

Council Regular Meeting October 13, 2020

A regular scheduled meeting for the Altavista Town Council was held in Council Chambers of the J.R. Burgess Municipal Building at 510 Seventh Street on October 13, 2020 at 6:00 p.m.

AGENDA:

1. Mayor Mattox called the meeting to order and presided.

Council Members

Present: Mr. Reginald Bennett
Vice-Mayor Beverley Dalton - joined at 6:07pm
Mr. Tracy Emerson
Mr. Timothy George
Mr. Jay Higginbotham
Mayor Michael Mattox
Mr. Wayne Mitchell

Staff present:

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

2. Invocation and Pledge of Allegiance

Reverend Eduardo Soto, Altavista Presbyterian Church, gave the invocation.

Mayor Mattox led the meeting in the Pledge of Allegiance.

3. Agenda Adoption

Mayor Mattox asked Council if they had any questions, comments, or concerns regarding the proposed October 13, 2020 Council Meeting Agenda, to which there were none.

Councilman Emerson, seconded by Councilman Bennett, motioned to approve the agenda as presented.

Motion carried.

Vote:	Mr. Reggie Bennett	Yes
	Mr. Timothy George	Yes
	Mr. Jay Higginbotham	Yes
	Mayor Mike Mattox	Yes
	Mr. Tracy Emerson	Yes
	Mr. Wayne Mitchell	Yes

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4. Recognitions and Presentations

a. Personnel Changes

Mr. Coggsdale informed Council of the town's most recent personnel changes, as of September 1st:

New Hires

- Eric Marenyi APD Patrol Officer 9/23/2020
- Amie Owens Assistant Town Manager 9/01/2020

Departure

- Laura Harmon APD Patrol Officer

Mayor Mattox welcomed the new hires to the Town of Altavista.

b. Resolutions/Proclamations

Mayor Mattox informed Council of two proclamations they were to consider for adoption that evening: (1) Small Business Saturday and (2) October as Community Planning Month.

Mayor Mattox asked Council if they had any questions or comments in regard to the two proclamations as presented, to which there were none.

Councilman Emerson made a motion, seconded by Councilman George, to adopt the two proclamations:

(1) November 28th, 2020 as Small Business Saturday in the Town of Altavista

(2) October as Community Planning Month in the Town of Altavista.

Motion carried.

Vote:	Mr. Reggie Bennett	Yes
	Mr. Timothy George	Yes
	Mr. Jay Higginbotham	Yes
	Mayor Mike Mattox	Yes
	Mr. Tracy Emerson	Yes
	Mr. Wayne Mitchell	Yes

SMALL BUSINESS SATURDAY NOVEMBER 28, 2020

WHEREAS, small businesses are the backbone of our economy and the glue that holds communities together; according to the United States Small Business Administration, there were nearly 29 million small businesses in the United States last year, creating 65% of net new jobs over the past two decades; and

WHEREAS, the Commonwealth of Virginia supports local businesses that create jobs, boost our local economies, promote regional culture and preserve our neighborhoods; and

WHEREAS, advocacy groups and public and private organizations across the country and locally, including Altavista On Track and the Altavista Chamber of Commerce have endorsed the Saturday after Thanksgiving as Small Business Saturday; and

WHEREAS, residents of communities across Virginia and the Nation are being asked to support small businesses and merchants on Small Business Saturday and throughout the year;

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NOW THEREFORE, I, Michael Mattox, Mayor of the Town of Altavista, Virginia, on behalf of Town Council, do proclaim November 28, 2020 as

“SMALL BUSINESS SATURDAY”

and urge citizens and visitors to support the efforts of small businesses in Altavista and in all communities.

Adopted this 13th day of October 2020 by the Altavista Town Council.

COMMUNITY PLANNING MONTH PROCLAMATION

WHEREAS, change is constant and affects all cities, towns, suburbs, counties, boroughs, townships, rural areas, and other places; and

WHEREAS, community planning and plans can help manage this change in a way that provides better choices for how people work and live; and

WHEREAS, community planning provides an opportunity for all residents to be meaningfully involved in making choices that determine the future of their community; and

WHEREAS, the full benefits of planning requires public officials and citizens who understand, support, and demand excellence in planning and plan implementation; and

WHEREAS, the month of October is designated as National Community Planning Month throughout the United States of America and its territories, and

WHEREAS, American Planning Association and its professional institute, the American Institute of Certified Planners, endorse National Community Planning Month as an opportunity to highlight the contributions sound planning and plan implementation make to the quality of our environment; and

WHEREAS, the celebration of National Community Planning Month gives us the opportunity to publicly recognize the participation and dedication of the members of planning commissions and other citizen planners who have contributed their time and expertise to the improvement of the Town of Altavista; and

WHEREAS, we recognize the many valuable contributions made by professional community and regional planners and extend our heartfelt thanks for the continued commitment to public service by these professionals;

NOW, THEREFORE, I, Mike Mattox, Mayor of the Town of Altavista do hereby proclaim October 2020 as

COMMUNITY PLANNING MONTH

throughout the Town of Altavista and urge all citizens to observe this month by sharing ideas with town leaders on how we can continue to make Altavista a great place to live, work and play.

Adopted this 13th day of October 2020 by the Altavista Town Council.

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Citizen's Time (Non-Agenda Items Only)

Mayor Mattox asked if there were any citizen(s) present wishing to address Council with a comment or concern regarding a subject that was not listed on the October 13th, 2020 Council Meeting Agenda, to which there were none.

Mayor Mattox reminded citizens that 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 community.

*Vice-Mayor Dalton arrived to the Council meeting at this time, 6:07pm.

Partner Updates

Altavista Area Chamber of Commerce

Representatives: Board Member Brent Ashwell and Chair Elect Romonda Davis

As the Chamber of Commerce Chairperson for the Uncle Billy's Day Committee, Mr. Ashwell addressed Council in regard to the 2021 Uncle Billy's Day Festival.

Mr. Ashwell started by thanking Town Council and the Altavista community for the support of the Chamber and the previous Uncle Billy's Day (UBD) events. He asked for the town's continued support of the 2021 Uncle Billy's Day event.

Mr. Ashwell informed Council next year's 2021 Uncle Billy's Day Festival would be the last year the Chamber of Commerce would be hosting this event. He stated the Chamber would be focusing more in the direction of member support, by holding events and fundraisers that did not require as much "man power" (volunteers) as the Uncle Billy's Day event requires.

Mr. Ashwell went on to say, the Chamber would be willing to allow an organization or group interested in hosting future Uncle Billy's Day events to "shadow" (observe) the planning process. He stated by observing the planning process, it would allow another group to be aware of the complexity of planning the festival and be better prepared to host a future UBD festival themselves.

Mr. Ashwell thanked Council for their time and for their continued support of the Chamber.

Mayor Mattox thanked the Altavista Area Chamber of Commerce for the hard work they have put in over the years in hosting Altavista's annual Uncle Billy's Day Festival. He stated, even through wind issues and rain storms, the Chamber was always able to "make it work".

Mayor Mattox stated he felt the Uncle Billy's Day Festival had been a successful event with the Chamber as host. He, as well as Council, thanked them for their efforts and a "job well done".

Mayor Mattox stated the Uncle Billy's Day Festival had been an annual event for the Town of Altavista for the past seventy-five years, and he hoped it would continue for many years to come.

At that time, Mrs. Romonda Davis, Chamber Chair Elect and Business Committee Chairperson, addressed Council in regard to the town's annual Christmas parade.

Mrs. Davis referenced the town's annual Christmas parade, usually held the first weekend in December. She stated, with the current restrictions required due to the recent COVID-19 pandemic, the Chamber would like Council to consider allowing them to hold a "reverse" parade.

(A reverse parade involves floats, bands, and other Christmas "scenes" that are stationary, while citizens view the parade by driving by each attraction)

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Mrs. Davis informed Council the Chamber's Board of Directors recently met and discussed the logistics of a "reverse parade" and felt the event could be accomplished successfully.

