

Smithfield 2020 Notes from Team meeting of November 1st, 2017

Present

Jim Abicht	John Edwards	Kim Pugh
Rick Bodson	Tom Elder	Peter Stephenson
Christi Chatham	Sheila Gwaltney	Judy Winslow
Andy Cripps	Trey Gwaltney	
Lee Duncan	Mark Hall	

Admin

Current funds balance is \$12,679.85; as approved at the October meeting, \$455 was disbursed for Tourism's LOVE Works project. There are no outstanding commitments of funds.

Project and initiative updates

The street piano project is evaluating the weather resiliency of the pianos and looking to other localities such as Norfolk for best practices. A plan B may be developed.

Tourism's comprehensive plan workshop was well attended by representatives from Town Council and Town staff, County and Tourism staff, Town and County business owners and local community organizations. Multiple long range (10-year horizon) goals and near-term initiatives were identified.

Judy highlighted several items for follow-on discussion, including availability of public Wi-Fi within the Historic District, a "maker merchants" (incubator) model, a tourist trolley, unique or themed events for extended hours, an additional Restaurant Week in September, camping resources in the County (target demographic: millennials), family friendly events, and consistent signage in the Historic District.

A report compiled by the Virginia Tourism Corporation meeting facilitator will provide additional triage of the opportunities.

New initiatives

Columbia Gas launches its 100 to 300 block supply line replacement project in November with a video inspection of sewer lines to ensure horizontal boring of gas lines have not been run through the sewer lines. One week is projected, beginning with the 100 block. Work on the 100 and 200 blocks will be done at night and the 300 block (up to Cary Street) may be done during the day. Smithfield 2020 has been requested to e-blast updates to our distribution list. The three-month line replacement project is set to begin in early January. Resurfacing of Main Street will be scheduled for early spring.

A Smithfield High School project-based learning initiative proposes to artistically paint the new benches on Hayden's Lane. Smithfield 2020 will provide lessons learned from the porcine

parade project to the faculty and students on public art projects and on the BHAR application process.

Several members of the Team participated in a five-year strategic planning input session hosted by the leadership of Paul D. Camp Community College. The facilitated SWOT analysis workshop highlighted several Smithfield-specific action items, including assistance with improving the physical presence of the PDCCC facility and liaison with the full-time center administrator. The Team will follow up with PDCCC leadership.

Organization updates

Arts League: The Arts Center will be one of the many merchants participating in the Holiday Open House and other shopping season initiatives.

County: Negotiations for an additional 650,000 square foot / 100 employee distribution facility at the Shirley T. Holland industrial park are in final stages.

Isle of Wight will likely be selected for one more craft brewery before year-end.

Chamber: Jessica Jones Healey has joined the Chamber as its Office Coordinator.

While past projects for the Chamber's Student Leadership Class have been small-group, limited-scope efforts, all current class members will be formally involved in the development of the update to the County's Comprehensive Plan.

Historic District Businesses: Two new retail businesses have announced plans to open in the 300 block. The Town is also facilitating Fleur de Fou's efforts to navigate the County's building code process.

Tourism: The LOVE sculpture will be delivered in December and installed at the Smithfield Center. It will be relocated temporarily to the BOB Fest site in January.

Dialog has been re-opened with Smithfield Foods for shared marketing efforts. A first step is the cross-referencing to www.SmithfieldRewards.com.

Next meeting: Wednesday, December 6th, 8:45 am, Arts Center @ 319 classroom.

These meeting notes submitted by Rick Bodson.