

Parksley Downtown Revitalization Project Management Team Meeting Minutes
Action Items follow – Please review!

September 13, 2017
Town Office, Parksley

Management Team Members Present:

Jim Eichelberger, Mayor
Cara Burton, ES Public Library
Dana Bundick, Resident
John Aigner, A-NPDC
Harris Phillips, Business Owner
Tim Valentine, Business Owner

Management Team Members Absent:

Mark Bowden, Accomack County
Billy Graham, Business Owner
Wayne Marshall, Vice Mayor
Elaine Meil, A-NPDC
Frank Russell, Council Member

Other Attendees Present:

Curt Smith, A-NPDC
Shannon Alexander, A-NPDC
Denise Bernard, Town Staff
Jason Sams, DHCD
Jen Davis, The Nature Conservancy
Letitia Greer, Town Staff
Ron Matthews, Interested Stakeholder

Mayor Eichelberger called the meeting to order at 10:03am.

Curt Smith facilitated the review of the CDBG Planning Grant activities to date, focusing on the materials included in pages 43 to 48 of the initial Planning Grant Report.

The issue of the level of detail required for the application was raised:

- Exact costs for non-engineered projects (i.e. lighting, signing)
- Direct quotes for new hardware, installation, maintenance
- Categories of projects will need to be reorganized to match the application guidelines.

TESLA – May offer free charging facility, research needed.

“Streetscaping” is a title used by CDBG that will include lighting, landscaping, etc. This can also include ‘way-finding signs,’ but the details need to be investigated as to the permissible location/extent of such signage that will be covered by the grant.

Jason Sams reviewed the CIG guidelines for the Business District Revitalization grant process.

Financials: Of the \$35k budget, \$5k spent for the initial Planning Grant, the last \$3k must be maintained/used for retainer or pre-contract activity (i.e. Sect 3, Environmental Review, required as drafts, increased points in application ranking).

Timeline & Deadlines:

- In December, a preapplication is due.
- Full application is submitted in March. (*Either March 2018 or March 2019*)

- If we apply in March 2018 and are *not* awarded the grant, there will be a debrief and we are to reapply in 2019. This does NOT hold true from 2019 to 2020.
- Note: Grant funds will *not* pay for the CIG application.
- The timeline submitted with the application must include the four columns shown in the example.
 - The ‘person responsible’ must be a Town employee.
 - Support ex.: A-NPDC, historian, etc.
 - Spark Plug ex.: Ron Matthews (not paid by management or the Town)

Library topics were discussed.

County Code Enforcement needs to be contacted to discuss the following: Parking capacity (including handicap spaces), parking lot landscape design allowances/limitations, etc. Also, important to create design that will prevent/discourage cut-through driving for traffic and pedestrian safety.

The Library projects can be leveraged if they can be shown to help downtown Parksley. Including serving as a regional broadband hotspot, a meeting/conference location/destination, venue for courses, etc.

Additional ideas, questions, resources:

- Entrances in to Town need to reflect the Town theme/vision and be attractive as a first impression and to encourage visitors to park and enjoy the Town.
- Cities to look at for inspiration:
 - Montross – crosswalk etc., ask NNPDC
 - Gloucester – cost share advertisement materials/distribution
 - Damascus – local business features the Town front and center in marketing materials and personal business in a secondary fashion
- Maintenance Plan for building and other improvements would be ideal
 - Create/enforce Town code/ordinances that are proactive and require upkeep
- Microloan component: Ex. Montross & Colonial Beach, ask NNPDC; Grant manual Chapter 10; additional points, but requires having a banker on the management team.
- Main Street Affiliation
- Caboose motel
- GPA – reestablish
- Parksley has revolving loan fund – increase rank of application’
- Match for signage required for assisting private businesses, but the match can go back 1 year prior to the grant.

Action Items:

Mayor Eichelberger – Research the Victorian themed facades; compile relevant ordinances; prioritize list of projects

Cara Burton – Increase the stakeholder circle (outside of Parksley); research parking lot code requirements with the County; research “streetscaping” options (focusing on vegetation, but looking at lighting, signage, etc. if time and interest)

Tim Valentine – Talk to brick mason (again) and acquire quote; research options for walk through to present at the next meeting

Jen Davis – Discuss with colleagues some options for what TNC can bring to this grant, perhaps by bringing in additional leveraging grants (i.e. observation platform, potential summer programs at the new library, etc.)

Dana Bundick – Research lighting and solar; get quotes and figures

Letitia Greer – Update the business license list (with contact information) and have to supply to Mayor and team, in order to reach out to business owners for potential engagement social (perhaps to reestablish GPA).

Harris Phillips – Research prices of lighting, signage, and other “street scaping” components; speak with other local business owners to keep them ‘in the loop’ and gauge interest

Denise Bernard – Aide residents, staff, and Mayor as needed

Jason Sams – Draft Contract; Set up budget in CAMS

Curt Smith – Coordinate the next meeting (doodle poll); Curt to reach out to Art K. Fisher to potentially serve as historian on this project team

John Aigner – Inspect buildings brought to attention by Town representatives; Work with Mark of Accomack County

Shannon Alexander – Type meeting minutes & Action Items list; serve as resource as needed