

Council Work Session January 28, 2020

The Altavista Town Council's January 2020 Work Session was held in Council Chambers at the J.R. Burgess Municipal Building, 510 Seventh Street, on January 28, 2020 at 5:00 p.m.

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

Council members

Present:

- Mayor Michael Mattox
- Mr. Reginald Bennett
- Vice-Mayor Beverley Dalton
- Mr. Tracy Emerson
- Mr. Timothy George
- Mr. Jay Higginbotham
- Mr. Wayne Mitchell

Also Present:

- Mr. J. Waverly Coggsdale, III, Town Manager
- Mrs. Tobie Shelton, Finance Director
- Police Chief Thomas Merricks, APD
- Mr. Tom Fore, Utilities Director
- Mr. David Garrett, Public Works Director
- Ms. Sharon Williams, Community Development Director
- Mr. John Eller, Town Attorney
- Mrs. Crystal Hailey, Administration

2. Agenda Approval

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

Mr. Mitchell, seconded by Mr. Emerson, motioned to approve the agenda as presented.

Motion carried:

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

3. Recognitions and Presentations

- a. The Avoca Museum - Annual Report

Presenter: Mr. Michael Hudson, Avoca Executive Director

Mr. Hudson addressed Council with a detailed report of the Avoca Museum's projects and activities in the calendar year 2019. He gave each Council member a copy of the report as a reference to follow along as he summarized the report.

Mr. Hudson stated Avoca had continued with significant growth in the year 2019. He informed Council the museum has expanded its educational programs, improved the property's buildings and facilities, and developed "handicap accessible" facility offerings. He stated he felt all of these improvements help Avoca provide a "first rate" gathering place for the community.

Mr. Hudson informed Council that Avoca had approximately 8,000 visitors in the year 2019. He stated those visitors were from, not only Virginia, but were also recorded visiting from twenty (20) other states and three foreign nations.

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Mr. Hudson referenced Avoca's new "Visitor Orientation Video", produced earlier last year, with the help from local Liberty University Intern Bess Blackburn. He stated, in this day and age, all museums are encouraged to have informational videos to better acquaint their visitors with the history of their museum/property.

Mr. Hudson stated the video highlights interprets an overview of eleven millennia of local history, including ancient Native Americans, the revolutionary and civil wars, through to the current 21st century, while also capturing the historical significance of the original Avoca Plantation, and the current Avoca Museum, to the community.

Mr. Hudson continued his report presentation by referencing continued restoration efforts done in 2019, such as replacing old/rotting door frames, replacing parts of the Avoca mansion's gutter system, and removing dead limbs from trees on the property.

Mr. Hudson stated, by finishing these projects, Avoca has now completed the restoration of six historic buildings on the property, a process that was started in the year 1992.

Mr. Hudson stated he did not feel that Avoca would be able to achieve its many accomplishments without continued support and contributions from the Town of Altavista, state grant funding, and the museum's membership program, as well as, the dedication of its staff and many volunteers.

Mr. Hudson informed Council that Avoca had ninety volunteers throughout 2019, and out of those ninety, about eighty of them helped with multiple events and/or projects.

Mr. Hudson ensured Council that Avoca uses "sound" accounting practices, a fact he stated, was verified each year with an independent audit. He stated, as Avoca's Executive Director, he was committed to the museum's financial health, and would make sure funding was allocated in a discerning manner that best benefits the community.

Mr. Hudson concluded his report presentation by stating, Avoca will strive to improve and build upon the successful activities it currently offers, while maintaining its place as a desired event venue.

Mr. Hudson thanked Town Council and the Town of Altavista for its continued support and the role they have played in Avoca's success. He stated he looked forward to many great things in the years to come.

Mayor Mattox asked Council if they had any questions regarding this item.

Mr. Mitchell thanked Avoca for the work that they do for the community. He stated the Avoca Museum was the "closest thing" Altavista currently has for a visitor center, and he appreciated having the museum, and all that it offers, in the Town of Altavista.

Mr. Emerson referenced the several events that he has attended at the museum and on the Avoca property. He stated he felt they do a tremendous job with the events they offer. He thanked them for their work and continued dedication to the community.

Mrs. Dalton thanked Mr. Hudson for his report.

Mayor Mattox thanked Mr. Hudson for his continued hard work as Avoca's Executive Director. He requested Mr. Hudson also thank Avoca's staff and Board of Directors for their work as well.

Mr. Higginbotham thanked Mr. Hudson for his report.

Mr. George thanked Mr. Hudson for his report, and stated he was also glad the Avoca Museum and property was in the Town of Altavista.

Mr. Bennett referenced the Altavista YMCA and the Avoca Museum and stated they were both “jewels” of Altavista. He stated a town as small as Altavista was blessed to have such great establishments in the community.

b. Staunton River Memorial Library – Visitor Center Proposal

Presenter: Ms. Jordan Welborn, Campbell County Public Library System (CCPLS)

Ms. Welborn introduced herself to Council and thanked them for allowing the CCPLS to introduce the Town of Altavista to the idea of a new venture/attraction for the town.

Ms. Welborn stated she felt it was important for local libraries to constantly evaluate what amenities they provide to their citizens. She stated, as Director of the CCPLS, she strives to constantly look for better ways to serve the county’s citizens, while providing the best resources available for the community.

Ms. Welborn shared information with Council regarding her efforts to establish a “certified” Visitor’s Center in Altavista’s local Staunton River Memorial Library.

Campbell County Public Library System
and the Town of Altavista Project Proposal

The Idea/Project:

The Staunton River Memorial Library (SRML), a branch of the Campbell County Public Library System (CCPLS), proposes a partnership with the Town of Altavista, taking advantage of existing staff, materials, and infrastructure, to provide an additional attraction/ area of service in the form of a certified “Visitor's Center”.

The smaller community meeting space at SRML will be renovated to include a curated exhibit space and brochure rack with information about local and regional attractions.

SRML staff members will serve as both docent and tourism guide, a role that they already play informally and frequently. Community volunteers will also be utilized in this role.

Library hours will be amended to include 4 hours on Sunday, which will serve a dual purpose of providing another opportunity for working families to utilize library services. Hours during the week will shift slightly, so there is no overall change in the number of service hours per week. SRML and the certified Visitor’s Center will be open the same hours.

Benefits to the Town of Altavista and citizens:

- Provide a destination for local and regional tourist information
- Low startup costs since the building and staffing structure is in existence
- Further showcase Altavista’s most recognized building
- Increased tourism translates to increased tax revenue and economic development

Benefits to SRML and library patrons:

- Capitalize on an underutilized space
- Carve out designated display space for local history & other exhibits
- Encourage citizens to engage with the library in a new way
- Pilot Sunday hours to provide library services for working families

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CCPLS/ SRML Commitment:

- Utilize existing staffing and volunteer structure to provide support to the visitor's center during opening hours
- Staff and volunteer training
- Curate exhibits

How can the Town of Altavista help?

- Invest in one-time startup costs for the space
- Paint
- Tables
- Locking display cases
- Brochure racks
- TV (to add an audiovisual element to the exhibit space)
- Signage/Marketing

Why do we need a certified visitor's center?

- Makes us eligible for perks from the Virginia Tourism Corporation, including: marketing space in the other 13 state certified visitor's centers for our local tourist attractions, and a listing in Virginia's travel guides and other state marketing endeavors
- Bulk supply of Virginia travel guides and state highway maps

Ms. Welborn informed Council, through recent discussions with SRML management, she discovered there had been multiple items donated to the library over the years that were a significant part of Altavista's history, but were not being currently displayed. She stated there was a "community room" within the library that was currently underutilized, but would be a great place to display the mentioned historical items, while also providing a well needed Visitor Center to the town.

Ms. Welborn stated she contacted the state to find out what the CCPLS and/or Altavista needed to do in order to provide such a center at the Staunton River Library location. She stated, it turns out, Altavista and the SRML have a lot of the requirements already in place to make them eligible for "Visitor Center" certification.

Ms. Welborn referenced the Staunton River Memorial Library's current Librarian, Tywana Whorley, and informed them that Mrs. Whorley's background was in "Archives". She stated Mrs. Whorley was very excited in the idea of curating exhibits and rotating the library's historical items for display in the proposed Visitor's Center.

Ms. Welborn stated the proposed center would provide Altavista's local tourism information along with information regarding the areas surrounding the other thirteen certified centers in the state. She stated the thirteen centers would, in turn, house Altavista's information, which would potentially bring new people and business to the community.

Ms. Welborn stated the project would, not only encourage local citizens to take advantage of what their community has to offer, but also attract motorist/tourist passing by the town to hopefully visit Altavista while in the area. She stated the proposed project was designed ultimately to increase the town's revenue.

Ms. Welborn stated she would be glad to answer any questions Council had concerning the proposed Visitor Center project.

Mayor Mattox stated Council had long desired to have a Visitor Center in town, but was unsure of where or how to accomplish the task. He thanked Ms. Welborn and the Campbell County Public Library System for giving Altavista this opportunity.

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Mayor Mattox asked the Town Manager, if the CCPLS request to place a Visitor's Center in Altavista's local library was approved by Council, were there funds available for the town to help start the project.

