

COMMUNITY ENHANCEMENT PROGRAM BOARD

Special Meeting

March 26, 2018

Civic Center 6:00 PM

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. 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: 29: 9.

Discussion of the award of a public contract involving the expenditure of public funds, including interviews of bidders or offerors, and discussion of the terms or scope of such contract, where discussion in an open session would adversely affect the bargaining position or negotiating strategy of the public body.

Specifically: Review RFP Proposal Evaluation and Selection for Community Image & Branding

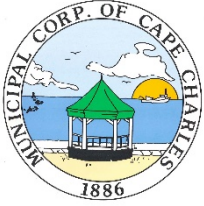
5. Motion to return to Open Session

6. 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.

7. Budget (Andy Buchholz)

8. Rev Up Main Street Kickoff Event Update & Planning (Promotions Committee)

9. Motion to Adjourn



COMMUNITY ENHANCEMENT PROGRAM BOARD

Work Session Meeting

Cape Charles Coffee House

March 9, 2018

9:00 a.m.

At 9:00 a.m., Chairman Andy Buchholz, having established a quorum, called to order the Joint Work Session between the Community Enhancement Program Board (CEB) and DHCD. In addition to Chairman Buchholz, present were Board members David Gay, Mollie Pickron, Carol Evans, Donna Moyer, Bill Stramm and Vice Chair Tammy Holloway. Elizabeth Dodd Russell and Donna Moyer were not in attendance. Also in attendance was Town Manager Brent Manuel, Program Manager Shelly Gorman and Kyle Meyer from DHCD.

A moment of silence was observed which was followed by the recitation of the Pledge of Allegiance.

ORDER OF BUSINESS:

A. COMMITTEE UPDATES WITH KYLE MEYER REPRESENTATIVE KYLE MEYER

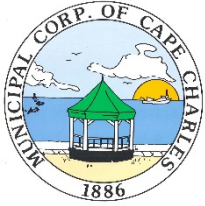
1. Bill Stramm provided an update on the organization committees' tentative workplan and the CEB's intent to formalize a MOU with the Town in the future.
2. **Carol Evans provided an update that the promotions committee was currently evaluating events that will provide fundraising streams and they would be seeking volunteer input to finalize those signature events.**
3. **Tammy Holloway & Mollie Pickron provided an update on their short-term plan to work with community stakeholders to drive fruition on high impact beautification projects in advance of the Garden Tours, along with updating Kyle Meyer that there would be other beautification projects in the works once their committee met. Tammy also updated Kyle that she would be attending the National Conference.**
4. **David Gay provided an update on the Economic Vitality committee and asked Kyle for input on any criteria from DCHD in determining the designated Main Street area in Cape Charles. Kyle referred the committee to the Main Street guidelines that we furnished at the formation of the CEB.**

Motion made by Tammy Holloway, seconded by Mollie Pickron, to adjourn the Community Enhancement Program Board Work Session. The motion was approved by unanimous vote.

The meeting adjourned at 10:47 a.m.

Chairman Andy Buchholz

Secretary, Elizabeth Russell



COMMUNITY ENHANCEMENT PROGRAM BOARD

Regular Meeting
Cape Charles Civic Center
February 12, 2018
6:00 p.m.

At 6:00 p.m., Chairman Andy Buchholz, having established a quorum, called to order the Regular Meeting of the Community Enhancement Program Board (CEB). In addition to Chairman Buchholz, present were Board members Elizabeth Dodd Russell, Mollie Pickron, David Gay, Carol Evans, and Bill Stramm. Vice Chair Tammy Holloway and Donna Moyer were not in attendance. Also in attendance was Town Manager Brent Manual and Program Director Shelly Gorman.

A moment of silence was observed which was followed by the recitation of the Pledge of Allegiance.

CONSENT AGENDA – APPROVAL OF AGENDA FORMAT

Motion made by Carol Evans, seconded by Bill Stramm, to approve the agenda format as presented. The motion was approved by unanimous vote.