Mrs. Davis stated, in order for the Chamber to move forward in the planning process for this event, the Altavista Area Chamber of Commerce was asking Council to consider allowing the Chamber to use "Riverfront Park" (English Park) as the location of the proposed reverse parade.

Mayor Mattox asked if Council had any questions or concerns in regard to the Chamber's request.

Councilman Emerson asked if the Chamber's reverse parade plan was similar to the Town of Bedford's Christmas "Parade in the Park".

Mrs. Davis gave Council a brief description of the Chamber's proposed plan for Altavista's 2020 Christmas parade. She stated "floats" would be staged on the river side of the park, while stationary scenes would be located throughout the park for viewing.

Mrs. Davis stated, as in past parades, the event would still include Mr. and Mrs. Santa Claus, but at a stationary location with possibly a fireplace scene. She stated there would also be elves handing out candy canes to the children in vehicles passing by the Santa scene.

Mrs. Davis stated, at that time, the Chamber was still working on the "details" of the parade/event.

Councilman Mitchell stated he applauded the Chamber's effort to try and bring some type of "normalcy" to an abnormal year (due to the COVID-19 pandemic).

The Town Manager, Waverly Coggsdale, asked Mrs. Davis what time the park would need to be closed in order to provide the Chamber ample time for preparation of the proposed event.

Mrs. Davis stated the Chamber would ask the town to close the park at 12:00 noon. She stated it was the Chamber's intent to start the parade at 6:00 PM and end the parade no later than 8:00 PM.

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

Councilman Emerson made a motion, seconded by Councilman Higginbotham, to approve the request by the Altavista Area Chamber of Commerce to hold a "reverse" Christmas parade at English Park in Altavista.

Motion carried.

Vote:	Mr. Reggie Bennett	Yes
	Mr. Timothy George	Yes
	Mr. Jay Higginbotham	Yes
	Mayor Mike Mattox	Yes
	Mrs. Beverley Dalton	Yes
	Mr. Tracy Emerson	Yes
	Mr. Wayne Mitchell	Yes

Mayor Mattox thanked the Chamber of Commerce for the work they do for the Town of Altavista and for the efforts to continue town traditions through unprecedented times, such as COVID-19.

Altavista On Tract (AOT)

Representative: AOT Main Street Coordinator Kirsten Aherron

Mrs. Aherron came before Council with updates regarding current AOT projects/events.

Mrs. Aherron stated the annual "Scarecrow Stroll" was in progress. She stated citizens could vote for their favorite scarecrow through AOT's Facebook page or at designated locations in town.

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Mrs. Aherron referenced a recent discussion to further AOT's support reach for small businesses by expanding the boundary line of Altavista's Downtown District. She stated AOT contacted the Department of Housing and Community Development (DHCD) in regard to this matter and had recently received their feedback and recommendation.

Mrs. Aherron stated AOT would be taking the DHCD's input into consideration and moving forward with the boundary line expansion, but with a smaller expansion than initially proposed.

Mrs. Aherron continued her updates by informing Council that Altavista On Track was chosen to participate in a state competition, "Main Street Idea Pitch". She stated there had only been five localities chosen statewide to enter the competition, with a prize of \$5,000.

Mrs. Aherron stated, if AOT wins the stated competition, the \$5,000 would be used to help further fund AOT's Small Business Pop-up Program, which encourages small businesses and entrepreneurs to locate their business in Altavista's Downtown District.

Mrs. Aherron also informed Council, due to COVID-19, the Annual Altavista On Track Gibley Jog would be offered "virtual" this year (2020). She stated there was an App available to use and participants could run/walk in English Park as usual, or any other destination they choose.

At that time, Mrs. Aherron addressed Council in regard to a request by AOT to partner with the Town of Altavista to create and sell a town ornament for the 2020 Christmas season.

Mrs. Aherron informed Council the cost for the (300) ornaments would be \$1,100. She stated AOT was requesting a loan from the town to purchase the ornaments that would be reimbursed as the ornaments were sold.

Mrs. Aherron stated it was AOT's intent to have the ornaments available for purchase during the upcoming Shop Small Saturday event in November, and also available at Town Hall. She stated it was the AOT's hope the ornaments would become an annual town tradition for the town.

Mayor Mattox asked Council if they had any question in regard to AOT's request.

Councilman George shared his favor in the town ornament idea. He asked if the examples given were of local building around the Town of Altavista.

AOT President Ed Soto answered Mr. George stating the photos were only examples.

Councilman Emerson asked what the proposed ornaments would be made of.

Community Development Director Sharon Williams stated the ornaments would be made of blown glass, with an "etched" drawing. She stated, if continued, the building or scene would be changed each year and include the year it is offered. She stated the ornament could be white or in color.

Vice-Mayor Dalton made a motion, seconded by Councilman Emerson, to approve Altavista On Track's request for an advance (loan) of \$1,100 to order three hundred Altavista Christmas Ornaments, with the loan being reimbursed through selling the ornaments.

Motion carried.

Vote:

Mr. Reggie Bennett	Yes
Mr. Timothy George	Yes
Mr. Jay Higginbotham	Yes
Mayor Mike Mattox	Yes
Mrs. Beverley Dalton	Yes
Mr. Tracy Emerson	Yes
Mr. Wayne Mitchell	Yes

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Consent Agenda Approval

5. Approval of Council Meeting Minutes
 - o September 8th Regular Meeting
 - o September 22nd Work Session
6. Acceptance of Monthly Financial Reports
 - o September Revenue And Expenditures
7. Approve English Park Tree Removal as presented
8. Approve Small Business Saturday – Resolution Adoption
9. Approve FY2020 Budget “Carryover” Request
10. Approve Declaration of Surplus Items – APD Request

Mayor Mattox asked Council if they had any questions or concerns with the October 13, 2020 Consent Agenda, to which there were none.

Councilman Bennett made the motion, seconded by Councilman Mitchell, to approve the Consent Agenda as presented.

Motion carried.

Vote:	Mr. Reggie Bennett	Yes
	Mr. Timothy George	Yes
	Mr. Jay Higginbotham	Yes
	Mayor Mike Mattox	Yes
	Mrs. Beverley Dalton	Yes
	Mr. Tracy Emerson	Yes
	Mr. Wayne Mitchell	Yes

Public Hearing

There were no public hearings scheduled for the October 13, 2020 Regular Council Meeting.

Unfinished Business

11. Altavista Economic Development Authority (AEDA) Proposal

Town Manager, Waverly Coggsdale, referenced the AEDA’s proposal to refocus and narrow down the scope of work in Altavista’s Economic Development Strategic Plan. He stated, since August 11th when the proposal was initially introduced, Council had discussed and evaluated the viability of the proposal and asked that the item be placed on that evening’s agenda for approval consideration.

Mr. Coggsdale stated, if approved, Council would also need to designate an appropriate staff member as the project manager for the “steering committee” mentioned in the AEDA proposal.

Mayor Mattox shared his favor in moving forward with the AEDA proposal.

Mayor Mattox asked Council if they had any additional questions, comments, or concerns in regard to the Altavista Economic Development Authority’s recent proposal.

Councilman Bennett asked for clarification of the two main focuses of the proposal.

Mr. Coggsdale stated the two main focuses of the AEDA proposal were (1) Downtown Revitalization, and (2) Community Development and Industry Development and Retention.

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Mr. Bennett asked if the plan would focus only on existing local business, to which Mr. Coggsdale stated the plan had been presented that way.

Mr. Bennett stated that matter would be his only concern with the AEDA proposal.

Mr. Bennett referenced the Dearing Ford Road industrial property recently obtained by the town. He stated he felt the town was missing out on future opportunities if not investigating the potential for outside businesses/companies to locate, or relocate, in the Town of Altavista.

Councilman George stated he would like to hear thoughts on this matter from the two Council members that were also AEDA members, Vice-Mayor Dalton and Councilman Wayne Mitchell.

