

Smithfield 2020 Notes from project team meeting of February 5, 2014

Present

Jim Abicht	Lee Duncan	Peter Stephenson
Priscilla Barbour	Sheila Gwaltney	Judy Winslow
Rick Bodson	Randy Pack	
Andy Cripps	Russell Parrish	

Admin

The team welcomed Andy Cripps, recently appointed President and CEO of the Smithfield - Windsor - Isle of Wight Chamber of Commerce, to the Smithfield 2020 team.

Current funds balance of \$19,855 is unchanged from last month. The outstanding commitments of funds, documented in the January team meeting notes, are unchanged.

Review of the Town's Comprehensive Plan / Historic District chapter

General consensus is that the Comprehensive Plan presents a high level direction for the Historic District but identifies no actionable initiatives. Two points were noted, however. The Comp Plan in presenting the major goal for the Historic District identifies tourism as a key beneficiary of the preservation of its architectural and cultural heritage. The Comp Plan also presents the details of an Entrance Corridor Overlay, zoning districts along the major entrance corridors to the town that present the entrance points positively and consistently through signage and landscape / streetscape guidelines.

2014 priority initiatives

The priority 1 initiatives were reviewed and confirmed and several team members volunteered for the associated task teams. The focus in 2014, lead team members and quick update:

- Economic vitality: Engaging Smithfield in roll-out of the Genuine branding and in cross-cultural arts exhibit. Judy and Randy on the former, Sheila and John on the latter. *Judy and Randy meeting soon with Smithfield Packing's Vice-President of Marketing to discuss specifics. An update will be shared at the March team meeting.*
- Cultural vitality: A sculpture garden in Hayden's Lane was cited. Sheila and Cil. *First step is a concept definition. Other commitments push the target date for its presentation out a minimum of six months.*
- Economic vitality: Replenishing façade improvement matching grant program. Trey. *A suggestion was made to investigate supplementing with the Gwaltney Fund beautification (tree) fund. Also cited was a need to re-advertise the grant program to*

generate interest and applications.

- Economic vitality: Advertising plan for branding initiative with SHDBA funds. Judy. *Lois Tokarz and Peter will join this effort and prepare a program and detailed budget. Target for team review is March.*
- Economic vitality: Award program for businesses committed and able to enhance the “experience economy” of the Historic District. Judy is on point. *Andy will join this effort. Jim and Randy were requested to participate by evaluating the proposed award program from a merchant’s perspective.*
- Economic vitality: Presentation materials on 2020 achievements. Trey and Judy. *Randy requested to join the effort. The target is to develop a 15 to 20 minute presentation to be shared at luncheon and other meetings of local community groups to reinforce 2020’s value to the Historic District. No target delivery date was set.*
- Continuation of the “2020 focus on Smithfield” e-blasts. Rick is on point. *A key feature to be maintained is keeping messages short and focused.*

Priority 2 initiatives

The priority 2 list was confirmed and will be put on a future meeting agenda at the request of the lead team member(s).

- Current list of target businesses; recruitment and incentive plans. Mark and Lisa.
- Dialog with the Riverview Campus tenants. Rick and Russell.
- Availability of Wi-Fi throughout the District. Randy.
- Education and assistance programs for District retailers. Russell, Bob and Lisa. *Andy substituted for Russell and Bob as a team lead on this effort.*
- Maintenance of an “available properties” inventory and display. Lee. *County ED / Kristi Sutphin identified as a source for a comprehensive property database.*
- Longer / more uniform hours of operation for retail. Judy, Mark, Jim and Andy. *General agreement that this issue can only be addressed by the success of other 2020 initiatives and the collective and individual successes of Historic District businesses.*

Next meeting: Wednesday, March 5, 8:45 am, Arts Center @ 319.

These meeting notes submitted by Rick Bodson.