CONSENT AGENDA – APPROVAL OF MINUTES

The CEB reviewed the minutes of the January 10, 2018 RFP meeting and the January 22, 2018 regular meeting minutes.

Motion made by Carol Evans, seconded by Bill Stramm, to approve the minutes from the January 10, 2018 RFP meeting and the January 22, 2018 regular meeting minutes as presented. The motion was approved by unanimous vote.

Elizabeth will bring the hard copies of the minutes for Andy and Elizabeth to physically sign.

A. Program Manager Updates:

- i. Happy Town – Vote for Cape Charles Coastal Living, 500 cards to all businesses, press releases went out all over, Voting party at Kelly’s – on FB over 4000 people reached.
- ii. Strategy
 - a. Budget: working off of Deb and then Libby’s breakdown. Tourism related support- money the town designates to give to 501c3s. The town council said we need to get rid of that and CEB is not allocating it.
 - i. Advertising services: \$20,000 – expended \$12,000. \$950 AAA world Magazine still coming and \$800 CBBT welcome still coming. \$7582 is left in advertising minus \$1900. From now on the board will vote on what we spend for advertising. The town employees are taking the Town’s advertising from the CEB

- budget. That will no longer happen. Shell will get it cleaned up so next year's budget is more firm.
- ii. Shelly will find matching funds, shuffle them around, from our budget so that we can match the RFP \$11,600. Bill Stramm made a motion to let the program manager reallocate the budget to fit the CEB requirements and roll over year-end funds to the following year, David Gay 2nd. Motion passed.
 - b. New system: Shelly has demoed 15 and has them narrowed down to two. Low price, everything integrated and easy to use.
 - c. Community Business Launch Grant – (Shark tank) Meetings about entrepreneurships. Northampton County wants to submit the grant as a County- they want us to partner with them. They need statistics and course schedules. Free training for entrepreneurs. The County will be putting up all the matching funds – Charlie.
 - d. FOYA email – If an email is sent to more than 2 board members it is an illegal board meeting. Send an email to Shelly and one other board member like Andy. You can interact in the drop box.
 - e. MainStreet Conferences – National is in Kansas City, Missouri March 26-28th. – Tammy will try and go to the Annual Meeting. April 17-19 Regional Rev-Up Warrington, South Boston. Downtown Intersections July 16-18 in Harrisonburg (next physical year). Kyle gave us travel money. If one person goes he gives us \$1000 and if 2 people go he gives us \$1500. Our budget for conferences is \$2800. We will talking about it in the work session.
 - f. Cape Charles by the Bay – CEB now owns it – meaning we are responsible for updating the content. Libby and Tracy have been updating the events. Website (domain is owned by the Kohler's, we own the content on the website, the Kohler's have the login for the FB) and then the social media is attached. Shelly will meet this week the Kohler's. Hank is hosting the website. We have a great following on Facebook.
 - i. Marketing – Mission clearness before we really push forward with marketing.
 - g. Kyle is coming to town April 8th (Sunday) and is speaking at the Tourism Summit on April 9th.
 - h. Mission and Strategy – use the work session to map these out. Mission needs to be one sentence. Each person come to the work session with one sentence each about what they think the mission is – we will vote on. We will get in our committees and see what our 3-4 initiatives we would like to start with. We can prioritize them in the work session. Then we can say here is what we are working on and come join us. Vision in the packet. Events – partnering with – blessing of the fleet and blessing of the worms. Working for the community with the community – tourist and residents.
 - iii. Upcoming grants – We need a strategy to find grants. VA Mainstreet grant is due March 2nd – it is an affiliate grant as well. We will figure it out after we have our mission and strategy.

