

Town Council Regular Meeting July 13, 2021

The Altavista Town Council held a regular scheduled meeting in Council Chambers of the Town Hall/ J.R. Burgess Municipal Building, 510 Seventh Street, on July 13, 2021 at 6:00 p.m.

At six o'clock p.m., Mayor Mike Mattox called the meeting to order and presided.

Council Members

Present: Vice Mayor Reginald Bennett
Mr. Tracy Emerson
Mr. Timothy George
Mr. Jay Higginbotham – entered at 6:14 p.m.
Dr. Scott Lowman
Mayor Michael Mattox
Mr. Wayne Mitchell

Town Staff present:

Mr. J. Waverly Coggsdale III, Town Manager
Ms. Amanda Owens, Assistant Town Manager
Mrs. Tobie Shelton, Treasurer/Finance Director
Mr. Thomas Merricks, Altavista Chief of Police
Mr. David Garrett, Public Works Director
Mr. Tom Fore, Altavista Utilities Director
Ms. Sharon D. Williams, Community Development Director
Mr. George Sandridge, Main Street Coordinator
Mr. John Eller, Town Attorney
Mrs. Crystal Hailey, Administration

Altavista Utilities Director Tom Fore gave the invocation for this evening.

Mayor Mike Mattox led the meeting in the US Pledge of Allegiance.

1. Agenda Adoption

Mayor Mattox informed Town Council of an amendment to the July 13th meeting agenda.

- #11 Closed Session: a third item was added to this evening's Closed Session: Section 2.2-3711 (A)(8) Consultation with legal counsel (Town Attorney).

Mayor Mattox asked Council if they had any questions, comments, or concerns in regard to the proposed July 13, 2021 Town Council Meeting Agenda, to which there were none.

Councilman Emerson made a motion, seconded by Vice Mayor Bennett, to approve the July 13th Town Council Meeting Agenda as amended.

Motion carried

Vote:	Mr. Wayne Mitchell	Yes
	Mr. Tracy Emerson	Yes
	Vice Mayor Bennett	Yes
	Mayor Mike Mattox	Yes
	Mr. Timothy George	Yes
	Dr. Scott Lowman	Yes

2. Recognitions and Presentations

- Personnel Changes

Town Manager Waverly Coggsdale informed Town Council of the town's personnel changes since June 1st, 2021.

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- Milestones:
None at this time

- New Hires:
Logan Anthony Police - Trainee 6/01/2021
David Scruggs Transit - Bus Drive (P/T) 6/28/2021

- Departures:
None at this time

Mayor Mattox welcomed the new hires to their employment with the Town of Altavista. He asked Town Council if they had any questions or comments, to which there were none.

3. Citizen's Time (Non-Agenda Items Only)

Mayor Mattox asked if there were any citizen(s) present wishing to address Council with a comment, concern, or item regarding a subject that was not listed on the July 13th, 2021 Council Meeting Agenda.

- Ms. Harriet Hardy, 1617 Melinda Drive, Altavista, came before Council and shared her appreciation with the town's recent improvements to English Park. She stated, when she is at the park, she enjoys being outside and feels safe while at the park.

Ms. Hardy stated she and her children always brag on what a beautiful town Altavista is. She thanked Town Council and Town Staff for all they do to make the Town of Altavista a great community.

Mayor Mattox and Council members thanked Ms. Hardy for her kind words and for taking the time to attend Council meetings

- Mr. Jesse Bean, 1421 Broad Street, Altavista, came before Council, as Safety Director of the Wing Racing League (WRL) organization, with a request for permission to use the back portion of English Park for a FPV (Flying First Person View) model aircraft event.

Mr. Bean stated, if approved, the event would be held on Saturday July 24th and Sunday July 25th and the WRL expected 18-20 FPV Pilots to participate in the event.

Mr. Bean stated the WRL follows the Academy of Model Aeronautics' Safety Guidelines when setting up course borders; and the event is performed very safely around spectators.

Mr. Bean informed Council that all of the pilots have \$2.5 million of Academy of Model Aeronautics (AMA) insurance coverage. He stated, in addition, he also sanctions each event with an additional \$1 million of coverage for property owners that allow the event, which in this case, would be the Town of Altavista.

Mr. Bean introduced a 10 year old pilot, Braydon, which showed Council his "Mystery Machine" themed FPV Aircraft. He stated his organization strives to offer safe places for pilots to fly and he is an advocate for promoting safety while FPV racing/performing.

Mayor Mattox asked Town Council if they had any questions for Mr. Bean in regard to the WRL request to use English Park.

Councilman Mitchell shared his favor in the proposed event. He asked that Mr. Bean check with Altavista On Track and the Chamber of Commerce to make sure they had no events scheduled in that area on the same dates; as well as, checking with Public Works Director David Garrett for any potential work planned for those two dates.

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Councilman Emerson stated it seemed as if Mr. Bean had all of the appropriate items covered for the event. He shared his favor with allowing the event and wished him luck.

Vice Mayor Bennett stated he had the opportunity to attend a FPV model racing event and was amazed at the precision of the technology. He shared his favor with Mr. Bean and the WRL involving youth in their activities/events.

Mr. Bennett stated he felt this would be a wonderful event for the community and he would support a vote in favor of allowing the proposed event.

Mayor Mattox asked Mr. Bean how many pilots and spectators usually attend these events.

Mr. Bean stated there were 18 pilots at the last event held in Gretna, and he expected about the same amount to attend the Altavista event. He stated, with this being the first event to be held in the Town of Altavista, he felt the number of spectators may be minimal.

Mayor Mattox asked APD Chief Merricks and Public Works Director David Garrett if they foresaw any issues with allowing this event in the portion of the park requested.

Chief Merricks and Mr. Garrett both stated they did not.

Mayor Mattox asked the Town Manager, Waverly Coggsdale, if he had any concerns in regard to allowing the event request.

Mr. Coggsdale stated, if approved, staff would consult with legal counsel and work with Mr. Bean in regard to the liability insurance the WRL would need in order to hold this event in Altavista.

Councilman Higginbotham joined the Council meeting at this time, 6:14 p.m.

