



Town of Altavista, Virginia
Meeting Agenda
Town Council Work Session
Tuesday, July 28, 2020
5:00 p.m. – Council's Chambers

J.R. "Rudy" Burgess Town Hall
510 7th Street
Altavista, VA 24517

1. Call to Order

2. Agenda Adoption

3. Recognitions and Presentations

4. Public Comment (Agenda Items Only)

Citizen's wishing to address Council should provide their name and residential address. Citizen's comments are limited to three (3) minutes with a total of fifteen (15) minutes allotted for this purpose. (Please note that the Citizen's Time is NOT a question-and- answer session between the public and the Council.)

5. Items Referred from Previous Meetings

6. New Items for Discussion/Unfinished Items

a. Citizens For Altavista Baseball Request

b. Booker Building Improvements Update

i. Floor quotes

ii. Shade options

c. Urban Archery (Town owned property) program

d. Brownfields Grant/Hub Scrap property follow up

e. Town Marketing/Promotion

7. Public Comment (Non Agenda Items)

Citizen's wishing to address Council should provide their name and residential address. Citizen's comments are limited to three (3) minutes with a total of fifteen (15) minutes allotted for this purpose. (Please note that the Citizen's Time is NOT a question-and- answer session between the public and the Council.)

8. Matters from Council

9. Closed Session (if needed)

10. Adjournment

THE TOWN OF ALTAVISTA IS COMMITTED TO FULL COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT STANDARDS. TRANSLATION SERVICES, ASSISTANCE OR ACCOMODATION REQUESTS FROM PERSONS WITH DISABILITIES ARE TO BE REQUESTED NOT LESS THAN THREE (3) WORKING DAYS BEFORE THE DAY OF THE EVENT. PLEASE CALL (434) 369-5001 FOR ASSISTANCE.



TOWN OF ALTAVISTA TOWN COUNCIL AGENDA COVER SHEET

AGENDA LOCATION:

New Business

MEETING DATE:

July 28, 2020

ITEM #: 6a**ITEM TITLE:**

Request of Citizens for Altavista Baseball

DESCRIPTION:

Mr. Rob Finch has inquired about the Town's willingness to partner with the Citizens for Altavista Baseball on the installation of a new fence at the War Memorial Ballpark. The project would include the replacement of approximately 485' of six foot chain link fence, with two 4' gates. The new fence and the existing 420' of 4 foot fence would have slats installed to provide extra coverage reducing visibility, increasing aesthetics and blocking wind. The estimated cost of the project is \$21,500.

RECOMMENDATION:

Per discussion of Town Council.

BUDGET/FUNDING:

No funds were included in the FY2021 Budget for this item.

POTENTIAL ACTION:

- Per Council's discussion:
 - Motion to grant request
 - Defer action and place on a future meeting agenda.
 - Take No Action.

ATTACHMENTS:

- Map of field



Yellow line; New fence with slats

Blue line: Existing fence, with new slats



TOWN OF ALTAVISTA TOWN COUNCIL AGENDA COVER SHEET

AGENDA LOCATION:

New Business

MEETING DATE:

July 28, 2020

ITEM #: 6b**ITEM TITLE:**

Booker Building Improvements Update

DESCRIPTION:

Previously Town Council requested that staff gather quotes for the refurbishment of the concrete floor of the Booker Building, based on previous recommendations. David Garrett, Director of Public Works has gathered and evaluated three quotes for this work. A comparison of the quotes, as well as the quotes themselves is attached.

In addition, staff has been gathering information in regard to shade options for the open space to the rear of the Booker Building (stage area). Staff has previously provided estimates for a “sail shade” structure and Council members had offered up the option of an open-sided building. The attached sheet compares the options based on previous discussion by Town Council.

RECOMMENDATION:

Per discussion of Town Council.

BUDGET/FUNDING:

No funds were included in the FY2021 Budget for this item.

POTENTIAL ACTION:

- Per Council’s discussion:
 - Motion to approve a proposal for the floor resurfacing.
 - Provide staff direction on the shade issue for the rear of the Booker Building.
 - Defer action and place on a future meeting agenda.
 - Take No Action.

ATTACHMENTS:

- Floor Recommendations
- Floor Quotes & Comparison
- Shade Options

MEMO

March 16, 2020

David Garrett
Public Works Director
PO Box 420
Altavista, VA 24517

Re: Booker Building

Dear Mr. Garrett,

I appreciate the opportunity to provide a preliminary budget for some areas of renovation at the Booker Building at English Park in Altavista in order for the Town to set realistic budgets to do the work.

I have based this cost information on the walk through that was done with you on Tuesday March 3, 2020. This budget is in current dollars and does not include any cost for architectural or engineering documents that the Jurisdiction having Authority may require. No permit cost or hazardous removal (asbestos/lead) is included. No roofing is included.

For occupancy of 400 and a review of the Code (Table 2902.1), the bathroom fixture requirement should be acceptable as follows:

Men- 1 HC water closet, 2 urinals, 2 sinks

Women- 1 HC water closet, 2 water closets, 2 sinks

Also requires a Service Sink and a Water Fountain

Please find attached an approximate project cost breakdown.

Please note most of this work can be done by the town or contracted directly by the town to the subcontractors and save cost.

If you have any questions please do not hesitate to contact me.

Thank you,



Robert W. Lee III
434-845-0301

MEMO

Booker Building Floor Options:

- 1) Simple clean and polish of existing concrete floor \$27,445.00
 - a. Polish floor
 - b. Vapor Barrier coat
 - c. Grind and seal existing floor joints
- 2) Simple clean, polish and stain of existing concrete floor \$33,800.00
 - a. Polish floor
 - b. Stain floor (1 color)
 - c. Vapor Barrier coat
 - d. Grind and seal existing floor joints
- 3) Clean floor, apply 1/16" coating of existing concrete floor \$37,976.00
 - a. Clean Floor
 - b. 1/16" topping (1 color)
 - c. Vapor Barrier coat
 - d. Grind and seal existing floor joints
- 4) Clean floor, apply 1/16" coating with chips at existing concrete floor \$47,476.00
 - a. Clean Floor
 - b. 1/16" topping (1 color w/chips)
 - c. Vapor Barrier coat
 - d. Grind and seal existing floor joints

Booker Building Bathroom Renovations \$55,419.00

- Remove existing fixtures and toilet partitions
- Cut flooring for new fixture layout and patch
- Clean, polish and stain flooring with 1 color
- Install new mini split heat pump to heat and cool restrooms
- Install new vanity tops in both restrooms
- Install 2 sinks, 1 HC water closet and 2 urinals in the men's room
- Install 2 sinks, 1 HC water closet and 2 standard water closets in the women's room
- Install new plastic toilet partitions in both bath rooms
- Install new toilet accessories in both bath rooms
- Install a new water cooler to meet code.

