

Cape Charles Main Street, Inc.

Cape Charles Civic Center

Regular Meeting

June 11, 2018

6:00 P.M.

1. Call to Order; Roll Call
2. Moment of Silence / Pledge of Allegiance
3. Consent Agenda
 - *A. Approval of Agenda Format
 - *B. Approval of Minutes
4. Order of Business
 - A. Program Manager – Prioritization of Tasks and Duties
 - i. Board Introduction- Joe F. (Andy Buchholz)
 - ii. Otto Introductions, Visit and Planning (Shelly Gorman & Otto Team)
 - iii. Town Council MOA & Budget Status (Shelly Gorman)
 - iv. Happiest Seaside Town & USA Today’s 10 Best Readers’ Choice Awards (Shelly Gorman)
 - v. Main Street Pitch/July Conference Update (Shelly Gorman)
 - vi. Economic & Market Research RFP (Shelly Gorman)
 - vii. VA Downtown Pilot Update (Shelly Gorman)
 - viii. Community Updating Methodologies (Shelly Gorman)
 - B. Discussion Around Co-Chairs For Committees (All)
- B. Committee Reports
 - i. Organization (Bill Stramm & Donna Moyer)
 - a. Quickbooks/Bank Account Update
 - b. Branding Think Tank Update
 - c. Designation Tracking
 - ii. Design (Tammy Holloway & Mollie Pickron)
 - iii. Economic Vitality (Andy Buchholz)
 - iv. Promotion (Elizabeth Dodd Russell & Carol Evans)
 - a. Constant Contact
5. Other Items for Future Consideration
6. Announcements / Resources
7. Next Meeting(s): Branding Think Tank- June 13th, 2018
Board Meeting-July 9th, 2018

CAPE CHARLES MAIN STREET, INC
Executive Closed Session

June 4, 2018
Location Civic Center
6:00 PM

At 6:00 p.m., Chairman Andy Buchholz, having established a quorum, called to order the Work Session Meeting of the Community Enhancement Program Board (CEB). In addition to Chairman Buchholz present were Vice Chairman Tammy Holloway, board members Elizabeth Dodd Russell, Mollie Pickron, Carol Evans, and Bill Stramm. Not in attendance - Donna Moyer. Also in attendance was Program Director Shelly Gorman.

1. Call to Order: Roll Call

2. Motion to go into Closed Session in accordance with Section 2.2-3711-A of the Code of Virginia of 1950, as amended for the purpose of:

Paragraph 1: Discussion, consideration, or interviews of prospective candidates for employment; assignment, appointment, promotion, performance, demotion, salaries, disciplining, or resignation of specific public officers, appointees, or employees of any public body; and evaluation of performance of departments or schools of public institutions of higher education where such evaluation will necessarily involve discussion of the performance of specific individuals.

Specifically: Employee Matters

Tammy Holloway made a motion to go into closed session. Mollie Pickron seconded the motion and the motion passed.

3. Bill Stramm made a motion to return to Open Session. Elizabeth seconded, motion carried.

4. Motion to certify to the best of each member's knowledge (i) only public business matters lawfully exempted from open meeting requirements under this chapter and (ii) only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed or considered in the meeting by the public body. Roll call vote. Russell yes, Stramm yes, Pickron yes, Holloway yes, Evans yes.

Tammy Holloway made a motion to accept the rescinded resignation of Shelly Gorman, Mollie Prickron seconded the motion. The motion passed. We welcome Shelly back to Main Street Cape Charles as the Program Manager.

Branding session on the June 13th. Working on a format for guests that cannot attend the session with Otto. The survey will be posted after the charette event for the people that could not come. We will be using the Christian School's Heyward Hall.

5. Carol Evans made a Motion to Adjourn at 7:13pm and Bill Stramm seconded the motion. Motion passed.

TOWN OF CAPE CHARLES FY 2019 BUDGET WORKSHEET

GENERAL FUND REVENUE, Community Enhancement

As of 5/11/18

Account Number	Account Description	2017 Actual Unaudited	2018 Budget	2018 Estimated Annual	2019 Requested	2019 Request Amended to balance Gen Fund budget	Notes
100-3050-1500	Transient Occupancy Tax Allocated for CEB	\$97,271.51	\$100,000.00	\$108,553.00	\$145,000.00	\$100,000.00	Requested from Town
	Affiliate Grant-DCHD			\$7,000.00		\$0.00	Grant for Community Brand & Image
	Travel Grant-DCHD			\$1,000.00		\$0.00	Grant for Annual National Conference for Tammy H.
	New Account - Grant				\$11,000.00	\$11,000.00	TBD
	Northampton County Tourism Infrastructure Grant				\$1,000.00	\$1,000.00	
	New Account - Wayfinding Grant				\$18,000.00	\$18,000.00	\$18,000 pending discovery
	Re-appropriate from FY18 budget under-expended				\$77,977.93	\$51,950.00	Request that Council re-appropriates this amount from FY18 budget (unexpended) for FY19.
COMMUNITY ENHANCEMENT	TOTAL REVENUE	\$97,271.51	\$100,000.00	\$116,553.00	\$252,977.93	\$181,950.00	