Councilman Mitchell stated he did not disagree with Mr. Bennett's assessment, but when dealt with the task of "starting somewhere" within the town's Economic Strategic Plan, the AEDA Board of Directors felt it would be more viable for the town to initially focus on the "micro" aspects/items of community development, and then move towards the "macro" task of commercial and industrial development.

Mr. Mitchell then referenced the \$100,000 annual budget recommended in the AEDA proposal for economic development. He stated the funds would not be initially allocated for any particular project, but available for use "when needed", for items such as promoting/marketing properties and/or economic development projects.

Mr. Mitchell also referenced the Economic Development Steering Committee Project Manager position mentioned in the AEDA proposal. He stated the AEDA was not proposing the town hire a "new" employee for that position, but rather designate an existing town staff member with the knowledge and capability of implementing the AEDA's proposed plan.

Mr. Mitchell reminded Council that Sharon Williams, Community Development Director, had already started implementing a few economic development projects, with the collaboration of Altavista On Track and the Chamber of Commerce.

Mr. Mitchell referenced the Housing Study introduced to Council a few weeks prior by Ms. Williams. He stated the study "mirrored" a lot of the community development ideas/items in the AEDA's proposal. He stated the study would be good information to take into consideration when moving the town's economic and community development initiative forward.

At that time, Vice-Mayor Dalton shared her thoughts on the AEDA proposal.

Mrs. Dalton stated the purpose of the AEDA's proposal was to "scale back" the scope of work in Altavista's Economic Development Strategic Plan to a degree that was more manageable for existing Town Staff, without having to hire additional staff for the purpose.

Mrs. Dalton referenced the Project Manager position for the "steering committee" mentioned in the AEDA proposal. She stated the designated individual would ultimately be responsible for accomplishing the plan (proposal), but could allocate specific items to other Town Staff members (the steering committee members) as their "expertise" allowed.

Mrs. Dalton reminded Council, the Town of Altavista had hired a "robust" group of individuals over the past few months, so she felt the AEDA proposal could be successfully managed under the Project Manager/steering committee format.

Mrs. Dalton asked the Town Manager, if he was designated the Project Manager for the AEDA proposal, was it manageable under the current plan.

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Town Manager, Waverly Coggsdale, stated he did feel the plan needed to have a specific person to hold “accountable” for implementing the projects/items within the plan, as defined in the AEDA proposal as the steering committee’s “Project Manager”.

Mr. Coggsdale stated the designated Project Manager would make sure all the “pieces were in place” for each project, and keep Council updated throughout the process. He stated the steering committee would work together on each project, in order to guarantee everyone was focusing on the same goals and moving the plan in the right direction.

Mrs. Dalton stated, while the town may desire economic growth, and showing its best effort through implementing the AEDA proposal was a great start, she did not want Council to approve anything the Town Manager found not viable or “unworkable” among staff.

Mrs. Dalton had no further comments at that time.

Councilman Mitchell referenced the \$100,000 annual AEDA budget mentioned in the AEDA proposal. He stated, among other things, the funds could also be utilized to bring in an outside consultant or contractor for projects Town Staff may need help implementing.

Mayor Mattox asked if Council had any additional questions regarding the AEDA proposal.

Councilman Higginbotham asked if the AEDA planned to spend \$100,000 in projects every year moving forward.

Mrs. Dalton answered stating the funds would be set aside and utilized only with Council’s consideration of a request and blessing (approval) of its expenditure.

Mr. Higginbotham asked, if the proposal was approved in its entirety, would the fore-mentioned \$100,000 be set aside annually, even if the funds were not used from the prior year.

Mr. Mitchell stated, if an economic or community development opportunity arose, there was currently no line item in the town’s budget to fund such an item. He stated the \$100,000 would be set aside as a “placeholder” if such a time arose.

Mr. Higginbotham asked Council to consider rewording the AEDA proposal to reflect the intent of the proposed \$100,000 annual budget.

Mrs. Dalton stated the proposed funds/budget was placed in the AEDA proposal to focus and remind Council there would be items in throughout the town’s economic development initiative that would need funding, but were unknown at that time. She stated, by having an annual AEDA budget, it would allow the town to be better prepared to fund those items.

Councilman Emerson shared his favor with the AEDA proposal. He stated he appreciated the efforts of everyone involved in developing the proposal.

Mayor Mattox shared his favor with designating the new Assistant Town Manager, Amie Owens, as the Project Manager of the steering committee, as outlined in the AEDA proposal.

Mayor Mattox stated, since Ms. Owens was not from the immediate area, he felt the involvement would help acquaint her with the Town of Altavista and its community.

Mayor Mattox asked Council if they were ready to vote on the AEDA proposal that evening.

Councilman Mitchell recommended, if Council elected to vote on the AEDA proposal that evening, to take additional time for consideration of the Project Manager position.

All Council members were in consensus to accept Mr. Mitchell’s recommendation.

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Vice-Mayor Dalton made a motion, seconded by Councilman Emerson, to approve the Altavista Economic Development Authority's proposal – to narrow the scope of work in the town's Economic Development Strategic Plan to focus on (1) Downtown Revitalization, and (2) Community Development and Industry Development and Retention.

The motion included the recommendation not to designate a Project Manager for this project at that time, but to place the item on a future meeting agenda for further consideration.

Motion carried.

Vote:	Mr. Reggie Bennett	Yes
	Mr. Timothy George	Yes
	Mr. Jay Higginbotham	Yes
	Mayor Mike Mattox	Yes
	Mrs. Beverley Dalton	Yes
	Mr. Tracy Emerson	Yes
	Mr. Wayne Mitchell	Yes

12. WWTP Electrical Upgrade Bid (Phase II & III)

Background:

Town Staff and Engineer Scott Bortz, Peed & Bortz, reviewed with Council the one bid that was received for the Waste Water Treatment Plant Electrical Upgrade project at the September 22nd Council Work Session. Mr. Bortz indicated the bid (from English Construction) was \$3,952,000, which was \$650,000 over the engineer's initial estimate for the project.

These two phases (II & III) of the WWTP Electrical Upgrade project are to be included in a Virginia Resources Authority (VRA) funding package (loan) of \$4,327,000; Mr. Bortz recommended to Town Council increase the VRA fund package to \$5,320,000.

Council previously, at their March 10, 2020 meeting, adopted an ordinance that would allow the issuance of up to \$16,000,000 of general obligation public improvement bonds. The town previously issued a \$6,538,000 General Obligation Public Bond, Series 2020A to finance a portion of the WWTP improvements.

Town Council directed staff to place this item on the October 13th Regular Meeting Agenda for consideration of bid approval and potential adoption of the VRA borrowing resolution.

Town Manager Waverly Coggsdale stated staff was recommending the issuance of a second improvement bond (Series 2020C) through the Virginia Resources Authority's Virginia Water Facilities Revolving Fund, in a "not to exceed" amount of \$5,400,000 to provide funds to finance Phase II and Phase III of the WWTP utility improvement project.

Mr. Coggsdale informed Council that Town Staff, the VRA, and the town's Bond Counsel had worked on the increased bond amount and, if approved, would be ready for issuance by the end of October (2020).

Mr. Coggsdale indicated that Tom Fore, Altavista Utilities Director, was at the meeting that evening and available to answer any questions Council may have in regard to this item.

Mayor Mattox asked Council if they had any questions, comments, or concerns in regard to rewarding the bid for the WWTP project or the VRA borrowing recommendation.

At that time, Vice-Mayor Dalton requested the "minutes" of the meeting reflect that she would be recusing herself from the WWTP bid approval discussion and would also abstain from voting on the matter.

Councilman Higginbotham stated he would be doing the same.

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Councilman Bennett referenced the previous discussion Council had in regard to this item. He stated, it was his understanding, that the “complicated nature” of the electrical scope of work was the catalyst that drove this portion of the WWTP upgrade project to be at a higher cost than initially anticipated.

Altavista Utilities Director Tom Fore stated Mr. Bennett was correct.

Councilman George asked Mr. Fore if this project was crucial enough to be implementing now, rather than a future date.

Mr. Fore stated it was.

