

## OLDE TOWN COVINGTON - BOARD MEETING

**Date:** Monday, February 27, 2023  
**Time:** 12:00 PM  
**Location:** Olde Town Covington - Conference Room  
450 W. Main Street, Suite 100  
Covington, VA 24426

### MEETING MINUTES

#### CALL TO ORDER

A Board meeting of Olde Town Covington was held on Monday, February 27, 2023 at the Olde Town Covington Office, it began at 12:00PM and was presided over by Julie Stanley, Board President with Rylee Reynolds, secretary, taking meeting notes.

#### ATTENDEES

Lisa Akers, Brad Armentrout, Cindy Bryant, David Crosier, Kathy Downey, Jaime Hale, Christine Hodges, Terri McClung, Rylee Reynolds, Tom Sibold, Thomas Smals, Jennifer Smith, and Julie Stanley.

Absent this date include: a representative from the Alleghany Highlands Chamber of Commerce and Tourism.

#### APPROVAL OF MINUTES

A motion to approve the minutes of the board meeting was made by Julie Stanley and seconded by David Crosier. Approval was given by all in attendance.

#### COMMITTEE REPORTS

The Treasurer, Jaime Hale, reported the account balances for Olde Town Covington (\$27,659.20) and Cork & Pork (\$22,028.73). Jaime, again, requested a budget meeting be scheduled as soon as possible. Julie recommended she as Board President, Jaime as Board Treasurer, David "BB" Bryant as the city's Finance Director and volunteer Matt Smith who is employed as a loan officer at Highlands Community Bank meet as the Finance Committee to discuss and determine a budget. Jaime will chair this committee as the Board Treasurer. She also requested that if anyone could get Lisa Shopmeyer to call her that it would be appreciated as she has information that as Treasurer, Jaime requires.

Julie Stanley, now Board President, acknowledged the resignation of Paul Linkenhoker as Board President and thanked him for his dedication and service to the organization. She also acknowledged the in-kind donations of Atlantic Union Bank and John Morris of Cov Designs. Atlantic Union provides Olde Town Covington the office space and utilities, free of charge, which we estimate on the low end to be approximately \$1,500 a month, a certificate has been placed in the Olde Town Covington office to recognize their contribution. John Morris of Cov Designs handles all of our website information and provided Olde Town Covington with a significant rate cut, a certificate has been placed in the Olde Town Covington office to recognize his contribution.

Julie Stanley had no new updates for the steering committee at this time.

Lisa Akers, chair of the Merchants Committee, reported that she continues to work on obtaining more business owner participation, she continues to research ordinances and how other communities of similar sizes deal with vacant buildings and absentee owners and is interested in facade grants and obtaining the information for how to utilize the facade grants to maintain architectural integrity. Lisa also mentioned she has spoken with City employees on ordinances and such.

Julie Stanley reported on the progress with the Mobilizing Main Street program which is still in the very early stages of educating those in attendance. Julie reports that Theresa Hammond, Terri McClung and Paul Linkenhoker are working on the Mobilizing Main Street work together. Julie hit on the topic of “sensory language” and asked everyone to submit any they felt could best represent Covington.

Julie Stanley reported that the January Volunteer Committee meeting was fantastic, there was a great turnout and high interest.

Julie Stanley reported our Adopt-A-Highway is severely lacking. She suggested maybe reaching out to Boys Home, Kiwanis or 4H to assist Olde Town Covington Volunteers with our section of highway to get a springtime cleanup organized.

## **OTHER REPORTS**

### **PARTNERSHIPS**

#### ***Alleghany Highlands Economic Development Corporation***

Terri McClung reported she had nothing to report at this time.

#### ***Alleghany Highlands Chamber of Commerce***

No one was present to represent the Alleghany Highlands Chamber of Commerce to provide a report on this date. However, the Annual Chamber Dinner was held this past weekend and Julie Stanley recognized that Image Express won Business of the Year.

#### ***Covington City Parks & Recreation***

Thomas Smals provided a run down of all events on the calendar for Parks and Recreation:

- Easter Bunny at AET
  - April 1 (April 8 is the rain date)
- Rock The Block (in conjunction with OTC)
  - May 12
- Friday's In The Park/Pool Parties (in conjunction with OTC)
  - June 9; July 7; August 4
- Down on Main (in conjunction with OTC, OTC will obtain ABC License, Dave Bostic selling food)
  - July 29 (Beach Theme); August 19 (Rock-N-Roll)
  
- Back to School Bash (at AET)

- August 13
- Pumpkins in the Park
  - October 21
- Hometown Halloween (in conjunction with OTC)
  - October 27
- City Tree Lighting and Santa 5K
  - November 26
- Christmas Parade (plan to organize the same as 2022)
  - December 2

He also brought some printed flyers with dates and events and said they would be rolling out on the website and their social medias very soon. Thomas requested that the board be notified before Olde Town Covington events are posted to social media.

### ***Cov Designs***

No update from John Morris, our web developer as he was absent this date however, Julie reports she, Rylee and Jennifer are continually working with him to update the website.

