



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

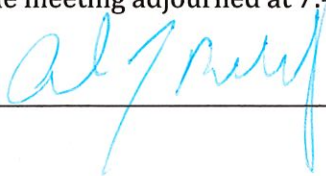
- c. Extended Randolph – Eastern Shore Custom Carts, Cape Charles Brewery, Barney, Pet Spa, Vance's, John Burdus, etc.
- 2. Parking
 - a. New lot
 - b. Shuttles for an outside location
- 3. Downtown Progress Awards
- 4. Develop a small business guide
 - c. **Economic Development:**
 - i. Base line – 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:

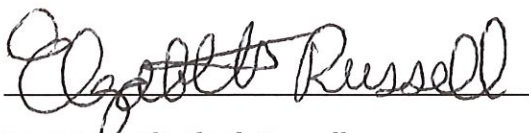
- A. Budget and ish dates for Shelly by Friday afternoon (March 2nd)
- B. How many volunteers do you need per committee?
- C. Reach out to volunteers.
- D. Kick off meeting. – March 26th

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