Mayor Mattox asked for confirmation that the fore-mentioned VRA loan had a decrease from 2% to 1% from the initial borrowing rate.

Mr. Fore answered the Mayor confirming the town had secured a 1% VRA loan rate for the recommended “borrowing” for this project.

Mayor Mattox thanked Mr. Fore and Town Manager Waverly Coggsdale for their contribution in securing the lower interest rate for the Town of Altavista.

Councilman Mitchell referenced the town’s project bidding process. He stated he realized the town would want to take advantage of the fore-mentioned “lower loan rate”, but it was the town’s usual intent to acquire more than one bid for a project, and if only one bid was received, the town would then “re-bid” the project to hopefully received additional bids.

Mr. Fore stated Mr. Mitchell was correct. He stated this project had a large scope of electrical work and he felt that most contractors were busy with multiple small jobs and unable to take on a project of this magnitude.

Mr. Fore reminded Council that the town does, on occasion, approve a project with only one bid being received. He stated, in those instances, he had always evaluated the situation and given his recommendation to do so.

There were no additional questions or comments from Council.

Councilman Emerson made a motion, seconded by Councilman George, to approve the bid award for the Altavista Waste Water Treat Plant Electrical Upgrade Project to English Construction for the sum of \$3,952,000.

Motion carried.

Vote:	Mr. Reggie Bennett	Yes
	Mr. Timothy George	Yes
	Mr. Jay Higginbotham	Abstain
	Mayor Mike Mattox	Yes
	Mrs. Beverley Dalton	Abstain
	Mr. Tracy Emerson	Yes
	Mr. Wayne Mitchell	Yes

Vice-Mayor Dalton asked John Eller, Town Attorney, if she was able to vote on the next portion of this item – the adoption of the VRA borrowing resolution.

Mr. Eller ensured Mrs. Dalton it would be ok for her to do so.

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Councilman Mitchell made a motion, seconded by Councilman Bennett, to adopt a resolution stating Council's approval of the Virginia Resources Authority (VRA) loan/borrowing, not to exceed \$5,400,000, to help fund of Phase II and III of the Altavista Waste Water Treat Plant Electrical Upgrade Project.

Motion carried.

Vote:	Mr. Reggie Bennett	Yes
	Mr. Timothy George	Yes
	Mr. Jay Higginbotham	Abstain
	Mayor Mike Mattox	Yes
	Mrs. Beverley Dalton	Yes
	Mr. Tracy Emerson	Yes
	Mr. Wayne Mitchell	Yes

13. CARES Act Funding

Background:

Based on "population", the Town of Altavista will be receiving an allocation of CARES Act funding from Campbell County in the amount of \$594,320.78 for use to address impacts of the COVID-19 pandemic. Staff has continued to evaluate the impact of the COVID-19 pandemic and the potential use of the CARES Act funds, which has to be spent by December 31, 2020.

Town Manager Waverly Coggsdale stated, based on previous Council discussions, he compiled a chart for Council's consideration of "possibilities" for CARES Act fund usage. He gave Council a brief overview of the chart:

CARES ACT FUNDING ALLOCATION - DRAFT STRATEGY

CARES Act Funding from County \$594,321

RED section - previously discussed allocations:

Business Assistance	17,500
Public Safety Payroll	411,800
Town Reimbursements (misc.)	2,600
Broadband (Co-working Space)	80,000
COVID-19 Sick Leave	1,615
Public Bldg. Improvements	25,000
<u>Hazard Pay</u>	<u>11,000</u>
	549,515

Remaining Balance: 44,806

BLUE section - other considerations:

Council Chambers	
- Meeting Recording Equipment	21,480
<u>- Council Sound Equipment</u>	<u>10,000</u>
	31,480

Remaining Balance: 13,326

GREEN section

Redirected Town Funds	+411,800
<u>Employee Gratitude Payment</u>	<u>58,000</u>

Remaining Balance: 353,800

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Councilman Higginbotham referenced the “Hazard Pay” item in the RED section of the chart. He asked who the hazard pay was allocated for.

Mr. Coggsdale stated, under the CARES Act fund guidelines, hazard pay was an allowable allocation for “street patrol public safety workers” (Altavista Police Officers).

Mr. Higginbotham asked how many officers were included in the \$11,000 hazard pay.

Mr. Coggsdale stated there were currently eleven APD Officers that would receive \$1,000 each.

Councilman Mitchell referenced the BLUE section of the chart and asked if the meeting room equipment could be tied into the town’s Co-worker Center Broadband Project.

Mr. Coggsdale answered Mr. Mitchell stating he was not sure, but it may be a possibility.

Mr. Coggsdale stated the town had done the best it could with what it had in regard to broadcasting monthly Council meetings. He referenced the issue staff was having that evening with the existing equipment and stated the system was not working as well as it needed to.

Mr. Coggsdale stated, due to the COVID-19 pandemic, meeting/sound equipment was an allowable allocation of CARES Act funding, in order for the town to be able to offer Council meetings live for citizens to watch at home rather than in person.

At that time, Mr. Coggsdale went on to reference the remaining (end) balance of \$353,800, if all allocations were approved. He stated, due to those funds being “redirected”, the town would not have to decide when or how to spend the funds by December 31st 2020, as with the CARES Act funding.

Mr. Coggsdale asked for Council’s thoughts/input on the CARES Act Funding Draft Strategy. He stated, the sooner Council makes a decision, the sooner staff could start implementing the funding allocations.

Mayor Mattox stated there was no signs of the COVID-19 pandemic going away anytime soon. He stated there was a potential the town would not see the full impact of the pandemic for months to come.

Mayor Mattox referenced the “employee gratitude payment” in the Green section of the chart. He suggested postponing the gratitude payments, and investigate whether or not the town could use CARES Act funding to purchase an additional police vehicle, so officers would not have to ride “together” while on patrol.

Mayor Mattox stated, if the allocation was possible, it would then “free-up” funds from the APD Vehicle CIP item in the town’s current budget. He stated those freed funds could then be used to pay town employees a gratitude payment when the COVID-19 pandemic was over.

Town Manager Waverly Coggsdale informed Council, in order to keep officers from having to ride in the same vehicle while on patrol, the CARES Act funding guidelines do permit police vehicle purchases as an allowable funding allocation.

Mr. Coggsdale stated he would confer with APD Chief Tommy Merricks to determine if there was a need in his department for another police vehicle for this reason.

Mr. Coggsdale stated, if Council approved an APD vehicle to be purchased using CARES Act funding, he would also need to investigate if that decision was allowable if a locality already had a line item in their current budget for a new police vehicle.

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Vice-Mayor Dalton asked for clarification, if the Mayor's interest was to eliminate the employee gratitude payment from the CARES Act Funding Draft Strategy as presented, with the intent to pay the gratitude payment at a later date.

Mayor Mattox stated the economy had been slowing down recently and the town did not know what the future held in regard to its revenue sources. He suggested the town be conservative with funds until the threat of the COVID-19 pandemic was over.

Mr. Higginbotham referenced the "redirected town funds". He reminded Council those funds did not have to be spent until the end of this fiscal year (June 30th, 2021), and they could be rolled into the next fiscal year, if Council desired.

Mr. Higginbotham stated, at that time, it was the \$44,805 the town needed to decide how to spend by December 31, 2020.

Mr. Coggsdale stated, if Council approved the BLUE section - Meeting Recording Equipment (\$21,480) and Council Sound Equipment (\$10,000), the amount remaining would be \$13,325.

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

Councilman Mitchell asked for clarification of the "remaining" \$353,800 at the bottom of the presented chart.

Town Manager Coggsdale stated the \$13,325 was the CARES Act amount remaining after the town allocates CARES Act funding to all items in the RED and BLUE sections of the chart. He stated the \$353,800 was the town's own funds that would be redirected back to the town after implementing Public Safety Payroll (located in the RED section of the chart).

Mrs. Dalton stated the "redirected funds" could stay in the town's possession until the town decided how they wanted to spend those funds. She stated that was a decision Council did not have to make that evening.

