

## OLDE TOWN COVINGTON - BOARD MEETING

**Date:** Monday, September 25, 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, September 25, 2023 at the Olde Town Covington Office, it began at 12:00PM and was presided over by Julie Stanley, Board President with Wanda Crawford, secretary, taking meeting notes.

#### ATTENDEES

Lisa Akers, Brad Armentrout, Tara Brewster, Wanda Crawford, Jaime Hale, Theresa Hammond, Terri McClung, Tom Sibold, Thomas Smals, Jennifer Smith, Matt Smith, Julie Stanley, John Wilson.

#### APPROVAL OF MINUTES

A quorum was present and a motion by Lisa Akers was made to approve the August 2023 meeting minutes with a second from Jaime Hale.

#### COMMITTEE REPORTS

**Treasurer's Report** - Jaime Hale present this date and reported \$6,051.51 in the Cork & Pork account and \$33,920.11 in the Olde Town Covington account. She also provided information regarding a payroll tax increase as well as an increase in our General Liability and Events insurance of \$1,900.00.

**Adopt-A-Highway** - Jaime Hale has all equipment and a date of 10/14/2023 is set for the pickup. Julie suggested/asked about moving to a different stretch of highway that would be safer as the current location was picked by a previous board president who frequented the area. Julie expressed that the project may be more engaging if it were in town.

**Executive Committee** - Julie Stanley reported that the VMS workshop was very informative and that Matt had commented how well the meetings went and that he was pleased with the meeting participants and attendance. We are still awaiting his final feedback, findings and strategies.

**Event Committee** - Jennifer Smith reported Paint the City Blue is open to everyone within the school district. Chilling Tales of Covington is scheduled for 10/21/23 following Pumpkins in the Park/Mountain Magic Fest with David Crosier. Hometown Halloween is set for 10/27/23 from 5:00p-7:00p, Olde Town will supply the prizes and trophies as in years past. Magic on Main will begin taking shape in the coming months, Jennifer will confirm with venues and partnering businesses/organizations. This will take place prior to the Christmas parade on 12/02/23.

**Merchants Committee** - Lisa Akers reported there was another morning breakfast/coffee gathering for local merchants that was less attended however, still well received. Many merchants participated in the Paint the City Blue initiative which was encouraging.

**Steering Committee** - The September meeting focused on preparations for the upcoming workshop including scheduling, foot, invitations and strategies to engage the currently disengaged elements of the downtown community. The next meeting is set for 10/06/2023.

**Volunteer Committee** - Julie Stanley is working on a volunteer program modeled after one observed in a MMS summer webinar. Several board members expressed ways to engage volunteers to include MGCC, AHS, Churches, etc. Discussions ensued about if volunteers were needed for upcoming events, Hometown Halloween and Magic on Main. The conclusion at that point was that sponsors provided their own volunteers for these upcoming events and that volunteers were needed more so in the summer months, limiting these avenues of engagement.

## OTHER REPORTS

### **PARTNERSHIPS**

#### ***Allegheny Highlands Economic Development Corporation***

No one present this date. Email reminders are being sent however, no reply and no one is attending.

#### ***Allegheny Highlands Chamber of Commerce***

Teresa Hammond present this date and stated the River Markers have been installed along the Jackson River. The AHCC Golf tournament is set for 10/01, 10/02 is the Sheriff's Candidate Forum, 10/04 is the School Board Candidate Forum and 10/17 is the Newcomers event. The Chamber has also relaunched one of their videos highlighting the area. There is an upcoming Ribbon cutting on 10/02 at Barnwood Blessings for their reopening.

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

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

Oct. 5 - Homecoming Parade and BonFire

Oct. 21st - Pumpkins in the Park

Oct. 27th - Hometown Halloween

Nov. 26th - Santa 5K and City Tree Lighting

Dec. 2nd - Covington Christmas Parade

#### ***4H Extension/Farmers Market***

Christine absent this date. The Farmers Market is holding an Autumn Market on Saturday, Oct. 14th.

***Small Business Coordinator***

Terri reported receiving a grant for \$50,000 to aide participants in the Gauntlet program. Terri reported that she and Jennifer attended the RevUp in Luray and brought up the possibility of an Architectural Review Committee.

**EVENTS/PROMOTIONS**

See event committee above for updates.

**NEW BUSINESS/ACTION ITEMS**

**Action Items**

**Christmas Parade Theme (passed)**

Change from “Merry Grinchmas” to “A Whoville Christmas - A Warm Hearted Holiday Season”. A motion was made by Lisa Akers with a second by Brad Armentrout. No opposed.

**OTHER**

- Mayor Tom questioned during the meeting if Olde Town Covington needs to begin to look into if OTC can or how OTC can support an Executive Director.
- Mayor Tom suggested the use of Bob McNanley for Santa in the Christmas parade and Magic on Main.
- Julie asked Wanda to check with Boys Home to see if they would be interested in selling Christmas Trees at the Covington Farmers Market during the market’s off season.

**ANNOUNCEMENTS**

The next board meeting will be held, Monday, October 30, 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 12:55 PM.

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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

