

Smithfield 2020 Notes from project team meeting of July 2nd, 2014

Present

Jim Abicht	John Edwards	Amy Ring
Priscilla Barbour	Sheila Gwaltney	Peter Stephenson
Rick Bodson	Trey Gwaltney	Judy Winslow
Andy Cripps	Russell Parrish	

Admin

Current funds balance of \$23,050 reflects payments of \$280 for digitization of original art pieces for the lamp post banners and payment of the \$1,000 façade improvement grant to Victoria's Rose. There is an outstanding fund commitment of \$6,720 of the budgeted \$8,000 from SHDBA funds for the banner project.

Project and initiative updates

Sheila reported that the street banner project is progressing with the digitization of the four original art pieces now complete. Digital files of all selected works will be available for production of the banners next week. Open items remaining are assigning which banners to what lampposts and securing a sign-off from Dominion for the installation on Church Street.

Rick reported on remediation of the two damaged painted pigs. Magnolia will be returned to her spot at the Museum after minor re-painting and re-varnishing; clear coating is not an option. The repainting of a small area of Steam Boat Swilly (on Smithfield Foods campus) will be completed in August; Knox Automotive will re-clear coat the statue at no cost.

Rick provided a brief update on the meeting hosted by Brad Face to discuss two project proposals. Attendees included reps from Town staff, Virginia Department of Forestry, VDOT, Virginia Tech, Dominion Power, WCP Foundation, Tourism, HR Planning District Commission and 2020.

Forest of 1607: The planting of native longleaf pines on four acres along the western edge of WCP was judged feasible by DOF, VDOT and Virginia Tech; a proposal for a site plan, maintenance program and grant funding will be submitted by Virginia Tech. The proposal remains in early feasibility evaluation; Brad Face and Lawrence Pitt are developing a project plan for review by the Town Council's Parks & Recreation Committee.

Covered bridge on Jericho Road: The proposal was discussed and a feasibility study will be proposed by Virginia Tech. The team voiced concern about the potential project and requested that Trey and Russell, as members of BHAR, provide the Board an early "heads up" to allow for early deliberations and discussion of the proposal, should it develop beyond its current broad outline.

New initiatives

Judy provided details on the Commonwealth's Tourism District designation which could be proposed as an overlay to the Historic District. Newport News, Fredericksburg and Waynesboro have implemented the program which can provide to tourism-facing businesses financial incentives as well as relief from some state regulations. Further discussion is planned for the August team meeting; two links to review before the meeting:

- >The Virginia code: <http://vacode.org/58.1-3851/>
- > A case study: <http://www.waynesborobusiness.com/Tourism-Development-Zone.aspx>
(Click on the link on the right to download the "Downtown TDZ" PDF)

Rick reviewed Lee's proposal presented to Town Council's Public Works committee on July 24th asking for additional diagonal parking and a two-hour parking limit on lower Main Street. The request was referred to Town staff for evaluation. In that context, Peter noted that a public hearing is scheduled for the August 5th Town Council meeting on a proposal by Smithfield Foods for additional parking in the area of the corporate campus and Smithfield Center. A motion was made and carried by unanimous consent that Rick present at the public hearing Smithfield 2020's support for the expanded parking proposal.

Rick reviewed Brad Face's proposal for Genuine Smithfield branded re-usable bags to be available for a litter patrol initiative and noted that the Town has a supply of litter bags; some were distributed at Olden Days. Rick will work with Town staff to get a supply and develop a distribution plan which may include having them available at the Chamber office.

Organization updates / announcements

County: The Economic Development team is moving to the second floor of Boykin's Tavern; the ground floor will remain open Monday to Friday to the public for self-guided tours.

Chamber: A workshop on leveraging social media for business development is being hosted July 9th, 8:30 to 10:00 AM, at Windsor High School. Damien Smith, Farmers Bank's Director of Marketing and its social media strategist, is the featured speaker.

Historic District Businesses: Jim reported that Historic District businesses had consistently positive reviews of this year's Olden Days.

Tourism: The fund drive to close the operating budget gap for the Museum was successful. The team extended its congratulations and gratitude to Lee for his leadership in the effort.

Town: Peter noted that the Pierceville property is under contract and the developer is expected to approach the Town with a rezoning request for residential use.

Next meeting: Wednesday, August 6th, 8:30 am, Arts Center @ 319 classroom.

These meeting notes submitted by Rick Bodson.