

Smithfield 2020 Notes from Team meeting of January 4, 2017

Present

Jim Abicht	Lee Duncan	Trey Gwaltney
Rick Bodson	John Edwards	Randy Pack
Christi Chatham	Tom Elder	Judy Winslow
Andy Cripps	Sheila Gwaltney	

Admin

Current funds balance is \$14,833.85. There are no outstanding commitment of funds.

Organization

A motion to re-appoint Rick Bodson as project manager for 2017 was adopted. A motion to re-appoint Randy Pack to a three-year term expiring December 2020 as a business owner representative was adopted.

Promotion

Two post-event surveys requesting feedback from Historic District merchants on the Vintage Market and Christmas parade had disappointingly low return rates. As a result, “best-to-worst” responses spanned the range and provided no consensus evaluation. Subjective feedback was of value and will be incorporated into the Tourism post-event debrief; the report will be shared with 2020.

Tourism’s priorities and initiatives for 2017 and adjustments to current programs are the focus of a February planning meeting. One initiative under evaluation is a fall Restaurant Week. Judy will brief the Team at the March meeting.

Proposals for 2017 promotion initiatives – 2020 Team members, respond to Judy’s question: “If there were no budget constraints, what should Tourism should look into for 2017?”

Design

Façade improvement matching grants needs an awareness campaign. Near term, a 2020 Focus email highlight and a mention at the January 18th briefing on the waterline project; Trey will develop a broader awareness plan to present in the February Team meeting.

The mural initiative team will make one final pass with the owner of the Imagine Art building; if necessary, Sheila, Judy and Mark will then caucus and present an alternate location and design to the Team.

Proposals for design initiatives – Signage for parking areas will be discussed with the Town; John and Rick are on point. A best practice article for shop signage will be provided by Christi for distribution to the Team.

Economic vitality

A working group with representatives from Economic Development, IOW County Schools, PDCCC, several corporations and the Chamber of Commerce is addressing workforce development issues. Rick will work with Andy and Tom to introduce 2020's perspective on PDCCC's Smithfield presence into the working group's discussions.

2020 will co-host a public briefing with the Town Public Works team on Wednesday, January 18, 8:30 AM, Smithfield Center, to review the plans and schedule for the Main Street water line replacement project. The objective is to help merchants plan for the impact of temporary street closures and limited on-street parking around work zones. 2020 Focus e-updates will continue until the end of the project.

It was agreed by general consensus to continue the distribution of the quarterly meals tax report.

Proposals for economic vitality initiatives – The Chamber is evaluating a smartphone downtown shopping app. Andy will reach out to the Gang of 5 to discuss features and benefits and present a proposal to the Team when an app selection is finalized.

Leveraging off the success of Wharf Hill Brewing Co.'s Beer Run, a Main Street Mile run event was proposed. Judy and Lee are on-point to develop a plan and proposal.

Several initiatives identified during Historic Smithfield's Comp Plan update discussions will be brought back on the Team's agenda. Two specific issues are parking capacity / Joyner field and waterfront access / bottom of Wharf Hill. John will propose to the Historic Smithfield board that 2020 be tasked to advocate the initiatives to Town Council.

Next meeting: Wednesday, February 1st, 8:45 am, Arts Center @ 319 classroom.

These meeting notes submitted by Rick Bodson.