

OLDE TOWN COVINGTON - BOARD MEETING

Date: Monday, October 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 was held on Monday, October 30, 2023 at the Olde Town Covington Office, it began at 12:07PM and was presided over by Julie Stanley, Board President with Wanda Crawford, secretary, taking meeting notes.

ATTENDEES

Brad Armentrout, Wanda Crawford, Gray Lane, Terri McClung, Tom Sibold, Thomas Smals, Jennifer Smith, Matt Smith, Julie Stanley, Josh Taylor, Bryan Thompson and John Wilson.

APPROVAL OF MINUTES

A quorum was present and a motion by Jennifer Smith was made to approve the September 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 we are in the negative approximately \$1,300 from the Farmers Market. Julie report she and Jaime are working on this.

Adopt-A-Highway - Julie expressed her desire to move it closer to the City as she states the current stretch of highway is on 220 N beyond Covington Honda Nissan. Discussion ensued as Tom Sibold stated the Olde Town Covington location begins near the county side of Dry Run. Julie will seek clarification from VDOT as to our exact stretch and inquire about a new location.

Executive Committee - Julie Stanley reported that Ellie from VMS would like to come work with the board on November 15th or 17th and would like to have at least 70% board participation. Julie and Terri anticipated it would be a morning meeting lasting 3-4 hours. After some discussion, the decision was made to favor November 17th over the 15th and confirmation will be sent via email once Ellie confirms the 17th will work for her. In regard to MMS, Julie reported that OTC needs "3 goals" for a graph/table and that she will send out links with more information regarding this. She again, advised the board that OTC will require a full-time executive director within the next year and that we need to begin exploring how to fund this position. Julie began what she hopes will be a monthly newsletter, the October newsletter was well received and she would like to continue exploring other means of communication to the community outside of social media. Olde Town Covington was the recipient of a \$2,000 grant from People's Bank which Julie applied for and is to be put toward the Alley Gallery beside the Discovery Center. Thomas Smals brought up important issues such as lighting and security cameras. Discussion was had regarding Sherwin Williams donating

paint and the woodworking class at JRTC providing seating or other additions. Julie would like to schedule an executive committee meeting soon. The next steering committee meeting is set for Monday, November 4th at 12:00pm. With the holiday season quickly approaching, Julie encouraged everyone to endorse not just shopping locally but, also purchasing gift certificates to local businesses. Lastly, Julie and Terri would like for board members to begin documenting when they speak with a business; who, when, where, what, etc. A form will be sent out via email for board members and ex-officio to have on hand.\

Event Committee - Jennifer Smith was present and reported that beer sales were down at Magic Mountain Fest held at JRSC on 10/21 however, Chilling Tales was fun and well attended that same evening. Magic on Main is excited to add six new events/activities, Jennifer distributed a tentative schedule of events. The Covington Christmas parade set for Sat., December 2 already has registrations coming in. Tom Sibold stated that Bob McNanley is a go for being Santa during the parade, Jennifer will reach out to him to confirm specifics. Jennifer brought to the attention of the board that in the past, Olde Town Covington has made a donation to local high school bands who have come and participated in the parade. For the last several years that donation has been \$200/per school. Jennifer asked how the board would like to proceed since the two local high schools have now combined, option A being leave the donation at \$200 and option B being to give Alleghany High School a donation of \$400. Thomas Smals made the suggestion that if \$400 was already budgeted then to go ahead and give the AHS band \$400. Julie Stanley said she would like to table the topic until the next meeting. A suggestion was made to invite the Bath County Marching Band down, Jennifer will make contact with them. Marketing of events will hopefully begin November 1st.

Merchants Committee - Lisa Akers absent this date, no update.

Steering Committee - Julie reported that the next meeting is set for 11/04/2023. Discussion was had as to if the meeting is at 5:00pm or 12:00pm and a 12:00pm meeting time was confirmed.

Volunteer Committee - Julie Stanley is working on a volunteer program that would give volunteers a sense of ownership over various events/activities.

OTHER REPORTS

PARTNERSHIPS

Alleghany Highlands Economic Development Corporation

Bryan Thompson present this date. He reports there was a Workforce Luncheon where local contractors got together to discuss the upcoming needs of their businesses in order to remain functioning and/or in the area. There is a high demand for heavy equipment operators, most contractors in the area estimate in the next 5-10 years they are going to lose a lot of knowledge in various aspects of contracting and they are hoping to address this sooner rather than later. Bryan is working with Matt McGraw at MGCC. There was also talk of a program for felons to help guide them into occupations that they can legally do right out of prison or shortly after release.

Allegheny Highlands Chamber of Commerce

Josh Taylor was present this date and again reported a great turn out for the Newcomers event at West Winds. There is a wine pairing event scheduled for Friday, November 3rd. Josh reports the AHCC calendar had over 200+ photo submissions this year, winners will be announced soon and the calendar will be available mid-November. Josh also announced the AHCC Facebook page recently hit 15k likes which he states this is doubled from when he began the social media push. Any holiday events to be advertised in the AHCC Holiday Guide should be sent to Pam ASAP.

Covington City Parks & Recreation

Thomas Smals and Matt Smith present and has the rundown of upcoming events:

Oct. 5 - Homecoming Parade and BonFire were a great success

Oct. 21st - Pumpkins in the Park was great

Oct. 27th - Hometown Halloween was again, well attended with estimations of 4K+ in attendance and 79 vendors setup. A few logistical items to address next year. P&R will announce winners first week of November.

Nov. 19th - Twinkling Trails at JRSC grand opening, hot chocolate for sale, AHS choir will perform

Nov. 26th - Santa 5K and Hometown Christmas Celebration (Kanawha Cafe onsite selling coffee)

Dec. 2nd - Covington Christmas Parade; P&R sponsoring Grinch Breakfast w/ proceeds benefiting the Christmas Mother.

Dec. 8th - Kids Gingerbread Workshop @ JeterWatson Center for children, must RSVP \$5/child (limit 30)

Dec. 12th - Adult Gingerbread Workshop @ JeterWatson Center for children, must RSVP \$5/adult (limit 30)

4H Extension/Farmers Market

Christine absent this date. Concern with \$1,300 over budget. Julie and Jaime plan to investigate.

Small Business Coordinator

Terri reported receiving a grant for \$50,000 to aid participants in the Gauntlet program, explaining there will be 3 “big” winners, everyone (in Covington) will receive “something” as long as they go through the program and submit a business plan and pitch. To date, five businesses in Covington have registered for the Gauntlet. Terri also suggested doing a “Sticky Note Project”, where a group of individuals or the public in general, walk around downtown and place sticky notes on vacant buildings with what they would like to see in the building. Terri is looking for mentors and/or donations, states all money donated locally stays local.

EVENTS/PROMOTIONS

See event committee above for updates.

NEW BUSINESS/ACTION ITEMS

None.

OLD BUSINESS

Jennifer Smith asked where we were with the Wal-mart sign. Julie and Terri stated they sent Image Express a mock-up.

OTHER

- Ambassador Program
 - Mascot?
 - Contest for local businesses to submit ideas on a mascot
 - Thomas suggested the lamp post

ANNOUNCEMENTS

The next board meeting will be held, Monday, November 13, 2023 at 12:00pm in the conference room of Olde Town Covington.

ADJOURNMENT

Julie Stanley moved that the meeting be adjourned, and this was agreed upon and the meeting concluded at 1:13pm.

Secretary (signature)
Olde Town Covington

Date of Approval

Secretary (print name)
Olde Town Covington

