

Smithfield 2020 Notes from Team meeting of September 5th, 2018

Present

Jim Abicht	Trey Gwaltney	Judy Winslow
Mike Adams	Mark Hall	Connie Chapman, guest
Rick Bodson	Jessica Jones-Healey	Karen Collier, guest
Christi Chatham	Joseph McCain	Tim Collier, guest
Lee Duncan	Randy Pack	
John Edwards	Brian Thrower	

Admin

Current funds balance is \$12,679.85. There are no outstanding commitments of funds.

Project and initiative updates

Tourism Special Events Coordinator Connie Chapman reviewed proposals to reinvent Olden Days in 2019. Key highlights:

- Host the third Saturday in October (Souper Saturday and Hog Jog are a week earlier);
- One objective is to avoid June's high heat and incent people to stay the entire day;
- Develop themes on each block – History on 100; Antiques and vendors on 200; art on 300;
- Include children's activities on Joyner field.

Several other features are being evaluated, including a Friday evening Farm-to-Table dining event and a Sunday concert at Windsor Castle Park.

The current strawman is based on input from multiple constituencies and has an objective of drawing attendees from all communities and all age groups. Input from the several groups who have participated in brainstorming sessions will continue to be analyzed and worked into a plan that will be presented to 2020 and Town Council at a later date.

(The late June event, Olden Days, will be reinvented to focus on Pagan River activities, leveraging off the popular Raft Race.)

The Genuine Merchants of Downtown Smithfield, an organization of Historic District merchants who are focusing on networking and shared support of economic vitality initiatives, will have representation on 2020. A motion to appoint Joseph McCain, the *de facto* leader of Gmods, to the 2020 Team was adopted.

Golf carts on Historic District streets is currently permitted by Town ordinance. VDOT is evaluating lowering the speed limit to 25 MPH on the Cypress Creek bridge beginning at Jordan Drive to allow a link between Moonefield neighborhoods, where the speed limit is 25 MPH, and downtown. Best practices from Cape Charles have been evaluated by Mark and Judy and will be included in a proposal to be presented to the 2020 Team and ultimately by Brian to the Town Council for endorsement.

Via email vote on 8/14/18, a motion to authorize the project manager to present for consideration by the Town Manager the T marking initiative for 100 to 300 block parking was adopted. An informal email and Facebook poll returned 32 comments, 29 of which supported the initiative. Brian advised the Town Council Public Works Committee that the markings will be installed post-resurfacing. (The two week resurfacing project is scheduled to begin September 9th.)

A prototype of a Genuine-branded public parking sign was presented and received positive reviews. The next step is to finalize proposed placement of the signage at various lots, secure endorsement by BHAR, quantify funding requirements and sources, and presentation to Town Council for consideration and approval.

An initiative to improve the aesthetics of the Historic District was outlined. The primary objective is to enhance the “Genuine” brand with improvements to the horticultural visual experience of residents, business owners and visitors. A better standard of acceptable plantings and flowers, guidelines for selection and maintenance, expectations of merchants and building owners to maintain the plantings will be developed by a team of Joseph, Mark, Lee and Brian. The *pro bono* consultation of Jason Camper, co-owner of Fleur de Fou and Landscape Supervisor at Busch Gardens, will be solicited to develop an horticultural initiative for the District.

Next meeting: Wednesday, October 3rd, 8:45 am, Smithfield Center.

These meeting notes submitted by Rick Bodson.