Mayor Mattox informed Mr. Higginbotham of the current subject being discussed. He asked Mr. Higginbotham if he had any questions or concerns with the proposed event.

Councilman Higginbotham stated he previously had the opportunity to be a spectator at such an event and he would be in favor of allowing the event at English Park.

Councilman George shared his favor with allowing the proposed event. He referenced the diagram of the event map and suggested the spectator's designated area be moved to the adjacent newly paved parking lot, instead of being in the field.

Mr. Bean stated the map was the initial estimate of placement, and he also felt the parking lot would be a better area for spectators. He assured Council that he would update the event map to reflect the change.

Councilman Lowman stated he was excited to see such an event coming to the Town of Altavista and if approved, he would be attending the event.

Mayor Mattox asked the Town Manager if a consensus would be appropriate, or if Council needed to vote on this item.

Mr. Coggsdale stated a consensus would be sufficient. He stated, if Council approved the event, Town Staff would work with Mr. Bean to complete all of the necessary details in regard to the event being held in Altavista/English Park.

There was a unanimous consensus by Town Council to allow the WRL event to be held in English Park; and for Town Staff to work with Mr. Bean regarding the necessary details.

Mayor Mattox thanked Mr. Bean and the WRL for bringing this event to the Town of Altavista.

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Mr. Bean thanked Town Council for their time and consideration. He stated he was also a “trail walker and bicyclist” and enjoyed utilizing Altavista’s beautiful park system.

Mayor Mattox asked if there were any other citizens wishing to address Council, to which there were none. He reminded citizens that Town Council would be glad to speak with a citizen at any time regarding an idea or concern they may have pertaining to the town or the community.

4. Town/Community Partner Updates

A. Altavista Area Chamber of Commerce (the Chamber)

Chamber of Commerce Executive Director Grace Mattox shared with Town Council a brief overview for some of the Chamber’s upcoming events.

Ms. Mattox referenced the WRL aeronautics event previously discussed that evening. She confirmed that the Chamber of Commerce did not have any events scheduled in English Park that would conflict with the WRL’s Altavista event dates.

- Ms. Mattox reminded Town Council of the Chamber’s next TGIF event. She stated the event would be held at the Avoca Museum on Friday, July 30th from 6-9 p.m.

Ms. Mattox stated the Chamber’s TGIF events have been very successful and she invited Council members to attend one of the upcoming events. She stated the last TGIF event for this summer would be held on Friday, August 27th.

- Ms. Mattox informed Town Council the Chamber would be continuing its “Summer Drive-In Movie” events in September and October at Shreve Park. She stated they would be conducting a citizen poll to determine what movies to play.

Ms. Mattox stated, with COVID restrictions recently being lifted, the movie events would now offer both tailgating and lawn chair areas for seating options.

- Ms. Mattox stated the Chamber of Commerce would also be continuing its “Coffee & Conversation” events, with the next one being in August at the Main Street Café.

Councilman Mitchell encouraged the Chamber to send out event reminders to the public “early and often”, in order to achieve a high attendance.

Ms. Mattox stated the Chamber was working on improving its marketing strategies.

Ms. Mattox thanked Town Council for their time and their continued support of the Altavista Area Chamber of Commerce.

Mayor Mattox asked Council if they had any questions for Ms. Mattox, or comments in regard to the Chamber’s updates, to which there were none.

Mayor Mattox thanked Ms. Mattox for the Altavista Area Chamber of Commerce updates.

B. Altavista On Track (AOT)

Altavista Main Street Coordinator George Sandridge gave Town Council a brief update of AOT’s current projects and upcoming events.

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- Mr. Sandridge stated that AOT was continuing its efforts in planning the town's 1st Annual Uncle Billy's BBQ, Bourbon, & Beer Festival, to be held in English Park on October 2nd.

Mr. Sandridge stated he would continue to update Council on the progress of this event as details become available.

- Mr. Sandridge stated AOT was also continuing to plan for its "Birdies for Businesses" Golf Tournament being held in August at London Downs Golf Course. He stated, at this time, there were 18 individuals signed up to participate in the tournament.
- Mr. Sandridge informed Council that AOT was co-sponsoring the upcoming "Altavista Block Party" with the Campbell County Public Library System (CCPLS), to be held at the Staunton River Memorial Library in Altavista.

Mr. Sandridge stated the event was scheduled for Friday, August 20th, from 4:30-7:30 p.m. and he would be bringing additional details to Council as he receives them.

- Mr. Sandridge stated staff was still awaiting an official response in regard to AOT's application to the DHCD for a Downtown Investment Grant.

Mr. Sandridge stated he would be happy to answer any questions Town Council may have.

Mayor Mattox asked Council if they had any questions in regard to AOT's updates.

Vice Mayor Bennett referenced the recent act that the State of Virginia would be dedicating \$53 million to the state's "Downtown Program". He asked Mr. Sandridge if there had been any word of when, or how much, Altavista's downtown program would be receiving.

Mr. Sandridge stated, at that time, he did not have any details of that information. He stated he would update Council when staff received the details.

There were no further comments or questions from Council in regard to Altavista On Track.

Mr. Sandridge referenced the Uncle Billy's BBQ, Bourbon, & Beer Festival. He stated planning for such a large event was new to him and he would like to thank Sharon Williams, Altavista's Community Development Director, for her assistance in planning the event.

Mayor Mattox thanked Mr. Sandridge, Ms. Williams, and AOT for the work they do for the community.

5. Consent Agenda

- A. Approval of Council Meeting Minutes
 - June 8th, 2021 Regular Meeting
 - June 22nd, 2021 Work Session
- B. Acceptance of Monthly Financial Reports
 - June 2021 Revenue And Expenditures
- C. Approval of FY2021 Budget Amendments

Mayor Mattox asked Town Council if they had any questions, comments, or concerns in regard to the July 13th, 2021 Consent Agenda, to which there were none.

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Councilman Emerson made a motion, seconded by Councilman George, to approve the July 13th Council Meeting Consent Agenda as presented.

Motion carried.