Mr. Coggsdale stated the CARES Act Funding Allocation Strategy he presented Council was a "draft" of possibilities for their consideration. He stated it was ultimately up to Council how they wanted the CARES Act funding used.

Mr. Coggsdale asked for Council's input on the presented chart and to indicate if there were any items they wished to remove.

Councilman Higginbotham referenced the BLUE section of the chart/draft and asked if the Meeting Recording Equipment and Council Sound Equipment were necessary at that time, or was an additional police vehicle a bigger priority for the town.

Vice-Mayor Dalton stated the town's audio/visual capability in Council Chambers became an issue, due to the recent COVID-19 pandemic, and the need to have alternate options for town citizens to watch Council meetings without having to be "in person".

Mr. Higginbotham stated, if that was an "essential function" for the town, then he agreed the system should be upgraded.

Councilman Emerson stated he felt the matter of Altavista having the capability for its citizens to watch Council meetings online was now expected and becoming the "new normal".

Mrs. Dalton stated the town currently had the capability to show meetings online, but the system was not enhanced enough to consistently, and at times, successfully complete the task.

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Councilman Higginbotham asked the Town Manager for confirmation that every item in the RED section of the presented chart was allowable for CARES Act funding.

Town Manager Coggsdale stated he was confident all items in the CARES Act Funding Allocation Draft Strategy was allowable, other than the Co-working Space Broadband item. He stated he would be double checking to confirm the broadband item.

Councilman Mitchell stated he thought Campbell County's original list of items deemed acceptable for CARES Act funding allocation included "broadband" service.

Councilman Emerson stated he did not want to see Council overthink this task. He stated he felt the CARES Act Funding Allocation Draft Strategy presented to Council by the Town Manager was a feasible option for the town to allocate their portion of the CARES Act funding.

Mayor Mattox asked Council if they had any additional questions, comments, or concerns in regard to the presented CARES Act Funding Allocation Draft Strategy.

Councilman Mitchell stated he appreciated the Town Manager's hard work on this matter. He shared his favor in moving this item forward with the RED and BLUE sections of the draft, and stated Council could wait on its decision whether or not to include the GREEN section.

Councilman Higginbotham asked Councilman Mitchell if he had any item recommendations for the town to consider as allocating the remaining \$13,325 in CARES Act funding.

Mr. Mitchell stated he did not at that time.

Councilman Emerson referenced the \$594,321 in CARES Act funding the town was allocated to receive from Campbell County's estimated \$9 million in CARES Act funds. He stated the funds were designated for use to help the town survive the impact of COVID-19.

Mr. Emerson reminded Council that businesses were also able to apply for CARES Act funds until December 31, 2020.

Mr. Emerson stated he agreed with Mayor Mattox that no one knows what the future would bring or how COVID-19 would fully impact the Town of Altavista, but the town currently had an opportunity to show its employees how much it appreciated them continuing to work through the COVID-19 pandemic with a "gratitude payment".

Mr. Emerson shared his favor in giving town employees a gratitude payment now, because if COVID-19 had a negative impact to the local economy next year, the town may not be able to give its employees an annual raise.

Vice-Mayor Dalton asked Councilman Emerson for confirmation that he was willing to approve the CARES Act Funding Allocation Draft Strategy in its entirety as presented, including the \$58,000 employee gratitude payment, leaving the town with a \$353,800 balance of redirected funds.

Mr. Emerson confirmed Mrs. Dalton's statement was correct.

Mrs. Dalton stated she was also in favor of doing so. She stated, if the APD was in need of an additional police vehicle, that issue could be discussed at a future Council meeting.

Mayor Mattox reiterated his previous comment that, due to COVID-19, the stability of the local economy through the upcoming winter and next spring was unpredictable. He stated he did not feel the redirected funds (\$411,800) should be spent until after the town was certain the pandemic was over and the town had a clearer idea of the impact the pandemic had on its revenue sources.

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Mayor Mattox stated he was not against paying town employees a gratitude payment, but suggested the town postpone the potential payment until a later date.

Councilman Higginbotham shared his favor with Mayor Mattox's suggestion.

Mr. Higginbotham stated he would be ok with moving forward with the fund allocations in both the RED and BLUE sections of the CARES Act Funding Allocation Draft Strategy as presented by the Town Manager, and also determining how to utilize the remaining \$13,326 balance of the CARES Act funds.

Mr. Higginbotham suggested saving the redirected funds amount of \$411,800 and discussing options for its use during the town's next "budget cycle".

Councilman George stated the employee gratitude payment was only about ten percent of the town's redirected funds. He shared his favor of the town taking the opportunity it has been given through the CARES Act funding and giving a "one-time" gratitude payment of \$1,000 to each town employee.

Councilman Bennett shared his favor in the entire CARES Act Funding Allocation Draft Strategy, including the \$1,000 employee gratitude payment. He stated he felt the fund allocation in the presented strategy should be implemented "without delay".

Councilman Bennett made a motion, seconded by Councilman George, to approve the CARES Act Funding Allocation Strategy as presented in its entirety, leaving the Town of Altavista with a balance of \$353,800 in redirected funds to be placed back into the town's budget.

Motion carried.

Vote:	Mr. Reggie Bennett	Yes
	Mr. Timothy George	Yes
	Mr. Jay Higginbotham	No
	Mayor Mike Mattox	No
	Mrs. Beverley Dalton	Yes
	Mr. Tracy Emerson	Yes
	Mr. Wayne Mitchell	Yes

Vice-Mayor Dalton stated she would like to make a comment to go along with her vote. She stated she had been on Town Council for sixteen years and a part of sixteen town budget cycles.

Mrs. Dalton stated, regarding annual raises, the town had always done what they could for their employees, but she felt they have always deserved more. She stated it was with "delight" that she voted "yes" to paying the \$1,000 gratitude payment to all town employees.

Councilman Higginbotham asked if the gratitude payment included the Altavista Police Department Officers.

Town Manager Coggsdale stated the APD fell under "hazard pay" in the RED section of the presented CARES Act Funding Allocation Strategy and not under gratitude payment.

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

Town Manager Coggsdale referenced an item in the current FY2021 Budget - hiring two new Public Works Department employees. He stated, under Council's direction, staff held off on hiring the two new employees until the matter could be "re-evaluated in October".

Mr. Coggsdale stated, if Public Works was allowed to move forward with hiring two new employees (as allocated in the current budget), the department would then be "fully staffed",

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Mr. Coggsdale stated, in accordance with the previous approval (FY2021 Budget) to hire two new Public Works employees, staff was seeking further direction from Council on this matter.

Mayor Mattox asked Council if they had any questions or comments on this matter.

Vice-Mayor Dalton asked the Town Manager if the town had seen any vast or impact able “dips” in its revenue sources.

Mr. Coggsdale stated, some, but not a lot.

Mayor Mattox stated he was under the impression the two new employees were to help with the town’s “grass mowing”. He stated, since mowing season was almost over, he suggested waiting until next spring to implement hiring two new Public Works employees.

Councilman Higginbotham stated waiting until spring would be more economical for the town.

Councilman George stated the two new employees would be helpful with duties other than just mowing grass.

Mr. Coggsdale stated if the employees were only going to be mowing grass, the town would consider them as “seasonal” workers and not full-time employees as allocated in the budget.

Mr. Coggsdale stated the Altavista Public Works Department had multiple projects, duties, and tasks throughout the year the two new employees would be helpful with.

All Council members were in consensus to allow the Public Works Department to move forward with hiring two new employees, as indicated/allocated for in the current budget.

14. School Zone Speed Cameras

Background:

At Town Council’s July 21, 2020 Continued Meeting, Altavista Police Chief Tommy Merricks informed Council of new state legislation that recently went into effect in regard to localities having the ability to utilize traffic cameras for speed regulation enforcement in school zones. Following that discussion, it was the consensus of Town Council for Chief Merricks to continue gathering information on the subject for Council’s further review and consideration.

At that time, Altavista Police Chief Tommy Merricks addressed Council in regard to this item.