Mr. Coggsdale stated Ms. Welborn would need to create a budget with the items necessary to start the project. He stated staff would then determine when, and from where in the town's budget, the funds would be allocated.

Mr. Coggsdale stated he believed the CCPLS would like for Altavista's Visitor's Center to be open by Fall 2020. He stated this timeframe would allow the town to budget for the proposed project in their FY2021 Budget.

Ms. Welborn confirmed her desired timeframe for a "soft opening" of the proposed Visitor's Center would be late Fall / early Winter.

Ms. Welborn stated she had also gathered cost information for items needed, such as tables and chairs, display cases, and brochure racks. She stated an estimated cost/budget for Council's consideration of the town's contribution to the project would be \$6,000.

Mayor Mattox asked if Council had any questions for Ms. Welborn regarding this item.

Mr. Mitchell referenced Mayor Mattox's comment regarding Council's desire to have an "official welcome center" in the Town of Altavista. He stated he felt the center would be an asset to the town in many positive ways.

Mr. Mitchell stated the idea of reconfiguring an existing space into a Visitor's Center for the town, rather than having to build a new one, would be more feasible and easier for the town to budget.

Mr. Mitchell stated the proposed project was a great idea and he was 100% in favor of the town supporting the project.

Mr. Emerson stated he was also in favor of the CCPLS's proposal for a Visitor's Center being located at the SRML in Altavista. He stated he envisions the center being a great asset to the community.

Mr. Emerson asked if there would be signs placed throughout the town directing visitors to the welcome center, to which Mr. Coggsdale confirmed there would be.

Mr. Emerson also stated he liked the idea of the proposed Visitor's Center being located at one of Altavista's more "recognizable" buildings in town.

Ms. Welborn agreed stating the library, with its tall clock tower, was not only an iconic building for the Town of Altavista, but would be very visible for visitors to locate.

Mrs. Dalton stated her favor of the proposed Visitor's Center. She suggested Council give the Town Manager authorization to work with Ms. Welborn/CCPLS on this project.

Mr. Higginbotham stated he felt the proposed Visitor's Center being located in the SRML in Altavista was a great idea.

Mr. Higginbotham suggested there also be signs placed on Rt. 29 Business, along Altavista's many entrances from the highway.

Ms. Welborn referenced the two large, blue "visitor signs" located on Rt.29 entering Altavista from both directions. She informed Council she had been in contact with VDOT, the curator of the highway signs, to inquire the cost of being added to the visitor signs. She stated, at that time, she had not yet received a response back from VDOT.

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Mr. Higginbotham stated he also favored the Town Manager, Mr. Coggsdale, working with Ms. Welborn on the proposed Visitor's Center project.

Mr. George shared his favor in the proposed project.

Mr. George asked if the information provided by SRML would be promoting Altavista only, or also Campbell County.

Ms. Welborn stated the answer to that question was both; the Visitor's Center within the SRML would offer information from both the local (Altavista) and regional area.

Mr. George asked if Campbell County would be contributing to this project.

Ms. Welborn stated the county's amount of "contribution" comes from them funding the staff that operates all county libraries, which includes the Staunton River Memorial Library located in Altavista.

Mr. Bennett asked Ms. Welborn, other than the mentioned highway signs, how Altavista was going to be "marketed" through this proposed project.

Ms. Welborn informed Council the Campbell County Public Library System (CCPLS) has a social media page and public website where an information page "link" could be created to promote Altavista, its attractions, and its new Visitor's Center.

Mr. Bennett asked Ms. Welborn if she knew a number of the people that viewed the CCPLS or state website, or how many views per year the town could expect to receive from that type of promotion/marketing.

Ms. Welborn stated the answer to that question was unforeseeable.

Ms. Welborn stated the main promotional benefits and advantages that would come from having a "State Certified Visitor's Center", would be through the many endeavors the state offers, such as Virginia's State Brochure, state visitor guides, and also the town being promoted at all of the other thirteen state certified centers throughout Virginia.

Mr. George asked Ms. Welborn if all of Campbell County's public libraries would be receiving the same upgrade/visitor's center as the Altavista branch.

Ms. Welborn answered they would not. She stated there were a lot of requirements a library has to have in order to qualify, or even be considered, for state certification.

Ms. Welborn stated the Staunton River Memorial Library already has most of the requirements needed to be certified. She stated Altavista was a beautiful small town that sits in a "prime" location for tourists to visit its local business, activities, and annual events. She stated it just made sense to the CCPLS to offer Altavista this opportunity.

Mayor Mattox asked Council if they had any additional questions for Ms. Welborn regarding this item, to which there was none.

All Council members were in consensus to accept the proposed partnership with the Campbell County Public Library System, allowing them to place a "state certified" Visitor Center at the Staunton River Memorial Library located in Altavista.

Council was also in consensus to authorize the Town Manager, Mr. Coggsdale, to work with Ms. Welborn, Director of the CCPLS, to help move this project forward.

Mayor Mattox thanked Ms. Welborn for her enthusiasm towards the project and for the CCPLS offering Altavista the opportunity to better serve its community and potential visitors. He stated he looked forward to seeing the new Visitor's Center completed.

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c. FY2021 Budget – Outside Agencies/Non-Profits Funding Request Presentations

Mayor Mattox referenced the list of town Agencies and Non-Profit Organizations seeking funding consideration from the town in the 2021 fiscal year. He stated he would go down the list in order and offer the attending representative from each agency an opportunity to address Council regarding their funding request.

- Altavista Area YMCA

Mr. Steve Jester, Altavista's YMCA Executive Director, addressed Council as their representative and thanked Council for inviting him to speak on the YMCA's behalf.

Mr. Jester stated he would summarize his presentation and give Council a brief update on the YMCA's state of wellbeing as of the 2019 calendar year.

Mr. Jester informed Council the Campbell County YMCA Childcare System currently has 650 children enrolled throughout the county, which includes Altavista's Childcare Program. He stated Campbell County was probably one of the largest childcare providers in the state, west of Richmond.

Mr. Jester stated the Altavista YMCA branch also has approximately 600 senior adult members.

Mr. Jester stated the YMCA feels the "security" of all its members, and its childcare facility, is very important. He informed Council the Altavista YMCA has formed a committee to research and help implement ways the YMCA can improve on its security measures and system. He stated the committee included Chief Merricks, Altavista Police Department, Corey Angel, and Robert Shupe, a retired State Police Officer.

Mr. Jester stated the YMCA organization continues to be accessible to everyone, while striving to be affordable to everyone as well. He stated, a member of the Altavista Area YMCA, can now use the nearby Jamerson YMCA facility in Wyndhurst, the Danville YMCA facility, and the Downtown Lynchburg YMCA with their active membership.

Mr. Jester continued his presentation by informing Council of the YMCA's recent Capital Improvements completed in 2019. He stated they had completely renovated the Wellness Center, with new equipment and new flooring.

Mr. Jester stated the Altavista Area YMCA was able to complete their 2019 CIP renovations with donations from Lynchburg organizations such as Centra Health, the Greater Lynchburg Community Trust, and The Easley Foundation.

Mr. Jester mentioned the Town Manager, Mr. Coggsdale, and Altavista's Public Works Director, David Garrett. He stated the YMCA had a great working relationship with the Town of Altavista.

Mr. Jester referenced a parking lot paving project the YMCA had at their Family Center. He stated, even though the town was not responsible for (funding) the project, Mr. Garrett offered his assistance through company contacts that would be best suited for the paving project; and also overseeing the project through completion.

Mr. Jester stated the town's expertise and continued support was unmeasurable, and greatly appreciated by the YMCA Board and its staff.

Mr. Jester stated he would be glad to answer any questions Council may have.

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Mayor Mattox asked Council if they had any questions for Mr. Jester regarding the YMCA and/or their FY2021 town funding request.

Mr. Mitchell stated the Altavista Area YMCA organization, and its facilities, continue to be one of the “jewels” in the Town of Altavista.

Mr. Mitchell referenced a recent conversation he had with a friend that lives in nearby Volens, VA. He stated that person told him that he drives to the Altavista YMCA, instead of the facility closest to him in Halifax, because of the equipment and facilities the Altavista YMCA offers.

Mr. Mitchell stated, from his perspective as a member of Altavista’s Economic Development Authority (AEDA), the town could not ask for a better endorsement than that statement.

Mr. Mitchell asked Mr. Jester how many active memberships the YMCA has.

Mr. Jester stated the YMCA’s current membership was approximately 1,600 units, which totaled an approximate 3,000 individuals. He explained, a single person or a family of multiple persons could be considered a “unit”.

Mr. Jester stated the Altavista Area YMCA’s membership rates were some of the lowest rates available, compared to other YMCA facilities in the area.

Mr. Mitchell referenced the local contributors Mr. Jester had previously mentioned and stated he did not hear him mention Campbell County. He asked if Campbell County was also a contributing organization with donations.

Mr. Jester stated Campbell County was not a monetary contributor, but the county works “very closely” with the YMCA regarding their “Before & After School Program”.

