

## **Smithfield 2020**

### **Notes from project team meeting of January 2<sup>nd</sup>, 2013**

#### **Present**

Jim Abicht	John Edwards	Randy Pack
Priscilla Barbour	Sheila Gwaltney	Connie Rhodes
Rick Bodson	Trey Gwaltney	Peter Stephenson
Lee Duncan	Mark Hall	Judy Winslow

#### **Admin**

The team welcomed Priscilla Barbour as the second representative of the Isle of Wight Arts League to Smithfield 2020.

Annual appointments, as required by 2020's Operating Guidelines, were completed.

A motion to re-appoint Rick Bodson as 2020 Project Manager was approved by unanimous vote.

A motion to re-appoint Lee Duncan as a member-at-large, with term expiring January 2016, was approved by unanimous vote.

A motion to re-appoint Four-Point Committee Chairs – Rick for Organization, Judy for Promotion, John for Design and Mark for Economic Restructuring – was approved by unanimous vote. The Four-Point Committee Chairs constitute a de facto Smithfield 2020 executive committee.

The funds balance of \$11,820.39 is unchanged from last month; there are no outstanding commitments of funds.

#### **Project and initiative updates**

A motion to ratify revision 130102 of the Façade Improvement Matching Grant guidelines was approved by unanimous vote. The revision will be posted to the Website.

The discussion about extending the installation of period lamp posts across the Cypress Creek Bridge was deferred to a future meeting.

The detailed implementation plan for Smithfield 2020's branding initiative was reviewed and finalized December 20<sup>th</sup> by its project team and the first milestone event, the January 29<sup>th</sup> "Inside the Merchants Studio" event has been announced. Minor adjustments were made to the approach, specifically, compressing the time span for the two sets of focus groups to a six- to eight-week span rather than over three months. Candidate names for the merchant and the consumer focus groups need to be submitted to Judy no later than Friday, January 4<sup>th</sup>.

A press release announcing the program will be issued this week.

## New initiatives

After a review over the past several months of the business model for the Smithfield Historic District Business Association, its officers – Jim Abicht, President, Christy Chatham, Vice President, and Sheila Gwaltney, Secretary-Treasurer – will propose to the membership at its January 17<sup>th</sup> annual meeting that the SHDBA merge its purpose and organization with Smithfield 2020. As a program of 2020, SHDBA will abandon the concept of paid membership and involve all Historic District businesses in its activities.

Jim Abicht and Mark Hall as the incumbent 2020 representatives for the SHDBA will continue to be the primary liaison to the Historic District businesses. They will propose initiatives to 2020 intended to improve the economic vitality of the entire district and the success of individual businesses; the branding initiative and Inside the Merchants Studio lessons-learned sharing program were cited as examples.

As required by its Bylaws, the SHDBA's treasury of approximately \$13,000 will be transferred to Historic Smithfield, a 501(c)(3) tax-exempt organization, for custody by 2020 with the proviso that the funds be dedicated to programs focused on the economic vitality of the Historic District.

A motion to merge the SHDBA as a program of Smithfield 2020, subject to the concurrence by the SHDBA members at their annual meeting, was accepted by unanimous vote.

Judy reviewed Virginia Tourism Corporation's "Creating LOVE in every community" program and announced that a VTC grant for Smithfield's proposal has been committed. The initial concept envisions the word "LOVE" at the top of Main Street, east of the Route 10 Bypass intersection, constructed of sheet metal fabricated to resemble large strips of bacon. Requests for proposals for the fabrication and installation of the sculpture have been issued.

## Announcements

The build-out of the 1939 Firehouse is nearing completion. One of the two loft apartments is under lease and two new tenants – a catering service front-office / showroom and a professional photography studio – will occupy two of the three retail spaces.

A new business, Jay Davis Salon, has been established at the Smithfield Station Boardwalk shops.

**Next meeting:** Wednesday, February 4<sup>th</sup>, 8:30 am, Arts Center @ 319 classroom.

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*These meeting notes submitted by Rick Bodson.*