

## Smithfield 2020 Notes from project team meeting of June 5<sup>th</sup>, 2013

### Present

Jim Abicht	John Edwards	Lori Leib
Priscilla Barbour	Sheila Gwaltney	Randy Pack
Rick Bodson	Trey Gwaltney	Lisa Perry
Lee Duncan	Mark Hall	Peter Stephenson

### Admin

Current funds balance of \$25,259.55 is unchanged from last month. The commitment of \$5,200 from undesignated funds for a design proposal for the Paul D. Camp complex is outstanding.

### Project and initiative updates

Rick reported for Judy on the branding initiative and noted that the Inside the Merchants Studio on branding is set for Tuesday, June 25<sup>th</sup> at 9:00 AM. Will Brunt, VP/Marketing, Smithfield Packing, and Lois Tokarz, Tourism's PR manager, will define branding from the corporate and community perspectives and how the two are complementary. Data from the consumer and merchant branding teams, validated with an online survey of non-residents, have been collected and are being collated. Several work sessions by the branding creative team have been held and the development of a visual and tagline is progressing.

Several open items related to the lamp post flower initiative were reviewed. Rick, reporting for Connie, noted that pursuing a partnership with the Nansemond River Garden Club for a local branch is untenable. Mark reported that maintenance guidelines have been developed by Laurie Welsh and are being provided to the care-takers of the three trial installations. Mark is evaluating several approaches to the broader, long-term maintenance challenge, including the possible organization of a horticultural team or local garden club; request for presentation of a proposal to the 2020 team may be made at a future date. Kudos was extended to Peter and the Town crew for dramatic improvement in the appearance of the large sidewalk planters.

Rick reported that a steering group from Paul D. Camp, Isle of Wight County Schools, Smithfield Library, Children's Center and Luter Family Y has been organized. It will meet on June 11<sup>th</sup> to explore mutual resource needs and ability / commitment for collaboration on development of the shared property. This meeting is a critical step in releasing 2020 funds for the "Riverview Campus" conceptual master plan by Lyall Design.

### New initiatives

In light of funding challenges by the County in support of Tourism's current operations and recognizing the economic impact of Tourism efforts on Historic District merchants, Jim Abicht proposed using SHDBA funds for advertising of Historic District events in the Smithfield Times' "Discover the South Shore" insert and for Olden Days entertainment, with a stipulation on the latter that recognition be given to Historic District merchants for the

underwriting of the Rhondels concert. A motion to use SHDBA funds of \$350 for the Smithfield Times ad and \$500 for the Rhondels concert passed by unanimous vote; John Edwards did not participate in the discussion and abstained from voting.

Rick introduced an initiative for the Tourism team. A motion to open dialog on the proposal with the appropriate Town Council committee was approved by a vote of 7 for, none against and Mark Hall, Randy Pack, Lisa Perry and Peter Stephenson abstaining.

Lee and Lisa reported that dialog has been initiated with property owners, stakeholders and potential investors for development of the lots at the bottom of Wharf Hill. The discussions are in early stages, but on-going. Lisa will request time on a future 2020 team meeting agenda when progress warrants.

### **Organization updates / announcements**

Town: Peter noted that week-end kayak rentals at Windsor Castle Park are now managed by the Town. Town Council has also agreed to license access to public areas to Virginia Balloons for hot air balloons launches.

**Next meeting:** Wednesday, July 3<sup>rd</sup>, 8:45 am, Arts Center @ 319.

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*These meeting notes submitted by Rick Bodson.*