

Smithfield 2020 Notes from project team meeting of September 3rd, 2014

Present

Jim Abicht	John Edwards	Russell Parrish
Priscilla Barbour	Sheila Gwaltney	Peter Stephenson
Rick Bodson	Trey Gwaltney	Judy Winslow
Andy Cripps	Mark Hall	
Lee Duncan	Randy Pack	

Admin

Current funds balance is \$17,886.29. The final payment for the production of the lamp post banners has been made; total-to-date project cost of \$6,444 is within its \$8,000 budget. There is an outstanding commitment of \$2,500 to incent participation in the Hambassador program.

Project and initiative updates

Banners will be installed on Town-owned lamp posts by the vendor, VA Displays, in the next two weeks. A meeting with Dominion about installation on Church Street lamp posts did not resolve the issue with vertical clearance requirements; a waiver request is being escalated to senior management.

The re-launched Hambassador program has enrolled the Chamber of Commerce staff and three participants. Several team members took for action following up with potential participants. The October 1st deadline is to apply for the 2020 subsidy, not to complete the program.

Wharf Hill parking was addressed at the August 26th Public Works Committee meeting. The configuration for on-street parking was assigned to the Town Manager and a maximum capacity solution is anticipated. Town Council is also evaluating a proposal to purchase a small parcel at the bottom of Wharf Hill for use as a parking area.

New initiatives

A motion to reimburse the Arts Center @ 319 \$200 from undesignated funds for several years of office supplies and payment of the 2020 Website domain registration fees was adopted.

An issue created with the dissolution of the SHDBA and its assimilation into 2020 was addressed with a proposal that the team composition be modified from the current two SHDBA representatives and three members-at-large to five merchant representatives. The proposal calls for the current five members to manage its representation as other 2020 member organizations currently do.

The proposal generated a discussion of representation of businesses beyond the Historic District, providing an opportunity for additional input into 2020 agenda and priorities and for engagement with more business owners. (It was clarified that Historic Smithfield's articles of

incorporation and Bylaws do not restrict its or Smithfield 2020's activities solely to the Historic District.)

A motion to expand the scope of Smithfield 2020 beyond the Historic District to the Town limits was made and seconded. After debate, it was agreed by general consensus that the motion be postponed to the October meeting to allow the five business representatives (Jim and Mark, Lee, Trey and Randy) to meet and formulate and present a proposal at that meeting.

Organization updates / announcements

Historic Smithfield: The \$200,000 fundraising effort for repairs to the 1750 Courthouse are tracking to plan.

Arts League: The proposed Hayden's Lane sculpture garden was discussed with the Woman's Club. The issue of funding the initiative defers further discussion to 2015.

County: Economic Development reports site evaluation dialog is ongoing with 7-11 and Harris Teeter. Dollar General on West Main Street is open for business and the build-out of a barbeque restaurant on S. Church (former Tastee Freeze site) continues.

Chamber: The 30th anniversary celebration and Isle Fest are on the calendar. A best-practices workshop on Facebook marketing is also planned for September. Details for all events are on the Chamber Website, www.theisle.org.

Tourism: September and October have a series of events leading up to Town & Country Days. Details are on the Tourism site, www.visitsmithfieldva.com.

Town: The Riverview Campus Working Group is continuing its inter-organization planning and resource sharing effort without direct 2020 involvement. Paul D. Camp Community College and the VFW Post are on-point to organize the group's priorities and initiatives.

Historic District Businesses: Two businesses are in negotiations for space at the 1939 Firehouse on N. Church Street – Relics of Smithfield, vintage furniture and furnishings and Parlor 39, a hair salon.

Next meeting: Wednesday, October 8th, 8:30 am, Arts Center @ 319 classroom.

These meeting notes submitted by Rick Bodson.