Booker Building Exterior Stage \$28,000.00

- Install 103' of a 2'x1' footing
- Install 103' of a 5' tall retaining wall
- Fill the area with approximately 216 tons of stone
- Pour the stage top (585 SF) with 4" of 3500 psi concrete

Booker Building Floor Resurfacing Proposals

Bette-Jeanne's Resurfacing and Decorative Concrete

Concrete Resurfacing	<u>\$32,184</u>
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(Suggests that surface be sandblasted by others prior to resurfacing)

EPOXY SYTEMS, LLC

Option 1: Polished Concrete	<u>\$24,575</u>
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Option 2: Grind, Dye & seal	<u>\$20,766</u>
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Seay Construction

Option 1: Grind, concrete overlay/sealer	\$31,625
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<i>with MC-Rapid vapor barrier (additional)</i>	<u>\$16,875</u>
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Total with optional vapor barrier	<u>\$48,500</u>
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Option 2: Thin-mil Epoxy Coating (Armorseal 8100)	<u>\$16,485</u>
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Option 3: High Solids Epoxy Coating (General Polymers)	<u>\$24,450</u>
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Bette-Jeanne's Resurfacing and Decorative Concrete

(434) 528-5718 or (434) 944-1012

Virginia Board of Contractors License Number: 2705108616

Proposal of Concrete Resurfacing at the Booker Building

Work to be completed is as follows: The concrete surfaces that include the primary large space with the adjoining restroom areas will be resurfaced with decorative concrete material, using a hand-troweled application with custom marbled earth tone colors, of the customers' choice without a pattern. While a vapor barrier has been requested, our process includes an epoxy resin that serves as a vapor barrier. Current vapor barrier products are used primarily for surfaces other than polished concrete or decorative concrete resurfacing. The work would conclude with a final protective sealer.

The work requested was to include grinding; however, we would suggest this surface needs to be sandblasted, and this would have to be done prior to our resurfacing work. This part of the work is not something we are able to do at this time.

The cracks in the existing concrete, will be repaired and sealed, but cracks in the existing concrete cannot be guaranteed not to return. Variations in colors may occur. The area we discussed with Mr. Garrett near the front entrance will need to be leveled.

The price of \$ 32,184:00 includes all labor and materials which is due in two payments: a down payment of \$ 16,092:00 is due at the start of work. The final payment of \$16,092:00 is due upon completion.

The maintenance of this floor would involve mopping with water and liquid dish soap. No harsh cleaning products or bleach should be applied.

EPOXY SYSTEMS, L.L.C. - WWW.EPOXYSYSTEMS.NET

6507 Old Warwick Road * Richmond, VA 23225 * (804) 378-4686 * (804) 378-4688 Fax

to: **David T. Garrett**
Town of Altavista
Public Works Director
dtgarrett@altavistava.gov

PRICE QUOTATION

BUILDING: BOOKER BUILDING
LOCATION: TOWN OF ALTAVISTA, VIRGINIA
DESCRIPTION OF WORK: DYE & POLISHED CONCRETE/GRIND, DYE & SEAL
OPTION

We will provide labor, materials and equipment to prepare by polishing & dyeing area up to a 800 grit resin with a stainguard and high burnish. All patching & crack repair are included. I also work up a price to Grind, Stain & seal.

Area: 5,000 square feet-no cove base.

Polished Concrete pricing: \$24,575.00 - *OPTION - 1* -
Grind, Dye & seal: \$20,766.00 - *OPTION - 2*

- Pricing includes generator rental or bring ours from Richmond.
- Area clear of all obstacles on floor
- Bathroom partitions need to be removed which we discussed.
- All cracks & spalls to be repaired.

NOTES: No bond included. Pricing includes 1 setup only & weekday work only if applicable.
No caulking included, leveling or pitching.
One year warranty.
Not responsible for substrate failure. Not responsible for stretch marks.
Not responsible for floor flatness specifications unless otherwise noted.
Certified Small Business #666791. Not priced for government wage scale requirements.
This document must serve as an official attachment to all contracts.

Invoice terms:	Net 15	Price is valid for :	60 Days
Time to Complete:	One Week (If a completion estimate is given, it is only an estimate with the work performed under perfect conditions. Any verbal estimates to the contrary do not supersede or force us to work overtime to complete this work to meet your schedule, unless otherwise stated).		
Owner to supply :	480V 3-phase, 50 amp service, multiple 110V electric circuits, lighting (this is a finished hand crafted product), temperature controlled within a range of 55 to 90 degrees F, humidity control below 85% and/or moisture free air for product curing, water, clean & clear area (broom swept prior to our arrival), dust control, trash disposal, and no other trades or persons allowed in the area.		

Date : July 15th 2020

By : Tony Montz _____
Tony.montz@epoxysystems.net

Customer Acceptance: _____ Date: _____

AMERIPOLISH®

SURELOCK



GOLD	RAW SIENNA	CARAMEL	SAND
TERRA COTTA	MAHOGANY	SADDLE BROWN	CHOCOLATE BROWN
WALNUT	BURNT SIENNA	CHESTNUT	RED
MAROON	SEPIA	EGGPLANT	TURQUOISE
SLATE BLUE	PATRIOT BLUE	GREEN	PINE GREEN
FOREST GREEN	GRAY	BLACK	MIDNIGHT BLACK



SureLock Dye can be used with Ameripolish 3D HS Densifier, Ameripolish SR2 Stain Resistor, and Ameripolish 3D SP Stain Protector.

These color samples are only a representation of the Ameripolish Dye colors. Change in concrete slab colors will affect the appearance of the dye. Color results cannot be guaranteed. Actual colors may vary.

info@ameripolish.com ♦ Toll Free: 1.800.592.9320 ♦ www.ameripolish.com



Troweled Concrete Overlay

The price to install troweled concrete overlay in the Booker Building would be **\$31,625**.

Scope of work:

- Grind the concrete to prep it for the overlay
- Apply Ardex P51 Bonding Primer
- Trowel 2 coats of Ardex SD-M concrete overlay
- Apply Increte Systems Vibra-stain
- Apply clear commercial grade epoxy sealer
- Apply clear high traffic urethane

Here is a link to our website that shows you what a troweled overlay looks like. There is also a video on the page that shows the entire Ardex SD-M process. <https://www.decorativeconcreteofvirginia.com/troweled-concrete-overlays>

It is possible that there is moisture vapor transmission happening in the old concrete. It is unlikely that the concrete has a vapor barrier under it, so this can allow moisture to move through the concrete and evaporate when it reaches the surface. We can test to see if moisture vapor is present in the slab. If it is, then we would recommend using the Ardex MC-Rapid vapor barrier prior to installing the overlay.

Instead of the P51 primer mentioned above, we would substitute it for MC-Rapid with a full sand broadcast. The MC-Rapid would lock the moisture down, and the sand would give the floor texture for the overlay to bond to.

The MC-Rapid vapor barrier would cost an additional **\$16,875**.



Thin-mil Epoxy Coating - Armorseal 8100

I also wanted to submit a more budget friendly option than a troweled concrete overlay.

The cost to install the Armorseal 8100 system would be \$16,485. This price includes the following

- Grind the concrete to prep it for epoxy
- Apply 2 coats of Armorseal 8100

Here is a link to the Armorseal 8100 tech data page:

<https://www.paintdocs.com/docs/webPDF.jsp?SITEID=SWPROTECT&doctype=PDS&lang=E&prodno=B70A08100>

This is a breathable thin-mil coating that would be a solid color. This would coat the entire floor with the same color, but you would be able to see any patchwork through the coating.

