

## **Smithfield 2020**

### **Notes from project team meeting of February 6, 2013**

#### **Present**

Jim Abicht	Sheila Gwaltney	Randy Pack
Priscilla Barbour	Trey Gwaltney	Peter Stephenson
Rick Bodson	Mark Hall	Judy Winslow
Lee Duncan	Lori Leib	

#### **Admin**

The funds balance of \$25,673.55 reflects the transfer of \$13,853.16 from the SHDBA treasury. There were no other transactions last month and no outstanding commitments of funds.

The SHDBA membership, at its annual meeting of January 17<sup>th</sup>, voted to dissolve as an organization and merge its purpose and representation of Historic District merchants with Smithfield 2020. The necessary filings have been accepted by the State Corporation Commission.

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

The inaugural “Inside the Merchants Studio” knowledge sharing session on January 29<sup>th</sup> was a success, as attested by the compilation of feedback emailed to the team members last week, though attendance was modest. For the March session, the team will reach out and personally invite merchants.

The branding initiative is moving forward. Recruiting for the consumer and merchant focus groups is nearly final; a handful of confirmations is being pursued. Target dates are set:

- > First round – Consumers: Sat, Apr 6, 9:00am; Merchants: Tue, Apr 9, 4:30pm
- > Second round – Consumers: Sat, Apr 20, 9:00am; Merchants: Tue, Apr 23, 4:30pm
- > Joint consumer / merchant review of proposed brand – Sat, June 1, 9:00am

Roll-out / public announcement of the brand has a target of Olden Days week-end, June 29.

The protocol through which Historic District merchants will be represented to Smithfield 2020 was discussed. Jim will conduct a door-to-door campaign of reminding merchants that all now have representation through Jim and Mark on Smithfield 2020; initiatives, ideas and suggestions can be proposed to 2020 through them. The 2020 expectation that proposals be accompanied by a first cut execution plan will also be explained.

#### **New initiatives**

Highlights of a proposal for Smithfield in Bloom 2013 were reviewed. The key element involves planters and flowering baskets on the period lampposts on Main and Church Streets. Mark is working with a landscape firm to develop an installation and maintenance proposal

which will include semi-annual replacement of flowers. A proposed implementation plan will be distributed a week before next month's meeting and discussed at the meeting. The proposal is expected to call for a cost sharing arrangement via a partnership that may include the Town, 2020 and the business community.

Judy provided an update on Tourism's participation in the Virginia Tourism Corporation's "Creating LOVE in every community" program. A second bid for the LOVE structure which can be funded within the VTC grant is in hand and being negotiated. The installation plan will be presented at the March meeting.

A façade improvement matching grant from a Smithfield Station boardwalk shop was briefly reviewed. The request for replacement signage for a new tenant was not judged to be significant façade improvement and the application was denied by general consensus.

A brief discussion on the vacant properties at the bottom of Wharf Hill identified possible uses and the development of waterfront green space, as suggested in the Sanford Holshouser study. Lee and Mark took for action developing the proposal for further discussion at a future 2020 meeting.

### **Organization updates / announcements**

Historic Smithfield / Rick: The project to transfer ownership of the 1750 Isle of Wight Courthouse to Historic Smithfield is progressing and forecast to close by March 31.

Town of Smithfield / Peter: An initiative championed by 2020 has delivered tangible results. The sale of Town properties at 220 Main (Twins) to Carolyn Burke, 224 Main (Ham Shop) to Judy Begland, and 117 N. Church (laundry) to Smithfield Winery have been completed. The Town will also soon be closing on a five-year land lease for five acres of Windsor Castle Park land to Smithfield Winery.

Tourism / Judy: Restaurant Week is in full swing and the tabulation of customer feedback reports positive results. Restaurant Week wraps up this Friday, February 8<sup>th</sup>.

**Next meeting:** Wednesday, March 6<sup>th</sup>, 8:45 am (←Note: 15 minutes later), Arts Center @ 319.

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*These meeting notes submitted by Rick Bodson.*