Mr. Jester stated he felt the YMCA organization and Campbell County have a great working relationship and the YMCA currently offers the childcare program at every elementary school in Campbell County.

Mr. Emerson stated the YMCA was one of the best organizations the Town of Altavista has to offer and it was a great benefit to the town to have them here.

Mr. Emerson thanked Mr. Jester and the YMCA Board and YMCA Staff for the continued good work they do for the town and the community.

Mrs. Dalton stated the Altavista Area YMCA was a “pearl” in the community. She stated the YMCA was one of the first things people mention when talking about the great things Altavista has to offer.

Mrs. Dalton stated Altavista and its surrounding community was a wonderful place for area children to grow up in, and she felt that fact would be “vastly different” without the presence of the YMCA organization.

Mr. Higginbotham stated he appreciated everything the YMCA does for the Town of Altavista and the community.

Mr. Jester referenced Mr. Higginbotham’s spouse, Phillis Higginbotham, and stated she was one of the YMCA’s best volunteers the organization has. He stated Mrs. Higginbotham, a YMCA Board Member, goes above and beyond her designated duties to serve the YMCA and her community.

Mr. George stated his appreciation for the YMCA and all they do for the community.

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Mr. Bennett referenced his time in the YMCA's childcare program when he was a young boy. He stated he enjoyed his time there, with such activities as shuffle board, ping pong and pool tables, and an indoor BB gun range. He stated a couple of the young boys that attended the YMCA childcare at that time, even made it to the "National Championship" for BB gun shooters.

Mr. Bennett stated he had always been "impressed" with the YMCA and the many activities they offer. He thanked Mr. Jester for the great work the YMCA does for the community.

Mayor Mattox stated he also felt the Altavista Area YMCA was an asset for the town's economic development. He stated, anytime Council gives a visiting company or industry a tour of the town, one of the first stops on that tour was to the YMCA to see the facilities and programs it offers.

Mr. Jester stated the YMCA strives to offer activities and programs that people like and want, and also that would best serve the community as a whole.

Mayor Mattox thanked Mr. Jester for his work and stated he felt the YMCA was an important part of the Town of Altavista and the surrounding community.

- Altavista Chamber of Commerce

There were no chamber members present at this time.

- Altavista On Track (AOT)

Reverend Ed Soto, AOT Vice President, addressed Council as AOT's representative for the night's meeting regarding the organization's funding request for FY2021. He gave Council a brief overview of the request, which had been submitted to them in their "agenda packet" for early review.

Reverend Soto reminded Council that AOT operates in the Town of Altavista as an "accredited" Main Street Program. He stated, as such, the program depends on financial support from its served municipality.

Reverend Soto stated Altavista On Track prides itself in being a positive role model within the Town of Altavista, and enhancing the town's business culture.

Reverend Soto reminded Council, in the year 2019, AOT and the Town of Altavista welcomed three new businesses to the town's downtown district, enabling six new employment positions.

Reverend Soto informed Council, in 2019, AOT volunteers logged an estimated 700 hours in promoting the downtown district and its businesses. He stated they looked forward to continuing that promotion and support in the year 2020.

Reverend Soto stated Altavista On Track also looked forward to its continued support and partnership with Town Council and the Town of Altavista, to bring good things to the community.

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

Mayor Mattox asked Council if they had any questions for Reverend Soto regarding the Altavista On Track organization or their FY2021 funding request.

Mr. Mitchell stated he felt, not only the businesses, but also the citizens of the community also benefited from AOT being in the Town of Altavista, with the multiple activities, classes, and events they sponsor throughout the year.

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Mr. Mitchell stated, from an economic development viewpoint, he appreciated and supported the Altavista On Track organization for all the work they do for the community.

Reverend Soto referenced Mr. Mitchell's employer, Alliance Industrial, and thanked him for his company's part they had in fabricating the 2019 AOT project, the "LOVE" sign, now located in English Park in Altavista.

Reverend Soto stated AOT's vision of the LOVE sign would not have been possible without the support and/or contributions from Alliance Industrial, Creative Edge Design, and the Town of Altavista.

Reverend Soto stated the LOVE sign project was implemented in hopes the sign would bring interest, and hopefully tourists, into the park and the community.

Mr. Emerson thanked Reverend Soto and Altavista On Track for what they do.

Mrs. Dalton also thanked Rev. Soto for his time and his work on the AOT Board.

Mr. Higginbotham asked Reverend Soto if AOT would be continuing the "Cruise-In" events in town.

Reverend Soto answered Mr. Higginbotham and stated he was sure they would.

Mr. George referenced a new projector screen the Altavista Arts Council, located at the YMCA, had recently purchased. He stated the AAC would be willing to collaborate with AOT, if they were ever interested in bringing back the "free movie night" event to the community.

Reverend Soto thanked Mr. George for the information and the opportunity.

Mr. Bennett stated he has enjoyed his time as Council's ex officio with AOT. He stated he felt the AOT Board had a lot of enthusiasm and energy towards serving the Town of Altavista and its community.

Mr. Bennett stated there were new ideas and projects being considered for Altavista's Downtown District, and he looked forward to working with AOT in the upcoming months to hopefully bring those ideas to life.

Mr. Bennett stated it was Altavista's intent to keep the historic importance of the downtown district present for its citizens, while still allowing AOT to help the district's businesses thrive and/or grow. He stated the continued partnership between the town and AOT would only benefit the community.

Reverend Soto thanked both Mr. Bennett, as Council ex officio, and Mr. George, as a member of AOT's Design Board, for the work they do for AOT.

Mayor Mattox stated he was proud to have an organization in Altavista, such as AOT, show so much excitement, passion, and dedication to the town.

Mayor Mattox stated Town Council and the AOT Board may not always agree, but applauds both for their willingness to work together. He stated he wishes the best for the AOT organization and their future goals for Altavista.

Mayor Mattox thanked Reverend Soto and the AOT Board for all that they do for the town and the community.

- Altavista Senior Center (ASC)

There were no ASC members present at the work session meeting.

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- Small Business Development Center (SBDC)

Mrs. Stephanie Keener, SBDC Director of the Lynchburg Region, addressed Council with a brief presentation regarding the center's FY2021 funding request.

Mrs. Keener informed Council that the SBDC was partially funded by the United States Small Business Association, which allows them to be a part of the Virginia Small Business Center Network and the Small Business Center Development Network.

Mrs. Keener stated the Lynchburg Small Business Development Center (SBDC) was located in the Lynchburg Regional Business Alliance Center in Lynchburg.

Mrs. Keener stated the Lynchburg Region Small Business Development Center's "mission" is to assist the growth of the local economy by supporting small businesses. She stated the SBDC strives to accomplish this task by supporting one-on-one advisement and training.

Mrs. Keener shared with Council a SBDC "packet" that they deliver each year to, not only their local community stake holders, but also to the General Assembly and members of Congress.

Mrs. Keener stated the packet included a copy of SBDC's 2019 Annual Report to stake holders, a copy of their most recent client profile magazine, and post cards with her contact information.

Mrs. Keener pointed out, that in the new client profile magazine, an Altavista business, Vista Fitness, was chosen as the magazine's 2019 "success story".

Mrs. Keener stated the SBDC offers free counseling/advisement and low cost training events to its members. She informed Council the SBDC worked with five Altavista businesses in 2019 with "advisement" services and hosted approximately two dozen businesses and citizens at their 2019 training events.

Mrs. Keener stated businesses that seek SBDC counseling are more likely to report sales and employment growth than those who do not utilize their services.

Mrs. Keener referenced a recent Virginia study and stated, for every \$1.00 invested into the SBDC, there was \$1.54 returned to state and federal taxes.

Mrs. Keener stated the Lynchburg Region SBDC would like to continue its partnership with Altavista and its organizations, such as the Chamber of Commerce and Altavista On Track.

Mrs. Keener stated Altavista's annual funding to the SBDC allows them to offer quality programs to the community, while helping the town's economic growth.

Mrs. Keener stated she would be happy to answer any questions Council may have regarding the Small Business Development Center.

Mayor Mattox asked Council if they had any questions for Mrs. Keener regarding the SBDC or her presentation.

Mr. Mitchell asked how many events per year the SBDC hosts in Altavista.

Mrs. Keener stated the SBDC would host as many training events as the town asked them to, as long as the SBDC could find an appropriate expert/speaker or trainer from their resources for the type of event scheduled.

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Mrs. Keener stated the number of events had declined in the past few month, she felt from not having constant contact with Altavista's Chamber of Commerce and AOT. She stated, now that those two organizations recently obtained new directors, she felt confident the numbers would be increased in 2020.

Mr. Mitchell asked what marketing techniques the SBDC uses to advertise the training events.

Mrs. Keener stated the SBDC normally relies on the town to advertise the training events, but stated the SBDC could also do "targeted" marketing on social media.

Mr. Emerson thanked Mrs. Keener for the work SBDC does for the community.

Mr. George also thanked Mrs. Keener for her work.

Mr. Bennett asked Mrs. Keener what the "trend" had been in the past few months from Altavista's local businesses regarding the use of SBDC services.