Chief Merricks stated he had evaluated four different companies that provide a traffic/speed camera service. He stated all four companies offered a “cost neutral” program, with no installation or upfront cost to the town, but he felt OptoTraffic was the town’s best option of the four companies.

Chief Merricks stated OptoTraffic charges a \$25 flat fee for every traffic ticket incurred during the town’s use of the speed enforcement camera system.

Chief Merricks also informed Council, if at any time, or for any reason the town wished to discontinue using the traffic camera service, OptoTraffic had agreed to sign a contract stating the company would not charge the town a penalty for doing so.

Chief Merricks stated he felt the service would slow down traffic in the town’s school zones.

Chief Merricks stated he would be glad to answer any questions Council may have.

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Mayor Mattox asked if Council had any questions for Chief Merricks in regard to this item.

Councilman Bennett asked if the speed enforcement camera system would only be used while the two school zones were “active” (during school hours).

Chief Merricks stated the speed limit on both school roads would remain 35mph; and 25mph when the “school zone caution lights” were blinking. He informed Council that OptoTraffic suggested the town adopt an ordinance for the speed enforcement camera system to be operational during the normal school hours of 8am to 4pm.

Chief Merricks suggested the town confer with Town Attorney John Eller regarding the proposed ordinance.

Mr. Bennett asked who would be responsible for activating the camera system during that timeframe. He also asked if the cameras would be turned off during none school days.

Chief Merricks stated the camera system was computer operated, with remote access. He stated, if approved, the camera system would only be operational on days the schools were in session.

Chief Merricks informed Council there was a law in the State of Virginia that requires all speed infractions caught on the town’s speed enforcement camera system to be reviewed and confirmed by the Altavista Police Department (APD) before a speeding ticket was issued.

Councilman George asked if a speeding ticket received through the proposed school zone speed enforcement camera system would go on a citizen’s state driving record.

Chief Merricks stated any ticket issued from the fore-mentioned system would be considered a “civil penalty” and would not go against a citizen’s state driving record.

Town Attorney John Eller stated, if a citizen did not pay the speeding ticket issued by the camera system, and was taken to court and found guilty, the citation would then be placed on their state driving record.

Councilman Higginbotham stated he did not feel the proposed school zone speed enforcement camera system was “community friendly”.

Chief Merricks stated his intent with the proposed speed enforcement camera system was to slow down traffic in the town’s two school zones. He stated, if the camera system saved one child’s life, he felt the system would be worth the effort.

Mr. Higginbotham stated he understood that people should not be speeding in town, and definitely not in school zones, but he would rather have a police officer enforcing the speed limit in person at the town’s school zones, rather than the proposed camera system.

Chief Merricks reminded Council his department only had two patrol officers on duty at one time. He stated, if he placed officers at each school during school hours, the officers would be required to leave the area if an emergency call came in.

Mr. Higginbotham asked if the town had considered or investigated whether or not “speed bumps” could be utilized in the school zone areas.

Chief Merricks stated he did not think the town could place speed bumps on state roads.

Mr. Eller informed Council of a provision in state code that required a warning sign be placed at least 1000 feet ahead of the school zone speed enforcement cameras, so the system/cameras would not be a surprise to citizens traveling in those areas.

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Mr. Higginbotham asked if the Altavista Police Department still used their “speed radar sign”.

Chief Merricks stated they did, but the sign was not always in working condition, so it was unreliable.

Mayor Mattox reminded Council the APD’s speed radar sign was at least fifteen years old.

Mr. Higginbotham asked what the speed overage amount was before a ticket would be issued.

Chief Merricks stated a speeding ticket would not be issued unless a vehicle was traveling ten (10) mph or more over the posted speed limit.

Mayor Mattox referenced the enormous traffic at the elementary school during parent and bus drop-off and pick-up times. He stated, due to his business being across from the elementary school, he had witnessed on numerous occasions vehicles speeding through that area.

Mayor Mattox stated to be “Altavista friendly”, the town needed to be “child friendly”, and allow no opportunity for a child, or citizen, to be endangered by a speeding vehicle.

Mayor Mattox stated there would be warning lights ahead of the speed enforcement traffic cameras, so there would be no reason for a vehicle to still be speeding by the time they reach the school zone. He stated, if it took having citizens pay a fine for speeding in order to deter them from future speeding, he was all for implementing the proposed school zone speed enforcement camera system at both of Altavista’s schools/school zones.

Councilman Emerson shared his favor in allowing the APD to implement the school zone speed enforcement camera system at both Altavista school zones.

Mr. Emerson informed Council, due to COVID-19, the Campbell County School Board was getting ready to decide how many students would be allowed at school at the same time. He stated the decision would potentially include a new drop-off/pick-up schedule for students as well, which could increase the traffic at the school zones during those specific times.

Mr. Emerson also informed Council there had been recent news the Virginia State Governor Ralph Northam was trying to lessen reasons/violations a police officers could pull a vehicle over. He stated he felt the proposed speed enforcement camera system was a good option to help deter speeding in school zones.

Councilman Mitchell thanked Chief Merricks for gathering additional information for Council to consider in regard to this item, but he was not in favor of speed enforcement cameras.

Mr. Mitchell stated he felt the proposed speed enforcement camera system was not conducive to a good relationship between the town’s law enforcement and its citizens. He stated he would much rather have an actual police officer patrolling the school zones and enforcing the speed limit, rather than a traffic camera system.

Mr. Mitchell referenced Altavista’s schools being a part of the Campbell County School System. He suggested the town utilize Campbell County for assistance with speed limit enforcement in the town’s school zones.

Mayor Mattox asked Council if they had any additional questions for Chief Merricks in regard to this item.

Councilman Higginbotham asked what the cost would be for a ticket issued by the proposed speed enforcement camera system.

Chief Merricks stated the cost would be a one hundred dollar (\$100) flat civil penalty/fee.

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Mr. Higginbotham asked how much of the \$100 ticket amount would be directed to the vendor.

Chief Merricks stated the vendor of the camera system (OptoTraffic) would receive \$25 of any ticket issued and the Altavista Police Department would receive the remaining \$75 amount.

Councilman Emerson informed Council, if a police officer stopped a vehicle for a “moving violation” and a speeding ticket was issued, the ticket would be twice the cost than with a speed enforcement camera system.

Mr. Higginbotham asked, if approved, how much the speed enforcement camera system would cost the town to install at both school zones.

Chief Merricks stated installation of the system would be at no charge to the town.

Mr. Higginbotham asked if OptoTraffic would charge an “exit fee”, if the town no longer wanted to use the speed enforcement camera system and asked the vendor to remove it.

Chief Merricks stated OptoTraffic’s proposed contract stated the vendor would not charge a fee to discontinue their service.

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

Mayor Mattox thanked Chief Merricks for his time and his due diligence on this matter.

Vice-Mayor Dalton made a motion, seconded by Councilman Emerson, to accept Chief Merricks’ recommendation and allow the APD to move forward with implementing a speed enforcement traffic camera system, by OptoTraffic, in both Altavista school zones.

Motion carried.

Vote:	Mr. Reggie Bennett	Yes
	Mr. Timothy George	Yes
	Mr. Jay Higginbotham	No
	Mayor Mike Mattox	Yes
	Mrs. Beverley Dalton	Yes
	Mr. Tracy Emerson	Yes
	Mr. Wayne Mitchell	No

15. Park Signs and Memorials

Background:

Previously, Town Council asked staff to look into name signs for the town’s neighborhood parks; as well as, memorials for the two parks named after specific individuals: Leonard Coleman and John H. Moseley.

At that time, Assistant Town Manager Amie Owens provided a brief presentation on this item. She shared photos of sign options with Council for a visual reference and their consideration.

Ms. Owens informed Council that the information on the memorial plaque samples was taken from historical data and the two individual’s obituaries.

Ms. Owens stated “park signage” was an important part of a town’s esthetics. She stated the proposed sign options for this project mirror signs in some of the other parks in Altavista. She stated she felt it was important for the town to have consistency in its park system/signage.

