

Smithfield 2020 Notes from Team meeting of January 9, 2019

Present

Mike Adams	Trey Gwaltney	Brian Thrower
Rick Bodson	Mark Hall	Judy Winslow
Lee Duncan	Jessica Jones-Healey	Guests Brian and
Sheila Gwaltney	Randy Pack	Judy Lally

Admin

Current funds balance is \$11,972.55. There are no outstanding commitments of funds.

A motion to re-appoint Rick Bodson as Project Manager for 2019 was adopted.

The terms of Historic District Business representative Lee Duncan expired December 2018. Lee was nominated and re-appointed for a new term expiring December 2021.

Organizations' 2019 priorities

The priorities for the coming year of the represented organizations were briefly reviewed.

Arts League: The Arts Center will leverage 2018's growth of new businesses in the 300 block, in particular the commercial gallery, Imagine Art, across the street, evolving the 300 as the "Art Block" of the Historic District. 2018's momentum in identifying the Arts Center as a resource for local residents will continue with an emphasis on art classes and workshops. Partnerships with Tourism for an outdoor art show (launched successfully in 2018 with the Boardwalk show) and with Imagine Art Gallery are commitments as is a plan to reintroduce a public art / mural project as a Smithfield 2020 initiative. The Arts League's music programs will continue to draw local and regional residents to its mix of programs.

Chamber of Commerce: "Connect and Grow" drive the 2019 agenda. Key initiatives include connecting with other organizations to leverage the Chamber's promotional and networking resources and working with County Economic Development for small business recruitment. Growing its value includes delivering an education series on topics such as branding and promotion, sustaining its very successful young professionals network, launching a businesswoman leadership program, and hosting select events for fundraising in support of its mission.

Historic Smithfield: The primary focus has been and continues to be on the operation of the 1750 Courthouse, its maintenance and, since transfer of ownership from Preservation Virginia to Historic Smithfield, its significantly improved financial stability. 2019 priorities and initiatives are expected to be established at its upcoming annual meeting.

Tourism: A major initiative kicks off early this year with a Website redesigned by a world-class and award winning firm that moves the Visitor Center to a smart phone (the physical one remains). A "Salty Southern Route" program will roll out, highlighting the region's pork and peanut heritage. Event driven Tourism continues by partnering and providing promotion and

other resources for the programs. The Tourism team has established a state-wide reputation and has become a go-to resource for best practice sharing; the key objective driving its practices is generating revenue for its stakeholders.

Town: Priorities and projects are defined on its July-June fiscal year; FY 19-20's will be set at a March Town Council retreat. In the first half on calendar 2019, several in-flight projects – parking utilization, Main Street crosswalks ...– will be wrapped up. The FY 19-20 focus is expected to be on formalizing a Capital Improvement Plan, funding the utility work on Grace Street ahead of VDOT's resurfacing project, finalizing a plan for section 3 of the multi-purpose Park-to-park trail, and addressing specific projects such as aesthetics, parking and golf cart access in the Historic District. Echoing 2020's and other organizations' 2019 priorities, economic development, in particular retail recruitment, is on Town staff's radar.

County Economic Development's, Gmods' and Historic District businesses' priorities will be discussed at the February meeting.

New initiative

Traffic on Jericho Road, in particular from S. Church Street to the Little Creek culvert, has become a significant challenge as a result of the heavy use of the walking trails, SVAE festivals, weddings, sunflower gazing, Windsor Castle rehab, and others; the issue was recently brought up at Town Council meeting by a resident. Judy and Brian Lally, owners of the P.D. Gwaltney House described the impact of traffic on the public roadway and on their and the P.D. Gwaltney, Jr., House property, including damage to their private driveway, retaining wall and lawns.

Brian Thrower explained the state regulatory constraints on a municipality's options to reconfigure access to a public roadway. Several scenarios are being explored by Town staff for limiting or denying traffic access, especially to the Church Street to Windsor Castle portion, within the regulatory constraints. 2020 will develop a proposal on how it can contribute to the analysis of alternatives in a working group of residents and Town staff.

Next meeting: Wednesday, February 6th, 8:45 am, Smithfield Center.

These meeting notes submitted by Rick Bodson.