

Smithfield 2020

Notes from project team meeting of November 3, 2010

Present:

Rick Bodson	Randy Pack	Peter Stephenson
Margaret Carroll	Russell Parrish – by proxy	Judy Winslow
John Edwards – by proxy	Lisa Perry – by proxy	
Sheila Gwaltney	Connie Rhodes – by proxy	

Organization changes

Because of work commitments, Judy Begland has resigned from the Project Team. Connie Rhodes has appointed Russell Parrish as the second voting member representing the Chamber of Commerce. Nominations to backfill Russell's Member-at-Large membership should be submitted to Rick and will be voted at the January Project Team Meeting.

Revision to Operating Guidelines

By unanimous consent of team members present and by submitted proxies, the 11/03/10 revision to the Operating Guidelines was adopted. This revision acknowledges the Main Street Four-Point Approach as the guiding framework for Smithfield 2020, establishes committees for Organization, Promotion, Design and Economic Restructuring, and eliminates the position of Project Team Chair.

Project updates

The Liriope Day project concluded successfully thanks to a turn-out of 68 volunteers who planted 420 liriope in the targeted areas. Peter noted that the Town is looking to continue the streetscape improvement momentum with an effort to procure and place large planters in the right of way. Rick will coordinate the liaison between Master Gardeners and the Town Public Works team.

The Chamber of Commerce presented the America in Bloom initiative to Town Council and received an enthusiastic endorsement. The project will be assigned to the 2011 Leadership Class. The project will need a resource to photograph and gather statistics for the effort; contact Russell if you know of a candidate for that task.

Randy has researched enabling town ordinances that allow for golf cart access to public roads. He will assemble background information and present the proposal as a 2020-sanctioned initiative at the November 22 Town Council Police Committee meeting.

Virginia Main Street Program Manager Jeff Sadler's review of the Smithfield 2020 efforts concluded that our approach is fundamentally sound and that our focus on Four-Point Approach principles of incremental and comprehensive efforts is particularly important. He noted that the Historic District has "a good inventory" of property, private and commercial usage and economic activity.

By general consensus, it was agreed that there will be no Project Team meeting in December. However, in anticipation of setting the Project Team's 2011 priorities, team members were asked to identify the top two initiatives that should be championed by 2020 in the next year. Rick will follow up to aggregate the input for discussion in January.

Next meeting: The next meeting is Wednesday, January 5th, 8:30 AM, Arts Center @ 319.

These meeting notes submitted by Rick Bodson.