

Town Council Actions October 27, 2015

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- 1) Gina Hilliard, Chamber of Commerce President, presented the following updates: Katie Long has been hired as the full-time communications assistant for the Chamber and she is available to assist with writing press releases, etc; they are applying for the VTC Marketing Leverage Grants and the Towns and County are included if they win the funding to increase their marketing efforts; calls, visits, and mail out of guides continue to have high numbers; during the last quarter the Chamber website had 19,534 unique hits with the most searched tag words of Shenandoah Valley; Luray Caverns; and Shenandoah National Park; their Facebook page has over 2,000 likes, over 1,000 followers on Twitter, and they are building up their Instagram too; this area is the # 2 most searched area on the Virginia is For Lovers tourists website; the Chamber hosts social media training at their offices and the instructor is willing to travel to the different Town's for this training if there is a need; there are currently 387 Chamber Members with 134 of them upgrading to Tourism Members; Page Alliance for Community Action was recently awarded a five (5) year grant of \$625,000 and will soon hire a director to oversee this program; the mud race was considered successful and if the Board agrees, this will be held again next year; the Annual Banquet will be held on November 5th at the Mimslyn and business and volunteer winners will be announced at this event; the Business After Hours are great events for networking with other business owners, and the next one is in December at the Mimslyn Inn and it is usually the largest one of the year. She thanked Mayor Lucas and Council Members for their support of the Chamber and their objectives of marketing all of Page County.
- 2) Council authorized using the Town marketing funds in the amount of \$250 to sponsor the 89th Annual Chamber Banquet scheduled for Thursday, November 5 at the Mimslyn Inn. This sponsorship includes the Town logo and name recognition at the event and on social media, etc.
- 3) Justin Secrist and Council signed an agreement for him to temporarily use a small portion of an *unopened* street for his driveway to provide direct off-street parking at his home. This agreement was issued on a temporary basis with all expenses and liability to be on Mr. Secrist now, and in the future.
- 4) Adopted a Resolution to request VDOT accept both High Knoll Terrace and Locustdale Loop into their system for maintenance. Both streets are in the Forest Knolls Subdivision. (It was noted one new home is being constructed in this subdivision now and more are planned for early next year. Lots are also being sold for future new home construction, as well.)
- 5) Council reviewed several ideas from Craig Lancto for more tourist attraction and development of Town Parks. Mr. Lancto's suggestions included paddle

boat and pontoon (party) boat rentals at the River Park; trackless train rides to connect all points of interest; camping facilities including cabins and permanent games/attractions at Big Gem Park. He felt there is funding available for these ventures through lodging tax funds, state grants, or other agencies and organizations. Council thanked Mr. Lancto for the ideas and noted security concerns may prohibit any cabin construction at the Big Gem Park within the near future, but the other ideas could be a future possibility.

- 6) Upcoming Events: **VETERANS:** **1.** Veterans Day Thanksgiving Service followed by a FREE lunch with Veterans being the guests of Honor on Sunday, November 8 at 10 a.m. Evangelical United Methodist Church, 513 E. Spotswood Avenue, Elkton, VA. Contact 540-298-1767 for more information; **2.** Veterans Service at the Shenandoah Veterans Park on Virginia Avenue (across from the Post Office), Shenandoah, VA, on Sunday, November 8 at 3 p.m. All Veterans and their friends and family as well as all citizens are invited to this service to say THANK YOU to all Veterans. Contact Town Hall for more info at 540-652-8164; **3.** Wednesday, November 11 at 7:30 a.m. in the cafeteria of the Page County High School Breakfast for Veterans followed by a Program at 8:30 a.m. in the Auditorium at Page County High School to Honor Veterans. Other Community Events: **1.** Hawksbill Greenway Foundation will hold a dedication ceremony for the new ADA Fishing Platforms on Saturday, November 7 at 1 p.m. with Parking at the Park and Ride Lot on Mechanic Street in Luray. More information may be found at Hawksbill Greenway.org **2.** US Air Force Rhythm In Blue Jazz Ensemble will be at the Performing Arts Center in Luray on Thursday, November 12 at 7 p.m. Limited seating for this performance. More information may be found at www.performingartsluray.org
- 7) Approved both options from the Shenandoah Recreation League to either construct a new concession building or build an addition onto the existing building, contingent upon the rec league paying all costs involved, obtaining the required health department approvals, and building permits, obtaining the necessary insurance, and accepting all liability involved.
- 8) Received a notice from VDOT regarding the public hearings scheduled for November 19 at 4:30 p.m. at the Augusta County Government Center in Verona. Citizens and local governing body's will have the opportunity to provide comments on transportation projects and priorities in the Six-Year Plan. There will be an opportunity for a question and answer period as well. More information is available beginning November 2nd at <http://www.virginiadot.org/2015fallmeetings>.
- 9) Heard the Town water tank is back in service now and many leaks were repaired recently.

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- 10) Chief Davis submitted more information regarding the legalities involved with adopting a Panhandling Ordinance. Council noted since the property owners have the opportunity to handle this under existing laws and regulations, no further action is needed. Business owners experiencing any panhandling issues, should contact the Town Police Department at 540-652-8193 for non-emergencies, or dial 911 for emergencies.
- 11) Council noted they will likely have to review the Town budgets for changes if any local commercial businesses close in the near future. Also, the Industrial Economic Development and Procurement Committee is awaiting a proposal from a local industry to determine what their future needs will be.
- 12) Councilman Fox reported the open burning laws have changed again, and if the Town ever wants to adopt an ordinance, the state has a model ordinance.
- 13) Reminded everyone to be cautious while driving on Saturday, October 31st due to the many children who will be in Town for trick or treating.
- 14) Cancelled the November 24 and the December 22 Town Council meetings due to their close proximity to the holidays. The Council could still hold special meetings if there were items that required votes prior to the regular meetings being held.