

Smithfield 2020

Notes from project team meeting of January 18, 2010

Present:

Jim Abicht
Rick Bodson
Margaret Carroll

Sheila Gwaltney
Mark Hall
Russell Parrish

Connie Rhodes
Peter Stephenson
Judy Winslow

Operating Guidelines

Revision 1/18/10 was approved by unanimous consent. All Project Team members present at the meeting signed the acknowledgment form.

Member-at-Large nomination

Mark nominated Russell Parrish as a Member-at-Large to serve a three-year term expiring December 2012. The nomination was accepted by unanimous vote.

Rick nominated Trey Gwaltney as a Member-at-Large to serve a two-year term expiring December 2011. The nomination was accepted by unanimous vote.

Vision and mission discussion

The vision statement agreed to: *Smithfield is a great hometown with rich historical roots deserving of a vibrant commercial and cultural environment for current residents and future generations to cherish and for visitors to experience.*

The mission statement agreed to: *To deliver on our shared vision, Smithfield 2020, a project team of private and public entities, has been formed to coordinate and address ideas, recommendations, initiatives and projects that are identified to it to encourage diversified commercial development, support existing and prospective merchants, promote the arts, and attract and delight visitors while ensuring good stewardship of Smithfield's historical roots.*

Representation by Historic Smithfield

Inviting Historic Smithfield, regardless of 501(c)(3) sponsorship of 2020, to be on the project team was discussed and consensus is that an invitation should be extended.

→ **Action item:** Judy Winslow, at the next scheduled Historic Smithfield meeting, will present the offer of to the Historic Smithfield Board.

Project team protocols

Email is the primary means of intra-team communications. The Website, Smithfield2020.org, is the primary means of external communications and, in a commitment to transparency,

provides links to key documents such as the Operating Guidelines and Project List.

Consensus: We will meet on the first Wednesday of the month at 8:30 AM for one hour. The next meeting is February 3rd, 8:30-9:30 AM, Chamber of Commerce conference room.

Team meetings will be managed to an agenda published a week before the meeting date. It's incumbent on team members to notify Rick of requested agenda topics.

Rick will record votes taken and publish meeting notes for every meeting.

It's incumbent on the team members to establish an appropriate update protocol for their respective organizations. Mark as Project Chair and Rick as Project Manager are available as "guest presenters". Media inquiries about Smithfield 2020 should be directed to Mark.

→ **Action Item:** Rick will distribute a Press Release to local media announcing the formal organization of the Smithfield 2020 Project Team.

The Smithfield 2020 Project List

The purpose and content of the List was reviewed. Any idea, suggestion or recommendation, from whatever source (email to a team member, Website Contact Us, etc...) will be acknowledged and logged as an In-box item. The wording of "Tabled" status was revised to indicate a submission was *reviewed* by the team, but not under active consideration.

Project Management Guidelines revision 1/18/10 was adopted by unanimous vote.

Discussion of projects:

- Several tasks were put in "Completed" status –
 - 001 – Bring together involved constituencies (the 2020 project team is formed)
 - 002 – Form a project team (the 2020 project team is formed)
 - 003 – Deploy a Website (www.smithfield2020.org is deployed)
 - 005 – Communicate progress with the community (updates are posted to Website)
 - 007 – Distribute a copy of the Sanford Holshouser plan (PDF is on the Website)
 - 046 – Coordinate SHDBA and Tourism advertising (this is already in place)
- Project 004, validate ability to raise funding, is In Development as we investigate options for operating under an existing 501(c)(3). Mark and Rick may re-approach Historic Smithfield, negotiate with SHDBA and investigate an existing 501(c)(3) entity assigned to the Chamber of Commerce.
- Project 026, designate an arts and cultural district, is In Development as Sheila executes a plan to have Town Council ratify an implementing regulation. Several possible benefits to be addressed by the designation were discussed. Sheila and Peter will coordinate a plan to prepare for a presentation to the Town Council.

- Project 030, develop Windsor Castle into an artists' and writers' colony, was briefly discussed. Agreement reached is to invite Peter Knauth to present to the 2020 Project Team at the February meeting to more fully define the concept he first identified to the Windsor Castle advisory committee. Peter Stephenson noted that the Town Council's Windsor Castle Park Foundation is nearly fully formed, with six of seven appointees named so far.
→ **Action item:** Rick will invite Peter and brief him on the needed presentation.
- Project 044, develop an online business resource center, was discussed by Connie. A business resource center Webpage will be rolled out at the end of week with the Chamber's revised Website; it's intended to guide a user to multiple local and regional resources.
→ **Action item:** All team members should visit the Business Resource Center page between January 25th and February 3rd and provide feedback to Connie.
- Project 045, develop an online inventory of commercial properties, was discussed by Rick. The concept calls for a Webpage hosted that lists commercial properties for sale or lease in the Historic District, essentially a one-stop resource of summary information and links to listing brokers. A mock-up page with a single listed property can be reviewed at http://smithfieldarts.org/2020_sites_test.html. Connie indicated that this is a project the Chamber wants to pursue.
→ **Action item:** Between now and the February meeting, Connie and Rick will meet to detail out the concept definition of this project.
- Project 051, develop a façade improvement grant program, was presented by Mark. Envisioned is Smithfield 2020 providing design suggestions and guiding Historic District merchants to a matching grant funding source to improve the appearance of storefronts. A similar program was in place during the early 1990's revitalization of the District; Mark will meet with John Edwards to review details and gather best practices.
→ **Action item:** Mark and Russell will form a task team and, for the February meeting, present a fully detailed concept definition of this project.
- Project 052, the North Church Street / Main to Thomas block, was presented by Mark and Russell. Specifically, the transformation of the old laundry and firehouse into viable commercial space was discussed. The properties are currently owned by the Town and the project proposes to develop a concept definition that can attract potential investors while encouraging the Town Council to sell the property under beneficial terms. Russell presented a possible use of the space, showing the elevation of an eating establishment that worked in the firehouse theme and included a roof-top patio above the old laundry space; the visualization generated enthusiasm for productive use of the space.
→ **Action item:** Mark and Russell will continue to develop the concept definition and present it for review at the February meeting.

Next meeting: Wednesday, February 3rd, 8:30-9:30 AM, Chamber of Commerce.

These meeting notes submitted by Rick Bodson