Mrs. Keener referenced her five year employment with the SBDC, and stated she had seen as many as twelve businesses using their services at any given time. She stated the past year had been the lowest numbers recorded for Altavista within her five years at the SBDC.

Mrs. Keener stated the more SBDC events the town hosts, the more businesses and or citizens the SBDC are able to help with their services. She stated the town, and their organizations, can be an advocate for these events and services.

Mr. Bennett asked, outside of an annual contribution, what the Town of Altavista could do to help promote "small business" through the SBDC.

Mrs. Keener stated the strength from utilizing the SBDC comes more as a "supporting" role, rather than promotion, by offering their available services and training events to its contributing members/localities.

Mrs. Keener stated it would be Altavista's role to promote the SBDC's services to its business community. She stated, in order to accomplish the task, the town could partner with its own organizations, such as AOT and the Chamber of Commerce, through networking events.

Mrs. Keener stated the SBDC was often mistaken as a service for only new "start-up" businesses, when in fact, they also offer their counseling and training services to existing small businesses as well.

Mayor Mattox referenced the Town of Altavista as being a part of Campbell County. He asked, since the town pays county taxes, would the town be offered the same services from the SBDC if they did not pay an annual fee for membership directly to the center, but fell under the county's membership.

Mrs. Keener stated the SBDC would still serve the Altavista territory and any potential clients in that area, but the SBDC would no longer hold "office hours" in the town (normally in the Train Station/Chamber of Commerce office).

Mayor Mattox thanked Mrs. Keener for her time and her presentation.

4. Public Comments (Agenda Items Only)

Mayor Mattox asked if any citizen(s) attending the meeting wished to address Council regarding an item on Council's January Work Session Agenda, to which there were none.

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5. Items Referred from Previous Meetings

a. Staunton River Garden Club (SRGC) – Decoration Funding Request

Mr. Coggsdale reminded Council of this item being referred from their January 14, 2020 Regular Council Meeting.

Mr. Coggsdale referenced Mrs. Linda Janiak, a member of the Staunton River Garden Club, and her proposed plan to continue the partnership between the Garden Club and the Town of Altavista to purchase snowflake decorations for the town’s decorative light poles.

Mr. Coggsdale stated, based on Mrs. Janiak’s presentation, an additional 64 decorations would be needed to utilize all of the decorative poles along Main Street. He stated, to date, the Garden Club and the town have partnered to purchase 68 snowflake decorations.

Mr. Coggsdale reminded Council of Mrs. Janiak’s indication of the snowflake supplier currently having a “buy 2, get 1 free” promotion. He stated, if Council decided to continue their partnership with the SRGC, there were three options for their consideration regarding the remaining (64) snowflakes needed to complete the project.

▪ Option A:	<u>SRGC</u>	<u>TOA</u>	<u>Promotion</u>	
Cost per:	8 @ \$359	8 @ \$359	8 @ no cost	Total = 24
Total Cost:	\$2,872	\$2,872	Free	Remaining: 40
▪ Option B:	<u>SRGC</u>	<u>TOA</u>	<u>Promotion</u>	
Cost per:	8 @ \$359	12 @ \$359	10 @ no cost	Total = 30
Total Cost:	\$2,872	\$4,308	Free	Remaining: 34
▪ Option C:	<u>SRGC</u>	<u>TOA</u>	<u>Promotion</u>	
Cost per:	8 @ \$359	35 @ \$359	21 @ no cost	Total = 64
Total Cost:	\$2,872	\$12,565	Free	Remaining: 0 (Project Complete)

Mr. Coggsdale stated he would be glad to answer any questions Council may have.

Mayor Mattox asked the Town Manager, Mr. Coggsdale, if staff had a recommendation that would be feasible for both the town and the Garden Club.

Mr. Coggsdale stated the town could continue to show their support for the SRGC organization by choosing option A, which would “match” the amount, at a minimum, to what the Garden Club would be contributing.

Mr. Coggsdale stated, if Council chose option B, the project would be halfway to its completion, while staying within a feasible option for the town to accommodate in its FY2021 Budget/CIP.

Mayor Mattox asked Council if they had any questions or concerns regarding this matter or staff’s recommendation.

Mrs. Dalton stated she favored the town choosing the \$4,308 contribution of option B at this time, rather than \$12,565 of option C.

Mayor Mattox asked if the request by the SRGC was a “time sensitive” item.

Mr. Coggsdale stated, only the decision of how many snowflake decorations would be purchased this year was needed at that time, so the Garden Club could inform the supplier of the order during the promotional timeframe.

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Mr. Coggsdale informed Council the funds for the decorations would not need to be paid until they were being picked up in August. He stated this would allow Council to allocate funds for the project during their FY2021 Budget/CIP draft process.

Mr. Higginbotham, seconded by Mrs. Dalton, motioned to approve the Staunton River Garden Club's request to continue its partnership with the Town of Altavista regarding the purchase of snowflake decorations for the town's decorative light poles. Council authorized the Town Manager to confirm their choice of Option B, twelve snowflakes at \$4,308, to Mrs. Janiak, the SRGC's representative on the project.

Motion carried:

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

b. Booker Building Use/Improvements

Mayor Mattox referenced Council's recent inability to make a definitive decision on how the town could best utilize the Booker Building facility. He suggested Council authorize the Town Manager to advertise for RFP from the "private sector".

Mayor Mattox asked Council for their thoughts on the matter and to his suggestion.

Mr. Bennett stated he thought there had already been a request for proposals on this matter.

Mr. Coggsdale answered Mr. Bennett and stated, the town had previously advertised a "request for public input". He stated the town had not yet attempted to advertise to the "private sector" for RFP proposals, which could bring interest of partnering with the town through uses and/or investment opportunities regarding the Booker Building.

Mr. Coggsdale reminded Council of the previous discussion they had at their November Work Session regarding this item. He stated, at that time, Council decided it would be best to finalize their goals and what the Booker Building's "use/uses" would be, before moving forward with implementing any improvements to the facility.

Mr. Coggsdale referenced the Use and Feasibility Study developed for the town by Land Planning and Design Associates (LPDA). He stated one of the "next steps" recommended in the study suggested moving forward with an inspection of the Booker Building, in order to evaluate its structural stability, code compliance, and any safety improvements needed, before implementing other desired upgrades.

Mr. Coggsdale stated Mayor Mattox's suggestion to advertise for RFPs was also mentioned in the LPDA study under "Next Steps- Develop a Partnership". He stated the results of such a request could bring forward an opportunity that Council may not have thought of or be aware that there was a desire or need for.

Mr. Higginbotham suggested starting with one item from Council's "desired list of improvements" to implement first, such as the floor, then moving forward from there.

Mayor Mattox reminded Council they had come to a consensus during their previous discussion on this item, "not to implement improvements until a "use" had been finalized", in order to keep the town from spending unnecessary funds.

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Mrs. Dalton stated she felt the suggested request for RFPs on this project was a great opportunity. She stated any new ideas that come from the request may help Council narrow down the final decision of what the Booker Building will be used for. She stated new ideas would not have to override previous uses, but could work together to accomplish the town's desired goals for the facility.

Mayor Mattox asked Council if they had any additional questions or comments.

Mr. Mitchell stated he considered the Booker Building as Altavista's current "Town Square". He referenced the town's annual Uncle Billy's Day Festival and the APD's annual National Night Out event. He stated those two events were successful for the town and felt the facility could be utilized to promote more events for the community.

Mr. Mitchell stated he did not feel that any use by a member of the "private sector" would be a good fit for the facility, considering it was in a "public park". He stated he favored keeping the Booker Building as a "town entity" and promoting the facility as the Town Square of Altavista.

Mr. Mitchell also shared his favor with Mr. Higginbotham's suggestion of moving forward with at least one of the items on the desired list of upgrades for the building, such as replacing or refinishing the facility's floor.

Mr. Emerson referenced the mention of Altavista partnering with someone to gain additional uses for the Booker Building. He stated he was not against the idea, but it would have to be of significant value to the town for him to give it consideration.

Mr. Emerson also referenced a previous discussion had by Council regarding the need for additional coverage from natural elements (sun and rain) for the exterior stage at the rear of the building, and possibly for the yard adjacent to the stage. He stated, with the large annual events that utilize the exterior stage, he felt the two issues should still be one of the first items addressed as needed improvements.

Mr. Higginbotham stated he felt the Booker Building floor was the "foundation" of the facility's use and still needed to be the first item implemented for improvement. He referenced Mr. Morris Law, a retiree from English Construction, and stated Mr. Law was highly qualified to give the town a recommendation of what type of flooring should be used to improve and/or upgrade the old, uneven, floor of the building.

Mr. George referenced the list of items Council previously compiled as the Booker Building's most needed upgrades/improvements. He stated, while all of the items were likely to be implemented at some point, he would like for staff to give Council the individual cost for each item. He stated he felt having a cost list may help Council to decide on which item would be implemented first from the improvements needed.

Mr. Bennett referenced the town's current annual events held at English Park, National Night Out and the Uncle Billy's Day Festival, and referenced how both events utilize the Booker Building's rear exterior stage.

