

OLDE TOWN COVINGTON - BOARD MEETING

Date: Monday, November 13, 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, October 30, 2023 at the Olde Town Covington Office, it began at 12:11PM and was presided over by Julie Stanley, Board President with Jennifer Smith, Board Vice President, taking meeting notes as secretary Wanda Crawford was not present.

ATTENDEES

Lisa Akers, Brad Armentrout, Christine Hodges, Terri McClung, Jennifer Smith and Julie Stanley.

APPROVAL OF MINUTES

Julie Stanley indicated that a quorum was present and a motion by Jennifer Smith was made to approve the October 2023 meeting minutes with a second from Terri McClung.

COMMITTEE REPORTS

Treasurer's Report - Jaime Hale not present this date however, Julie Stanley reports that the Olde Town Covington account has \$30,000.55 and the Cork & Pork account has \$6,051.51. Additionally, Julie noted that the previously established issue with the Farmers Market budget overage of \$1,300 was cleared up and after discussion with Christine and itemizing the Farmers Market is only approximately \$200 over budget.

Adopt-A-Highway - No update as our last meeting was just two weeks ago. Julie continues to work on the issues brought up at the last meeting.

Executive Committee - Julie Stanley reported that Ellie from VMS will be coming for a visit and meeting on this Friday, November 17th. The meeting is to be held at Council Chambers at City Hall from 9:00am - 1:00pm. Additionally, Julie spoke with Yolanda Scruggs, a new business owner on Main Street - Sistas Salon. She is excited to be in the area. Matt from Main Street America just send his findings in late Friday and/or over the weekend. Terri has condensed the information into one document so that it can be uploaded into the VMS folder and for easier sharing. Julie also passed out copies of Business Engagement Data Forms asking board members to fill out the form whenever they speak with downtown businesses and return to them to Julie.

Event Committee - Jennifer Smith was present and reported that marketing began the first week of November for Holiday Magic on Main and seems to be getting good traction on social media, she also reported that as of this morning there are 24 pre-registered participants for the Christmas parade. After discussion with Julie prior to this meeting, the local Girl Scout Troupe will be selling crafts at the Farmers

Market, all profits going to the Angel Tree. The Christmas Tree sale at the Farmers Market has not gone live as the AHS FFA has backed out however, Jennifer is working on procuring Christmas trees as the local Girl Scout Troupe is interested in selling them if we can find a supplier. While discussing this, the topic of selling spaces at the Farmers Market to vendors who may not have gotten into the Bazaar. After a discussion it was determined that as long as Good News did not plan to have outside spaces for vendors to setup that Olde Town Covington would offer 10x10 spaces at the Farmers Market for \$25 with electricity. Jennifer will contact Darlene.

Merchants Committee - Lisa Akers has no update however, during the meeting discussion ensued where Julie asked Lisa to be the one to go over the Business Engagement Data forms when they get turned in. Julie also suggested having “10 minute Tuesday” virtual meetings and then coffee at Kanawha following in an attempt to engage downtown merchants. Discussion also was had with engaging Amber Nicely of Love It and More Boutique with the Gauntlet program.

Steering Committee - Julie reported that the next meeting is set for 12/04/2023. Julie reported that discussion was had to rename the Volunteer Committee to the Advisory Committee and reinstate the monthly meetings. A decision was made at the steering committee that the Advisory Committee would meet every third Monday of the month at 5:30pm.

Volunteer/Advisory Committee - Julie Stanley is working on a volunteer program that would give volunteers a sense of ownership over various events/activities. The Advisory Committee will meet every third Monday of the month at 5:30pm. (Please see new business/action items; first meeting will be held 01/15/2024).

OTHER REPORTS

PARTNERSHIPS

Alleghany Highlands Economic Development Corporation

Bryan Thompson not present this date.

Alleghany Highlands Chamber of Commerce

Theresa Hammon nor Josh Taylor present this date. Email update from Theresa indicated they both had previous engagements. Theresa has all the information for the holiday events and will help us in advertising on social media and their newsletter. Theresa also asked if someone from the OTC Board would be interested in serving on the VA 250 Local Committee with a kickoff meeting of Wednesday, November 29th at 12:00pm and will meet on a quarterly basis at this time, Julie volunteered to represent OTC. She also stated in her email that she and Josh looked forward to the workshop on Friday (re: Ellie, VMS).

Covington City Parks & Recreation

Thomas Smals and Matt Smith not present however, wanted to highlight that Twinkling Trails will kickoff this Sunday, November 19th at 6:00pm at the Jackson River Sports Complex. Kanawha Cafe will be onsite and musical selections from the AHS Choir will also be sung.

4H Extension/Farmers Market

Christine present this date and reported a successful Farmers Market season, she also stated that her two Market Managers have agreed to return next season. She also stated she would get with DeShawn regarding the vendor list from Fall Fest which was canceled to see if any of those vendors would be interested in setting up at the Farmers Market for Magic on Main if Good News does not plan to have outdoor space available.

Small Business Coordinator

Terri McClung present and no new information at this time. She continues to work on vacant buildings around the city as well as engaging businesses.

EVENTS/PROMOTIONS

See event committee above for updates.

NEW BUSINESS/ACTION ITEMS

Monopoly Initiative (Shop Small, Shop Local)

Julie found a template from years past where OTC held an initiative to entice the community to shop at home. Discussion was had by those in attendance and recommendations for more but smaller gift card sizes to encourage the community to participate. It was also determined that businesses wishing to participate and be on the game board would need to supply a “prize” of \$25 in value or more or a monetary contribution of a minimum of \$25 to assist in the prize pool for participants. Julie, Wanda and Terri will head this up.

Holiday Magic on Main

Julie reported there had been one or two comments asking with all of the events were being held on one day versus spreading it out. The reply is that Holiday Magic on Main is essentially a one-day festival that is held the day of the Covington Christmas parade. Julie expressed her excitement for having a “2nd Annual” event.

Action Item (PASSED)

To re-engage the Volunteer Committee and rename it to the Advisory Committee to meet monthly on the third Monday of the month at 5:30pm to begin January 2024.

Motion: Lisa Akers; 2nd: Terri McClung

Action Item (PASSED)

To explore the option of other sign shops such as Driven Designs and Bear Mountain Designs for the Wal-Mart sign, obtaining mock-ups and detailed quotes.

Motion: Brad Armentrout; 2nd: Lisa Akers

OLD BUSINESS

Julie reported that Image Express was taking a very long time in completing the Wal-mart sign project and asked for a motion to explore other options.

OTHER

ANNOUNCEMENTS

The next board meeting will be held, Monday, December 18, 2023 at 12:00pm in the conference room of Olde Town Covington.

ADJOURNMENT

Jennifer Smith motioned for the meeting to be adjourned and Lisa provided a second, the meeting concluded at 1:17pm.

Secretary (signature)
Olde Town Covington

Date of Approval

Secretary (print name)
Olde Town Covington