High Solids Epoxy Coating - General Polymers

This system is thicker than the Armorseal coating, and would leave a high gloss solid color across the entire floor.

The cost to install a high solids epoxy coating would be \$24,450. This price includes the following:

- Grind the concrete to prep for epoxy
- Apply a coat of General Polymers Amperseal vapor barrier
- Apply a coat of General Polymers 3746 high solids epoxy
- Apply a coat of Armorseal Rexthane urethane.

You can see some of our solid colored floor systems here:

<http://www.decorativeconcreteofvirginia.com/industrial-epoxy-urethane-floors>

Booker Building Shade Structure Options

GAMETIME

50'x50'X15' Rectangle Shade Structure

\$66,347

WillyGoat Toys & Playgrounds

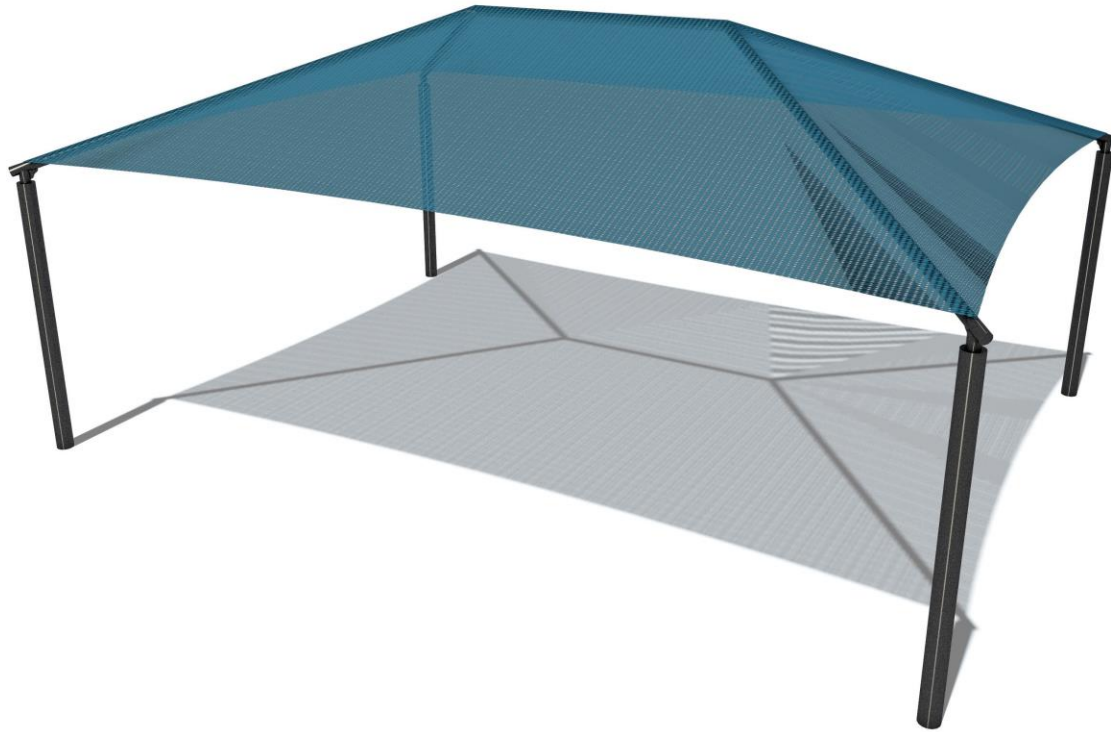
50'x50'x14' Superspan Hip Roof Shade Structure

\$39,163

Blair Construction

50'x50'x15' Metal Building (Preliminary Estimate Only)

\$70,000



GAMETIME 50'x50'x15' Rectangle Shade (typical)



WillyGoat Toys & Playgrounds

Superspan Hip Roof Shade Structure 50' x 50' x 14'

Shade: \$27,277.99

Install: \$11,285.00

Discount: (\$1749.99) *Good through 8/31/2020*

Subtotal: \$36,813.00

Shipping: \$2,350.00

Total: \$39,126.00

From: [Mitchell Doss](#)
To: [Waverly Coggsdale III](#)
Subject: Shed Building
Date: Friday, July 17, 2020 1:22:54 PM
Attachments: [Altavista Shed Building.pdf](#)

[EXTERNAL SENDER]