Ms. Owens reminded Council this sign and memorial plaque project was not in the current FY2021 Budget.

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Ms. Owens stated, at that time, staff was seeking direction from Council on how they wished to move forward with the project.

Mayor Mattox asked if there was any rule “discrepancies” from one Altavista park to another. He referenced the town’s “dog leash” rule as an example.

Ms. Owens stated all Altavista parks would have the same rules and regulations on their signage moving forward. She stated this effort would ensure consistency throughout the parks.

Town Manager Waverly Coggsdale reminded Council the “dog leash” regulation was discussed at a recent Council Work Session and was taken into consideration when staff drafted the new signs, as a consistency measure with all other Altavista parks.

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

Councilman Higginbotham asked if the proposed signs would be in the parks or directional road signs for how to reach the parks.

Ms. Owens stated the signs were proposed as being located within each designated park. She stated the park name signage would be visible from the road, but the memorial plaques were smaller in size and would have to be viewed close up.

Ms. Owens stated the park “guidelines” (rules and regulations) would also be smaller but easily visible when visiting the park. She stated the proposed guideline signs also included a town value statement: “Our Community Values a Healthy and Safe Environment” and the parks are here for citizen enjoyment.

Councilman George referenced the fore-mentioned memorial plaques and asked what material they would be made of.

Ms. Owens stated the proposed memorial plaques were 24x18 brass plaques and would include their own mounting pole and hardware within the cost. She stated the plaques had an estimated 5-6 week turnaround time from the order date.

Mayor Mattox asked Councilman Bennett, since he initially suggested the town officially name the neighborhood parks, specifically the John Moseley Memorial Park, was there any comments he wished to add to this project, or when he felt the park should be dedicated.

Councilman Bennett reminded Council the future John Moseley Memorial Park, located on Avondale Drive, was scheduled to have a pavilion built on the park’s property. He stated, during a previous discussion, it had been the consensus of Town Staff and Council to postpone the park’s dedication until spring 2021, allowing for the pavilion to be completed.

Mr. Bennett also referenced the proposed memorial plaques for both Leonard Coleman and John Moseley. He stated both individuals were prominent in their African American communities, and he felt the plaques should reference that fact.

Mr. Bennett suggested staff contact Martin Monuments in Keysville, VA for a cost quote for the proposed memorial plaques. He stated he was familiar with the company and felt they may offer the town a cost savings on the project.

Mr. Bennett thanked Ms. Owens and Town Staff for their work on this project.

Vice-Mayor Dalton referenced the proposed memorial plaques. She suggested the plaques not only mention the two individual’s accomplishments as African Americans, but also the contribution they made to the Town of Altavista as either a civic and/or community leader.

Mrs. Dalton stated both individuals were great role models for young men and women of all ethnicities and the Altavista community as a whole.

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Councilman Mitchell shared his favor with the name sign in Option 1. He stated, since the park name signs were going to be placed in the park and not roadside, he felt Option 1 of the two option possibilities would be the best choice, as it was the larger of the two options.

Mrs. Dalton asked how the sign in Option 2 would be mounted.

Ms. Owens stated the smaller metal sign in Option 2 would be mounted on a post (metal or wood) and similar to a “street sign”.

Mayor Mattox stated he did not feel the sign in Option 2 would be big enough to view from the road.

Councilman Bennett stated the larger sign in Option 1 was similar to other Altavista signs.

Town Manager Waverly Coggsdale stated Councilman Bennett was correct. He stated there were similar signs to Option 1 in front of Town Hall, the entrances to the Water and Waste Water town facilities, and other locations throughout the town.

Mr. Bennett shared his favor with Option 1, as it offered the most consistency with other town signs.

Vice-Mayor Dalton stated both options were acceptable, it was just a matter of Council having a choice/preference from the two.

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

Mr. Coggsdale stated, if Council had a preference between one of the two options presented, staff would gather its cost information for Council’s review and consideration.

There was a consensus of Council to allow Town Staff to gather cost information pertaining to Option 1 of the presented name sign options, the larger of the two options; and also cost estimates for the proposed memorial plaques for both Leonard Coleman and John Moseley.

New Business

16. Altavista On Track (AOT) Request for Pop-up Program Funds

Town Manager Waverly Coggsdale shared with Council a recent correspondence from Altavista On Track in regard to their desire to host a Downtown District Pop-up Program, and their desire to use previously allocated funds for the project.

To: Waverly Coggsdale, Town Manager
From: Altavista On Track
Date: October 9, 2020
Subject: Altavista Pop-up Program



Dear Mr. Coggsdale, III and Town Council,

The Board of Directors for Altavista on Track would like to conduct a Pop-Up program this fall to encourage new or existing businesses to locate downtown.

This grant application will be open to new or existing businesses wishing to locate/relocate to Altavista’s Main Street District (bordered by Bedford Ave, 7th Street, Main Street, and Pittsylvania Ave).

This program will provide three new or existing businesses with coverage of rent and utilities for three months (up to \$1000 per month). The goal is to give new businesses a boost and a chance to get established before taking on the expenses of a brick and mortar business.

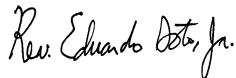
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Altavista On Track will facilitate a relationship between the business and a downtown property owner. However, the business will enter into their own lease agreement with the property owner. If the business owner enters a lease with a property owner that is more than three months, AOT is not responsible for paying any rent or utilities after the agreed upon date.

Altavista on Track wishes to gain the blessing of Town Council to use the \$10,000 of Community Development Block Grant funds that have been set aside for an Altavista Pop-up Program to fund this project. Altavista on Track is also competing in the Main Street Idea Pitch for this project and will be applying in the spring for a Downtown Investment Grant to fund a second iteration of this program.

We thank you for your consideration and are happy to answer any questions you may have.

With humility and grace,



Rev. Eduardo Soto, Jr.
AOT Board President

At that time, Reverend Ed Soto, AOT President, addressed Council in regard to this item.

Mayor Mattox asked Reverend Soto what AOT's \$50,000 FY2021 Budget was used for.

Reverend Soto reminded Council Altavista On Track's fund portion of the FY2021 Town Budget was allocated for the salary of Altavista On Track's Main Street Coordinator.

Mayor Mattox asked if AOT had any other funding sources available, or was the organization fully dependent on town funding for such programs.

Reverend Soto stated Altavista On Track also sought funds from grant opportunities and local fundraising events, such as AOT's Annual Gibley Jog, as sources of income.

Reverend Soto stated it was AOT's intent to revitalize the previously used Pop-up Program to help entrepreneurs locate, or existing small businesses to relocate, their business in Altavista's Downtown District.

Reverend Soto stated the requested funds would help the designated business(s) by covering rent payments and utilities for the first three months from their opening. He stated this program helps small businesses get established without the worry of those expenses.

Reverend Soto stated, if successful, it was AOT's intent to continue the Pop-up Program annually. He stated AOT felt this would strengthen the town's relationship with the downtown area and small business community.

Reverend Soto stated he would be glad to answer any questions Council may have.

Mayor Mattox referenced the recent approval of the AEDA proposal. He asked, since AOT was part of Altavista's economic development plan, would AOT's requested funds be a part of the \$100,000 budgeted annually for the AEDA.

Altavista On Track Main Street Coordinator Kirsten Aherron addressed Council on this matter.

Mrs. Aherron stated the \$10,000 that AOT was requesting to utilize for the Pop-up Program was in Town Reserves and previously allocated to AOT for such programs. She stated the funds were from a CDBG (Community Development Block Grant) Fund previously awarded to Altavista On Track.

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Mrs. Aherron stated the funds were already in the town's budget, but AOT was asking for Council's permission to release the funds from Town Reserves and used for the current Pop-up Program.

Mayor Mattox thanked Mrs. Aherron for the clarification of where the funds for the proposed Pop-up Program would be coming from.

Mayor Mattox stated he had no objection to AOT's request.

Mayor Mattox asked Council if they had any questions or concerns in regard to the request, to which there were none.