Mr. Bennett stated his favor with Mr. Emerson's suggestion of adding additional coverage to the exterior stage of the building and also adding "shade sails" to the yard adjacent to the stage. He stated he felt the shade sails would, not only be an esthetically pleasing addition to the park, but would also help offer the coverage needed from natural elements to individuals that patron outside events held at the facility.

Mr. Bennett stated the addition of the two exterior improvements would not only benefit the existing annual events, but also help promote the facility to possibly be used for other events that want/need an outside space.

Mr. Bennett stated his favor in the Mayor's suggestion to advertise for RFPs for potential use ideas of the Booker Building. He stated, just because an RFP is received, doesn't mean the town has to accept the RFP or use the idea.

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Mr. Bennett suggested, if Council decided to move forward with an RFP request, to place an allotted timeframe for receipt of the requested RFPs.

Mayor Mattox asked the Town Manager, Mr. Coggsdale, what the cost would be for the town to advertise a request for RFP proposals on this item.

Mr. Coggsdale informed Council the only cost to the town for advertising the RFP request would come from staff's time to prepare the advertisement and the from the actual advertisement itself.

Mayor Mattox referenced the improvement list for the Booker Building. He stated, while all of the suggested improvement items were justified, he did not want to see the town spend hundreds of dollars on improvements, only to see them not needed as an end result of use consideration and/or approval.

Mayor Mattox stated he felt there was no harm in requesting a RFP for this item. He stated the results could possibly benefit Council in making a decision and finalizing what additional uses would be approved for the Booker Building facility; and also what improvements and/or upgrades would be implemented to the facility first.

Mr. Coggsdale suggested, if Council did decide to implement the floor improvement first, to keep in mind the LPDA's suggestion to add a "drain system" to the floor, a necessary improvement that would be needed for any of the multiple use possibilities.

Mrs. Dalton stated the decision process for Council to consider and approve additional feasible uses of the Booker Building has become a cumbersome task for Council. She stated, not only for its likely expense, but also because of the building's historical importance and economic significance to the Town of Altavista.

Mrs. Dalton suggested Council utilizes the Mayor's suggestion to their advantage and authorize the Town Manager to advertise a RFP request for this item, with a timeframe of receipt to be within 30 to 60 days.

Mr. Higginbotham stated he was also in favor of the Mayor's suggestion, but added he felt the timeframe for receipt of the requested RFPs be at least 60 days.

Mr. George asked how the Request for Proposals (RFPs) would be advertised.

Mr. Coggsdale answered Mr. George and stated staff would advertise the RFP request in the local newspaper and through the town's website and social media page.

Mayor Mattox stated he favored the RFP, but the receipt timeframe should be 90 days, in order to give participants time to gather the information they need for submission.

Mr. Higginbotham also suggested allowing staff to move forward with gathering cost information, and possibly proposals, for refinishing the existing concrete floor.

Mrs. Dalton referenced Mr. Emerson and Mr. Bennett's suggestion to add "shade sails" to the space behind the Booker Building and stated she was also in favor of the idea. She suggested, if the item was approved, using the same type of shade structures as was used at the "Gateway" entrance to English Park, just across the railroad tracks from the Booker Building.

Mr. Emerson stated, with the town's annual Uncle Billy's Day Festival occurring in early summer, he suggested Council vote ASAP (as soon as possible) on whether or not to approve this item, and if approved, authorize staff to move forward with the project.

Mr. Coggsdale stated, if Council desired, he could reach out to the same company that designed the town's other (park) shade structures for a preliminary design and cost estimate of the potential project for Council's review and consideration.

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Mr. Mitchell stated he agreed with Mr. George's suggestion which was to request an estimated cost list from staff of all the items suggested as improvements by Council and the LPDA report.

Mr. Coggsdale requested Council's consideration of utilizing the town's on-call engineers to help gather the requested cost information.

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

As a result of this discussion regarding the potential use/uses of the Booker Building, and what improvements and/or upgrades are needed at the facility, it was the "Consensus of Council" to allow the following items of action – In Order of Priority:

- Allow the Town Manager, Mr. Coggsdale, to gather the requested (cost and design) information needed to move forward with the proposed "shade sail" project, in the space located adjacent to the exterior stage behind the Booker Building; and bring the information to Council as soon as possible.
- At Council's request, allow the Town Manager to advertise for RFPs (Request for Proposals) regarding interest for additional uses of the Booker Building; in hopes of receiving new ideas and/or partnership opportunities for Council's consideration when finalizing the facility's potential uses moving forward.
- Accept the Town Manager's request to utilize the services of the town's on-call engineers to gather the requested cost information of each item on the fore-mentioned improvement list for the Booker Building. This item would be placed on the February 11th Council Meeting Consent Agenda for "Approval".

6. New Items for Discussion

- a. Virginia Resource Authority (VRA) / Virginia Clean Water Revolving Loan Fund (VCWRLF) Update - WWTP Electrical Improvements Project

Mr. Coggsdale reminded Council of the town's recent assistance from Mr. Scott Bortz, Peed & Bortz, with the application process for funding, through the Virginia Resources Authority (VRA) and Virginia Clean Water Revolving Loan Fund (VCWRLF), in regards to Altavista's Waste Water Treatment Plant (WWTP) Electrical Improvements Project.

Mr. Coggsdale informed Council the VCWRLF application had been approved by the State Water Control Board /Virginia Department of Environmental Quality (DEQ) in the "tentative" amount of \$4.327 million for either a 20 or 25 year term.

Mr. Coggsdale stated the current interest rates were 1.2% (20 years) or 1.8% (25 years), however, the specific rate would not be "locked in" until bids for the final phase of the project have been received and issuance of a Notice of Award.

Mr. Coggsdale reminded Council the WWTP Electrical Improvements Project had been divided into three phases (I, II, and III), and stated Peed & Bortz was currently under contract and working on engineering design for Phases I and II.

Mr. Coggsdale stated Mr. Scott Bortz, Peed & Bortz, was present to discuss Phase III of the WWTP project and also answer any questions Council may have regarding this item.

Mr. Bortz referenced the interest rates given to the Town of Altavista for this project. He stated he felt the rates were very good, whether the town chooses a 20 or 25 year loan term.

Mr. Bortz stated, since a specific rate could not be locked in until all three phases have been bid, it was his goal to help the town move forward as quickly as possible with the design of Phase III of the project, in order to secure the best rate available to the town.

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Mr. Bortz reminded Council that Peed & Bortz had been contracted for Phase I and II, but was not yet under contract with the town for Phase III. He informed Council that Peed & Bortz has sent a proposal for Phase III to the town for their review and consideration.

Mr. Bortz suggested the town move forward as quickly as possible with the design of Phase III, so both Phase II and III could be “bid” at the same time. He stated he anticipated the two phases would potentially be bid in July 2020, which would allow the town the time it needs to lock in their desired interest rate this summer.

Mr. Bortz stated the total cost estimated for all phases of the WWTP project is \$4,915,696, with the only item not included in that figure being for the inspection services, if needed. He stated, with the project’s estimate of \$4,915,696, and DEQ’s (VRA/VCWRLF) funding in the amount of \$4,327,000, there would be a difference in the amount of \$588,696 the town would need to budget for.

Mr. Bortz continued his presentation by referencing the town’s acceptance for DEQ funding and the items the town would need to supply the DEQ moving forward in the process.

Mr. Bortz informed Council that town staff would need to supply DEQ with the town’s current financial report and updated audit report; along with relaying to DEQ how their loan service would factor into the town’s budget during the next 20 to 25 years. He stated DEQ also requires the contractors of any project they fund to provide them with “wage” information for their employees working on the project.

Mr. Bortz stated he would be glad to answer any questions Council may have regarding his presentation and/or his recommendation of the items needed to move forward on this item.

Mayor Mattox asked Council if they had any questions or concerns regarding this item.

Mr. Higginbotham asked Mr. Bortz to clarify what was delaying the town from ‘locking in’ the current interest rates available for the project’s funding/loan.

Mr. Bortz informed Council that Phase I & II were currently under contract. He stated, while all three phases of the project do not have to be under contract, DEQ does require the town to have “bids in hand” for all three phases of the project, before they are able to “lock in” (secure) interest rates for their elected loan term.

Mr. Mitchell stated he appreciated the expertise of Mr. Bortz and his firm working with town staff for a recommendation. He thanked Mr. Bortz for his work on the project.

There were no additional questions or comments from Council.

Mayor Mattox thanked Mr. Bortz for his time and his presentation to Council.

All Council members were in consensus to place this item on the February 11, 2020 Regular Council Meeting Consent Agenda for approval consideration.

b. Altavista Street Paving List – Spring 2020

Mr. Coggsdale shared with Council information the Altavista Public Works Department recently provided to staff regarding their recommendation for Altavista’s Spring 2020 Paving Projects.

Mr. Coggsdale reminded Council of the Highway Funds Altavista receives annually from VDOT for “maintenance” of the town’s streets; excluding Main Street and Bedford Avenue. He stated a portion of those funds are always allocated to street paving each year.

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Mr. Coggsdale referenced the streets that were not eligible for paving through VDOT funding (Main & Bedford), and stated the town allocates General Fund revenues to pave those two streets, including the alleys and parking lots.