Vote:	Mr. Wayne Mitchell	Yes
	Mr. Tracy Emerson	Yes
	Vice Mayor Bennett	Yes
	Mayor Mike Mattox	Yes
	Mr. Jay Higginbotham	Yes
	Mr. Timothy George	Yes
	Dr. Scott Lowman	Yes

6. Public Hearings

Representative: Community Development Director Sharon D. Williams

Ms. Williams asked that Town Council discuss public hearings one and two together, as they pertain to one another, but that each hearing being voted on separately, to which they agreed.

A. #OA-21-07 Central Business District – Definition

Background Summary:

The Community Development Director recently discovered that during the town's last Zoning Ordinance update, a provision which exempted certain commercial uses from having to provide off-street parking was eliminated. Previously, parking was not required in the Central Business District (CBD) for commercial uses located within 200' of a town owned public parking lot. Staff has operated under the assumption that the parking exemptions existed until a recent review of the ordinance revealed the omission. At its April 5th and May 3rd, 2021 meetings, the Planning Commission discussed whether parking should be required in the Downtown Revitalization Overlay District (DRO). That discussion included consideration whether parking should be required in what was formerly known as the CBD, which extended from Franklin Avenue to Bedford Avenue. The Planning Commission believed the parking exemption should be reinstated to encompass the area known as the CBD due to the number of available town public parking lots. At its June 7, 2021, meeting, the Planning Commission held a public hearing and voted 5-0 to recommend Town Council amend Section 86-22 *Definitions-General Terms*, of the Zoning Ordinance to define the Central Business District.

Ms. Williams stated it was the opinion of staff that it was never the town's intent to require parking in and around downtown and the elimination of this provision was done in error.

Ms. Williams stated the first public hearing was intended for Council to consider accepting the Planning Commission's recommendation and amend Sec. 86-22 of Altavista's Zoning Ordinance to define the Central Business District.

Ms. Williams stated, if the first public hearing's subject was accepted/approved, the second public hearing was intended for Council to consider allowing this language be inserted back into Altavista's Town Code as such.

Mayor Mattox opened this public hearing at 6:23 p.m.

There were no public comments.

Mayor Mattox closed the public hearing at 6:24 p.m.

Mayor Mattox asked Town Council if they had any questions in regard to this matter, to which there were none.

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Councilman Emerson made a motion, seconded by Councilman Mitchell, to accept the Planning Commission and Town Staff's recommendation to amend Section 86-22 of the town's Zoning Ordinance to define the Central Business District as presented.

Motion carried.

Vote:	Mr. Wayne Mitchell	Yes
	Mr. Tracy Emerson	Yes
	Vice Mayor Bennett	Yes
	Mayor Mike Mattox	Yes
	Mr. Jay Higginbotham	Yes
	Mr. Timothy George	Yes
	Dr. Scott Lowman	Yes

B. #OA-21-05 Central Business District – Parking

Background Summary:

Town Staff recently discovered that during the last Zoning Ordinance update in 2011 a provision which exempted certain commercial uses from having to provide off-street parking was eliminated. Previously, parking was not required in the Central Business District (CBD) for commercial uses located within 200' of a town-owned public parking lot. At its April 5th and May 3rd 2021 meetings, the Planning Commission discussed whether parking should be required in the Downtown Revitalization Overlay District (DRO). That discussion included consideration on if parking should be required in what was formerly known as the Central Business District, which extended from Franklin Avenue to Bedford Avenue. The Planning Commission believed the parking exemption should be reinstated to encompass the area known as the CBD due to the number of available town public parking lots. At its June 7th meeting, the Planning Commission held a public hearing and voted 5-0 to recommend Town Council amend Sec. 86-561 of the Zoning Ordinance to add a provision to exempt required off-street parking for commercial uses in the Central Business District, if located within 200' of a public parking lot.

Ms. Williams stated it was this opinion of Town Staff that it was never the town's intent to require parking in and around downtown and the elimination of this provision was done in error. She stated staff had operated under the assumption that the parking exemptions existed until the recent review of the ordinance revealed the omission.

Ms. Williams informed Council that staff concurred with the Planning Commission to amend the Zoning Ordinance to reflect the town's intent concerning parking in the CBD.

Mayor Mattox opened this public hearing at 6:25 p.m.

There were no public comments.

Mayor Mattox closed the public hearing at 6:26 p.m.

Mayor Mattox asked Town Council if they had any questions in regard to this matter, to which there were none.

Councilman Mitchell made a motion, seconded by Councilman Emerson, to accept the Planning Commission and Town Staff's recommendation to amend Section 86-561, *Minimum Off-street Parking-Generally*, to add a provision that would exempt required parking for commercial uses in the CBD if located within 200' of a public parking lot.

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Motion carried.

Vote:	Mr. Wayne Mitchell	Yes
	Mr. Tracy Emerson	Yes
	Vice Mayor Bennett	Yes
	Mayor Mike Mattox	Yes
	Mr. Jay Higginbotham	Yes
	Mr. Timothy George	Yes
	Dr. Scott Lowman	Yes

C. #OA-21-06 Downtown Revitalization Overlay (DRO) District - Materials Usage

Background Summary:

During a recent review of the town's Zoning Ordinance, Town Staff revealed a provision that prohibited the use of corrugated or sheet metal in the DRO.

Ms. Williams stated, through discussions by staff and the Planning Commission, it was their opinion that metal would be an acceptable architectural roofing treatment and was recommending that the town consider permitting its use, along with metal usage in other ways by acquiring a Special Use Permit.

Ms. Williams stated, at this time, Town Staff was requesting Town Council consider amending Section 86-244, *Architectural Treatment*, of the Zoning Ordinance to permit the use of metal in the Downtown Revitalization Overlay District.

Ms. Williams stated she and the Town Attorney would be happy to answer any questions Council may have in regard to this matter/request.

Councilman Mitchell asked Ms. Williams if she knew why metal roofs and metal usage had been previously prohibited.

Ms. Williams stated, it was her understanding, there had been some concern that metal shipping containers would be used for businesses and/or dwellings in the DRO; and discussion of whether or not that would be appropriate.

