

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 entrepreneurs. 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:

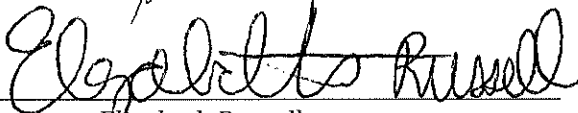
- a. Parking – town parking behind the buildings on Mason, lighting. Hotel parking (will they do valet). Grants for parking and lighting.
- b. Add to agenda or new meeting – Money allocated to 501c3s. Brent and Andy will take care of it.
- c. Work session – who wants to go to conferences. 3-4 initiates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