Mr. Coggsdale informed Council the list received from Public Works included fourteen (14) street segments; and stated the FY2020 Budget included \$565,500 for this purpose. He stated the VDOT portion of the proposed paving totaled \$427,295.09, which includes engineering fees (8%) and a contingency (10%).

Mr. Coggsdale stated the town's portion of the paving proposal totals \$79,793.33 in General Funds, which includes engineering fees (8%) and a contingency (10%). He stated the list also includes 5 alley segments and two parking lots, and he informed Council the FY2020 Budget included \$100,000 for this purpose.

Mr. Coggsdale also informed Council that Town Staff had requested proposals from Altavista's "on-call" engineering firms regarding the Scope of Services that would assist with the preparation of bidding and contract documents, advertisement of the projects, pre-bid conferences/bid openings and recommendation for award and processing of pay applications.

Mr. Coggsdale stated it was anticipated that once the town had the bidding and contract documents, they would be used annually, therefore the future costs for engineering services would likely decrease.

Mr. Coggsdale stated Town Staff recommends that Council approve the 2020 Spring Paving schedule; and based on proposals received, also recommended awarding the project to Engineering Concepts, Inc. for these services, in the amount not to exceed \$12,500.

Mr. Coggsdale stated he would be glad to answer any questions Council may have regarding the town's 2020 Spring Paving Project and/or the list of streets allocated for paving in Public Works' proposal.

Mayor Mattox asked Council if they had any questions for the Town Manager, Mr. Coggsdale, regarding this item, to which there were none.

All Council members were in consensus to:

- Accept staff's recommendation to approve the Altavista Public Works Department's proposal for the town's Spring 2020 Street Paving Project.
- Accept staff's recommendation to award the milling and paving contract for this project to Engineering Concepts, Inc., not to exceed the bid amount of \$12,500.
- Place this item on the February 11th Consent Agenda for official approval.

c. English Park's Splash Pad Attraction – 2019 Operations Review

Mr. Coggsdale referenced Altavista's new Splash Pad at English Park and its abbreviated operational season, which opened in September 2019.

Mr. Coggsdale informed Council he has received input from Town Council, Altavista's Recreation Committee, Altavista citizens, and Town Staff in regards to operations of the splash pad system, and what "lessons" were learned during the short period of time the splash pad was open.

Mr. Coggsdale shared with Council the list of items that were mentioned from one or more of the groups that offered input in regards to this item. He stated these were ideas, thoughts, and suggestions for Council to consider before reopening the splash pad in May 2020.

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Splash Pad 1st Year Operations Review – Items for Council’s Consideration:

- Plaque for Dedication/Grand Opening
 - Set date for Event (Friday, May 1st or Saturday, May 2nd)
- Infant changing stations in bathrooms
- Swim suit and swim diaper regulations/signs
- Consequences for anyone not adhering to park/splash pad rules
- Attraction Schedule (months & hours of operation) - Currently open 7 days per week between Memorial Day and Labor Day; from 10:00 a.m. to 7:00 p.m., and weekends in May prior to Memorial Day and in September after Labor Day.
 - Will this be weather dependent each year?
 - Extend due to high temp?
 - Will we just keep going on a week by week basis?
 - Once opened, should it be 7 days (not just weekends in early May/late September)
 - Close if weather is below a certain temperature (70 degrees?)
 - Information posted on website and social media
- “Slow - Children at Play” Signs
 - Cover this item under the circulation improvements.
 - Speed bump as the crosswalk (tie into sidewalk)
- Large Pavilion Rentals
 - Issues between renters and individuals seeking shade to watch participants.
- Staffing
- Parking
- Concessions
- Marketing/Promotion
- Fees
- Issue permits for large groups/organizations
 - Size of group (10+ or 20+.....)
 - Fee
 - Not Exclusive Use of facility

Mr. Coggsdale stated, at that time, staff was requesting Council provide direction on any items that needed to be addressed prior to the opening of the splash pad for the 2020 season

Mayor Mattox asked Council if they had any questions, comments, or concerns regarding this item.

Mrs. Dalton referenced an item (“Operation Schedule”) from the splash pad list of considerations, and stated she felt the decision should fall upon the recommendation of staff because Town Staff were the ones responsible for maintenance and upkeep of the splash pad attraction.

Mr. Mitchell stated he agreed with Mrs. Dalton’s suggestion of allowing staff to determine the appropriate operation schedule for the splash pad.

Mr. Mitchell also stated he was in favor of all the new signs mentioned on the list as being needed at the splash pad/park area.

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Mr. Emerson stated he was also in favor of the suggestion to allow staff to determine the “operation schedule” for the splash pad. He reminded Council of the 2019 summer season and stated the splash pad was kept open longer than anticipated last year, because of the hot weather continuing into late September.

Mr. Emerson referenced the “traffic flow change” that was previously approved by Council for the splash pad, and adjacent pavilion area, of English Park. He asked staff when that project would be complete and the new traffic pattern implemented.

Mr. Coggsdale answered Mr. Emerson and stated “hopefully by the time the splash pad opens in May”. He stated he and Mr. Garrett, Public Works Director, were currently working on a configuration/layout that would best accommodate the area.

Mr. Emerson stated he and his family had visited the splash pad attraction multiple times while it was open in 2019. He stated he felt there was a need for additional seating around the splash pad area and asked staff if there were plans to do so.

Mr. Coggsdale stated not at this time, but the suggestion could be discussed by Council for consideration.

Mayor Mattox stated he would continue around the table to recognize each Council member for their questions or comments, and then return to Mr. Emerson’s suggestion.

Mr. George shared his favor in allowing staff to determine the splash pad’s operational schedule based on weather.

Mr. George stated he felt Council needed to discuss whether or not to continue “renting” the large pavilion adjacent to the splash pad.

Mr. George also stated he was in favor of some type of “staffing”, in addition to Town Staff, at the splash pad and playground area during months of operation.

Mayor Mattox referenced Mr. George’s mention of whether or not the town should continue renting the large pavilion adjacent to the splash pad. He stated he would appreciate the Town Manager’s, Director of Public Works, and the APD Police Chief’s opinion on the matter.

Mr. Coggsdale informed Council there had been a few instances during the 2019 months of operation for the splash pad concerning the pavilion being rented, in relation to not having enough seating for the visitors at the splash pad attraction.

Mr. Coggsdale stated the large pavilion in question was an affordable rental option offered by the town for multiple years to its citizens and the surrounding community to utilize for birthday parties, family reunions, etc.

Mr. Coggsdale stated the issue that arose in 2019 related to the rental of the pavilion was realized and only due to the addition of the splash pad attraction to the park, and their adjacent vicinity to one another.

Mr. Coggsdale suggested Council address the issue before the 2020 season of operation.

Mr. Bennett stated he felt the confusion could be that citizens did not know if the people using the pavilion were renters or other citizens, such as themselves.

Mr. Bennett suggested using “signs”, on all four posts of the pavilion, to recognize the individuals that have reserved the pavilion for rental and their specified date and time.

Mr. Coggsdale informed Council the pavilion currently has a place for such a sign, but it was only on the front side of the pavilion. He stated, if Council desired, staff could utilize all four post on the pavilion to announce the renters and their time of rental for that date.

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Mr. Coggsdale stated staff could also make the signs larger in order to make them more visible to visitors.

Mr. Coggsdale stated he did not feel citizens had an issue in determining whether or not the pavilion had been reserved for rental, but with the pavilion being rented all together. He stated citizens had conveyed, personally and through social media, they did not like the pavilion being available to rent, because of its close proximity to the splash pad.

Mr. George stated, while following the comments on social media regarding this matter, there was mention of the large pavilion at English Park being the only pavilion in town that had access to public restrooms and was also ADA accessible.

Mr. George referenced the current renovation underway at Shreve Park to the playground, pavilion, and bridge access entering the area. He stated there were public bathrooms located in the same parking lot as the park, so Shreve Park would soon be a viable option for citizens needing ADA amenities and/or bathrooms for their rental events.

Mr. George suggested not renting the large pavilion at English Park, adjacent to the splash pad, but leaving it open to all citizens for public use.

Mayor Mattox stated he was in favor of Mr. George's suggestion regarding the large pavilion at English Park.

Mr. Emerson stated he was also in favor of leaving the large pavilion at English Park open for public use only, not rentals. He suggested the timeframe for "not renting" the pavilion be seasonal, and coincide with the yearly operation schedule for the splash pad.

Mrs. Dalton stated the proposed rental schedule for the large pavilion at English Park did not have to be permanent. She stated the town could implement the "no rental" policy for one summer/year, and reevaluate the matter for consideration before next summer.

Mr. Bennett stated his concern would be families wanting to have birthday parties or reunions may abuse the "no rental policy" and show up early to place their supplies. He stated he worried about the matter becoming an issue if not supervised.

Mr. Emerson also suggested the town add extra seating options and/or "shade sails" to the splash pad area.

Mr. George stated, if shade sails are added to the backyard of the Booker Building, which is adjacent to the restrooms, that area could also be utilized by citizens visiting the playground and splash pad.