Ms. Williams stated, since that time, there had been more and more exterior use of metal materials by businesses, and it was vastly becoming a standardize material.

Councilman Higginbotham shared his concern with allowing metal material usage in the DRO. He stated he felt there should be some type of regulation in regard to the colors allowed, in order to maintain a similar "historic look" to the downtown district.

Ms. Williams stated regulating color choices had been discussed, however, the town does not currently regulate colors that businesses can use, only "treatments".

Ms. Williams stated it would be difficult for the town to set a standard for color choices because it could be seen as arbitrary by Town Staff.

Councilman George referenced a previous discussion pertaining to what colors a downtown business could use on their buildings; and stated the business owners were unsatisfied with not having the ability to make their own choices.

Councilman Emerson stated that discussion was in regard to the town's Façade Upgrade Program, which was funded through state grant monies, and had its own set of regulations.

Mr. Emerson shared his favor with having some type of regulation for use of colors in the DRO. He stated, if not addressed, there may be a business that paints their building "pink", which would not blend in with the downtown district's historic esthetics.

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Councilman Higginbotham suggested, if the use of metal is permitted with a Special Use Permit, the town could offer a select number of “neutral” color choices that coincide with the current historic look of the downtown district.

Vice Mayor Bennett reminded Council, even though the town desired to keep the DRO having a historic esthetic, Altavista’s Downtown District did not hold a “historic status”.

Mr. Bennett stated there were numerous shades of any given color, such as red. He stated some light reds were pinker in color and some reds were more orange in color.

Mr. Bennett stated he felt the town would be crossing unnecessary boundaries if they start dictating what colors property owners could use on their buildings.

Councilman Lowman stated he concurred with Vice Mayor Bennett, not to limit color usage to property owners in the DRO.

Mayor Mattox stated the town would need to decide if they want the downtown district to have a certain esthetic, or leave the choice “wide open” for property owners to decide. He stated it was impossible for anyone to predict what the best option would be.

Mayor Mattox stated, as a business/property owner, he felt an owner should use a certain amount of discretion in regard to their color and esthetic choices.

Town Manager Waverly Coggsdale reminded Town Council that the public hearing was in regard to metal usage only. He stated, if there was a consensus of Council to add a set of standards to this allowance, staff would research the item for further opportunity.

Mayor Mattox shared his favor with investigating both sides of whether color standards should be implemented in the DRO. He suggested allowing staff time to gather input from downtown business and property owners before Council makes a decision on the matter.

Councilman Emerson referenced the Façade Update Grant Program for the DRO that was started by the town a few years ago. He stated property owners that utilized the program were limited to specific colors in order to keep the downtown area in a cohesive theme.

Mr. Emerson stated the town had invested a lot of money to improve the downtown area and he felt there should be a certain amount of regulation to keep it that way.

Councilman Mitchell reminded Council that this public hearing request, to allow usage of metal materials in the DRO, already has a Special Use Permit provision.

Mr. Mitchell suggested moving forward with the request as presented. He stated Council could take additional time to discuss implementing color standards at a later date.

Councilman George asked what the Planning Commission thought of this matter.

Community Development Director Sharon Williams stated the Planning Commission recommended (5-0) moving forward with the request as it was presented to Town Council.

Ms. Williams also informed Council that Town Staff was currently working with the Planning Commission to update the town’s Comprehensive Plan. She stated staff would take Council’s comments that evening into consideration while updating the plan.

Ms. Williams stated it was also staff’s intent to, not only rely on citizens to attend meetings, but to “have boots on the ground” by going out into the community seeking citizen input.

Councilman Higginbotham referenced Altavista’s Town Code, Section 86-424 *Architectural Treatments*. He stated, since Item (1) already regulates that building materials be “compatible with the district”, he suggested color choices be added to this ordinance.

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Ms. Williams stated, as a Zoning Administrator, she felt the “language” used in that code was quite vague. She stated this vagueness can sometimes make it difficult to review plans.

Ms. Williams stated, over the next year, while updating the Comprehensive Plan, it would be a good time for the town to also review and update its Town Code to reflect the language and intention the town has for the development of Altavista, including the DRO.

Councilman Higginbotham stated the Special Use Permit mentioned in this code does not address color regulations, to which Ms. Williams confirmed.

Councilman Lowman stated he was an advocate for property owner rights. He stated he was not in favor of the town regulating a property owner’s color choices.

Ms. Williams stated material “colors” were typically not regulated by localities, except in historical districts by the Secretary of Interior Standards.

There were no further comments from Council in regard to this matter.

Mayor Mattox opened this public hearing at 6:46 p.m.

There were no public comments.

Mayor Mattox closed the public hearing at 6:47 p.m.

Mayor Mattox asked Town Council if they had any additional questions in regard to this item, to which there were none.

Councilman Mitchell made a motion, seconded by Vice Mayor Bennett, to accept the Planning Commission’s and staff’s recommendation to amend Sec. 86-424, *Architectural Treatments*, of the Zoning Ordinance to permit the use of metal in the Downtown Revitalization Overlay District as presented.

Motion carried.

Vote:	Mr. Wayne Mitchell	Yes
	Mr. Tracy Emerson	No
	Vice Mayor Bennett	Yes
	Mayor Mike Mattox	Yes
	Mr. Jay Higginbotham	No
	Mr. Timothy George	Yes
	Dr. Scott Lowman	Yes

Town Manager Waverly Coggsdale asked for clarification and direction from Town Council in regard to whether or not to regulate “colors” when metal materials are used in the DRO. He asked if Council wanted Town Staff to investigate this matter further.

There was a consensus of Council to allow staff to investigate the option during the process of updating the town’s Comprehensive Plan.

7. Unfinished Business

A. Town Council “Procedures” Discussion

Representative: Assistant Town Manager Amie Owens

Background:

Town Council recently indicated that one of their focuses for the upcoming year would be to develop “Rules of Procedure” for Town Council meetings and Council conduct.

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Assistant Town Manager Amie Owens shared with Council a draft outline that provided a proposed structure for a document that could be developed into their desired procedures.

Mayor Mattox asked Town Council if they had any questions or comments in regard to the outline document presented.

