

Smithfield 2020 Notes from Team meeting of January 7, 2015

Present

Mike Adams	Andy Cripps	Sheila Gwaltney
Priscilla Barbour	Lee Duncan	Randy Pack
Rick Bodson	John Edwards	

Admin

The year-end 2014 funds balance was \$16,873.79. Of the total, \$7,170.89 is undesignated and for operations, \$6,412.50 is allocated to the façade improvement matching grant program and \$3,290.40 of the SHDBA funds remain for economic vitality initiatives. A final round of banner installations remains; the project will be completed within its approved budget. There are no other outstanding commitment of funds.

The Operating Guidelines' requirement to appoint the Team's project manager for 2015 was satisfied; a motion to re-appoint Rick was adopted.

A discussion and resolution of merging the SHDBA and Member-at-Large representation was deferred to the February meeting due to Jim's and Mark's absence for out-of-town travel.

Project and initiative updates

The proposal to enhance signage to direct shoppers to N. Church Street, Wharf Hill, Smithfield Station and the 300 block was reviewed.

The proposal called for pedestal-mounted maps for Church Street and Wharf Hill at the plazas in front of the Chamber of Commerce and the public restrooms (206 Main), a directional sign affixed to the west-facing wall of the Christmas Store and a pedestal-mounted directional sign for the 300 block near Olive's (237 Main, near BofA driveway).

The placement and designs of the proposed signs were reviewed and rejected by general consensus. Redundancy with currently installed maps, the use of metal vs. brick pedestals and the design of the directional signs were cited.

The placement of maps is set aside for now and a task team of Sheila, Cil and Andy will develop a proposed design for review at the February meeting.

New initiatives

The recent installation of sodium vapor lights around the Bank of America building is introducing significant light pollution in the core of the Historic District. Rick took for action meeting with Town staff to research current commercial lighting guidelines for the Historic District and discussing the concern with the BofA branch manager.

A residential development for the Pierceville / Delk property is in early validation and proposal stages. As many as 152 lots (approximately 3 per acre) of median priced homes are contemplated, with access points on Main Street near the Schoolhouse Museum and onto Grace Street. A pre-application working meeting with a sub-group of the Planning Commission is scheduled for January 14th. Randy is the Town Council representative on that working group; Rick will attend this public meeting to gauge how (or whether) 2020 should weigh in as the development progresses through Planning Commission and Town Council review and approval steps.

A proposal to evaluate the potential of placing some scheduled Farmers Markets on Main Street was put forth. The pull into Main Street shops from the Market customers, as witnessed during the December evening market, and the relief of parking challenges by opening up the BSV lot for Market shoppers were cited. Concerns raised included too-frequent closures of Main Street and the resultant limited access to the Post Office and to off-street parking for local merchants. Sheila took for action discussing the proposal with the Farmers Market manager and Andy will incorporate the issue into a Main Street merchant survey planned to be conducted before the February 7th Mardi Gras Run4Beads. A follow-up discussion will be on the February meeting agenda.

Organization updates / announcements

Chamber: The Pre-Legislative Breakfast is scheduled for this week, January 8th, at the Smithfield Center. The inaugural Mardi Gras race and jazz festival are building early momentum with some 150 runners registered to date.

Next meeting: Wednesday, February 4, 8:45 am, Arts Center @ 319 classroom.

These meeting notes submitted by Rick Bodson.