

## Smithfield 2020 Notes from project team meeting of January 8, 2014

### Present

Priscilla Barbour  
Rick Bodson  
Bob Cole

Lee Duncan  
John Edwards  
Sheila Gwaltney

Trey Gwaltney  
Mark Hall  
Judy Winslow

### Admin

Current funds balance is \$19,855 and reflects façade improvement matching grants of \$1,010 to Main Street Baptist Church in November and \$1,000 to Fulton Jones / 207 Main Street in December. The façade grant remaining balance at year-end was \$1,912. The commitment from undesignated funds of \$5,200 for a design proposal for the Riverview Campus and the remaining \$156 from the \$2,500 allocation for the branding launch are outstanding.

As required by the Operating Guidelines, Randy Pack was reappointed as a Member-at-Large with a term expiring December 2016 and Rick Bodson was reappointed as Project Manager for 2014 by unanimous votes. A *de facto* leadership committee based on the Main Street Four-Point Approach and constituted of Rick Bodson (Organization), Judy Winslow (Promotion), John Edwards (Design) and Mark Hall (Economic Restructuring) was reappointed by general consensus.

### Project team priorities for 2014

A mapping of completed, open and proposed 2020 projects and initiatives to the 2009 Sanford-Holshouser Plan's recommendations was used to discuss what priorities should drive 2020 energies in 2014. A "gut check" on the continued relevance and value of 2020 confirmed the project team should forge ahead.

The Town's current comprehensive plan (last revised in 2009), specifically the subset dealing with the Historic District, will be reviewed by the entire team. Rick will distribute an extract of the relevant pages. The initiatives and projects identified below will then be reconciled to the Comp Plan and where appropriate, 2020 will present the initiatives or projects to the Town Council for their consideration. The discussion emphasized that 2020's intent is to partner with Town leadership in the execution of the Comprehensive Plan.

Assumed to be included in the review of the Comp Plan is developing from a broad list of possibilities a few credible options for the Route 10 / Main Street entrance corridor, specifically, the former Little's Market property as well as the Riverview Campus and Wharf Hill waterfront.

The February team meeting's agenda will focus on this initial review of the Comp Plan and the implications on 2020 focus in 2014. Additional small team meetings for the priorities highlighted below will likely be needed and should be scheduled by the on-point leader.

Beyond the over-arching review of the Comp Plan, 2014 priority 1 initiatives include:

- Engaging with Smithfield Foods in the roll-out of the Genuine branding initiative and in discussions of a cross-cultural arts exhibit. Judy, Sheila and John are on point.
- Continuing the Arts League's leadership to promote cultural economic development. A sculpture garden in Hayden's Lane was cited. Sheila and Cil are on point.
- Replenishing the façade improvement matching grant program. Trey is on point.
- Developing a comprehensive advertising plan in the roll-out of the branding initiative that makes best use of the former SHDBA funds. Judy is on point.
- Developing an award program to recognize businesses that tangibly demonstrate a commitment and ability to enhance the "experience economy" of the Historic District. Judy is on point, but several team members requested to be involved.
- Development of a presentation or materials that document what 2020 has achieved and has committed to deliver. The communication plan can include presentations to local civic groups and a social gathering of local stakeholders. Trey and Judy are on point.
- Continuation of the "2020 focus on Smithfield" e-blasts. Rick is on point.

Priority 2 initiatives will be addressed as team resources are available. These include:

- Developing an approach to addressing the longer / more uniform hours of operation for retail. Judy, Mark, Jim and Rick are on point.
- Extending the golf cart ordinance to the Historic District. Randy is on point.
- Maintaining a current list of target businesses and developing recruitment and incentive plans for them. Included in that effort is an evaluation of the business climate in the Historic District. Mark and Lisa are on point.
- Evaluating the value in continuing the dialog with the Riverview Campus tenants. Rick and Russell are on point.
- Evaluating feasibility of the availability of Wi-Fi throughout the District. Randy is on point.
- Developing and communicating education and assistance programs for District retailers from existing inventory of resources. Russell, Bob and Lisa are on point.

- Partnering with a local realtor for the maintenance of an “available properties” inventory and display. Lee is on point.

### **Organization updates / announcements**

Chamber: Rick passed on an update from Russell indicating that the appointment of a new executive director of the Chamber is imminent.

Historic District businesses: Victoria’s Rose, owned by Christi Chatham, is relocating from Smithfield Station to 311 Main Street (formerly Perspectives). This Little Piggie, one of the 1939 Firehouse shops, has announced it is closing.

Tourism: Judy confirmed that the second annual Restaurant Week is February 1<sup>st</sup> to 8<sup>th</sup>. An expanded list of participants is being finalized.

Town: Lee reported that the new owner of 17 Main (former shoe shop) has applied for a building permit and has communicated his intent to do some remedial work to the building’s foundation.

**Next meeting:** Wednesday, February 5<sup>th</sup>, 8:45 am, Arts Center @ 319.

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*These meeting notes submitted by Rick Bodson.*