### ***4H Extension***

Christine Hodges reported that the Market Manager job description is being updated, they would like to interview potential managers soon. The hours would be updated to 7-10 per week to reflect the increased needs of the market. The Market will open at the end of May. A request was made for Parks & Recreation to look at the Market for any safety issues and to de-winterize the bathroom.

There was no Building Rehabilitation update.

There was no Wal-mart sign update, David Crosier with Image Express, is awaiting measurements on the current sign.

## **EVENTS/PROMOTIONS**

### *Cork & Pork (June 2 & 3)*

BB Bryant was absent and no update was provided.

### *March Madness Bracket Fundraiser*

Jennifer Smith reported that this fundraising event would go live March 12th after all NCAA team seeding was complete. Again, this event will cost Olde Town Covington no money, purely profit. Several businesses have donated prizes to giveaway to winners. Local businesses include: Casa De Leones, Kanawha Cafe, Hot Watts, Tanks Gym, Nowhere Brewing, Luca's Pizza, Barnwood Blessings and Chapman Plumbing. Brackets are \$5/each with unlimited entries per person.

### *Gaming Night at Celebration Depot*

Jennifer Smith reported that the Gaming Night at Celebration Depot is a go. This event will cost Olde Town Covington no money as Celebration Depot is allowing the use of their space for free. There is a citizen who has contacted Olde Town Covington coming dressed as a video game character, he is volunteering his time. Additional volunteers are needed to provide supervision for the event.

### *Fireman's Festival (May 31 - June 3)*

Jennifer Smith reported that discussion with Covington, Dunlap, Falling Spring and Boiling Spring was underway and hoped to have more to report at the next meeting.

### *Spring Tea Party*

Jennifer Smith reported that she and Jimmy Hogendobler with Kanawha Cafe have been in contact discussing the event. Jimmy has also been in contact with Mayor Tom Sibold. The event is set to take place Saturday, April 1 from 10:00a-12:00p prior to the City's Easter Parade and Egg Hunt. Participating businesses (Kanawha Cafe, Casa De Leones, James Burke and Luca's Pizza) are donating the food items; Good News Church is donating the chairs and tables; Formals & Florals is donating 15 centerpieces; The Flower Center is donating tablecloths; Alleghany Floral Boutique is donating 3 large floral arrangements; we are in the process of contacting several businesses for additional door prizes and monetary donations. Contact has been made with Tammy Scruggs-Duncan to find a string quartet. Tickets will go on sale in the next week or so and will be \$20/ticket which will admit two people, additional tickets for \$5 may be purchased for children 3-12.

### *Cinco De Mayo*

Jennifer reported that Chad Nickell and the Loose Change were agreeable to participating for a fee of \$1,200 and the stage is an additional \$1,000. The event will shut down Main Street similar to Rock The Block, no admission. Olde Town Covington will sell alcohol and obtain a permit and at the recommendation of Thomas Smals will hold a 50/50. Jennifer asked if a motion could be made to approve the event proceed and for a budget of \$2,500. A motion was made by Lisa Akers and a second was given by David Crosier to approve and proceed with the event as well as grant a budget of \$2,500. All in attendance approved.

## **NEW BUSINESS/ACTION ITEMS**

The Board accepted the resignation of Paul Linkenhoker with Julie Stanley as acting Board President per the current Bylaws in place.

Julie Stanley asked for a motion to appoint Jennifer Smith as Vice President of the Board now that the seat was vacant due to her appointment to President under the Bylaws of the current President resigning. Lisa Akers made a motion to appoint Jennifer Smith as Vice President of the Board with a second from Jaime Hale and a third from Brad Armentrout, there was no opposition from anyone present. Thomas Smals was not present during the meeting at the time of this motion and vote.

Julie Stanley made a motion to pass the proposed Social Media Policy that was constructed by the Steering Committee, a second was given by Lisa Akers, there was no opposition from anyone present.

Julie Stanley made a motion to pass the proposed Code of Ethics that was constructed by the Steering Committee, a second was given by Lisa Akers, there was no opposition from anyone present.

Julie Stanley made a motion to pass the proposed Bylaws that were constructed by the Steering Committee, a second was given by Brad Armentrout and then Tom Sibold asked for a discussion of the proposed Bylaws. A discussion was had between several members present with concerns regarding wording of certain sections and a decision to table the vote was agreed upon and a called meeting was established for Monday, February 6, 2023 at noon in the Olde Town Covington conference room.

**OTHER**

We are still looking for volunteers to assist with all upcoming events as is the Chamber with their events.

**ANNOUNCEMENTS**

OTC Volunteer meeting will be held, Tuesday, February 28, 2023 in the OTC Conference room at 5:30PM.

**ADJOURNMENT**

Julie Stanley moved that the meeting be adjourned, and this was agreed upon and the meeting concluded at 1:08PM.

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Secretary (signature)  
Olde Town Covington

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Date of Approval

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Secretary (print name)  
Olde Town Covington