Councilman Mitchell thanked Altavista On Track for their efforts in revitalizing the town's Pop-up Program. He stated he felt AOT's program was a good fit in the town's overall plan for economic development.

Mr. Mitchell referenced the town's new Innovative Coworker Space that, when complete, would be located in Altavista's Downtown District. He stated he hope the two programs could work together in the future to accomplish their desired goals.

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

Councilman Higginbotham made a motion, seconded by Councilman Emerson, to approve AOT's request to utilize the \$10,000 already allocated in Reserve for the Pop-up Program.

Motion carried.

Vote:	Mr. Reggie Bennett	Yes
	Mr. Timothy George	Yes
	Mr. Jay Higginbotham	Yes
	Mayor Mike Mattox	Yes
	Mrs. Beverley Dalton	Yes
	Mr. Tracy Emerson	Yes
	Mr. Wayne Mitchell	Yes

Reports and Communication

17. Report from Town Manager

Town Manager Waverly Coggsdale informed Council he was in the process of revising how he presents his monthly report and updates to Council, in order to make the report as efficient as possible for Council's review. He shared with Council updates on a few of the town's current/ongoing projects:

- Innovation Center/Co-Worker Space:
Mr. Coggsdale stated there had not been an official confirmation yet, but in viewing online the Tobacco Commission's most recent meeting, the Town of Altavista would be awarded the \$184,000 grant they applied for. He stated he had a meeting scheduled with the Tobacco Commission Staff the following week to discuss the grant in more detail.
- Dalton's Landing Canoe Launch Project:
Mr. Coggsdale stated this project was moving forward as scheduled and should be completed by spring 2021. He stated Assistant Town Manager Amie Owens was currently working on "signage" for the site. He informed Council there would be a "grand opening" for the site when complete, which would allow the town to acknowledge and thank the "partners" involved with the project.

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- Eagle Trail Overlook/Observation Deck (English Park):

Mr. Coggsdale stated Public Works Director David Garrett recently indicated the project was moving forward as scheduled and Town Staff was getting ready to pour the overlook's concrete overlay that week.

Councilman Emerson referenced the Eagle Trail Overlook. He asked if any trees on the town's current "list of removal" were in front of or near the overlook.

Mr. Coggsdale stated there was, along with some "underbrush" that would also be removed.

Councilman Bennett stated a citizen had recently asked him the same question, if the Eagle Trail Overlook would have a clear view of the river.

Mr. Coggsdale stated staff would check the list of trees scheduled to be removed from that area and then assess if any additional trees needed to be removed to accomplish Council's desired view of the river from the overlook, as well as the overall esthetics of the area.

- Brownfields Assessment Project:

Mr. Coggsdale informed Council he had a conference call with the EPA (Environment Protection Agency) and the town's consultant on this project. He stated the consultant was "gearing up" to begin working on the documents and assessments associated with this project.

Mayor Mattox referenced the owner of the old Lane Company property, Greg Dahbura. He asked if there had been any progress in Mr. Dahbura's clean-up efforts of said property.

Mr. Coggsdale stated, based on the initial indication from Mr. Dahbura that the remaining clean-up should only take him another ninety days, Mr. Dahbura had thirty days remaining before that timeframe expired.

Mr. Coggsdale stated he would contact Mr. Dahbura for an update on his progress.

- Avondale Park:

Mr. Coggsdale informed Council the shade structures to go over the playground equipment and also the materials for the pavilion to be placed at the playground had both been ordered and would be installed when received.

Mr. Coggsdale stated both he and/or Town Staff would be glad to answer any questions Council may have in regard to their October monthly reports.

There were no additional comments or questions from Town Council at that time.

Mr. Coggsdale thanked Council for their support and the job they do to help continue moving the community forward.

18. Departmental Reports

These items were given to Council at an earlier date in their Council Meeting Pre-Packet.

19. Council Calendars

These items were given to Council at an earlier date in their Council Meeting Pre-Packet.

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Matters from Council

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

- Councilman Bennett referenced the trail system at English Park, specifically the section closest to the river where vehicles were prohibited traveling.

Mr. Bennett asked for Council's consideration to reopen that area to vehicle access, which would allow citizens to use their vehicles to gain better access to the picnic tables located in that area. He stated, if approved, the town could use "concrete barriers" to separate the playing fields from the trail/road.

Councilman Emerson stated that area was initially closed to vehicles as a safety measure when ball games were being played on the adjacent fields. He stated the issue could potentially be resolved by Mr. Bennett's suggestion of concrete barriers.

- Councilman Bennett referenced the decorative light poles located along Main Street Altavista. He stated, with the FY2022 Budget cycle starting soon, he asked Council to consider placing the same decorative light poles along the entire stretch of Seventh Street and Bedford Avenue.
- Councilman George referenced a previous conversation regarding auditing Meals Tax. He asked for an update on the item.

Town Manager Waverly Coggsdale informed Council that the accounting firm the town asked to complete the audit process had indicated they would not be able to do so until mid-September. He stated he would follow up with the firm and update Council accordingly.

- Councilman Emerson referenced the three small bridges located on the Green Hill Trail in Altavista. He asked if the town had put any type of "slip resistant" material on the bridges.

Mr. Coggsdale answered stating the town had not at that time, but he would have staff investigate the best options for the three bridges.

Mr. Emerson suggested textured (similar to sand paper) strips as an option.

Councilman Bennett stated textured strips would have to be replaced periodically. He suggested the town consider using an abrasive material, like sand, when "sealing" the bridges.

- Councilman Mitchell referenced the annual 100 Mile Yard Sale event, which occurs in September, and runs along Route 29 from Northern Virginia to Southern Virginia. He suggested Council consider allowing the town to be an advocate of the annual event.

Mr. Mitchell suggested Altavista promote "town visitation" during that time. He also suggested Altavista On Track host some type of event to coincide with the 100 Mile Yard Sale, in order to attract visitors into the Town of Altavista.

There were no additional comments or concerns from Council.

Mayor Mattox thanked everyone for attending the Council meeting and to be safe in their travels home that evening.

Closed Session

DATE: Tuesday October 13, 2020

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,

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Section 2.2-3711 (A)(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 (Town Council Appointment)

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.

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

Motion carried.

VOTE:	Mr. Reggie Bennett	Yes
	Mr. Timothy George	Yes
	Mr. Jay Higginbotham	Yes
	Mayor Mike Mattox	Yes
	Mrs. Beverley Dalton	Yes
	Mr. Tracy Emerson	Yes
	Mr. Wayne Mitchell	Yes

Town Council entered into a Closed Session Meeting at 8:10 PM.

Notice was given Town Council was back in Regular Session at 8:38 PM.

FOLLOWING CLOSED SESSION:

A motion was made by Vice-Mayor Dalton, 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 the provisions of The Virginia Freedom of Information Act; and

WHEREAS, Section 2.2-3712 of the Code of Virginia requires a certification by 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 Town Council.

VOTE:	Mr. Reggie Bennett	Yes
	Mr. Timothy George	Yes
	Mr. Jay Higginbotham	Yes
	Mayor Mike Mattox	Yes
	Mrs. Beverley Dalton	Yes
	Mr. Tracy Emerson	Yes
	Mr. Wayne Mitchell	Yes

Also Following Closed Session:

On a motion made by Councilman Higginbotham, and seconded by Councilman George, the Altavista Town Council approved the appointment of Ms. Jennifer Morton, 2210 Poplar Avenue, to the Altavista Planning Commission for a four year term, expiring on October 31, 2024.

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Motion carried.

VOTE:

Mr. Reggie Bennett	Yes
Mr. Timothy George	Yes
Mr. Jay Higginbotham	Yes
Mayor Mike Mattox	Yes
Mrs. Beverley Dalton	Yes
Mr. Tracy Emerson	Yes
Mr. Wayne Mitchell	Yes

Adjournment

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

The meeting was adjourned at 8:42 PM.

Michael Mattox, Mayor

J. Waverly Coggsdale III, Clerk