B. Committee Reports

i. Organization

1. DHCD Commercial District Affiliate Grant Update: We have it. They want it finished by the 31st of May. We can ask for an extension and we will get it.
2. RFP update and evaluation – People are showing interest. We haven't determined what our evaluation process is yet. We have determined that the CEB will evaluate the proposals. We have the criteria based on points. The emails we are receiving, the answers need to be posted on capecharles.org. Based on FOYA it needs to be put into drop box. Sent to 17 firms and posted on the CC website. Due to us by the 19th and they need to be posted by the 21st.
3. 501c3 – Bill is waiting to hear when it is going to the IRS.

ii. Economic Vitality: David is researching demographics. All the businesses are that apart of the Business Association. Is it for the RFP, is it for matrix. David has made a photographic document of how the town looks, esthetically.

iii. Promotion – in the future we will create a guideline of events we want to partner with and marketing for it. Parking long term.

C. Stakeholders – Have all of them finished by the end of March.

D. Future Consideration:

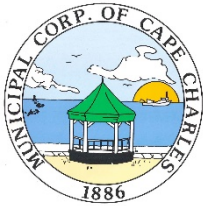
- a. Parking – town parking behind the buildings on Mason, lighting. Hotel parking (will they do valet). Grants for parking and lighting.
- b. Add to agenda or new meeting – Money allocated to 501c3s. Brent and Andy will take care of it.
- c. Work session – who wants to go to conferences.
3-4 initiates for each committee. Feb 26th.

Motion made by Bill Stramm, seconded by Elizabeth Russell, to adjourn the Community Enhancement Program Board Meeting. The motion was approved by unanimous vote.

The meeting adjourned at 7:25 p.m.

Chairman Andy Buchholz

Secretary, Elizabeth Russell



COMMUNITY ENHANCEMENT PROGRAM BOARD

Work Session Meeting

Cape Charles Civic Center

February 26, 2018

6:00 p.m.

At 6:00 p.m., Chairman Andy Buchholz, having established a quorum, called to order the Regular Meeting of the Community Enhancement Program Board (CEB). In addition to Chairman Buchholz, present were Board members Elizabeth Dodd Russell, David Gay, Mollie Pickron, and Bill Stramm. Vice Chair Tammy Holloway, Carol Evans, and Donna Moyer were not in attendance. Also in attendance was Town Manager Brent Manual and Program Manager Shelly Gorman.

A moment of silence was observed which was followed by the recitation of the Pledge of Allegiance.

ORDER OF BUSINESS:

A. MISSION STATEMENT (WHY WE EXIST)

- I. Mission: Only 4 out of 8 people responded.
- II. Create a vibrant and attractive downtown that preserves historical character, encourages economic development and enhances the quality of life.

B. Vision Statement (Desired end state)

- i. Historically unique and vibrant bayside downtown that enriches the business community, preserves history and our natural environment, celebrates the arts and instills a "sense of place" in all hearts.

Shelly will finalize these two statements and email them out to everyone to make sure they are ok with everyone.

- C. Short lists of priorities for each committee for Shelly – please email, clean up your list so that it can be published to the community, then plan a first volunteer meeting so that Shelly can publish it. Committees have to present a work plan for the year with budgets and timelines.

a. Organization:

1. Work plan
2. Volunteer strategy plan
3. Fundraising campaign plan
 - Membership is a part of most Main Streets – almost all of them
4. Create Newsletter or website to get the word out or other vehicle

5. MainStreet info packet
6. MOU between the town and Main Street
7. Budget management

the board needs to do this with input from all the committees.

b. Promotion:

