

## OLDE TOWN COVINGTON - BOARD MEETING

**Date:** Monday, January 30, 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 (OTC) was held on Monday, January 30, 2023 at the Olde Town Covington Office, it began at 12:05PM and was presided over by Paul Linkenhoker, Board President with board member Jennifer Smith acting as secretary for the purpose of meeting notes.

#### ATTENDEES

Lisa Akers, Brad Armentrout, David Crosier, Kathy Downey, Jaime Hale, Theresa Hammond, Christine Hodges, Paul Linkenhoker, Teri McClung, Tom Sibold, Thomas Smals, Jennifer Smith, Matt Smith and Julie Stanley.

Absent this date include: Rylee Reynolds, Secretary.

#### APPROVAL OF MINUTES

A motion to approve the minutes from the last meeting was waived as no minutes were available from the last meeting.

#### COMMITTEE REPORTS

The Treasurer, Jaime Hale, reported the account balances for Olde Town Covington (\$29,115.73) and Cork & Pork (\$22,027.73) and requested a budget meeting be scheduled. Paul requested that he, Julie Stanley, Jaime Hale, Thomas Smals and BB Bryant determine a date and time for the budget meeting and once a date/time is determined the Board will be invited to attend.

Julie Stanley, as part of the Steering Committee, provided a brief overview of the work being done to update and construct Bylaws, a Code of Ethics and a Social Media Policy. Conversation between many different members occurred. Paul made the recommendation to table it all until February and vote to adopt them all at that meeting. As a result of the Steering Committee, a Merchants committee was mobilized and Lisa Akers accepted the position as committee chair.

Lisa Akers, committee chair for the newly established Merchants Committee, reported that she is working to obtain more business owner participation, she is researching 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.

Paul Linkenhoker and Julie Stanley provided an update on the Mobilizing Main Street Program and our acceptance into the program. Terri McClung and Theresa Hammond are also participating in this program with the Board. Paul and Julie expressed their excitement for the program and stated there was homework that the Board would need to sit down and complete together prior to their next MMSP meeting. Our program administrator is Ellie Dudding. They are hoping to have Ellie come to the area soon to become more familiar with our area and offerings. The mention of the need for a full-time Executive Director was brought up.

## **OTHER REPORTS**

Paul informed the Board that the office hours were changed effective January 1, 2023 to accommodate Rylee's academic schedule. There was no opposition from the Board.

### **PARTNERSHIPS**

Julie reported that the Virginian Review has reached out about a sponsored ad in the paper for an events ad where other businesses pay to sponsor our ad. Free for us and they will solicit the sponsorships.

Julie reported that Kayla Sholes reached out from Social Services requesting information about volunteer opportunities for participants in the VIEW program. Julie is requesting more information about the VIEW program.

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

Terri McClung reported the MOU has been signed for the Gordmans building; the business going into the old BACOVA building, medical marijuana, is set to bring approximately 100 new jobs to the area; the area received a \$3.2 million dollar grant from the state for the pad ready site; the apartments at the YMCA are rolling along and scheduled to be ready for July, no rental price has been determined.

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

Theresa Hammond reported the Gran Fondo is set for 05/13; Marathon is 06/03; Moomaw Swim is 08/19; Street Scene is 08/12; Overlander event at AET is 09/08-10. There is a ribbon cutting on 02/08 for Hosannah Getaways with several more she anticipates in the near future. Theresa also mentioned the possibility of the Sports Car Club of America holding an event in September in the area. AHCC is also doing a logo relaunch on 02/01/23 w/ an estimated website update in 4-6 weeks. Volunteers for all Chamber events are needed and much appreciated.

## ***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

Thomas mentioned a note from Allen Dressler was to not wait to obtain permits and plan ahead as much as possible. Thomas also provided an update that the Pocket Park was making progress, it will be located behind the LOVE sign on Main Street and is slated to be complete in the month of May 2023. The city is working on obtaining the Primitive Peddler Building.

## ***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.

Paul stated there was no building rehabilitation update. Tom Sibold mentioned he will begin working on a discussion with the vacant building beside the LOVE sign on Main Street. The old Collins Hotel was brought up by several members and discussion of whether it needs to be saved or demolished was brought up. Additionally, praise was given to Dizzy Garten for the work happening in the old bank building across the street from the Gordmans building.

Julie reported that since the new year has begun we revisit the Wal-mart signage directing people downtown and our offerings. Julie states she and David Crosier will begin work on this and Theresa Hammond offered her assistance as well.

## ***4H Extension***

Paul said the Farmer's Market is looking for a new market manager. He also suggested a raise in the hourly rate as well as the time per week allotted for the market manager. The former market manager was paid \$10/hr for 4 hours on the day of the market, essentially \$40/wk. Will table this discussion until February.

Christine has additional duties she would also like to add to the position such as social media postings and the development of events at the market.

## **EVENTS/PROMOTIONS**

### *Cork & Pork*

BB Bryant & Cindy Bryant were absent from the board meeting and therefore no update was provided. The website ([www.covingtoncorkandpork.com](http://www.covingtoncorkandpork.com)) is up and running. This will be the 10th annual competition. Will need to establish a committee for this event. Will discuss further at the volunteer meeting.

### *Fireman's Festival*

Slated for May 31 - June 3. Tom Sibold reports Coles Amusement has new office staff and to try to call them again for more information, Rylee will do. Jennifer Smith has volunteered to be the liaison for the "west-end" fire departments (Covington, Falling Springs, Boiling Springs & Dunlap). Will have more to report at the next Board meeting in February.

### *Christmas Parade/Holiday Magic on Main*

This event was a huge success!

## **NEW BUSINESS/ACTION ITEMS**

Julie Stanley nominated Lisa Akers to the Board and provided a nice introduction for all those in attendance. Paul opened the floor for questions/concerns and there were none. Paul then asked if there was a motion to vote Lisa on the OTC Board. David Crosier moved a motion, Julie Stanley gave a second, Thomas Smals provided a third and she received a unanimous vote of yea's from all remaining voting members. Julie attempted to then nominate Matt Smith after Thomas brought up the fact it was on the agenda however, Paul stated that the board was full at nine (9) voting members at this time.

Julie brought up a bill for \$1,500.00 for the city clock repair. Paul stated he had approved that OTC would pay that prior to OTC receiving a bill and requested a check be cut and the bill be paid. A vote was not taken.

Thomas Smals requested OTC pay \$1,000.00 deposit for the stage for Rock The Block. Paul signed the request for the funds and Jaime will cut a check. A vote was not taken.

Jennifer requested a \$100 donation to the welding students of JRTC at the request of Kenny Higgins and Ray Keen for their work into the Santa Sleigh. The students added metal rails for a more authentic look. A motion was made by Julie, David provided a second and the donation was approved with a unanimous "yea" from remaining voting members.

## **OTHER**

We are still looking for February and March fundraising and event ideas.

A question was posed as to who was responsible for the Applebees building to which Tom and Theresa simultaneously responded that the owners of the building are responsible, they are a holding company out of California and Tom reports they have not been answering the phone and most recently may have been disconnected(?).

**ANNOUNCEMENTS**

OTC Volunteer meeting will be held, Tuesday, January 31, 2023 in the OTC Conference room at 5:30PM.

**ADJOURNMENT**

Paul Linkenhoker moved that the meeting be adjourned, and this was agreed upon at 1:21PM.

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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