Mayor Mitchell suggested adding an item in regard to “attire” to the procedure outline.

Mayor Mattox stated he felt Council members have always worked well together during his time as mayor. He stated, however, without knowing the experience of future Councils and what future Town Managers may need in order to maintain a cohesive meeting, he felt having such a document to implement said structure was a positive addition for existing and future Council meetings.

There was a consensus of Town Council for staff to continue developing the Rules and Procedures document for Council members and meetings.

Ms. Owens stated staff would continue the process and bring some additional information for review and consideration at Council’s July Work Session.

B. APD National Night Out - Event Update

Representatives: Altavista Police Chief Tommy Merricks

Background:

National Night Out (NNO) is held across the United States every year, with the intent to build relationships between local police departments and the community they serve.

Chief Merricks provided Town Council with a brief update on this year’s National Night Out event, scheduled for Tuesday, August 3rd, starting at 5:30 p.m. in English Park.

Chief Merricks informed Council the APD had been placing “door hangers” throughout the town, inviting everyone to attend the NNO event.

Chief Merricks reminded Council The Embers music group would be playing at the event. He stated the event has been a successful way for the police department and the community to come together and get to know one another.

Chief Merricks stated, although the APD utilizes local donations to fund its annual NNO event, it was considered a “town-sanctioned” event, therefore, he was seeking Council’s direction/approval for securing The Embers again for Altavista’s NNO next year (2022).

There was a consensus of Council for the Altavista Police Department to secure The Embers for next year’s National Night Out event in Altavista.

Chief Merricks informed Council there would also be a “dunking booth” at the NNO event this year. He stated he and Mayor Mattox volunteered to be in the booth, and he encouraged other Council members to participate as well.

Chief Merricks stated the funds collected from the dunking booth activity would be used towards the APD’s annual Shop-With-A-Cop Christmas Program.

Chief Merricks concluded his update and thanked Council for their continued support.

Mayor Mattox thanked Chief Merricks and the Altavista Police Department for the work they do for the Town of Altavista and its community.

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8. New Business

A. Assistant Town Manager Job Description Review

Background:

Prior to filling the position of Assistant Town Manager again, staff felt there should be clarification related to what Town Council views as the position's primary job functions.

Town Manager Waverly Coggsdale addressed Town Council in regard to this item. He suggested Council take time to review the existing job description of the Assistant Town Manager, and determine if they felt there were any changes that needed to be made as it relates to current job duties.

Mr. Coggsdale stated staff was seeking direction from Council to be sure the job description and job posting/advertisement were more comprehensive as it relates to the goals and expectations of Town Council.

Mayor Mattox asked Town Council if they had any questions or comments in regard to this item, to which there were none.

Town Council members were in consensus to review the existing job description/duties for the Assistant Town Manager position in consideration of any potential changes needed; to be discussed further at a later date.

Mr. Coggsdale stated he would place this item on a future Council Work Session Agenda for further discussion by Council.

B. Urban Archery Season – Bow Hunting on Town-owned Property

Background:

The Urban Archery season gives hunters one month before (September 1-October 1, 2021) and three months after (January 2-March 27, 2022) regular deer season, in which only antlerless deer can be taken. Bow hunting in town is also permitted during the general deer season (October 2 – January 1) in which bucks (male deer) can also be harvested per the regulations. Urban archery is governed by General Urban Archery Regulations, but localities can also adopt their own local restrictions.

Town Manager Waverly Coggsdale stated, each year, Town Staff seeks direction from Town Council in regard to the process by which the town allows individuals to "bow" hunt on town-owned property during the Urban Archery season.

Mr. Coggsdale stated, at this time, staff was seeking approval by Town Council authorizing Town Staff to proceed with the annual process of advertising and receiving applications from hunters for bow hunting on certain town-owned property.

Mayor Mattox asked Town Council if they had any questions in regard to staff's request.

Councilman Higginbotham asked if Altavista was receiving enough participants to justify renewing the program each year.

Mr. Coggsdale stated there were usually about 10-15 applicants each year, over the past few years of the program. He stated, however, he did not feel there had been as much "thinning out" of the deer as the town would have liked.

Councilman Mitchell asked if there had been any complaints from town citizens in regard to the bow hunting program, to which Mr. Coggsdale stated there had not.

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Councilman Higginbotham asked if there was any way to expand the program to increase the number of deer that was being removed.

Councilman Emerson stated, the town-owned properties being hunted were not very large, so it would not be safe for the town to increase the number of hunters.

Mr. Coggsdale stated there was an “accountability system” the town used to regulate how many hunters were on a property at any given time. He stated, currently, the town did not track how many times a permitted hunter utilizes the town-owned properties each year.

Mr. Coggsdale also reminded Town Council that the property adjacent to Green Hill Cemetery was removed from the program in 2021, due to the new trail system in that area.

There were no additional questions or comments from Council in regard to this item.

Councilman Mitchell made a motion, seconded by Councilman Emerson, to approve Town Staff’s request and authorize the town to proceed with its annual process of receiving applications for bow hunters on certain town-owned properties during the 2021/2022 Urban Archery season.

Motion carried.

Vote:	Mr. Wayne Mitchell	Yes
	Mr. Tracy Emerson	Yes
	Vice Mayor Bennett	Yes
	Mayor Mike Mattox	Yes
	Mr. Jay Higginbotham	Yes
	Mr. Timothy George	Yes
	Dr. Scott Lowman	Yes

C. USDA Rural Innovation Stronger Economy (Rise) Grant – Resolution Request Representative: Altavista Community Development Director Sharon D. Williams

Background:

The RISE program is a new grant program authorized to help struggling communities by funding job accelerators in low-income rural communities. The primary objective of the RISE program is to support jobs accelerator partnerships to improve the ability of distressed rural and energy communities to create high wage jobs, accelerate the formation of new businesses, and help rural communities identify and maximize local assets.

Ms. Williams stated, as part of the grant the town received from the Tobacco Region Revitalization Commission (TRRC), the town was required to create an “accelerator program” at the Spark Innovation Center.