Mayor Mattox asked Council if they had any additional questions, comments, or concerns regarding the pavilion in question, to which there were none.

All Council members were in consensus to NOT allow any reservations/rentals of the large pavilion, adjacent to the splash pad at English Park, during the duration of the splash pad's seasonal operation in summer months, and to reinstate rental availability at all other times.

All Council members were also in consensus to authorize Town Staff to determine the duration of operation for the splash pad attraction based on weather conditions.

Mr. Coggsdale asked Council if there were any other items on the splash pad's 2019 operations review list they wished to address at that time, to which there were none.

Mr. Coggsdale referenced an item on the splash pad's review list, "Concessions". He stated the matter had been brought to his attention that there were no "vending machines" currently located at the park; for drinks, water, snacks, etc.

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Mr. Coggsdale asked Council if having vending machines at English Park was an opportunity they would like for him to investigate further and determine whether or not the idea would be feasible for the town consideration, or if they wished to dismiss the idea.

Mr. Emerson mentioned the possibility of allowing Food Trucks to operate in the park near the playground and splash pad area.

Mayor Mattox stated he did not favor the idea of having Food Trucks operate in the town's parks. He stated he did not feel it would be a fair advantage to the restaurants in town.

Mrs. Dalton stated, like all other outdoor attractions, if there is not food available onsite, a person brings their own food and drinks with them. She stated she was in favor of leaving the park as it is, and not allowing vending machines or Food Trucks to operate there.

There were no additional comments, or concerns from Council or staff regarding this item.

d. Town of Hurt – Solid Waste Proposal

Mr. Coggsdale reminded Council that over the past few months, Town Staff has been working with the Town of Hurt on a proposal, at their request, regarding the possibility of the Town of Altavista providing weekly “solid waste collection services” to Hurt.

Mr. Coggsdale stated the Town of Hurt was in the preparation process of their FY2021 Budget. He stated, accordingly, staff had submitted a preliminary proposal to the Town of Hurt and they had advised they would like to move forward on the matter.

Mr. Coggsdale informed Council the proposal indicates the Town of Altavista would provide weekly solid waste collection services to the Town of Hurt one day per week (each Friday), including transport of the waste to the Pittsylvania County Landfill in Dryfork.

Mr. Coggsdale stated the proposal also covers personnel and operational costs, as well as vehicle replacement cost for the Town of Altavista. He stated any cost for disposal of the waste at the landfill would be paid by the Town of Hurt, and is not included in the proposal.

Mr. Coggsdale stated Hurt Staff has suggested an “Ad Hoc” committee be formed with up to two elected officials from each locality, along with staff representation, to work through details of the proposed agreement.

Mr. Higginbotham stated he did not think the Town of Altavista should be using their trucks and/or equipment to provide trash/waste services to Hurt or any other locality. He stated he did not feel that the “wear & tear” of using the town's trucks would be a feasible investment for the town.

Mr. Coggsdale stated the long term use of the town's trucks had been considered and figured in as part of the preliminary proposal. He stated the “daily cost” of Hurt utilizing the Town of Altavista's equipment was calculated using personnel cost, operational cost, and maintenance and/or replacement of said vehicles.

Mr. Bennett stated his concern would have been with Altavista spending tax payer money and not getting a valued “return on investment” for the town's service to Hurt. He referenced the Town Manager's comments regarding the monetary consideration for expenses staff included in the proposal, and stated he felt confident staff had covered all aspects in regards to protecting the town's investment on this project.

Mr. Coggsdale stated, with the Town of Hurt being in the middle of their fiscal year 2021 budget consideration process, he asked that Council offer staff a direction of how they want to move forward with this item, so they could advise Hurt of the decision.

Mayor Mattox shared his favor in accepting the Town of Hurts request and allowing staff to move forward in the proposal process for this item.

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Mayor Mattox stated he felt, by accepting the Town of Hurt's request and working with them on this matter, would be another way to strengthen Altavista's relationship with the Town of Hurt and its community, and possibly be a long term benefit to both localities.

Mayor Mattox asked Council for their questions or comments regarding this item.

Mr. Mitchell shared his thoughts and stated he felt Altavista needed to stay out of the "trash hauling business". He commended the Town of Hurt for investigating options for their waste disposal needs, but he was not on board with Altavista committing to that service.

Mr. Emerson stated he was "on the line" of which way Altavista should proceed with the Town of Hurt's request.

Mrs. Dalton shared her favor with Altavista pursuing the partnership with the Town of Hurt regarding the waste disposal service request from Hurt.

Mrs. Dalton referenced the service proposal offered to the Town of Hurt by Altavista and stated she felt staff had done a good job of making sure the Town of Altavista's daily expenses and capital investments would be compensated through the proposal.

Mrs. Dalton stated, with Altavista only using their trash trucks three days per week and Hurt only needing the service one day per week, she felt it was smart for the town to utilize their equipment and this opportunity to offer the Town of Hurt this partnership.

Mayor Mattox stated he felt the Town of Altavista and the Town of Hurt were part of the same community. He stated by working together and partnering on such projects, would strengthen both communities and their relationships with each locality.

Mr. Higginbotham asked Mr. Garrett, Public Works Director, how often Altavista hauls its trash to the county landfill; every day the trash is collected, or once a week.

Mr. Garrett stated the town's trash is taken to the county landfill every day the trash is collected.

Mr. Higginbotham asked if there was ever a time when trash was left on the truck.

Mr. Garret answered Mr. Higginbotham and stated there have been times the trucks were not emptied.

Mr. Higginbotham stated, if that is ever the case, Altavista would possibly not be able to use its trash truck to service the Town of Hurt as agreed.

Mr. Higginbotham also referenced the small "dead end" roads and underpass that is located in the Town of Hurt. He stated he did not favor using Altavista's trash trucks during inclement weather in Hurt's service area.

Mr. Higginbotham mentioned, if Altavista did agree to the service request, they would be disposing of Hurt's waste in their county (Pittsylvania), not the same place that Altavista uses for disposal.

Mr. Higginbotham stated, overall, he was against the idea of Altavista partnering with the Town of Hurt, or any other locality, for trash disposal services.

Mr. George stated he also felt the Town of Hurt and Altavista was part of the same community. He stated, when the 29 Business Bridge was operational, there were many Hurt residents that utilize the Town of Altavista for dining and shopping.

Mr. George stated, with the current proposal and staff's foresight to include reimbursement for expenses and truck "wear and tear", he was in favor of Altavista partnering with the Town of Hurt for their trash service request.

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Mr. Bennett stated he was also in favor of the Town of Altavista offering the Town of Hurt their services regarding Hurt's trash service request.

Mrs. Dalton stated, if Altavista decided to enter into an agreement with Hurt regarding trash services, they could make the stipulation the agreement was on a yearly basis. She stated Altavista could terminate its services to Hurt if they found it was not sustaining its feasibility for the town to do so.

Mr. Higginbotham stated, if it was the consensus of Council to proceed with this matter, he felt Altavista should, at least, recover more than just a "break even" amount on expenses. He suggested including a 10% markup in the proposal.

Mr. Coggsdale stated, if Council desired, he would amend the proposal to include the 10% markup as Councilman Higginbotham suggested.

All Council members were in consensus to do so.

All Council members were in consensus to allow Town Staff to continue in the proposal process with the Town of Hurt regarding their trash removal and disposal service request.

e. Policy on Agenda Items – "Late Arriving Matters from Council"

Mayor Mattox referenced this item as being on the agenda at his request. He stated he felt this item may take a considerable amount of discussion and suggested Council consider placing this item on a future work session.

All Council members were in consensus to do so.

f. FY2021 Budget and FY2021-FY2025 Capital Improvement Plan (CIP)

Mr. Coggsdale referenced the list of General Fund and Enterprise Fund CIP items for FY2021-2025 that he shared with Council in their January 28th Agenda Packet.

Mr. Coggsdale suggested Council focus on the FY2021 items, as they are the items Council would be reviewing first for funding consideration.

Mr. Coggsdale stated Council would be receiving the "draft budget" on February 17, 2020.

Mr. Bennett asked if this item could be moved to the next meeting or work session agenda, in order to give Council additional time to review the proposed CIP items.

Mr. Coggsdale stated the CIP discussion item could be placed on a future date, if Council was in consensus to do so. He stated the item could be carried over to the next day/night without having to schedule another meeting, but the choice was Council's decision.

Mayor Mattox asked Council when they wished to schedule this item for discussion.

Mr. Mitchell, Mrs. Dalton, Mr. George, Mr. Bennett, and Mayor Mattox all stated they would be available the next evening, January 29th, to discuss the item.

Mr. Emerson and Mr. Higginbotham both stated they might be available the next evening, but would have to check their work schedules.

Mayor Mattox asked Mr. Emerson and Mr. Higginbotham if they would be opposed to the other five Council members meeting on the next evening to continue the discussion for this item, to which the both Councilman stated they were ok with the other members doing so.

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Mr. Coggsdale referenced an item on the proposed FY2021 CIP list, the purchase of a new vehicle for Altavista’s Community Transit System (ACTS), and stated this was a “time sensitive” issue and Council would need to consider this item on this date.

