

## OOLDE TOWN COVINGTON - BOARD MEETING

**Date:** Monday, December 18, 2023  
**Time:** 12:00 PM  
**Location:** Olde Town Covington - Conference Room  
450 W. Main Street, Suite 100  
Covington, VA 24426

### CALL TO ORDER

A Board meeting of Olde Town Covington was held on Monday, December 18, 2023 at the Olde Town Covington Office, it began at 12:06 PM and was presided over by Julie Stanley, President with Secretary, Wanda Crawford taking notes.

### ATTENDEES

Julie Stanley, Jaime Hale, Terri McClung, Brad Armentrout, John Wilson, Josh Taylor, Thomas Smals, Matt Smith, Tom Sibold, Wanda Crawford

Absent this date include: Lisa Akers, Kim Jefferson

### APPROVAL OF MINUTES

A quorum was present. A motion to approve the minutes of the December 2023 board meeting was made by Jaime Hale and seconded by Brad Armentrout.

### COMMITTEE REPORTS

**Treasurer's Report** - Jaime Hale present this date and reported the account balances for Olde Town Covington \$29,190.85 and Cork & Pork \$6,051.51

Motion was made by Brad Armentrout to change the Cork and Pork account to Special Events and seconded by Thomas Smals. Jaime Hale said this account would require a second signature and Julie Stanley volunteered.

**Adopt-A-Highway** - No update at this time / not active in winter months.

**Executive Committee** -Julie Stanley stated Mobilizing Main Street has a work plan and progress. There needs to be an investment in merchant relations.

Discussion on changes to be made on WalMart sign before marketing. Same font needs to be used, hand needs to be an arrow, remove color from wheel in lamp post, stay with all black and add an e to Old at the bottom. Mayor Tom Sibold questioned why we were going to Clifton Forge on this project. It was explained that this project had been in the works with Image Express for 3 months and felt we needed to move forward. The Mayor then stated that if it was an Olde Town Covington project it should be done in Covington and excused himself from the meeting without listening to further explanation.



**Event Committee** - No Events at present time

**Merchants Committee** - No update at this time...

**Steering Committee** - No update at this time

**Volunteer Committee** - Changed to Advisory Committee/to meet January 16,2024

## **OTHER REPORTS**

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### **PARTNERSHIPS**

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

No update at this time

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

Josh Taylor announced there would be a meeting for Young Professionals on January 19,2024 at Noon. This event will be at Mountain Gateway Community College.

March 13,2024 will be the Annual Chamber Dinner at the Omni Homestead Resort.

Josh also said plans are getting started for the Semiquincentennial Virginia 250 and if anyone wanted to share any local history to let him know.

#### ***Covington City Small Business Coordinator***

Terri McClung reported she has six people signed up for The Gauntlet.

Also announced there would be a meeting on Mobilizing Main Street in January and requested Board members to please attend. Jaime Hale asked if it would be possible to have several dates to choose from since she will be working out of town a good bit in January and February.

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

Thomas Smals stated a lot of the upcoming events would be moved to the Mid City Mall in the future.

He also announced that the Mobile Vietnam Memorial Wall would be at the Jackson River Sports Complex the first of October and that they are planning several events and will be honoring local Vietnam Veterans.

It was also noted that Covington was the only city in the state to be selected.

## **EVENTS/PROMOTIONS**

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## **NEW BUSINESS/ACTION ITEMS**



**[ACTION ITEM] [PASS]**

JaimeHale stated a new Budget Committee was needed since the one we have now consist of old members who are no longer on the board Julie Stanley, Brad Armentrout and Thomas Smals volunteered to serve.

**[ACTION ITEM] [PASS]**

Resignation Of Jennifer Smith was accepted with regret. She did an excellent job and will be missed.

Discussion on changing the Board Meeting from noon to 5:30

The change will not be made at this time.

**OTHER**

Thomas Smals commented we need to improve merchant relations. Jaime Hale suggested we Consider holding our board meetings at different merchants to get them more involved, maybe providing light snacks. Thomas Smals also said we need to get issues on the Board resolved. Jon Wilson asked what issues because of our successful Magic on Main/Parade activities and that he was hearing positive feedback. Julie responded that a very few people were involved in some back chatter, but those few didn't realize that the majority of the world was neither involved nor concerned with their issues. Pay more attention to how we treat others since it is all volunteer positions and there seems to be a lack of communication. A lot of pressure is involved with Mobilizing Main Street and it is very demanding. Josh Taylor suggested having a meeting just to hash things out.

**ANNOUNCEMENTS:**

**Next Board Meeting -**

January 22, 2024

**ADJOURNMENT**

Jaime Hale moved that the meeting be adjourned, and this was agreed upon and the meeting concluded at 1:04 PM.

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Secretary (signature)  
Olde Town Covington

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Date of Approval

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Secretary (print name)

