

Smithfield 2020 Notes from Team meeting of December 7, 2016

Present

Jim Abicht	Christi Chatham	Mark Hall
Mike Adams	Lee Duncan	Randy Pack
Priscilla Barbour	John Edwards	Peter Stephenson
Rick Bodson	Sheila Gwaltney	Judy Winslow

Admin

Historic District business owners nominated Christi Chatham for the open representative position. A motion to appoint Christi to the Team was adopted.

Current funds balance is \$14,833.85. There are no outstanding commitment of funds beyond the \$386 remaining in the project budget for repairs to painted pig Magnolia.

Project and initiative updates

The results of Tourism team's post-Vintage Market survey are incorporated below; the two calls for input resulted in 12 submissions. Several lessons learned and the survey feedback will be incorporated into plans for next year.

The spring Vintage Market will be hosted at the County Fairgrounds, allowing for a significant uptick (beyond Main Street's capacity) in the number of participating vendors. Fairground resources - logistics, e.g., electricity, parking capacity and security – support the growth beyond what can be done on Main Street. The fall Vintage Market will be hosted on Main Street but it will be a juried market to up-scale the participating vendors.

New initiatives

The communication plan for the upcoming waterline replacement project will roll out with a public briefing in early January (date TBA). "2020 focus" e-blasts will be sent with periodic updates of the project's progress and 2020 Team members will reach out to merchants during the project to identify issues that need to be addressed.

An effort to coordinate an evaluation by key stakeholders of a workforce training initiative in the Historic District was proposed as a 2017 Team project. The key stakeholders will be contacted in January and a first-cut proposal presented at the February Team meeting.

Organization updates / announcements

Arts League: "Everyday People" launches the 2017 exhibit schedule for the Arts Center; an opening reception jointly hosted with the Isle of Wight Writers Group is set for January 22nd.

Chamber: The Run for the Beads event has been cancelled for early 2017. The Leadership Class has been postponed.

Historic District Businesses: The lot of the historic Gaming House (124 Main, formerly Anne's of Smithfield) has been sub-divided in anticipation of a sale of the building. Finley's General Store (327 Main) and Totally Natural Soap Company (202 Main) have opened; construction at Yummaries is progressing.

Town: Two business development updates beyond the Historic District: The former and forlorn Tastee Freeze is being transformed into a country food to go venue and Little's Funeral Home has a planned early 2017 opening.

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

These meeting notes submitted by Rick Bodson.

Tourism Team's survey results: VINTAGE MARKET 2016 (Two appeals were made to Main Street Merchants and attractions- 10/12 Surveys returned)

New this year....

- Included the 100, 200, 300 block of Main Street
- Auxiliary parking was set up and shuttles ran throughout the event
- Vendor Parking was set up for outside of the Historic District (still working on better compliance but have a plan!) Shuttles were run for Vendors

Plans for next FALL Vintage Market on Main include

- More port-a-potties (prepared to handle public if public restrooms close)
- Move more trash cans to food court
- Vendors not out by designated time will not be allowed back
- Vendor Parking will be enforced by getting license plates/vehicle info and having a parking monitor
- Place additional signage at the street entrances to alert the public that there will be a special event on Saturday (like PW does for the Parade)

Businesses that replied:

Smithfield Gourmet Bakery, Smithfield Ice Cream Parlor, Isle of Wight Museum, Mansion House Gallery, The Art Center@319, Wharf Hill Antiques, Mansion on Main, When Pigs Fly, Laura & Lucy's, First Colony Engraving.

1. Please put an X by the following statement that most reflects your sales during the 2016 FALL VINTAGE MARKET.

- X Interfered negatively with my normal business sales (1)
- XXX Did not impact my normal business sales (3)
- XX Somewhat helped my normal business sales (2)
- XXX Was one of the top sales days I have had (3)
- X Was the best sales day I have ever had (1)

COMMENTS:

*People really liked Smithfield and said they would return. Everything was nicely spread out. Most towns would give anything to have an event like this. I remember when my shop didn't do this much in sales in a week. Let's not get spoiled and forget how hard you all have worked to get up to this point.

*Slightly better than a normal Saturday, however the Saturday previous (open house weekend) gross sales were 3 X better than for the Vintage Market. It probably did not help that a vendor's assistant parked an elderly family member on our indoor bench nearest the gift shop for the entire event.

*Difficult to determine. We did less than we did last year but not hugely different.

*Hard to say-I did not have many people come in to my business that day. Surprising for a Saturday-especially this one.

*REALLY! (Best day ever!)

2.

XXXXXXXXXX I support the closing of Main Street for the FALL VINTAGE MARKET (8)

<none> I do not support the closing of Main Street for the FALL VINTAGE MARKET

XX I support the FALL VINTAGE MARKET but prefer for Main Street to not be closed (2)

COMMENTS:

*Let's make downtown like that Mall in Charlottesville.

*Parking issues were greatly improved. BSV and BoA had lots of good turnover. I also appreciate the steps taken by Tourism to reserve parking for our patrons taking a class here. Lots of younger women and young couples shopping which is a good demographic to see on Main Street. The vendors were mostly very good and the event compliments what Smithfield offers. Increased spacing between vendors and efforts to not obstruct the "brick and mortar" businesses on Main Street improved the experience.

*If it is held in September or early October.

*Can promoted Vintage finds area include the block around the corner as Relics and Mansion House offer vintage pieces and support the market?

I think the closing of Main Street took some of my business away. People were more focused on what was on the street rather than my store.

3. A suggestion that I have to enhance the FALL VINTAGE MARKET:

*You had a great set up. Music spread out. Food spread out and plenty of great vendors.

*Would prefer to keep Vintage Market all in Smithfield, not to Fairgrounds.

*Although people were informed to come with cash, the local ATM machines were being accessed by pedestrians mixed in with cars. May work with the banks for an extra ATM machine for pedestrians only. Stronger recommendation that dogs might NOT enjoy the event.

*What made the difference is having a flow thru directly in front of my store allowing easy access, but thought it was a little too spread out. Seemed like there was more excitement when it was condensed.

*No popcorn...it makes a mess in the store. I would support having ALL Vintage Markets in Smithfield. Moving the market to the Fairgrounds is a mistake.

*Let people know businesses are open as well and to stop in and shop there as well. Maybe store holiday open houses would help, advertising or signs.