GENERAL FUND EXPENDITURES, Community Enhancement

Account Number	Account Description	2017 Actual Unaudited	2018 Budget	2018 Estimated Annual	2019 Requested	2019 Requested	Notes
100-4900-1200	PT Salaries & Wages Community Enhancement	\$0.00	\$35,000.00	\$13,000.00	\$39,060.84	\$39,060.84	35 hrs per week 21.46 per hour, incl 2.2% COLA
100-4900-2000	FICA Expense	\$0.00	\$2,677.50	\$1,000.00	\$2,988.15	\$2,988.15	
100-4900-2100	SUI Expense	\$0.00	\$51.20	\$51.20	\$20.80	\$20.80	
100-4900-2230	Worker's Comp Ins	\$0.00	\$48.87	\$48.87	\$55.78	\$55.78	
100-4900-2345	Employee/Volunteer Testing	\$0.00	\$75.00	\$75.00	\$0.00	\$0.00	
100-4900-3000	Contract Labor	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
100-4900-3025	Repair, Maint & Inspect Contracted Svcs	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
100-4900-3410	Management Consulting	\$0.00	\$0.00	\$0.00	\$24,500.00	\$24,500.00	Conversion to 501C3, add & Marketing research @ 19,500 (7K grant possible)
100-4900-3430	IT, Software, Scan & Website Services	\$0.00	\$1,000.00	\$1,000.00	\$4,000.00	\$4,000.00	Maestro management software, website hosting, IT services, accounting software for the 501C3
100-4900-3500	Advertising Services	\$0.00	\$20,000.00	\$10,000.00	\$20,000.00	\$20,000.00	
100-4900-4030	Grant Exp - Nrthmptn Cty Tourism Infrast	\$0.00	\$0.00	\$0.00	\$1,000.00	\$1,000.00	
100-4900-4210	Virginia Mainstreet Expense	\$0.00	\$15,000.00	\$500.00			Discontinue account in FY19-move to more descriptive accounts
100-4900-TBD	Streetscape Design/Beautification	\$0.00	\$15,000.00	\$0.00	\$15,000.00	\$15,000.00	
100-4900-4220	Marketing - Social Media & Website	\$0.00	\$0.00	\$0.00	\$1,000.00	\$1,000.00	
100-4900-4230	Marketing - Miscellaneous Other	\$2,260.08	\$0.00	\$0.00	\$4,000.00	\$4,000.00	
100-4900-5040	Phone Service, Landline & Wireless	\$0.00	\$1,240.00	\$1,000.00	\$2,000.00	\$2,000.00	
100-4900-5070	Postage	\$0.00	\$0.00	\$0.00	\$602.36	\$602.36	
100-4900-5200	Travel - Mileage, Parking & Tolls	\$0.00	\$1,200.00	\$1,200.00	\$2,300.00	\$2,300.00	Board and staff due to MS designation requirements
100-4900-5210	Travel - Lodging & Meals	\$0.00	\$4,500.00	\$4,500.00	\$6,000.00	\$6,000.00	Board and staff due to MS designation requirements
100-4900-5220	Conference	\$0.00	\$3,000.00	\$3,000.00	\$4,000.00	\$4,000.00	Board and staff due to MS designation requirements
100-4900-5230	Education	\$0.00	\$0.00	\$0.00	\$150.00	\$150.00	
100-4900-5240	Books & Subscriptions	\$0.00	\$0.00	\$0.00	\$400.00	\$400.00	
100-4900-5250	Dues & Memberships	\$0.00	\$650.00	\$1,200.00	\$1,200.00	\$1,200.00	
100-4900-6000	Office Supplies	\$0.00	\$1,000.00	\$1,000.00	\$1,200.00	\$1,200.00	
100-4900-6150	Comptr, Sftware & Electronics < \$5K	\$0.00	\$0.00	\$1,000.00	\$1,000.00	\$1,000.00	
100-4900-9302	Maint. Svc. Contracts - Annual	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
100-4900-7TBD	Capital Expense-Wayfinding				\$68,000.00	\$26,472.07	obtain grants to cover \$18,000-move 70% of work to FY19 (can't begin until after branding, which will be a natural delay)
100-4900-7TBD	Capital Expense- Brand & Community Image Implementation				\$35,000.00	\$25,000.00	10000 paid in FY18
COMMUNITY ENHANCEMENT	TOTAL EXPENDITURES	\$2,260.08	\$100,442.57	\$38,575.07	\$233,477.93	\$181,950.00	
Community Enhancement	Net over/Under			\$77,977.93	\$19,500.00	\$0.00	