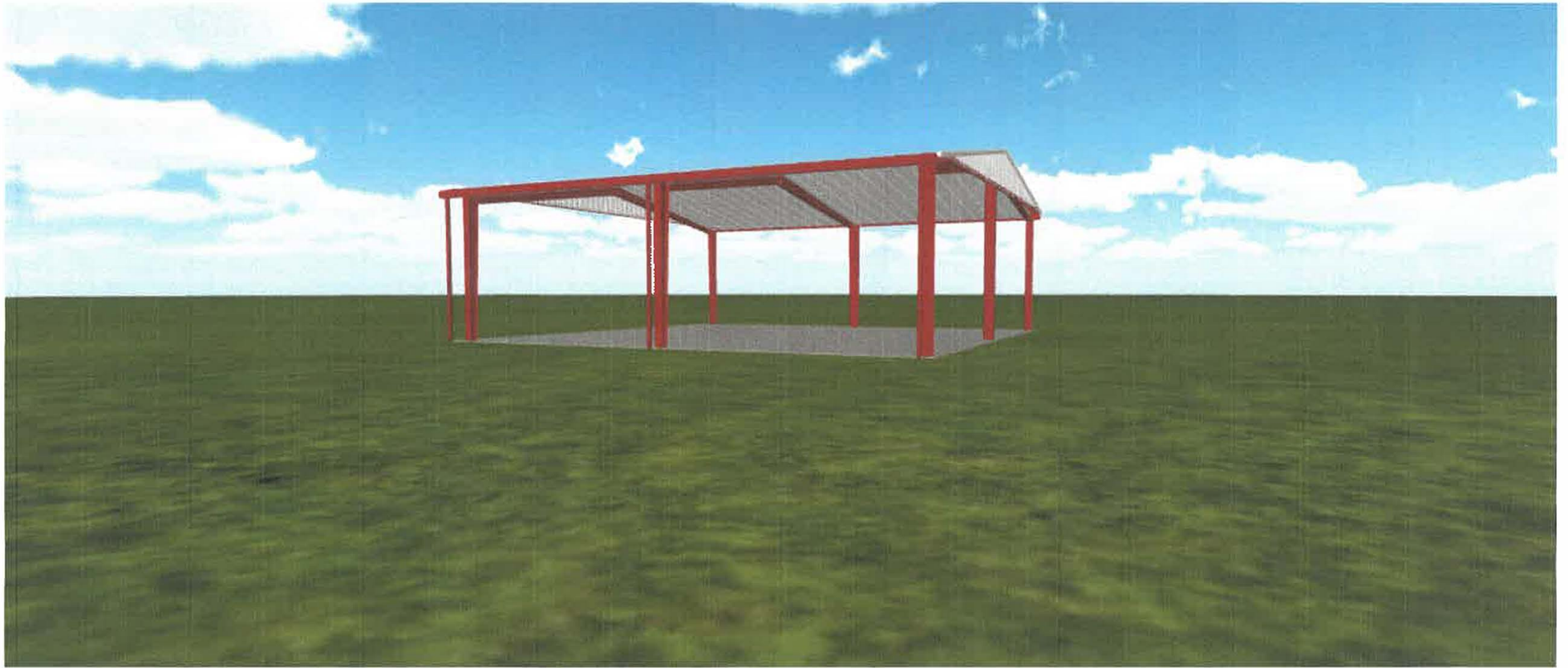
Good afternoon,

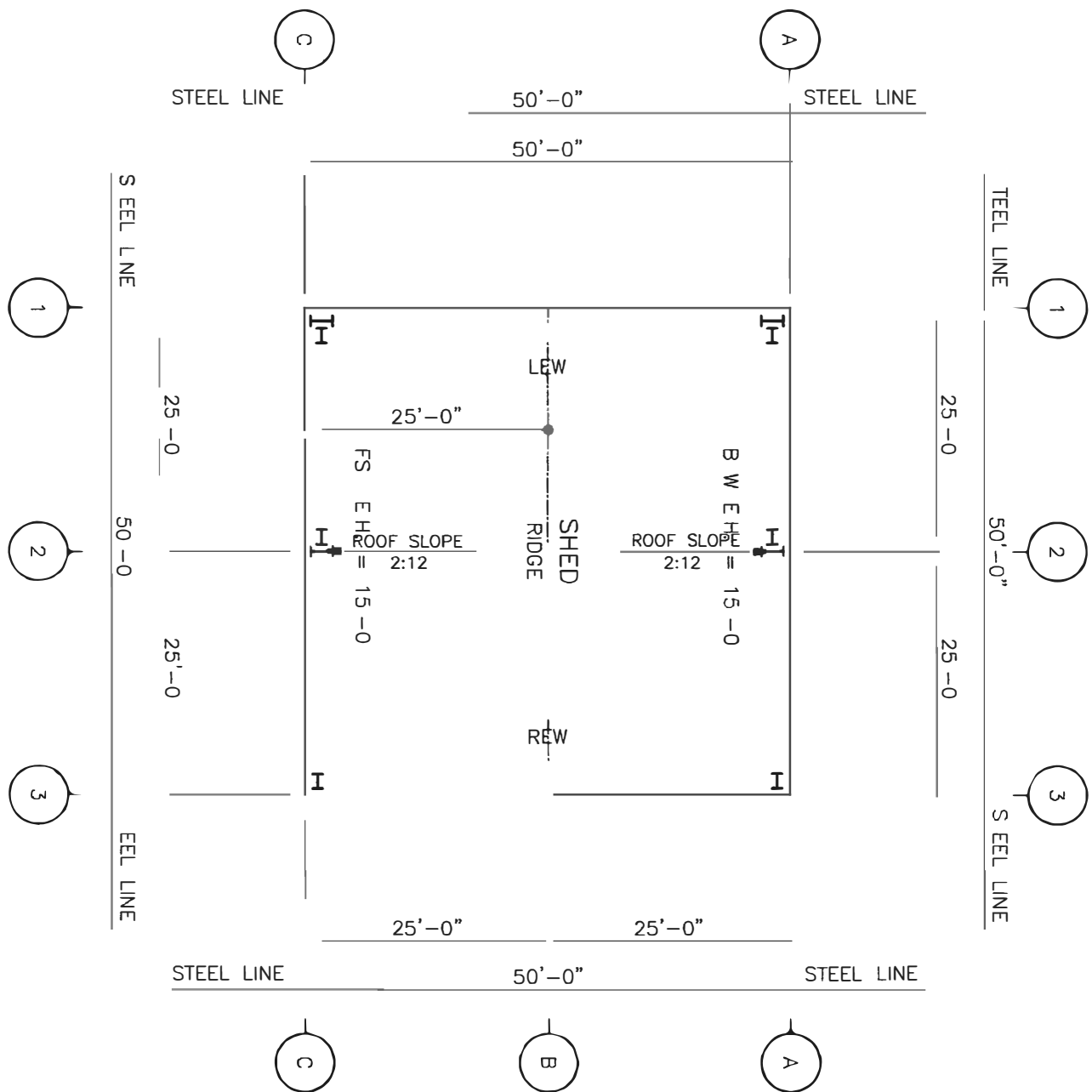
Please find the attached sketch of the building you requested budget pricing on. I have worked up an estimate and it would be about \$70,000 assuming there is no grading necessary. Please let me know if you have any questions or need any clarification.

Thanks,

Mitchell Doss
Assistant Project Manager
Blair Construction Inc.
(434)941-6202







DO NOT USE FOR FINAL CONSTRUCTION

PROJECT NAME:
TOWN OF ALTAVISTA

SHEET TITLE: 7/16/2020 3:09 PM
PRELIMINARY FLOOR PLAN

ALTAVISTA, VA

SHEET NUMBER: QUOTE NUMBER:
FP1 B B ALTAVISTA SHEET

CUSTOMER NAME:
BMB, INC.
BRETN, VA





TOWN OF ALTAVISTA TOWN COUNCIL AGENDA COVER SHEET

AGENDA LOCATION:

New Business

MEETING DATE:

July 28, 2020

ITEM #: 6c**ITEM TITLE:**

Urban Archery Season/Bow Hunting on Town Owned Land

DESCRIPTION:

Staff would like to proceed with the annual process of receiving applications for bow hunters for Town-owned properties. Last year we issued 11 permits for hunting on Town and two deer harvests were reported.

The Urban Archery seasons are September 5th – October 2nd (Early Archery Deer Season) and January 3rd – March 28th (Late Archery Deer Season) in addition to the Firearms Deer Season; which also permits archery deer hunting.

Staff will begin the process of accepting applications and issuing permits this week.

RECOMMENDATION:

Per discussion of Town Council.

BUDGET/FUNDING:

No budgetary impact.

POTENTIAL ACTION:

- Per Council's discussion:
 - Motion to authorize staff to proceed with the Urban Archery Season/Bow Hunting on Town Owned Properties Program.
 - Defer action and place on a future meeting agenda.
 - Take No Action.

ATTACHMENTS:

- Town Urban Archery Program Policy



Town of Altavista Urban Archery Policy

Purpose: The Town of Altavista Town Council has elected to participate in Virginia's Urban Archery Program for the purpose of deer management. To this end this policy is designed to meet the goal of reducing the deer population within the Town of Altavista.

Town Owned Property: Below and the Town Owned Properties that permits will be issued for during the upcoming Urban Archery Season, with the maximum number of hunters that can be on each property at one time:

- **Franklin Avenue at 10th Street** (Tax Map: 83A-17-53; 5.18 acre tract) two **(2) hunters.**
- **11th Street, below 312 11th Street at dead end** (Tax Map: 83A- 53-12; 6.31 acre tract) **(one (1) hunter unless hunting together as a par, then two (2) hunters.**
- **Waste Water Treatment Plant** (adjacent parcel, past fence) (Tax Map: 84A- A- 19&20; 10.4 acre tract) three **(3) hunters.**

PLEASE NOTE THAT GREENHILL CEMETERY AND THE ADJACENT TOWN OWNED PROPERTY IS NOT AVAILABLE FOR HUNTING.

