

Smithfield 2020 Notes from project team meeting of June 2nd, 2010

Present:

Jim Abicht	John Edwards	Connie Rhodes
Judy Begland	Sheila Gwaltney	Peter Stephenson
Rick Bodson	Mark Hall	Judy Winslow
Margaret Carroll	Russell Parrish	

Project quick updates

Arts and Culture District designation – The project remains in development as the enabling ordinance is drafted by the Town Manager and Town Attorney. Target to introduce to Town Council remains July.

North Church Street properties – One proposal was received by the Town for the 117 property. The Town Council approved extending the deadline for proposal submissions by sixty days.

VMS Commercial District Affiliate – The Town of Smithfield has been accepted by Virginia Main Street as a Commercial District Affiliate. A first opportunity to take advantage of the program is a Virginia Main Street training session, “Cultivating an Entrepreneurial Downtown”, July 22 and 23 in Franklin; details will be forwarded as soon as received.

Façades improvement project

Carlton Abbott and Partners were given the go-ahead to develop a conceptual study after funding for it was secured from Historic Smithfield. A review draft is expected by mid-month.

A public meeting to brief Town Council, BHAR members and Main Street commercial property owners and merchants is set for Wednesday, July 14th, 6 to 7:30 PM, at the Smithfield Station. The format will be an informal reception with no-host cocktails and a presentation by Carlton Abbott of his firm’s conceptual study for façade and streetscape improvements.

Action items: Rick will draft and distribute letter invitations to Main Street commercial property owners and merchants. Rick will verbally invite Town Council and BHAR members at respective meetings.

A proposed matching grant outline was reviewed. Key decisions made after discussion:

- Scope is limited to commercial properties only.
- Scope is limited to Main Street only, from Commerce Street to Route 10 By-pass.
- Match is for up to 50%, with a minimum of \$500 and maximum of \$2500.
- A 2020 task team to facilitate and coach applicants will be formed; Town staff and / or BHAR members will be invited to join the task team.
- The proposed review and application process was accepted with minor edits.

The key open item is securing funds for the matching grant. That issue is being pursued on multiple fronts by Rick, John and Peter.

Action items:

- Rick will revise the Matching Grant Program summary to reflect the discussion and re-issue it with an objective to have it ratified at the July 7th Project Team meeting.
- Rick will develop a first-cut application form that captures program parameters and the process flow.
- Rick will follow up with Peter and Russell on finalizing the task team membership.

Russell Parrish raised the issue of conflicts of interest arising from his role on Smithfield 2020 and his potential pursuit of professional services opportunities related to the facades project. The scenario was reviewed, guidelines were discussed and the issue was resolved.

New initiatives

The opportunity to participate in the America In Bloom program was discussed as a 2011 initiative.

Action item: Connie and Russell will review the AIB program criteria and present a proposed approach at the July Project Team meeting.

Next meeting: Wednesday, July 7th, 8:30 AM, Arts Center @ 319

These meeting notes submitted by Rick Bodson.