Ms. Williams informed Council that staff was currently working with GO Virginia to create such programs that could be used at multiple co-working spaces across the region, including Altavista’s Spark Innovation Center.

Ms. Williams stated staff recently became aware of funding through the USDA in the form of a Rural Innovation Stronger Economy (RISE) Grant. She stated the RISE Grant could be used to build or support a business incubator facility, such as the Spark Innovation Center, as well as, provide workforce training to assist in the creation of new jobs, and/or train the existing workforce with skills to obtain higher-paying jobs, all to improve the town’s ability to offer opportunities for workers at new or existing local industries.

Ms. Williams informed Council, if approved, the RISE Grant required a 20% match from the town, however, she and the Town Manager were investigating the possibility of the town’s ability to utilize their TRRC Grant (\$184,000) towards the 20% RISE requirement.

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Ms. Williams stated Town Staff was seeking Town Council's approval of the required resolution in support of the town's application for the RISE Grant.

Mayor Mattox complimented Ms. Williams for finding the RISE Grant as another source of funding for the Spark Innovation Center Project.

Mayor Mattox asked Town Council if they had any questions or comments in regard to staff's request, to which there were none.

Councilman Emerson made a motion, seconded by Vice Mayor Bennett, to approve Town Staff's request to adopt a resolution in support of a RISE Grant application to the USDA, and if approved, would be used towards Altavista's Spark Innovation Center Project.

Motion carried.

Vote:	Mr. Wayne Mitchell	Yes
	Mr. Tracy Emerson	Yes
	Vice Mayor Bennett	Yes
	Mayor Mike Mattox	Yes
	Mr. Jay Higginbotham	Yes
	Mr. Timothy George	Yes
	Dr. Scott Lowman	Yes

**RESOLUTION APPROVING AN APPLICATION
TO THE UNITED STATES DEPARTMENT OF AGRICULTURE
FOR A RURAL INNOVATION STRONGER ECONOMY (RISE) GRANT**

***WHEREAS**, the United States Department of Agriculture (USDA) has created a grant to build or support a business incubator facility, provide worker training to assist in the creation of new jobs, train the existing workforce with skills for higher-paying jobs, develop a base of skilled workers and improve their opportunities to obtain high-wage jobs in new or existing local industries; and*

***WHEREAS**, the USDA provides support in the form of grants of up to 80% of cost to governmental entities to assist in linking rural communities and entrepreneurs to markets, networks, industry clusters, and other regional opportunities to support high wage job creation, new business formation, business expansion, and economic growth; and*

***WHEREAS**, the Town seeks to pursue efforts to meet the needs of its citizens, businesses and industries in the region; and*

***WHEREAS**, the Town desires to apply for a USDA Rural Innovation Stronger Economy Grant (RISE) for the aforementioned project.*

**NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE
TOWN of ALTAVISTA, VIRGINIA, THAT:**

- 1. The submittal of an application to United States Department of Agriculture by the Town for a Rural Innovation Stronger Economy Grant, is hereby authorized.*
- 2. The Town Manager or his designee is hereby authorized to sign and submit appropriate documents and to take such other actions as he deems necessary, in connection with the proposed USDA Rural Innovation Stronger Economy Grant.*

Adopted this 13th day of July 2021.

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D. Paving Contract Amendment

Representative: Altavista Public Works Director David Garrett

Background:

The 2021/2022 Town Milling/Paving Project bid documents were developed by Bobby Wampler, Engineering Concepts. The low bidder was Patterson Brothers Paving, with a bid of \$750,207, and the contract was awarded in May 2021. Based on the bid coming in under budget, three additional streets and one milling project have been added and covered by Highway Funds. Paving the English Park Boat Ramp parking area was included with a proposed CIP item that was removed by Council during the FY2022 budget process.

Mr. Garrett stated, due to an increase in usage, the parking lot was deteriorating and had numerous pot holes. He stated, based on the current contract's pricing, paving the parking lot was estimated to cost \$106,192, excluding "stripping" the lot.

Mr. Garrett stated Town Staff was recommending paving the area as part of the town's upcoming biennial paving process.

Mayor Mattox asked Town Council if they had any questions in regard to staff's request.

Councilman Higginbotham asked if the cost estimate included base and surface work.

Mr. Garrett stated the quote consisted of a two inches of surface overlay.

Councilman George stated he felt the parking lot had been in "bad shape" for years and shared his favor in approving staff's request to pave the lot.

Mayor Mattox asked Mr. Garrett if he felt the portion of the proposal to also pave the boat ramp was needed at this time.

Mr. Garrett stated, currently, the boat ramp was only surface treated with tar and gravel and was very difficult for town workers to remove mud and debris from the ramp after flooding. He stated the ramp would be much easier to clean if it was paved.

Councilman Emerson stated there was approximately 150-200 individuals floating the river that past weekend. He shared his favor with approving the boat ramp and parking area paving proposal.

Mr. Garrett referenced the paving proposal and cost estimate of \$106,192 not including "stripping" the finished pavement. He stated staff would bring a cost estimate for stripping to Council at their July Work Session after a desired layout was considered.

Councilman George asked if the paving project included the walkway closest to the river.

Mr. Garrett stated the project currently included the said walkway, starting at the boat ramp until you reach the picnic tables at the far end of the walk.

Mr. George suggested including the entire walkway until it reaches the existing pavement that is next to the LOVE sign, before entering Eagle Trail.

Councilman Mitchell disagreed with adding additional paving to this project, stating, without pricing, it could complicate staff's request and hold up the progress of the project. He shared his favor with voting on the project as it was presented.

Town Manager Waverly Coggsdale stated, if Council desired, staff could use the existing contract to figure the cost of the suggested additional paving and bring the estimate to Council at their July Work Session.

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Town Council was in consensus to allow Town Staff to do so; and vote on the paving project amendment request as it was originally presented.

Councilman Emerson made a motion, seconded by Councilman George, to approve Town Staff's request to amend the 2021/2022 Town Paving Schedule to include four additional streets, and also the English Park Boat Ramp and its adjacent large parking lot.

Motion carried.

