

Smithfield 2020 Notes from project team meeting of May 11th, 2010

Present:

Jim Abicht	Sheila Gwaltney	Connie Rhodes
Rick Bodson	Mark Hall	Peter Stephenson
Margaret Carroll	Randy Pack	Judy Winslow
John Edwards	Russell Parrish	

Façades improvement project

After reviewing a proposal from Frazier and Associates, a second firm, Carlton Abbott and Partners, of Williamsburg, was asked to review the façades improvement concept and propose an approach. After several evaluation visits, Carlton Abbott proposes leading with streetscape remediation and modest façade cosmetic enhancements. Part of the proposal is to host a public workshop for Main Street merchants and building owners to present the concepts and renderings of before (as-is) and after (on completion of remediation efforts).

After a discussion of the broader concept, several issues were identified and will be worked over the next several weeks –

- Clarification of the draft proposal from Carlton Abbott and Partners. Specific deliverables from the scope of work need to be understood. Once done, Smithfield 2020 will approach Historic Smithfield for funding of this project phase. Action to Rick to resolve ASAP.
- Update of 2020 Project Team. Once the Carlton Abbott proposal is clarified, Rick will call an ad hoc, 30 minute, briefing of the Project Team. If the proposal is deemed acceptable, a request to present to Historic Smithfield at their late-May meeting will be made.
- Briefing of the Town Council Committees. Much of the proposed work involves streetscape work in the public right-of-way. Action to Rick to brief the Town Manager and request to be on the agenda for the May 24th Council Committee meeting(s).
- Definition of the matching grant program. A key element of the project is securing matching funds for building owners who commit to affect the changes. Before the public workshop, specifics need to be developed – at a minimum, subjective qualification rules, matching fund maximum and minimum amounts, qualifying work, evaluation process.
- Geographic scope of the project. Main Street from by-pass to Commerce Street? North Church Street? A discussion of including South Church Street beyond Cypress Creek concluded that the initial focus of 2020 remains on the Historic District, in support of its commitment to the economic and cultural vitality of the visitor-facing commercial core.
- Development of the public workshop agenda. The content and flow of what's to be presented to Main Street building owners needs to be agreed by the 2020 Project Team members. Anticipation of questions and issues likely to be raised needs to be addressed.

Fundamentally, 2020 Project Team members in attendance were in strong agreement that the initiative is consistent with 2020's mission and that it needs to be pursued.

Within ten days, an ad hoc meeting will be called to update on progress and next steps.

Administrative items

The MoU by which Historic Smithfield agrees to sponsor and provide fiduciary support to Smithfield 2020 has been executed. By unanimous consent of more than two-thirds of the voting members, revision 051110 of the Smithfield 2020 Operating Guidelines was ratified.

The Virginia Main Street Affiliate Program application has been submitted and is under review by the Department of Housing and Community Development.

The Town has issued the Request for Proposals for the North Church Street properties; proposals are due May 20th. Proposals will be first evaluated by the Town Council's Public Buildings & Welfare Committee and will be subsequently accepted by the full Town Council. The Smithfield 2020 project team can attend the public meetings of the Committee.

The development of enabling Town code for an Arts & Cultural District has been tasked to the Town Manager and Attorney and should be presented to the full Council for ratification no later than the July meeting.

New business

Mark updated on the Chamber of Commerce business incentive plan, noting that the Town of Smithfield has accepted the matching fund program and that the Town of Windsor and the County are expected to do so in due course. The Chamber will also be funding an ad campaign on Charter Cable. "Everything you need is right here on The Isle" will urge local residents to spend in Isle of Wight.

Next meeting: Regular monthly team meeting: Wednesday, June 2, 8:30am, Arts Center @ 319.
Short progress meeting (30 minutes max) on streetscape project no later than May 21st.

These meeting notes submitted by Rick Bodson.