1. Website that includes a compressive calendar of events for the whole town.
 - a. With that includes a policy of how events & which events make the calendar.
 - b. Coinciding with the website and calendar – a wonderful town map. This can be used by visitors and mailed to potential visitors. Also an electronic version for the website. (maybe an app later down the road that is interactive)
 - c. A rack card that points a visitor toward the website calendar. At all of the welcome centers all over the state & surrounding states.
2. Creating a social media policy.
 - a. What can be posted, how do we learn about the event? Does someone have to submit to the calendar & then they get one free Facebook plug?
3. Create an event partnership policy.
 - a. Town events – Blessing of the Fleet, 4th of July, Crab Pot Drop, etc.
 - b. 501c3 events – New Roots, Citizens of Central Park, Harbor for the Arts, Experimental Film Virginia, Crabby Blues Festival, Art Rocks the Inns, Cookie Trail, Festive Fridays, etc.
 - c. Individual business events – Shuck ‘N Suck, Lemon Tree Events, Moonrise Events
 - d. Main Street events
 - i. from the Strategic Plan people want a monthly event in the Plaza throughout the year
 - ii. one or two signature events a year
4. Clear wayfinding signs & banners
 - a. Includes connecting the harbor to the beach to the railroad. Maybe a separate map.
 - b. A history tour/ pamphlet
 - i. Golf cart tours or a trolley
 - ii. (SP) – visit for a lifetime, history, culture
5. Develop a line of Cape Charles items that goes along with the branding logo.
 - a. shirts, bags, buttons
6. Develop a solid media list – which we pretty much have

General:

1. Create the boarder of the Main Street area
 - a. Mason Ave, Strawberry Street
 - b. Bay Creek, Oyster Farm, B&Bs
 - c. Extended Randolph – Eastern Shore Custom Carts, Cape Charles Brewery, Barney, Pet Spa, Vance’s, John Burdius, etc.
2. Parking
 - a. New lot

- b. Shuttles for an outside location
- 3. Downtown Progress Awards
- 4. Develop a small business guide
 - c. **Economic Development:**
 - i. Base line – where are we now
 - ii. 5 year plan for development
 - iii. occupied and vacant lots
 - iv. Mason Ave. – should be commercial & Stone Road
 - v. Complete the photograph journal
 - d. **Design:**
 - i. Accessibility – restrooms, benches
 - ii. Street Scape – gazeboes, paint
 - iii. Sense of Place
 - iv. Residential beautification
 - Grass cutting ordinance
 - v. Parking

Future Meetings/ Future Plans for Shelly:

- A. Budget and ish dates for Shelly by Friday afternoon (March 2nd)
- B. How many volunteers do you need per committee?
- C. Reach out to volunteers.
- D. Kick off meeting. – March 26th

Motion made by Elizabeth Russell, seconded by Mollie Pickron, to adjourn the Community Enhancement Program Board Work Session. The motion was approved by unanimous vote.

The meeting adjourned at 7:49 p.m.

Chairman Andy Buchholz

Secretary, Elizabeth Russell

TOWN OF CAPE CHARLES FY 2019 BUDGET WORKSHEET

GENERAL FUND REVENUE, Community Enhancement

Account Number	Account Description	2017 Actual Unaudited	2018 Actual as of 12/31/17	2018 Budget	2018 Estimated Annual	2019 Requested	2019 Approved	Notes
100-3050-1500	Transient Occupancy Tax Allocated for CEB	\$97,271.51	\$83,913.77	\$100,000.00	\$108,553.00	\$145,000.00		Requested from Town Estimated 10% increase over 123K (135K) from 2017 plus new hotel and vac rental properties
	Affiliate Grant-DCHD		\$7,000.00		\$7,000.00			Grant for Community Brand & Image
	Travel Grant-DCHD		\$1,000.00		\$1,000.00			Grant for Annual National Conference for Tammy H.
	New Account - Grant					\$11,000.00		7000 applied, 4000 pending discovery
	Northampton County Tourism Infrastructure Grant					\$1,000.00		
	Re-appropriate from FY18 budget under-expended					\$77,977.93		
COMMUNITY ENHANCEMENT	TOTAL REVENUE	\$97,271.51	\$91,913.77	\$100,000.00	\$116,553.00	\$234,977.93	\$0.00	