Mrs. Shelton, Town Finance Director, reminded Council that any vehicle being used for ACTS is required to be replaced either every four years, or when the vehicle accumulates 100,000 miles. She stated one of the current ACTS vehicles was due to be replaced sometime soon, and was therefore placed on the proposed FY2021 CIP list.

Mr. Coggsdale informed Council the decision they needed to consider regarding the ACTS CIP item was in regards to whether the town wished to purchase another “body on chassis (BOC)” vehicle, the same type the town is currently using, or whether they wished to purchase a trolley for use on the ACTS route.

Mr. Coggsdale shared with Council the differences between the options available regarding the cost of each and the funding the town would receive concerning each vehicle option.

	<u>Cost</u>	<u>Passengers</u>	<u>Fuel</u>	<u>CDL Required</u>	<u>On State Contract</u>	<u>Procurement must be handled by Altavista with all appropriate Federal Clauses</u>	<u>DRPT Funding</u>	<u>Local Funding</u>	<u>Notes</u>
BOC Style bus	\$ 77,600.00	15	Gasoline	No	Yes	No	\$ 62,080.00	\$ 15,520.00	life 4 years or 100,000 miles
Trolley	\$ 140,000.00	28	Gasoline	Yes	Yes	No	\$ 62,080.00	\$ 77,920.00	5 years or 150,000
Mini Trolley	\$ 106,240.00	14	Gasoline	No	No	Yes	\$ 62,080.00	\$ 44,160.00	4 years, 100,000
BOC Electric	\$ 187,600.00	15	Electric	No	No	Yes	\$ -	\$ 187,600.00	installation of charging station; \$50,000
Seasonal Trolley	Varies/Used	<15	Gasoline	No	No	Yes	\$ -	100%	DRPT does not fund seasonal or used
Seasonal Trolley	Varies/Used	>15	Gas/Diesel	Yes	No	Yes	\$ -	100%	

Mr. George asked, if the town chose to purchase a trolley, would the vehicle only be used in the summer months.

Mr. Coggsdale stated any vehicle purchased for ACTS use would have to be able to run on a “year round” basis for it to be considered/approved for DRPT funding.

Mr. Bennett suggested the town purchase a BOC for the ACTS route and a mini trolley for special events and for minor use of the ACTS route.

Mr. Coggsdale stated, and Mrs. Shelton confirmed, the DRPT would only allow funding for one vehicle and that was solely being used for the ACTS route. Therefore the mini trolley would be considered “extra” and the cost would be the town’s responsibility.

Mayor Mattox asked Council for their opinion regarding which type of vehicle the town should consider purchasing for the ACTS transit system in the upcoming FY2021.

Mr. Mitchell asked if the trolley had the same depreciation as a BOC vehicle.

Mr. Coggsdale answered Mr. Mitchell and stated they both had the same 4 year/100,000 mile replacement requirement.

Mr. Mitchell stated he valued both options and was not sure of which option he would consider over the other at that time.

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Mr. Emerson stated he felt the “younger generation” would be more likely to use the ACTS transit system if the town had a trolley.

Mr. Emerson also stated the town could “try out” the trolley for four years, and if the ridership didn’t increase or the town felt it was not feasible to continue using a trolley, the town could then go back to using only BOC vehicles for its ACTS transit.

Mr. Emerson stated he felt the trolley would be well received by the community and he was in favor of choosing the “mini trolley” option for FY2021.

Mrs. Dalton stated Altavista developed and approved their ACTS system for the purpose of “transit” for citizens in town that needed it.

Mrs. Dalton referenced the increase in cost for choosing a trolley over a BOC vehicle and stated she did not feel the trolley option was “warranted” for just esthetic reasons.

Mrs. Dalton stated she was not in favor of choosing a trolley for the town’s transit system.

Mayor Mattox asked the Town Manager, when the trolley’s four years of service was complete, did the town have the option to keep the trolley or did they have to sell it.

Mr. Coggsdale the DRPT would not “give” the town a trolley.

Mr. Coggsdale informed Council all ACTS vehicles are required to be sold after their allotted years of service. He stated the town was allowed to keep approximately \$5,000 (confirmed \$4,999 by Mrs. Shelton) from the sell price of an old ACTS vehicle.

Mayor Mattox stated he agreed with Mr. Emerson and felt using a trolley for ACTS would be a nice addition to the route and a good thing for the community.

Mr. Higginbotham asked what the difference was between a regular trolley and a mini.

Mrs. Shelton stated a regular trolley is larger and seats 28 passengers, while a mini trolley is closer in size to the buses (BOC) the town currently use, and would seat 14 passengers.

Mr. Higginbotham stated the purpose of a vehicle was to get a person from point A to point B, and not necessarily to be esthetically pleasing. He also stated he felt the wood benches on a trolley would be cold and the trolley harder to heat.

Mr. Higginbotham stated he agreed with Mrs. Dalton and did not favor a trolley for ACTS.

Mr. George shared his favor of the town having a trolley on their ACTS route. He stated he felt having a trolley in town would be well received by the community and town visitors.

Mr. Bennett referenced the newly renovated playgrounds in Altavista; and the splash pad recently added to English Park. He also referenced Altavista’s YMCA and Avoca Museum.

Mr. Bennett stated all of these attractions make Altavista a unique and interesting small town. He stated he felt the town having a trolley would only add to the town’s uniqueness and overall appeal to attract visitors into the Town of Altavista.

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

All Council members were in consensus to allow staff to designate a mini trolley as the vehicle being purchased for ACTS in the FY2021 Budget/CIP.

Mr. Eller suggested, since the item was concerning a monetary expense, Council make a motion and “vote” on the item, instead of a consensus.

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Mayor Mattox stated Council gave a consensus to an item, not a monetary action. He informed Mr. Eller that Council would “vote” on this item officially as part of the CIP/Budget process in its entirety.

Mayor Mattox stated, if it was Council’s desire to do so, they may make a motion concerning the ACTS item at that time.

Mr. Emerson, seconded by Mr. George, motioned to allow staff to designate a mini trolley as the town’s vehicle choice to purchase for ACTS in the FY2021 Budget/CIP.

Motion carried:

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

Mayor Mattox asked Council to consider the time in which they wish to continue the rest of the proposed FY2021 Budget and CIP item list. He suggested Council convene at an earlier time at their next meeting and place this item first on the agenda.

All Council members were in consensus to add this item (FY2021 Budget and FY2021-FY2025 Proposed Capital Improvement Plan) to the February 11, 2020 Regular Council Meeting Agenda.

Mrs. Dalton, seconded by Mr. Emerson, motioned to approve the start time of their February 11, 2020 Regular Council Meeting be changed from 7pm to 6:30pm.

Motion carried:

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

Mayor Mattox took this opportunity to recognize Mrs. Lauren Odessa, newly elected President of the Altavista Chamber of Commerce, to come before Council regarding Section 3/Item c on this night’s agenda – Outside Agency/Non-Profits FY2021 Funding Request Presentations.

Mrs. Odessa addressed Council with an overview of the Chamber’s events in 2019. She stated the Chamber hosted 10 community events, 20 training sessions, and 15 ribbon cuttings for new or relocating businesses in town.

Mrs. Odessa informed Council the Chamber awarded an estimated \$3,000 in grants, and also welcomed 20 new members to the Chamber of Commerce in 2019.

Mrs. Odessa stated the Chamber of Commerce was very appreciative of the town’s continued support and stated she looked forward to working with the Town of Altavista in 2020.

Mrs. Odessa stated the Chamber of Commerce was requesting \$20,000 from the town in FY2021. She stated the Chamber would use the requested money to continue providing quality, no cost training and/or learning opportunities to its members; and at minimal cost to non-members.

Mrs. Odessa stated the requested money would also ensure the Chamber was able to continue offering “quality of life” events to the citizens of Altavista.

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Mayor Mattox asked Council if they had any comments regarding the Chamber of Commerce.

All Council members welcomed Mrs. Odessa to the Town of Altavista as Altavista's new Chamber of Commerce President and thanked her for her presentation.

Mayor Mattox also thanked Mrs. Odessa for her time and her presentation.

7. Public Comments (Non-Agenda Items)

Mayor Mattox asked if there was anyone attending the meeting that would like to address Council regarding an item or issue that was not on the January Work Session Agenda.

There were no public comments for non-agenda items on this date.

8. Matters from Council

Mayor Mattox asked Council if they had any additional questions, comments, or concerns.

- Mr. Higginbotham referenced staff's proposed FY2021-FY2025 CIP item list. He asked that Mr. Garrett, Public Works Director, and Mr. Fore, Utilities Director, include pictures with the items they have listed on the CIP proposal.

Mr. Garrett and Mr. Fore both agreed to do so.

There were no additional comments from Council on this date.

9. Closed Session

There was no closed session scheduled for the January 2020 Council Work Session.

10. Adjournment

Mayor Mattox asked if there were any additional comments or concerns from Council, to which there were none.

The meeting was adjourned at 7:43 p.m.

Michael E. Mattox, Mayor

J. Waverly Coggsdale, III, Clerk