Vote:	Mr. Wayne Mitchell	Yes
	Mr. Tracy Emerson	Yes
	Vice Mayor Bennett	Yes
	Mayor Mike Mattox	Yes
	Mr. Jay Higginbotham	Yes
	Mr. Timothy George	Yes
	Dr. Scott Lowman	Yes

E. Food Trucks / Vending on Public Property

Background:

Mobile Restaurants (Food Trucks) are identified in Altavista's Zoning Ordinance with the *Use and Design Standards* set forth in Section 86-520 of the Town Code. This section of the code only addresses this use on "private property", as well as, setting forth the use to operate on public property at town-sanctioned events.

Town Manager Waverly Coggsdale addressed Council in regard to this item. He stated several inquiries had been made to Town Staff in regard to food truck vendors desiring to operate in town (public) parks, particularly, English Park near the new splash pad.

Mr. Coggsdale stated, if Council was interested in allowing food truck vendors to operate on public property, they would need to decide on a procedure by which vendors would be selected and/or approved.

Councilman Higginbotham asked if a vendor would be charged for the allowance to operate on public property.

Mr. Coggsdale stated that would be another item Council would need to consider, which would be in addition to the town's Meals Tax requirement.

Vice Mayor Bennett asked if the Planning Commission needed to consider this item.

Mr. Coggsdale stated, since Town Council was the "policy maker" for the town, it would ultimately be up to Council whether or not to allow food truck vendors to operate on public property.

Mr. Coggsdale stated, at this time, Town Staff was seeking direction from Council in regard to this item.

Mayor Mattox asked Town Council if they had any additional questions or concerns in regard to this item.

Councilman George stated, before the COVID-19 pandemic last year, he felt there were food truck vendors operating in town more often than they were currently.

Mr. Coggsdale stated that was primarily due to the town having more town-sanctioned events before the COVID-19 pandemic. He stated, per Town Code, food truck vendors are only allowed to operate on private property or at town-sanctioned events.

Councilman Higginbotham asked how much vendors are charged to sell their products at the Altavista Trade Lot during the monthly 1st Saturday events.

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Mr. Coggsdale stated vendors are charged \$5 per space, but for non-food items only. He stated there were no other food vendors allowed at the Trade Lot other than the Altavista Band Boosters in the on-site concession stand, unless approved for a “special event”.

Mayor Mattox reminded Town Council that the Town of Altavista receives over \$1 million in Meals Tax revenue annually from its brick-and-mortar restaurants/food services. He stated he felt it would be a disservice to those businesses for the town to allow food truck vendors to operate on public property and in town parks, potentially lowering their revenue resource and annual income.

Councilman Mitchell asked if Town Staff felt there was an advantage or disadvantage to allowing the request.

Mr. Coggsdale referenced the comment made by Mayor Mattox and stated that would be the main concern.

Mr. Mitchell referenced the increase in park patrons due to the recent park updates and the multiple individuals that float the river taking their boats/kayaks out at the park boat ramp. He shared his favor in the convenience that a food truck would offer these individuals.

Mr. Mitchell stated, if Council approved of allowing food truck vendors at town parks, he suggested Council allow Town Staff to draft a policy for their review and consideration.

Councilman Emerson stated he had been asked several times if the town was going to have food trucks or concessions at the splash pad area of English Park.

Mr. Emerson stated, if approved, the food truck vendors could be limited to specific areas and for specific time periods.

Mr. Emerson shared his favor in having sample policies to look at and consider before Council makes its final decision whether or not to allow the service.

Mr. Bennett stated the town could consider allowing the service on a “temporary basis” to see if the service would be utilized enough to offer full-time.

Vice Mayor Bennett also suggested, if Council did not have a consensus to allow food truck vendors on public property, the town could consider having a town-owned concession stand located in English Park near the playground/splash pad area.

Mr. Bennett reminded Council there was also the option of having vending machines.

Mayor Mattox shared his favor in having a town-owned concession stand at English Park, and potentially having “local non-profit organizations” operate the concession stand. He stated it would be a “win/win” situation for both the town and the organizations.

Councilman George stated, as long as the vendors were required to pay Meals Tax and BPOL fees, he would be in favor of allowing food truck vendors on public property, or either the town having a concession stand at English Park.

Councilman Lowman stated he felt all of his fellow council members had good points in regard to this subject. He stated he would like to have additional information from staff, before making a final decision.

Town Manager Waverly Coggsdale stated, if Council desired, staff would be happy to gather additional information for Council’s review regarding what other localities do in this situation and also offer Council some draft policies for their consideration.

Town Council was in consensus for Town Staff to do so.

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Councilman Emerson referenced a “Food Truck Court” located in Forest, VA. He suggested Town Staff contact Bedford County for insight/information on that location.

Mr. Coggsdale stated the area Mr. Emerson mentioned was a “private venture”, which was allowed by Bedford County’s Zoning Ordinance.

Mr. Emerson referenced the town-owned lot, adjacent to the Town Hall parking lot. He suggested the town consider using the lot for the same type of public service as the fore-mentioned Food Truck Court.

Mr. Coggsdale stated staff would investigate Bedford County and other surrounding localities for options to consider on this subject.

9. Reports and Communication

- A. Town Manager’s June 2021 Monthly Report
- B. June 2021 Departmental Reports
- C. Council Monthly Calendars – July and August
- D. Informational Items

Town Manager Waverly Coggsdale stated the Town Manager’s Report, Departmental Reports, and Council Calendars were delivered to Town Council at an earlier date with their July Regular Council Meeting Pre-Packet.

Mr. Coggsdale and Staff members gave Council updates on a few items from their June reports

- Mr. Coggsdale referenced the Spark Innovation Center. He informed Council the town received “bids” for this project earlier that day. He stated Town Staff would give Council an update on the progress of this project at their July Work Session.
- Mr. Coggsdale also referenced the Vista Theater Project and stated the RFQ proposals for this project were due that Thursday, July 15th, by 2 p.m. He stated, once received, Council would need to evaluate the proposals and select a consultant for the project.

Councilman Emerson suggested Council designated a future work session to this item.

Mayor Mattox stated he thought Town Staff would need to review the RFQs before Council could move forward.