GENERAL FUND EXPENDITURES, Community Enhancement

Account Number	Account Description	2017 Actual Unaudited	2018 Actual as of 12/31/17	2018 Budget	2018 Estimated Annual	2019 Requested	2019 Approved	Notes
100-4900-1200	PT Salaries & Wages Community Enhancement	\$0.00	\$0.00	\$35,000.00	\$13,000.00	\$39,060.84		35 hrs per week 21.46 per hour, incl 2.2% COLA
100-4900-2000	FICA Expense	\$0.00	\$0.00	\$2,677.50	\$1,000.00	\$2,988.15		
100-4900-2100	SUI Expense	\$0.00	\$0.00	\$51.20	\$51.20	\$20.80		
100-4900-2230	Worker's Comp Ins	\$0.00	\$38.55	\$48.87	\$48.87	\$62.05		
100-4900-2345	Employee/Volunteer Testing	\$0.00	\$0.00	\$75.00	\$75.00	\$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	\$0.00	\$24,500.00		Conversion to 501C3, add & Marketing research @ 19,500 (7K grant possible)
100-4900-3430	IT, Software, Scan & Website Services	\$0.00	\$65.98	\$1,000.00	\$1,000.00	\$4,000.00		Maestro management software, website hosting, IT services, accounting software for the 501C3
100-4900-3500	Advertising Services	\$0.00	\$4,135.02	\$20,000.00	\$10,000.00	\$20,000.00		
100-4900-4030	Grant Exp - Nrthmptn Cty Tourism Infrast	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00		
100-4900-4210	Virginia Mainstreet Expense	\$0.00	\$75.00	\$15,000.00	\$500.00			Discontinue account in FY19-move to more descriptive accounts
100-4900-TBD	Streetscape Design/Beautification	\$0.00	\$75.00	\$15,000.00	\$0.00	\$15,000.00		
100-4900-4220	Marketing - Social Media & Website	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00		
100-4900-4230	Marketing - Miscellaneous Other	\$2,260.08	\$0.00	\$0.00	\$0.00	\$4,000.00		
100-4900-5040	Phone Service, Landline & Wireless	\$0.00	\$0.00	\$1,240.00	\$1,000.00	\$2,000.00		
100-4900-5070	Postage	\$0.00	\$0.00	\$0.00	\$0.00	\$596.09		
100-4900-5200	Travel - Mileage, Parking & Tolls	\$0.00	\$0.00	\$1,200.00	\$1,200.00	\$2,300.00		Board and staff due to MS designation requirements
100-4900-5210	Travel - Lodging & Meals	\$0.00	\$508.14	\$4,500.00	\$4,500.00	\$6,000.00		Board and staff due to MS designation requirements
100-4900-5220	Conference	\$0.00	\$0.00	\$3,000.00	\$3,000.00	\$4,000.00		Board and staff due to MS designation requirements
100-4900-5230	Education	\$0.00	\$0.00	\$0.00	\$0.00	\$150.00		
100-4900-5240	Books & Subscriptions	\$0.00	\$0.00	\$0.00	\$0.00	\$400.00		
100-4900-5250	Dues & Memberships	\$0.00	\$945.00	\$650.00	\$1,200.00	\$1,200.00		
100-4900-6000	Office Supplies	\$0.00	\$330.07	\$1,000.00	\$1,000.00	\$1,200.00		
100-4900-6150	Comptr, Sftware & Electronics < \$5K	\$0.00	\$0.00	\$0.00	\$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					\$50,000.00		
100-4900-7TBD	Capital Expense- Brand & Community Image Implementation					\$35,000.00		
100-4900-7TBD	Capital Expense-Market Research					\$19,500.00		\$7000 for grant expenditure + other
COMMUNITY ENHANCEMENT	TOTAL EXPENDITURES	\$2,260.08	\$6,172.76	\$100,442.57	\$38,575.07	\$234,977.93	\$0.00	
Community Enhancement	Net over /Under				\$77,977.93	\$0.00	\$0.00	