Town Owned Property Hunting Policies & Rules of Conduct

1. Each hunter will be assigned a random number, which will be included on your permit. Hunters must "check out" a location at the time he/she plans to hunt by placing their numbered washer on the corresponding peg board location. The board is located on the rear wall of Police Department at Town Hall. The washer must not be placed early (the day prior to hunting or in the morning prior to an afternoon hunt) and must be removed each day after hunting is completed. If all slots are filled at a location, another hunting location may be selected, but no more than the specified number of hunters are permitted in an area at one time.
2. Hunters must carry their valid Town of Altavista archery permit at all times when hunting. The archery parking permit must be displayed on the dash of your vehicle when parking and hunting on town-owned property.
3. Only commercial manufactured hang-on, ladder stands, and sticks are permitted. Leaving a stand in place is done at the "risk of the owner" and the Town of Altavista will assume no responsibility. Stands left in place do not entitle a hunter to hunt that property automatically and may be used by other hunters. The rule is "*first come, first served*". No permanent stands may be constructed.

4. Maps will be provided for each location but it is the hunter's responsibility to scout these areas and know the property boundaries.
5. For Town-owned properties there is an "Earn a Buck" requirement. A doe must be harvested, on one of the town owned properties, prior to harvesting a buck on a town owned property and the same pattern shall follow for additional bucks. (i.e.: doe, buck, doe, buck...)
6. Hunters must complete and return, with 24 hours, the provided "check card" for all deer harvested on town owned properties. The cards are to be placed in the "Drop Box" in the Town Hall parking lot or may be dropped off at Town Hall during normal business hours. (NOTE: This process assists the Town with tracking the harvesting of deer on town owned property and assists with evaluation of continuation of the program.) Failure to comply may result in revocation of the current permit and ability to apply for future permits. All harvested deer must still be checked in with the DGIF.
7. Hunters must make every reasonable and legal effort to retrieve an injured animal.
8. The use of 4-wheelers or ATVs on Town property is **PROHIBITED**.
9. Hunting is **NOT PERMITTED** on Sundays on town owned property.
10. Alcoholic beverages and smoking are **STRICTLY PROHIBITED**.
11. **NO** rifles, shotguns or pistols may be used or carried afield on Town owned properties.
12. All general DGIF and Altavista Urban Archery policies are applicable.
13. Permits are valid only for a single hunting season in which they are issued and are Non-Transferable.

Failure to abide by the above policies and rules of conduct or conducting oneself in an unsafe or unruly manner will result in expulsion from the hunting site and forfeiture of future hunting privileges on town owned property.

Please visit the DGIF Website for General Information (for all Localities) at:

<https://www.dgif.virginia.gov/hunting/urban-archery-season/>

General Information (for all urban archery localities)

- [Earn A Buck](#) rules are in effect in all towns and cities in Virginia (except Chesapeake, Suffolk, and Virginia Beach). Antlerless deer killed during urban archery season count toward Earn A Buck.
- In addition to the Urban Archery Deer Season, archery deer hunting is also allowed during the Early Archery Deer Season, the Firearms Deer Season, and the Late Archery Deer Season (where applicable). In other words, from the first Saturday in October through the first Saturday in January. See "[Seasons and Bag Limits](#)".
- An archery license is required to hunt with archery tackle during the Urban Archery Deer Seasons, the Early Archery Deer Season, or the Late Archery Deer Season. See "[License Requirements](#)".
- Crossbows are defined by law as a type of bow and are therefore legal during all archery deer seasons.
- All other normal deer regulations, including bag limits and tagging/checking requirements, apply during the Urban Archery Deer Seasons, including Earn-A-Buck and antler point restrictions, where applicable. See "[Seasons and Bag Limits](#)".
- The season bag limit for deer cannot be exceeded unless bonus deer permits are purchased. See "[Bonus Deer Permits](#)".
- Deer must be checked by calling 1-866-GOT-GAME, [online](#), or at a [big game check station](#).
- Only **antlerless deer** may be taken during the Urban Archery Deer Seasons (see dates above). Antlerless deer include does, button bucks, and bucks that have shed their antlers.
- Antlerless deer may also be taken on any day during the Early Archery Deer Season and the Late Archery Deer Season.
- Antlerless deer may also be taken on any day during the Firearms Deer Season except in the City of Chesapeake, Chesterfield County, and Suffolk (east of the Dismal Swamp line), where antlerless deer can be taken only on the prescribed firearms deer season either-sex hunting days.
- **Antlered deer** (bucks with antlers visible above the hairline) may not be taken during the Urban Archery Season but may be taken on any day during the Early Archery Deer Season, the Late Archery Deer Season, and during the Firearms Deer Season (i.e., during the "normal" deer seasons, from October through early January).
- Deer hunting is permitted on Sundays in Virginia under the following circumstances (Code of Virginia [§29.1-521](#)):

- During designated deer seasons.
 - On private property with written permission from the landowner. The written permission should state that Sunday hunting privileges are included.
 - Sunday deer hunting is not allowed on public property.
 - It is illegal to hunt within 200 yards of a house of worship or other building physically associated with a house of worship on Sunday.
- Lists of properties available for hunting **are not** maintained by the Virginia Department of Game of Inland Fisheries or local governments. To find available properties, visit with or contact local landowners, deer hunters, [archery clubs](#), check stations, the agency's [HunterFinder website](#), or the [Outdoor Access website](#). Hunters in Fairfax County may wish to contact [Suburban Whitetail Management of Northern Virginia, Inc.](#) or visit the [Fairfax County Archery Program web page](#).
- Hunters must obtain permission from the landowner and must also obtain permission to pursue or retrieve deer from neighboring landowners. Due to the small size of parcels and proximity of residences, the hunter or the owner of the hunted property is encouraged to notify adjacent property owners or tenants in advance.
- Hunters must abide by all applicable sections of the Virginia State Code, Virginia Hunting Regulations, and local ordinances. See local restrictions in the next section below.



TOWN OF ALTAVISTA TOWN COUNCIL AGENDA COVER SHEET

AGENDA LOCATION:

New Business

MEETING DATE:

July 28, 2020

ITEM #: 6d**ITEM TITLE:**

Brownfields Grant/Hub Scrap property (former Lane Co. site) update

DESCRIPTION:

Staff will be executing the Task Orders with Cardno in regard to the services associated with the two Brownfield Grants that the Town received, this will begin the Assessment phase.

In addition, staff spoke with the owner of the former Lane Company property and he is willing to have his property included in the assessment phase. In addition, he noted that within the next 90 days the overhead passageways are to be removed and at that time these items along with the larger piles of debris will be crushed and hauled away. Any piles that are deemed to have contaminants would be covered under the assessment phase and potentially under a future remediation grant in regard to removal, which would also include the existing two story building shell that remains on the property.

RECOMMENDATION:

Per discussion of Town Council.

BUDGET/FUNDING:

Brownfield Grant Funds

POTENTIAL ACTION:

- Per Council's discussion:
 - Motion to grant request
 - Defer action and place on a future meeting agenda.
 - Take No Action.

