

OLDE TOWN COVINGTON - BOARD MEETING

Date: Monday, April 29, 2024
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, April 29, 2024 at the Olde Town Covington Office, it began at 12:02 PM and was presided over by Jennifer Smith, Interim President with Secretary, Wanda Crawford taking notes.

ATTENDEES

Jennifer Smith, Lisa Akers, Afton Griffin, Lisa Sponaugle, Josh Taylor, Matt Smith (present and voting on behalf of Thomas Smals for Covington Parks & Recreation), John Wilson, Christine Hodges and Thomas Sibold.

Absent this date include: Terri McClung, Thomas Smals, Jaime Hale and Brad Armentrout.

APPROVAL OF MINUTES

A quorum was present. A motion to approve the minutes of the March, 2024 board meeting was made by Lisa Akers and seconded by John Wilson

COMMITTEE REPORTS

Treasurer's Report - Jaime Hale was not present on this date, however she did report the account balances for Olde Town Covington to Jennifer as \$40,253.06 and Special Events Account \$10,101.51.

Adopt-A-Highway - Jaime Hale was not present on this date to provide an update.

Executive Committee - Jennifer reported Mobilizing Main Street is going well at this time. Lisa and Terri will represent Olde Town Covington at an Awards Ceremony in June for all Main Street communities. Next month, Olde Town Covington will hold their annual board member elections, nominations were received and those candidate's information were sent out to everyone electronically and are printed and available today.

Event Committee - Jennifer reported on Cinco De Mayo, Rock the Block and the first upcoming pool party at the City Pool. Matt Smith reported on Mid-City Music Festival. Please see Events below for more detailed information for each individual event.

Merchants Committee - No update at this time

Steering Committee - Met on April 8th and April 15th to discuss policies as well as the Executive Director position. Policies were sent out electronically to the board to be viewed and a vote to pass the policies will be held this date.

Volunteer Committee - Next meeting will be held Thursday, May 23, 2024 at Olde Town Covington Conference Room /regarding the Mid City Music Festival. We still need someone to chair this Committee, please let us know if you are interested and willing.

OTHER REPORTS

PARTNERSHIPS

Alleghany Highlands Economic Development Corporation

Bryan Thompson was not in attendance on this date and therefore no update was provided.

Alleghany Highlands Chamber of Commerce

Josh Taylor, attended today's meeting for the first time in his new role with the Chamber as the Executive Director. He reported on upcoming events. The last "Be a Tourist in your Hometown" tour will be May 13th. A Business Appreciation Reception will be held at Mountain Gateway Community College on Wednesday, May 15, 2024 from 5:30 PM to 7:00 PM. The Young Professionals group will meet on May 8th for their monthly planning session and again on May 9th for a social gathering at Linden Park, the activity is kick ball. The JRST Marathon will be held June 8th, they are expecting 500 or more runners this year. The Gran Fondo is set for June 29th. Additionally, Josh also announced that Lacy Meyer has been hired to handle Marketing and Membership for the Chamber; she will begin this new role on June 3rd. They are still seeking a candidate to fill a position created to handle the Chamber's events.

Covington City Small Business Coordinator

Terri McClung was not in attendance on this date and therefore no update was provided. Terri traveled to Vinton today for the Gauntlet program.

Covington City Parks & Recreation

Matt Smith was present and voting on behalf of Thomas Smals (Covington Parks and Recreation seat). Matt reported that the annual Alleghany Highlands Bike Rodeo would be held Saturday, May 4th, registration begins at 8:00am and the event will begin at 10:00am. The event is free for the community and will include activities and games for the children, entertainment and free hotdogs/chips/drink. At this time they have approximately 125 bikes to give away. The Farmers Market was de-winterized several weeks ago and is ready for Opening day on Saturday, May 18th. Jennifer noted there are 27 vendor spaces and that all vendor spots are full for the season. If for any reason a spot is not full it will be rented out for \$10.00. The first ever Farm Fest will be held in conjunction with the opening of the Farmers Market and have a tractor parade at Noon ending at the Depot where vendors will be set up along with Bounce houses for the kids, farm animals, Nowhere brewing and live music. The AHS FFA is working with Parks and Recreation on this project. May 25th, will be the summer kick off at Jackson River Sports Complex featuring a veterans Car Show. Kids activities from 3:30 PM to 7:00 PM, with bands performing at 3:30 PM and 6:30 PM.

