

Smithfield 2020 Notes from project team meeting of March 5th, 2014

Present

Priscilla Barbour
Rick Bodson
Lee Duncan

John Edwards
Sheila Gwaltney
Trey Gwaltney

Mark Hall
Russell Parrish
Judy Winslow

Admin

Current funds balance of \$19,830 reflects the annual \$25 accounting support assessment from Historic Smithfield. There is an outstanding commitment from unrestricted funds of \$5,200 for a masterplan proposal for the Riverview Campus.

Project and initiative updates

Judy reported on results of a meeting with Smithfield Foods re: joint marketing efforts. The result is a planned “Bacon, Bourbon & Beach Music” festival on September 27th kicking off a two-week series of events incorporating Aiken Fest and culminating with Olden Days week-end. Smithfield Foods will be the primary sponsor and Smithfield Events and Tourism will be on point to coordinate.

Dialog on other marketing initiatives with Smithfield continue.

Judy presented a proposal for the use of the economic vitality (SHDBA) fund centered on the procurement and installation of lamppost-mounted banners in the commercial core of the Historic District. The banners’ headers and footers will incorporate the Genuine logo and the core area will feature local scenes created by local artists and photographers.

The project budget is currently estimated at \$5,400 to \$7,250 for materials and installation; the range reflects the total number of banners ordered.

Several issues or considerations were raised, e.g., ability to install on Church Street since those lampposts are owned by Dominion (vs. Town on Main Street), a strategy for placement, guidelines and rules (if there’s to be a competition) for the creative content...

The consensus was that 2020 would support the initiative and its associated budget. No formal vote will be taken until a detailed implementation plan is developed; Judy committed to presenting it at the April team meeting.

Trey reported on his investigation of approaches to replenishing the façade improvement matching grant funds. Four sources of funding have been identified: the Town, Historic Smithfield, private or commercial entities and re-allocation of 2020 undesignated funds. In a re-launch of the matching fund program, Trey proposes to select specific Carlton Abbott study “targets” and engage the respective property owners on the program. Trey was tasked to develop the proposal in greater detail and present it at the April meeting.

New initiatives

The potential and very real to-date contribution to the economic and cultural vitality of Smithfield engendered by the success of the Smithfield High School Band was reviewed in an energetic exchange of suggestions and commitment for 2020 advocacy. Key immediate action items committed by the team as a result of the discussion include:

- John will contact Smithfield via Martha Russ to solicit the Smithfield ham be sent to NOLA Mayor Landrieu (for context, see the 2020 focus on Smithfield e-blast sent March 4th). A meeting between Larry Pope and Mr. Hill will be also requested.
- Mark and Lee will solicit an informal meeting with School Board Chair Julia Perkins to review 2020's concerns and suggestions.
- Several team members will consider submitting letters to the editor of the Smithfield Times to highlight the team's position.
- Several / most of the team will attend the March 13th Isle of Wight County School Meeting to communicate 2020's concerns.

Next meeting: Wednesday, April 3rd, 8:45 am, Arts Center @ 319.

These meeting notes submitted by Rick Bodson.