ATTACHMENTS:

- None at this time.



TOWN OF ALTAVISTA TOWN COUNCIL AGENDA COVER SHEET

AGENDA LOCATION:

New Business

MEETING DATE:

July 28, 2020

ITEM #: 6e**ITEM TITLE:**

Town Marketing/Promotion discussion

DESCRIPTION:

Previous conversations by Town Council have centered on the promotion/marketing of the Town. Recently an opportunity was presented to advertise in the special editions of the **Virginia Living** magazine. Information related to this opportunity is attached.

Staff feels it is important to understand and set forth the “purpose” and “goal” of marketing/promoting the Town and that this focus should be narrow rather than a “shotgun” approach. The attached article (reprinted with permission) from the Small Biz Survival website (www.smallbizsurvival.com) talks about marketing a small town and important things to know when taking on this task.

RECOMMENDATION:

Per discussion of Town Council.

BUDGET/FUNDING:

ED funds in the FY2021 Budget for Advertising.

POTENTIAL ACTION:

- Per Council’s discussion:
 - Motion/Consensus to move forward (provide specific direction/next step).
 - Defer action and place on a future meeting agenda.
 - Take No Action.

ATTACHMENTS:

- *Virginia Living Advertising Opportunities*
- *Article (reprinted with permission)*

Travel VIRGINIA

...to a place where I belong

Travel Virginia ADVERTISING

In October, *Virginia Living* will publish **Travel Virginia**—a Special Advertising Section that provides an exclusive opportunity for members of convention and visitors bureaus, chambers of commerce and economic partnership groups to align themselves with our affluent, educated and well-traveled readership of more than 500,000.

An advertisement in this beautifully designed section lets our readers know about the countless travel and recreation opportunities that make your region a must-visit for the Commonwealth explorer. Our magazine has a unique, statewide reach and a long shelf life. Your advertisement will be a long-term investment, influencing readers long after other publications hit the recycling bin.

Our mission is to serve our readers well, and generate robust response for our advertisers. We want to generate this response for you!

Is *Virginia Living's* **Travel Virginia** Section something that you would be interested in learning more about?

SPACE
RESERVATION
DEADLINE:
August 7

AUDIENCE PROFILE

Virginia Living readers are affluent, active, and deeply loyal

READERSHIP HABITS

- Time spent reading each issue: 2.3 hours (national average: 45 min)
- 71% of readers frequently purchase products or services from ads seen in *Virginia Living*
- 73% of readers keep *Virginia Living* more than one month before discarding

AVERAGE HOME VALUE **\$565,000**

HOME OWNERS **86%**

GRADUATED FROM COLLEGE **75%**

AVERAGE READER AGE **48**

AVERAGE HOUSEHOLD INCOME **\$172,000**

GENDER **59% Female 41% Male**

583,301	Monthly Readers
9,215	Paid Subscriptions
2,921	Newsstand Copies
2,254	Hotel Rooms
11,335	Waiting rooms
21	Readers per Copy

109 East Cary Street, Richmond, VA 23219
TEL 804.343.7539 FAX 804.510.0547

VIRGINIA
LIVING

VIRGINIALIVING.COM

Sources: 2017 CVC Publication Audit Report, U.S. Census Bureau, Printing and Digital Reader Surveys and Studies from 2002–2018

Call your Media Campaign Consultant today to take advantage of these great opportunities! **804.343.7539**

VIRGINIA LIVING'S READER STATISTICS

AUDIENCE

profile

VIRGINIA LIVING READERS

are affluent, active, and loyal

READERSHIP HABITS

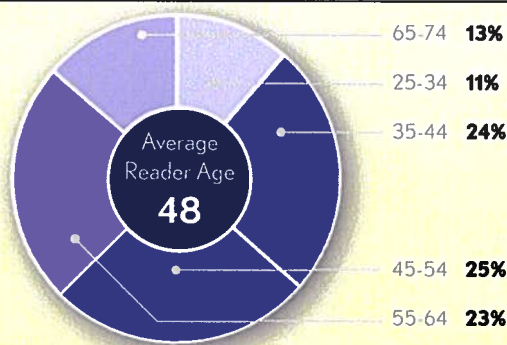
- Time spent reading each issue: **2.3 hours** (national average: 45 min)
- **71%** frequently purchase product or services from ads seen in *Virginia Living*
- **73%** of readers keep *Virginia Living* more than one month before discarding

583,301 Monthly Readers
9215 Paid Subscriptions
2,921 Newsstand Copies
2254 Hotel Rooms
11,335 Waiting rooms
21 Readers per Copy

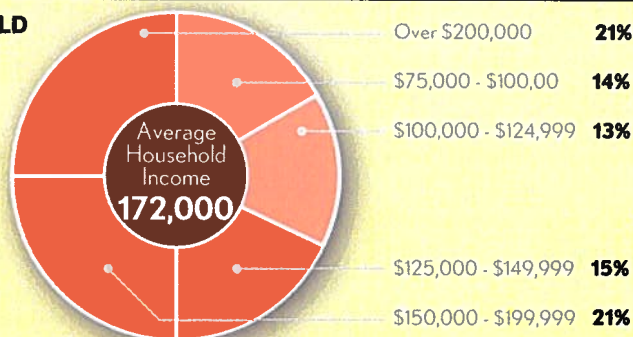
Within 12 months, readers plan to purchase:

Antiques or Auctions	22%
Automobile, Truck or SUV	37%
Furniture or Home Furnishings	59%
Major Home Appliance	23%
Computers, Tablets or Laptops	26%
Home Improvements or Home Improvement Supplies	39%
Television or electronics	37%
Carpet or Flooring	24%
Automobile Accessories (Tires, Breaks, or Service)	51%
Lawn & Garden Supplies	48%
Florist or Gift Shops	33%
Home Heating & Air Conditioning (Service, new equipment)	20%
Vacations or Travel	77%
Real Estate	12%
Men's Apparel	63%
Women's Apparel	77%
Children's Apparel	43%
Boats or Personal Watercraft	3%
Art & Crafts Supplies	28%
Childcare	16%
Education or Classes	20%
Attorney	8%
Veterinarian	26%
Chiropractor	18%
Financial Planner (Retirement, Investing)	38%
Tax Advisor or Tax Services	49%
Health Club or Exercise Class	48%
Cleaning Services	46%
Weight Loss	16%
Lawn Care Service (Maintenance & Landscaping)	39%
Legal Gambling Entertainment (Casino's, Racetracks)	25%
Dining & Entertainment	91%
Cell Phone or Smart Phone (New service or update service)	27%
Jewelry	34%
Wedding Supplies	7%
Athletic & Sports Equipment	35%
Motorcycles or ATV's	3%
Medical/Physicians	68%
Pet Supplies	29%

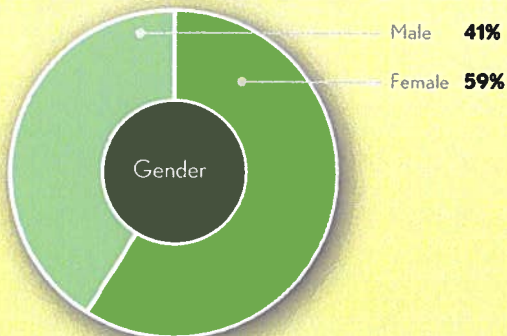
AGE



HOUSEHOLD INCOME



GENDER



Sources: 2017 CVC Publication Audit Report, U. S. Census Bureau, Printing and Digital Reader Surveys and Studies from 2002-2018

TRAVEL VIRGINIA

In October, *Virginia Living* will publish **Travel Virginia**—a Special Advertising Section that provides an exclusive opportunity for members of convention and visitors bureaus, chambers of commerce and economic partnership groups to align themselves with our affluent, educated and well-traveled readership of more than 500,000. An advertisement in this beautifully designed section lets our readers know about the countless travel and recreation opportunities that make your region a must-visit for the Commonwealth explorer.

