

Smithfield 2020 Notes from project team meeting of May 1, 2013

Present

Jim Abicht	Sheila Gwaltney	Peter Stephenson
Priscilla Barbour	Trey Gwaltney	Judy Winslow
Rick Bodson	Mark Hall	Kurt Beach – guest
Lee Duncan	Lisa Perry	Ed Mortimer – guest
John Edwards	Connie Rhodes	

Admin

Current funds balance of \$25,259.55 reflects payments from undesignated funds to Historic Smithfield for 2020's prorated share of the D&O policy premium and from SHDBA funds of a donation to Smithfield Music. There are no outstanding commitments of funds.

The Action without Meeting motion of April 19 re: the outdoor dining area next to the Gourmet Bakery on Hayden's Lane passed with seven votes for, two against and two abstaining. No statement was requested from the Town Council committee on the issue.

Project and initiative updates

Judy reported that the input from the consumer and merchant branding teams has been collected and is being analyzed. The creative team has begun digesting the data as a next step. In parallel, the core team will be evaluating the key challenges identified by the branding teams – the “product” or what locals and visitors experience, and how well that product is, or isn't, delivered today with existing resources.

Mark reported that the trial installation of lamppost baskets in three locations (Christmas Store, Ann of Smithfield's and Visitor Center) was completed in time for the Garden Week tour. The need for an organized garden club to provide on-going maintenance is apparent, and it was suggested that 2020 may have to step in as a sponsoring organization; Mark took for action presenting a proposal at a future meeting. Connie took for action discussing with a local rep from the Nansmond River Garden Club the feasibility of launching a local garden club. Mark took for action having landscape contractor Lori Welsh immediately develop maintenance guidelines for the installed baskets for use by the caretaker businesses.

John reported on an April 23rd meeting with representatives from Paul D Camp Community College, Luter Family Y, the Smithfield library, Children's Center, Town, County and County School staffs; John and Rick represented 2020 at the session. This was the first such meeting for the four resident organizations to discuss goals and challenges and to brainstorm how to address shared facility resources and challenges. While much positive dialog was generated in support of continuing cross-organization communication and planning, a role for 2020 as a catalyst and facilitator emerged. Among several initiatives identified, one was to develop a visual rendering of the current and possible future allocation of buildings and open spaces as a framework to focus the planning dialog.

A discussion ensued addressing the vision for the area, the objectives for 2020 support, credible commitment by the involved organizations and the likelihood of a tangible outcome. General consensus concluded that a key initiative was the appointment by the involved organizations of a project team to identify, validate and propose plans to fully realize the economic and cultural potential in the physical and organizational assets in that area of the Historic District.

A motion was made that 2020 underwrite a Conceptual Architectural Master planning proposal from Lyall Design for \$5,200 from undesignated funds once three pre-requisites are satisfied – one, that a tangible commitment be made by PDCCC, Luter Y, Blackwater Library and Children’s Center to form a project team on the initiative; two, that 2020 have representation on the project team; and three, that the County Board of Supervisors and Town Council endorse the initiative. The motion passed by a vote of 9 for, 2 against and one abstaining.

New initiatives

Rick reported on the launch by the Town of a Certified Crime Prevention Community Program for Smithfield. Ed Mortimer, team leader, and Kurt Beach, program coordinator, are on point. The initiative involves a dozen core and seven optional elements across a broad range of issues, including a Business Watch program that will involve 2020 as liaison to Historic District businesses. Details will be communicated in future team meetings.

Organization updates / announcements

Historic Smithfield: A final draft of the historic easement on the 1750 Courthouse has been completed and the deed to transfer ownership from Preservation Virginia to Historic Smithfield should be executed by early July.

Chamber: The recent Garden Week home tour hosted over 1,000 visitors to Smithfield.

SHDBA: A lawsuit against the owner of 17 Main Street citing demolition by neglect has been filed in Isle of Wight Circuit Court.

Tourism: The bacon LOVE sculpture project has been tabled for now after installation at several potential sites proved untenable.

Town: The BSV parking lot has been resurfaced and re-stripped and a greenery barrier will be erected on the wall between it and the Verizon lot. In return, the Town has secured a five-year commitment use of the lot for the Farmers Market. The Town has also secured commitment from Smithfield Foods to remediate the exterior of 317 Main, the former Joyner’s Ham Shop / Town Manager Office / now American Attic.

Next meeting: Wednesday, June 5th, 8:45 am, Arts Center @ 319.

These meeting notes submitted by Rick Bodson.