Mr. Coggsdale stated staff would receive the RFQs from consultants available to conduct a feasibility study for the Vista Theater Project. He stated it would be up to Council to evaluate the consultants and devise a criteria for ranking them.

Mr. Coggsdale stated, after that time, staff would attempt to negotiate a contract with the highest ranked consultant to conduct a feasibility study for Phase I and Phase II of this project. He stated the selected consultant would then assist Council with moving the process forward.

- Mr. Coggsdale also informed Town Council that the pedestrian bridge for the newest portion of Eagle Trail in English Park had been successfully “placed”. He stated Altavista’s Public Works Department (PW) was currently working to finalize a few items of the project in order to open this portion of the town’s trail system.

Mr. Coggsdale thanked Mr. Garrett, PW Director, and his staff, as well as Councilman Higginbotham, English Construction Engineer, for helping to move this project forward.

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- Public Works Director David Garrett referenced the Booker Building Interior Floor Refurbishing Project. He informed Town Council that the contractor had completed polishing down the floor, and was now awaiting the arrival of the “filler grout” in order to move forward.
- Mr. Coggsdale referenced the Eagle Trail River Overlook. He stated the town expected the dedication plaque for Pat deBernard to arrive within the next two weeks, and at that point, a dedication ceremony would be scheduled.
- Community Development Director Sharon D. Williams referenced Town Council’s recent adoption of a resolution allowing Town Staff to submit an application to the Tobacco Commission for a Broadband Grant.

Ms. Williams informed Council that staff did not submit the fore-mentioned application. She stated, with assistance from Councilman Lowman, Town Staff was able to uncover another grant option that would better address the town’s broadband needs as a whole.

There were no further comments or updates from Town Staff.

Mr. Coggsdale stated he and Town Staff would be glad to answer any questions Council may have in regard to the monthly reports, to which there were none.

10. Matters from Council

Mayor Mattox asked Town Council if they had any additional concerns or items for discussion.

- Councilman Emerson referenced the new Dalton’s Landing Canoe Launch. He thanked Town on Council and Town Staff for their part on the project.

Mr. Emerson stated he knew of several individuals that come from out-of-town to utilize the new boat launch and he felt the site was a “jewel” for the community. He stated, whether using the boat launch or site-seeing, he encouraged everyone to visit the location.

- Vice Mayor Bennett stated he would like to thank “every member” of Town Staff, from Department Directors to street sweepers, for the work they do on a daily basis to help the Town of Altavista run successfully and help keeping it a beautiful place to live.
- Mayor Mattox stated he was happy to be working with an excellent group of individuals that were either from Altavista, or that chose to move and work there.

Mayor Mattox stated that included, not only Town Council and Town Staff, but also town citizens. He stated he really appreciated the efforts everyone in the community puts forth to look out for one another and to make Altavista a great community to live and work in.

- Councilman George referenced the River Overlook on Eagle Trail in English Park. He suggested the town stain the concrete and add landscaping to the area to help the site blend in more with its surroundings.

Councilman Emerson shared his favor with adding additional landscaping.

Councilman Higginbotham stated it would be hard to stain the concrete without it turning really dark and possibly changing its esthetic; and painting the concrete would involve continuous maintenance.

Mr. Higginbotham stated he did not see an issue with adding “low maintenance” landscaping at the Overlook, but he did not agree with staining or painting the concrete.

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- Councilman Lowman referenced Ms. Williams update on the Tobacco Commission Grant. He stated the grant was narrow in scope and required a 50/50 match.

Dr. Lowman stated Ms. Williams was able to find other ways to accomplish the town's broadband needs, with a broader scope, that did not require any match from the town. He stated he liked when "things happen like that".

There were no other comments from Town Council at this time.

11. Closed Session

I move that the Altavista Town Council convene in closed session in accordance with the provisions set out in the *Code of Virginia*, 1950, as amended,

Section 2.2-3711 (A)(1) Discussion, consideration or interviews of prospective candidates for employment, appointment, promotion, performance, demotion, salaries, disciplining, or resignation of specific public officers, appointees or employees of any public body.

Section 2.2-3711 (A)(3) regarding discussion or consideration of the acquisition of real property for a public purpose, or of the disposition of publicly held real property, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body.

Section 2.2-3711 (A)(8) Consultation with legal counsel employed or retained by a public body regarding specific legal matters requiring the provision of legal advice by such counsel.

The motion was made by Vice Mayor Bennett, seconded by Councilman Emerson.

Motion carried.

VOTE:	Mr. Wayne Mitchell	Yes
	Mr. Tracy Emerson	Yes
	Vice Mayor Bennett	Yes
	Mayor Mike Mattox	Yes
	Mr. Jay Higginbotham	Yes
	Mr. Timothy George	Yes
	Dr. Scott Lowman	Yes

Town Council went into Closed Session at 7:46 p.m.

Notice was given that Town Council was back in regular session at 8:43 p.m.

FOLLOWING CLOSED SESSION:

A motion was made by Vice Mayor Bennett, seconded by Councilman Emerson, to adopt the certification of a closed meeting.

CERTIFICATION OF CLOSED MEETING

WHEREAS, the Town Council has convened a closed meeting on this date pursuant to an affirmative recorded vote and in accordance with provisions of The Virginia Freedom of Information Act; and

WHEREAS, Section 2.2-3712 of the Code of Virginia requires a certification by the town council that such closed meeting was conducted in conformity with Virginia law;

NOW, THEREFORE, BE IT RESOLVED the town council hereby certifies, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed or considered by the town council.

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VOTE:	Mr. Wayne Mitchell	Yes
	Mr. Tracy Emerson	Yes
	Vice Mayor Bennett	Yes
	Mayor Mike Mattox	Yes
	Mr. Jay Higginbotham	Yes
	Mr. Timothy George	Yes
	Dr. Scott Lowman	Yes

12. Adjournment

Mayor Mattox asked if there was anything else to bring before Town Council or any additional comments or concerns from Council, to which there were none.

The meeting was adjourned at 8:45 p.m.

Michael Mattox, Mayor

J. Waverly Coggsdale III, Clerk