ARTWORK SPECIFICATIONS

Advertising rates are based on advertisers providing *camera-ready artwork. Therefore artwork charges will be applied for any advertisements not received camera-ready.

*Camera-ready artwork is artwork that is ready for press and needs no changes. To avoid artwork charges, kindly submit artwork in PDF files designed to specifications. InDesign for Macintosh, designed to specifications including the correct size, colors and resolution and free of font errors are also accepted as camera-ready artwork.

ARTWORK PROOFS Proofs of advertisements will be e-mailed to advertisers for approval. Please approve the provided link in the email proof back to us promptly.

RESOLUTION 300 dpi for color art. 1200 dpi for bitmap art.

LINE SCREEN 150 lines per inch

4-COLOR (CMYK) For optimal color, all advertisements must be sent in CMYK format.

Travel Virginia ADVERTISING RATES

ADVERTISING RATES

AD SIZES	RATES
1/2 PAGE VERT. – 4 1/4" wide x 11 1/2" tall	\$1,990
1/2 PAGE HORZ. – 8 3/4" wide x 5 5/8" tall	\$1,990
1/4 PAGE – 4 1/4" wide x 5 5/8" tall	\$990
1/6 PAGE – 2 3/4" wide x 5 5/8" tall	\$690

• Please note that *Virginia Living's* advertising rates are based on receiving camera-ready art. Artwork charges will apply for any advertisements not received camera-ready.

Credit Card required for space reservation.

Package Includes:

• THEMED PAGE DESIGN

to make your ad stand out

April 2020 – Spring New Beginnings

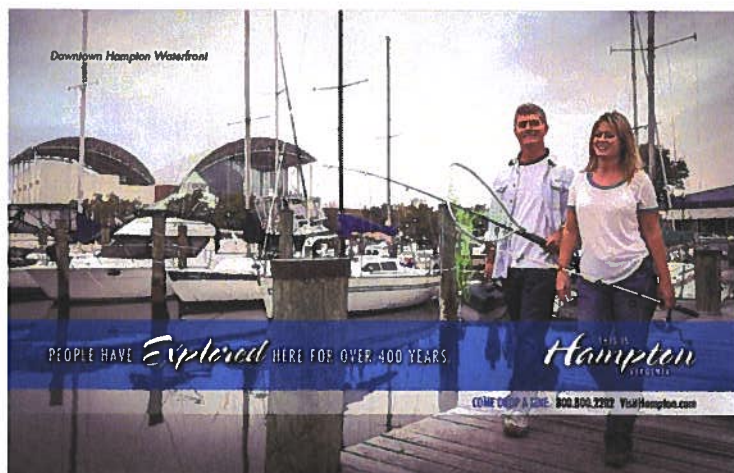
June 2020 – Summer Getaways

October 2020 – Autumn Wine Trails

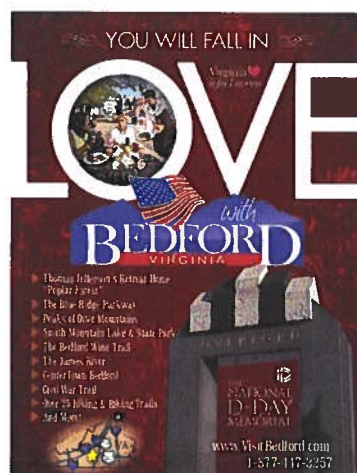
• Three Time Commitment

• Offered in every April, June and October issue

SPACE
RESERVATION
DEADLINE:
August 7



1/2 Page



1/4 Page



1/6 Page

109 East Cary Street, Richmond, VA 23219

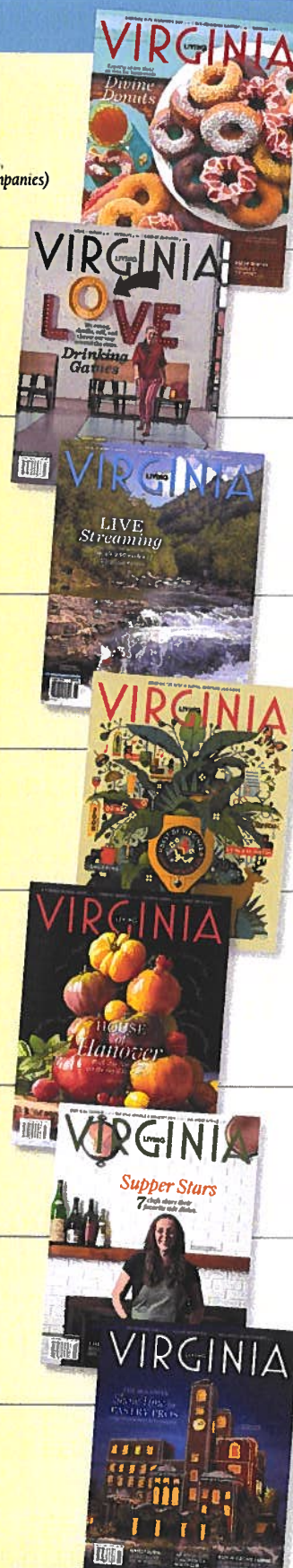
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VIRGINIA LIVING
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This is a tentative and evolving schedule, subject to regular revision. Check with your advertising executive for details and additions.

