

Smithfield 2020 Notes from project team meeting of January 11, 2011

Present:

Jim Abicht	Sheila Gwaltney	Peter Stephenson
Rick Bodson	Trey Gwaltney	Judy Winslow
Margaret Carroll	Mark Hall	Kristine Sutphin [for
John Edwards	Russell Parrish	Lisa Perry]

Administrative / organizational issues

Rick Bodson was re-appointed Smithfield 2020 Project Manager for 2011 by unanimous vote. Randy Pack was re-appointed to a three-year term as Member-At-Large by unanimous vote. By general consensus, it was agreed that the Member-at-Large position vacated when Russell Parrish was appointed the Chamber of Commerce voting representative will remain so for now.

[It was clarified that organization representatives serve at the pleasure of the respective entity's leadership and as such, their terms are indefinite.]

Rick reported that the Treasurer of Historic Smithfield confirmed that 2020's year-end financial balance was \$10,000. There were no disbursements of funds in 2010.

In-flight project status check

The facades improvement project at the Ice Cream Parlor is 50% complete. The awnings installation at the Olde World Tea Company has not yet begun. No other matching grant applications have been received.

After a discussion, a motion was passed by unanimous consent that the matching grant program be modified to allow progress payments at a project's mid-point, based on the discretion of the 2020 Project Manager.

Motion was made and was passed by unanimous consent to disburse \$1260 to the Ice Cream Parlor, providing a 50% match to the expenditures to date for new awnings and pressure washing of the building. *[The disbursement of the matching funds was made on January 5th.]*

Rick reported for Randy Pack that the initial presentation of the golf cart initiative was positively received by the Town Council Public Safety committee and that Chief Mark Marshall committed to report back to the Council committee at its February meeting an evaluation and recommendation of what Town roads could be designated for golf cart traffic.

Russell Parrish reported that the America in Bloom initiative is tracking to plan. The Chamber's 2011 Leadership Class will be organizing January 29th with 17 to 20 participants. The AIB project will be introduced and Russell's intent is to parse out the various AIB tasks to the class. The Smithfield High School Beta Club and Western Tidewater Master Gardeners – Liriope Day veterans – will be offered an opportunity to also participate in the AIB project.

South Church Street Beautification project

Peter Stephenson reviewed the launch of the Church Street project. Weekly meetings are scheduled at 9:30AM on Mondays in the Arts Center @ 319 classroom to review progress, plans and issues. The meetings are open and offer an opportunity to affected merchants and residents to communicate with Town, Chamber, SHDBA, Tourism and Smithfield 2020 representatives. As part of the communications strategy, the Chamber has launched a Website, www.smithfieldbeautification.com, a repository of current information and project communication. A link to the planned Webcam views of Church Street will be added to the site as soon as available. Several community Websites, including smithfield2020.org, prominently feature an icon that links to smithfieldbeautification.com.

Smithfield branding initiative

Judy Winslow introduced two proposals as part of a broader branding strategy. The first, a public art initiative, proposes porcine statuary in the Historic District, with an objective to roll out the project as the Church Street beautification wraps up in 2012. A task team of Judy, Margaret Carroll, Sheila Gwaltney, Lisa Perry and Trey Gwaltney volunteered to further define the initiative and propose how it could be implemented. The second branding initiative proposes requesting the issuing of “Smithfield” license plates by the DMV. By general consensus, Judy was given the go-ahead to present the proposal to the Town Council and request a supporting resolution, a DMV-required process step for the application submission.

2011 priorities for Smithfield 2020

Rick reviewed project team submissions of 2011 priorities. Mitigating the disruptions inherent in the Church Street project and continuing the momentum on improving the aesthetics of the Historic District – in particular the Main Street gateway – were often cited. However, continuing the comprehensive and incremental initiatives launched in 2010 and not losing focus by pursuing too many initiatives were also noted as critical. Smithfield 2020 has, in its first year, identified, championed and pushed to implementation several credible initiatives. *[Rick took for action Judy’s suggestion of itemizing the 2010 accomplishments on the 2020 Website.]* The team consensus is to maintain and not diffuse the focused momentum.

The Organization, Promotion, Design and Economic Restructuring committee leads (Rick, Judy, John Edwards and Mark Hall, respectively) will meet in January and present to the project team at the February meeting an enumeration of the key priorities for 2011.

Next meeting: Wednesday, February 2nd, 8:30 AM, Arts Center @ 319 classroom.

These meeting notes submitted by Rick Bodson.