businesses are accepting the Yiftee gift card, including: Chloe's of Middleburg | Common Grounds | Creme de la Creme | English Country Classics | Fox Automotive | Journeymen Saddlers | Lou Lou Too | Market Salamander | Mystique Jewelers | Nature Composed | Old Ox Brewery | PLAYroom Middleburg | Salamander Resort & Spa | Salon Aubrey | Second Chapter Books | The Byrne Gallery | The Fun Shop | The Upper Crust | Zest

Learn more about this great program at: middleburgva.gov/giftcard



Welcome Ali MacIntyre!

The Town of Middleburg is pleased to announce the hiring of Alexandra "Ali" MacIntyre as its new Director of Business Development and Community Partnerships. Ali brings nearly three years' experience as Member Relations Manager at the Loudoun County Chamber of Commerce, and five years' experience as the General Manager at Briar Patch Bed & Breakfast. She began her role with the Town on September 7th.

Some key aspects of Ali's role will be to build supportive relationships with our businesses and help them grow in their success. She will also help new businesses interested in moving to Town and will help keep our business district thriving. Ali looks forward to getting to know the entire community – residents and business owners – over the coming months!

(continued on page 2)

Utility Bill Credit

The Town of Middleburg recognizes that residents and business owners alike have faced challenges during COVID-19, which continues even today. Many people experienced financial hardships, difficulty paying bills, lack of business at stores, and operating restrictions that impeded sales. Considering this, the Town Council has authorized the expenditure of federal recovery funds from the American Rescue Plan Act (ARPA) to provide a utility bill credit for all customers.

For customers with both a water and sewer bill, you will see a \$100 bill credit, which more than covers the minimum bill amount (\$73.82). If your bill was less than \$100, the remaining credit will roll over to your next bill. Otherwise, your total bill amount will be reduced by \$100. [For the few customers with only one service – water or sewer – your bill credit will be \$50.]

Other uses of the ARPA funding includes business support efforts, communication to residents on resources for mental health and social services, investment in key water/sewer infrastructure, and grants to those supporting recovery from COVID-19.

Stay tuned for more information on how the Town will use additional ARPA funds!

UPCOMING EVENTS

Stay up-to-date with Notify Me® online at middleburgva.gov/alerts.

- Sign up for our weekly eNewsletter to get all the latest event information!
- **State and Town Elections:**
November 2nd at the Town Office



TOWN OF MIDDLEBURG

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MAYOR & TOWN COUNCIL

Trowbridge M. Littleton, Mayor	Philip M. Miller, Vice Mayor
Chris W. Bernard	J. Kevin Daly
Peter Leonard-Morgan	Darlene Kirk
	Morris "Bud" Jacobs
	Cindy C. Pearson

COVID-19 Vaccines - Walk-Ins Accepted at Safeway

Are you still waiting to get your COVID-19 vaccine? Please note that the Middleburg Safeway is open for walk-ins to get the FDA-approved Pfizer ("Comirnaty") vaccine. With the spread of the Delta variant, the number of cases continues to rise in our community. We wish for all citizens to be safe and protected – so please consider getting vaccinated today!

More information about vaccines, current COVID-19 trends, and effective ways to keep yourself safe is available at the Loudoun County Health Department's page at: www.loudoun.gov/covid19

Masks Required Inside Town Facilities

Do you need to pay a bill, attend a Town meeting, or visit the Police Department? If so, please bring your mask! In order to protect the community and our employees, we are now requiring masks for anyone inside a Town facility. We have disposable masks available for those who forget their own.



Upcoming Events

Out of an abundance of caution and concern for continued public health and safety, the Town has decided not to hold Oktoberfest in 2021. However, we continue to encourage you to support our local stores and restaurants.

At this time, we are still working with the organizers of the Christmas in Middleburg parades for a wonderful and safe event. In addition, the Middleburg Business and Professional Association is planning exciting activities throughout the month of December.

Please keep an eye on the Town's website and Facebook page for more information on future events!

Photo courtesy of Dee Dee Hubbard

Congratulations to Punkin Lee!

Dorothy "Punkin" Lee was recently named the 2021 Loudoun Laureate by the Loudoun Laurels Foundation. This group is committed to honoring exceptional community service for the benefit of Loudoun County citizens and to developing future civic leaders through scholarships and mentorships.

All of us in Middleburg know Punkin as the owner of Journeymen Saddlers for 45 years and a constant presence in the Town. Punkin's dedication to the community is unmatched. She is President of the Middleburg Business & Professional Association and serves on many volunteer committees including the Middleburg Historic District, the Arts Council and Film Festival Committees, and the Upperville Horse Show Committee. She also serves as a member of several volunteer Boards of Directors including the National Sporting Library and Museum, The Hill School Alumni Association and the Middleburg Fall Races Boards. She Chairs the Middleburg Streetscape Committee and the Middleburg Beautification and Preservation Committee. Punkin is also a founding member of Christmas in Middleburg, the coordinator of the Middleburg Arbor Day Celebration and volunteers at events at Great Meadow.

Join us in giving a heartfelt thanks to Punkin for her service to Middleburg and the overall community!

NEW ONLINE PAYMENT PORTAL COMING SOON!

We've heard many customers express concerns about the lack of capabilities in our current online payment system, especially as it relates to automatic bill pay.

We're excited to announce that in order to provide better service to our customers and more leading edge technology options, we have partnered with a new online payment vendor - InvoiceCloud!

InvoiceCloud offers a variety of payment options, such as recurring autopay (based on the bill amount), pay by text, Apple/Google Pay, and up to 24 months of prior billing history.

In addition, InvoiceCloud will provide the Town with "point of sale" systems to allow us to accept credit cards in the Town office and at Town events!

More details will be provided as implementation nears completion, but our goal is for the new system to be in place by the beginning of November.

As with our current online payment system, use of eChecks will be free for customers. Those who choose to use a credit card or associated system will be charged a standard percentage convenience fee.

InvoiceCloud[®]
Innovating the Customer Experience

Ali MacIntyre (cont'd from Page 1)

"Having lived in Northern Virginia for the past 8 years, Middleburg has a warmth and a familiarity that feels like home," Ali said. "I am grateful and excited to immerse myself in its culture and begin building relationships with those who live, work, and play here. The kindness and hospitality of the Town is unmatched, and it is an honor to join the Middleburg family."

Please feel free to reach out to Ali at 540-687-5152 (office), 540-326-6637 (mobile), amacintyre@middleburgva.gov, or set up an appointment to meet with her at <https://calendly.com/alimacintyre/30min>