ISSUE & AD DEADLINE	EDITORIAL FEATURES	SUPER SECTIONS & SPECIAL ADVERTISING SECTIONS
AUGUST 2020 Ad Deadline: June 5	FEATURES Boutique Hotels Tennis Summer Sangria	STAND-ALONE ISSUE Best of Virginia 2020 SUPER SECTIONS Smoke & Salt f Online Exclusive: Top 100 BBQ Joints House+Garden f Online Exclusive: Top of the Trades (Top Architects, Top Interior Design Companies, Top Builders, Top Landscape Design Companies) SPECIAL ADVERTISING SECTION Meeting in Virginia
OCTOBER 2020 Ad Deadline: August 7	FEATURES Camping: Simple to Swanky Modern Farming Cooking over Fire	SUPER SECTIONS Drink Health & Wellness f Top Hospitals 2020 SPECIAL ADVERTISING SECTIONS Travel Virginia State of the Arts
DECEMBER 2020 Ad Deadline: October 2	FEATURES 9th Annual Made in Virginia Awards	SUPER SECTIONS Smoke & Salt f Online Exclusive: Best Oysters 2020 Retirement Living House+Garden SPECIAL ADVERTISING SECTIONS Holiday Gift Guide Faces of Virginia
FEBRUARY 2021 Ad Deadline: December 4	FEATURES TBA	SUPER SECTIONS Weddings f Online Exclusive: Top Wedding Vendors 2021 Health & Wellness SPECIAL ADVERTISING SECTION Planned Communities
APRIL 2021 Ad Deadline: February 5	FEATURES TBA	SUPER SECTION State of Education f Top Schools and Colleges 2021 House+Garden SPECIAL ADVERTISING SECTION Travel Virginia
JUNE 2021 Ad Deadline: April 2	FEATURES TBA	STAND-ALONE ISSUE Best of Virginia 2021 SUPER SECTION Health & Wellness SPECIAL ADVERTISING SECTIONS Travel Virginia Wealth Management & Retirement
AUGUST 2021 Ad Deadline: June 4	FEATURES TBA	SUPER SECTIONS WaterLife House+Garden f Online Exclusive: Top Realtors 2021 SPECIAL ADVERTISING SECTION Meeting in Virginia
OCTOBER 2021 Ad Deadline: August 6	FEATURES TBA	SUPER SECTIONS Drink Health & Wellness f Top Hospitals 2021 SPECIAL ADVERTISING SECTIONS Travel Virginia State of the Arts
DECEMBER 2021 Ad Deadline: October 1	FEATURES 10th Annual Made in Virginia Awards	SUPER SECTIONS Retirement Living House+Garden SPECIAL ADVERTISING SECTIONS Holiday Gift Guide Faces of Virginia



How to market a small town

By Becky McCray

Recently, I listened to a session on How to Market a Community with Roger Brooks of Destination Development International. I wanted to share my notes with you.

The first fact he mentioned is about how we search when we're looking for somewhere to go. We search on *activity* first, then *location* second. So we'll search "mountain biking western Oklahoma" or "sailing southern Ontario." Brooks' examples showed people searching on an activity and then a town name.

"Have you ever gone anywhere because they 'have something for everyone' or they are the 'gateway to' someplace else?" Brooks asked.

He says 97% of community-based marketing is ineffective. The reason is that **we filter out everything that isn't directly relevant to us.**

Destinations must act like businesses: narrow your focus.

- What do you have that the people you are hoping to attract can't get or do closer to home?
- What makes you worth a special trip?
- What sets you apart from everyone else?

(If you read my weekly emails, you know I hammer on this one, as well.)

What ever it is that makes you different or clearly better, you must hang your hat on that, Brooks said.



***Pretty Prairie,
Kansas, promotes
only one thing on
their highway sign:***

But it isn't enough for you claim that you're different or clearly better. That difference has to come by third party endorsement. Other people have to say it, too.

the largest night rodeo in Kansas.

Most communities are stuck in the "group hug mentality." They try to make everyone happy with their tourism marketing. The "membership mentality" of "we don't want to leave out any of our members" leads to generic, "something for everyone" market that is ineffective.

10 things you need to know and do to win

To drive home the message about narrowing your tourism marketing to a niche, Brooks presented 10 things to know.

1. Don't get hung up on logos and slogans.

They are not brands. They are just marketing messages that support your brand. Logos and slogans are 2% of marketing, but 98% of local attention goes to them, Brooks said. You don't choose Ford over Chevy because of their logo or slogan.

2. A brand is a perception.

A brand is what people think of you, not what you say you are, Brooks said. We create them through visual cues, people and attitudes, word of mouth, publicity, and social media. Negative perceptions can require a repositioning or rebranding effort. Good brands evoke emotion. They make a statement. They **sell a feeling, not a place or a product**. Brands are all WHY, not WHAT or WHERE.

3. Successful brands have a narrow focus.

If I can take out your town's name, and plug in any other town, it fails, Brooks said. You're not doing anything wrong, you're just saying the same thing everyone else is saying. You must **jettison the generic**. You cannot be all things to all people. Promote your primary lure. Memberships kill attempts to specialize tourism marketing.

Here are some of those "everyone uses them" words and phrases to delete from your marketing:

- explore
- discover
- outdoor recreation
- so much to do
- four season destination
- historic downtown
- center of it all
- best kept secret
- close to it all
- playground

I'm sure you can think of many more.

Don't just market what you have, market what will close the sale, Brooks said.

4. Narrow focus so much that your name becomes synonymous with your brand.

Brooks listed off destinations that have succeeded at this: Napa Valley for wine, Las Vegas for adult fun.

5. Brands are built on product, not just marketing.

People are looking for things to do, not just things to look at, Brooks said. That's why it's so hard to market your history in tourism. You have to find ways to make people involved in the experience of that history. Brands are always experiential. Tourism organizations sell cities, towns and counties before experiences. Economic Development groups sell infrastructure and land before opportunities. These are mistakes according to Brooks. Avoid hiring any branding company that does not talk about product, he said.

6. Never, ever use focus groups.

They are never the way to build a brand, Brooks said. Cute and/or clever seldom work in tourism marketing. Never do branding by public consent. Period. When lots of people get involved, that carefully crafted narrow niche gets spread out into making everyone happy. Build your brand by feasibility, not local sentiment. Top-down branding efforts fail 98% of the time, Brooks said.

7. You never "roll out" your brand until you can "deliver on the promise."

If you market your community for a niche you really don't deliver on, you are setting up for upset visitors, Brooks said. Brands are earned, good or bad. Communities have used transitional brands to talk about what they are becoming.

8. Great brands always start with a plan.

Brooks outlined a simple plan:

- What do you want to be known for?
- What do you need to own the brand?
- How will you tell the world?
- What goes on the to do list?

9. Build your brand by feasibility, not local sentiment.

Brooks said to start with an assessment. Where you are today? Then, ask the locals, where do you want to go as a community? When someone mentions your community in 10 years, what do you want them to mention? Next, do the research. Which of all the ideas make the most sense? Answer these key questions about feasibility:

- Is this something the markets we are hoping to attract can't get or do closer to home?
- Can the community buy into it over time?
- Can the private sector invest in it?
- How much will it cost and when will we see return?
- Does it have legs? Can we start with a niche, then add extensions to the brand?
- Can we make it obvious and pervasive throughout the city?
- Will it extend our seasons?
- Do we have tireless champions for this cause?
- Is it experiential? Things to do, not things to look at.

Only once the concept is proved feasible does Brooks recommend developing an action plan. The strategies, goals and objectives should fill no more than 10 pages. An action plan is a to do list. Each item on the plan should include:

- the recommendation – what is to be done
- who's in charge
- what it will cost
- the source of funds
- when it must be completed
- the rationale – give the reason

10. Don't let local politics kill your branding efforts.

Brooks listed three killers of branding efforts:

1. local politics, especially “membership” politics that try to please everyone
2. lack of champions
3. lack of money

What lessons have you learned in marketing your community?

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About the Author

Latest Posts



About Becky McCray

Becky started Small Biz Survival in 2006 to share rural business and community building stories and ideas with other small town business people. She and her husband have a small cattle ranch and are lifelong entrepreneurs. Becky is an international speaker on small business and rural topics.