EVENTS/PROMOTIONS

Cinco De Mayo (05/03/24)

Jennifer reported things were lined up for the event. Parks and Recreation were assisting with street closures and placing the vendors. Porta-Johns were being delivered Thursday, 05/02/24. Casa De Leones was sponsoring Live Pro Wrestling on Main Street to take place prior to music, 5:00pm - 6:30pm. Luca's Pizza, San Juan and Polar Express Shaved Ice would have food tents/trucks on site and Casa De Leones and Ray's Sweet Shoppe would remain open. NoWhere Brewing was joining Olde Town Covington to sell legal beverages. Bounce Houses and volunteers were being provided by Fincastle Baptist Church: Highlands Campus and Alleghany Asphalt sponsored the Kids Zone area. Big Al with Highway 64 will broadcast live for 2 hours and Chad Nickell and the Loose Change will perform 6:30pm - 9:30pm. Volunteers are still needed for entrances/exits.

Mid-City Music Festival (06/7-8/24)

Matt Smith reported the event is on track with planning. All entertainment is lined up, a Cruise-In is scheduled for that Saturday, a call for craft vendors has been made, there will be a Kids Zone, food vendors and more. Volunteers are greatly needed for this event and a volunteer meeting will be held on Thursday, May 23 in the conference room at Olde Town Covington.

Olde Town Covington Pool Party (06/14/24)

Jennifer reported this is the first of three community pool parties that Olde Town Covington will sponsor. This event will be at the Covington City Pool from 6:00-8:00pm. For this first pool party, Jennifer is asking for as many board members as possible to be present to assist in providing supervision as well as pass out information for our upcoming events. Jennifer is asking for someone to take the lead on this pool party.

Rock The Block (06/28/24)

Jennifer reported that this event will coincide with the Chamber's Gran Fondo bicycle check-in date/time. Logistics are still being planned.

Olde Town Covington Pool Party - Christmas in July (07/12/24)

Jennifer reported this is the second of three community pool parties that Olde Town Covington will sponsor. This event will be at the Covington City Pool from 6:00-8:00pm. This pool party is also our small business pop-up event, we will have a food truck, Santa and inflatables for the kids. Again, we will hold diving board competitions with local law enforcement as "judges". Jennifer will begin soliciting sponsorships, donations and prizes for the event in the coming weeks.

Olde Town Covington Pool Party - End of Summer Bash (08/2/24)

Jennifer reported this is the third of three community pool parties that Olde Town Covington will sponsor. This event will be at the Covington City Pool from 6:00-8:00pm. This will be our last "summer" event. Jennifer is taking suggestions for themes for this pool party.

NEW BUSINESS/ACTION ITEMS

Rock The Block Budget - Passed

Jennifer requested a motion to set a budget of \$3,500.00 for Rock the Block on June 28th on Mid City Mall. A motion was made by Lisa Sponagule with a second by Lisa Akers.

Policies and Procedures - Passed

Jennifer requested a motion to pass all policies and procedures presented to the board by the Steering Committee to include: Procurement Policy, Code of Ethics, Conflict of Interest Policy, Whistleblower Policy, Harassment Policy, Confidentiality Policy and a Social Media Policy. A motion was made by John Wilson with a second by Lisa Sponagule.

OTHER

None.

ANNOUNCEMENTS

None.

ADJOURNMENT

Jennifer Smith requested a motion to adjourn today’s meeting, Lisa Akers made a motion, and this was agreed upon by all and the meeting concluded at 12:38 PM.

President (signature)
Olde Town Covington

Date of Approval

President (print name)
Olde Town Covington

Secretary (signature)
Olde Town Covington

Date of Approval

Secretary (print name)
Olde Town Covington

