

Smithfield 2020 Notes from Team meeting of February 4, 2015

Present

Mike Adams	John Edwards	Amy Ring
Priscilla Barbour	Jenn Gangemi	Peter Stephenson
Rick Bodson	Sheila Gwaltney	Judy Winslow
Andy Cripps	Mark Hall	
Lee Duncan	Randy Pack	

Admin

Current funds balance is \$16,513.79 and reflects the final payment for installation of the lamp post banners; the \$7,816 spent on the project was within its \$8,000 budget. There are no outstanding commitment of funds.

A proposal has been developed by the incumbent SHDBA reps and Members-at-Large to combine into a five member Historic District merchants' team. The merchant reps will serve for three years and as a group will propose nominees as vacancies occur; the 2020 Team will vote on the appointments. A motion to accept the proposal was adopted. A revision to the Operating Guidelines will be distributed for review and ratification at the March meeting.

Jenn Gangemi, co-owner of the Paisley Pig, was nominated as the fifth Historic District merchant representative and a motion to appoint Jenn to Smithfield 2020 was adopted.

Trey Gwaltney has been appointed by the President of the Historic Smithfield Board of Directors as its second representative to the Smithfield 2020 Team.

Project and initiative updates

Sheila presented re-designed directional signs to be placed at the bottom of the 100 block and top of 200 block which mimic the existing oval street name signs in color and font. By general consensus, the proposal was accepted and the final design will be coordinated with the Town's plans to update the street name signs. As soon as the Town's design is ready to be incorporated into its RFP, 2020 will adapt it to the directional signs, approve a project budget, seek BHAR approval and have them manufactured.

As additional input into the process, Jenn will make available a commercial designer to review and provide feedback on the signage plans.

The design and placement of brick-pedestal mounted maps will be explored further. A limiting factor will be budget and will be discussed with Town Council.

The situation with the overly bright lighting at Bank of America was discussed with Town staff after finding no definitive rule in Historic District guidelines and zoning regulations. Next steps are an on-site evaluation with Town staff and a meeting with the BofA branch manager.

The Zoning Commission pre-application meeting and BHAR review with the developer of the Pierceville property was reviewed. A 152 single residence neighborhood is planned with build-out staggered over several years. Entrances are planned from Cary, Grace and Main Streets. Some initial concerns focused on linkage via sidewalks to the Historic District and the exterior elevations of the home not reflecting an aesthetic fit to the Victorian character of nearby residences.

A task team initially composed of Mark (lead), Randy, Lee and Rick will evaluate what role 2020 will play in ensuring a maximum – and appropriate – impact on the economic and cultural vitality of the Historic District. Updates to be provided in the next several meetings.

The proposal to evaluate placing the Farmers Market on Main Street on a regular basis was discussed with the Farmers Market manager who was receptive to the concept, especially for night markets in the height of summer and in staging in the 300 block. Sheila is on point for follow-up dialog. Reports from the Chamber's post Mardi Gras Run-4-Beads polling of Main Street merchants and Tourism's additional polling of merchants on street closures will be included in the next initiative update.

Organization updates / announcements

Historic Smithfield: Work, including a mandated archeological oversight, continues at the 1750 Courthouse. Projected completion and re-opening to the public is May.

County: An Agri-Tourism initiative has been launched; a key element will be way-faring signage on rural roads to direct residents and visitors to County farms.

Chamber: Some 345 runners are expected for this Saturday's Run-4-Beads Mardi Gras celebration; included is a beer garden in Hayden's Lane from noon to 2 PM.

Historic District Businesses: Two new businesses are launching at Smithfield Station including a wine, cheese and gift shop that will extend onto the boardwalk. Turn-over of several Main Street businesses is being monitored.

Tourism: Smithfield is hosting state-wide Tourism staff and regional press for a Virginia CVB association meeting this week. Visibility for Smithfield as a destination is getting a dramatic boost through end-of-month via six digital billboards throughout Hampton Roads.

Town: Main Street utility work continues with water and sewer line replacements. Work will involve full street closures at night (after 6 PM); residents and businesses are advised before closures are affected.

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

These meeting notes submitted by Rick Bodson.