



Regular Board Meeting
Olde Town Covington Conference Room 12:00pm
MINUTES



June 24, 2024

CALL TO ORDER

A Board meeting of Olde Town Covington was held on Monday, June 24, 2024 at the Olde Town Covington Office, at 12:02 PM, presided over by Lisa Akers, Interim President with Secretary, Wanda Crawford taking notes.

ATTENDEES

Jennifer Smith, Wanda Crawford, Lisa Akers, Terri McClung, Josh Taylor, Melanie Taylor, Afton Griffin, Lisa Worley and Lisa Sponaugle

Absent this date include: David Crosier, Brad Armentrout, Jaime Hale, John Wilson, Thomas Sibold, Bryan Thompson and Christine Hodges

APPROVAL OF MINUTES

A quorum was present. A motion to approve the April 2024 board meeting minutes was made by Terri McClung, seconded by Lisa Sponaugle.

COMMITTEE REPORTS

Treasurer's Report - Jaime Hale was not present, however, she did reported the account balances for Olde Town Covington \$28,299.64 and Special Events Account \$9,526,51

Adopt-A-Highway - no update at this time

Executive Committee - Lisa Akers, Interim President noted that Thomas Smals has resigned and Jennifer Smith will remain on the board but no longer wishes to hold the President's position. Lisa Akers stated she does not wish to be the President but is willing to stay until the position is filled. Executive Director position is complete and has been posted, Applications will be received from July 1 thru July 31st. With a pay scale of 35 to 40K, The City has approved \$65,000.00 to Olde Town Covington. Event Committee will be headed up by Jennifer Smith, next event is Christmas in July on July 12th. Cinco de Mayo will be our main event each year. Jennifer was a lot of help with Mid City Music Fest, however the event was not promoted and advertised as it should have been resulting in poor attendance. We lost a little over 10K even with the city jumping in and paying Tidy for Porta Johns and for the promo banners.

Steering Committee - No update at this time

Volunteer Committee - Jennifer reported we still need someone to head up this committee and volunteers for Christmas in July.

PARTNERSHIPS

Alleghany Highlands Economic Development Corporation

Bryan Thompson was absent this date, therefore no update available.

Alleghany Highlands Chamber of Commerce

Josh Taylor, Executive Director reported that due to the loss at the Mid City Music Fest, Olde Town Covington has canceled the Rock the Block events for the remainder of the year so the Grand Fondo on July 29th, will end in Clifton Forge, 100 to 230 are expected and volunteers still needed for the Potts Creek rest station from 9:30 AM until 2:00 PM.



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On July 11th Business After Hours will be held at Boys Home to welcome Dr. J.R. Farrington the new Development Director from 5:30 to 7:00 pm.

July 16th, will have a ribbon cutting for K. McConnell, Legal at 4:30 PM. July 20th is a free outdoor day.

The Chamber is working on a grant to provide electric vehicle charging stations downtown.

Small Business Health Care is being offered by Anthem through the Virginia State Chamber. Businesses must have 2 to 50 employees, be a Chamber member as well as the Broker. We have 5 Anthem Brokers in our area. For more information visit the Chambers website.

Covington City Small Business Coordinator

Terri McClung, noted we should be receiving our certificate from Main Street America 2024.

The Business Launch Grant paid out the following:

\$3,125	Ray's Sweet Shoppe
\$3,700	Livesay Home Repairs
\$12,900	Friendly Fork
\$8,250	Barnwood Blessings
\$5,015	Jackson River Yoga

Covington City Parks & Recreation

Lisa Worley, with Parks and Rec reported that the 4th of July at JRSC is lined up with Bounce Houses from 4 to 7 PM, a variety of music and ending with fireworks. OTC to sponsor a Beer Garden.

The city plans to help with Christmas in July, lifeguards will decorate the pool deck and they have pinwheels that can be given away. City will also help with setup and teardown for this event.

EVENT COMMITTEE

Jennifer Smith reminded us we need to apply for a beer permit at least 10 days in advance.

July 4th, OTC will sell beer, city will set up, Tony and Lindsey O'Brien have volunteered to help. Discussion on the price of beer and decided on \$5.00 cash and \$5.50 card.

July 12th Christmas in July will offer swimming from 6:30 to 8:30 PM, food trucks, vendors, yard games and vendors are welcome and can set up starting at 4PM. Lisa Akers said she would donate a tree, and Jennifer Smith has blow-ups we can use and decorations can be purchased at Dollar Tree. Merchants are being asked for donations of 10 to 20 dollars to purchase prizes or they are welcome to donate a prize, sponsor needed for \$50.00 to pay Santa. Bear Mountain has agreed to update banners for \$100.00. Chief Smith and someone from the county will judge the contest.

NEW BUSINESS/ACTION ITEMS

We need to offer Webinars for small businesses. Josh Taylor said the Chamber would be willing to partner on this and Lisa Sponaugle said the Library had meeting rooms available.

We need to be thinking of a theme for the Christmas parade.

Afton Griffin said she would be willing to serve as interim president.



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[ACTION ITEM]

OTC Handbooks need to be signed and returned to the office by July 1st, Motion was made by Lisa Sponaugle and seconded by Terri McClung

[ACTION ITEM] PASSED

OTC to sell beer at the 4th. Of July event at JRSC, \$5.00 cash/\$5.50 card
Motion was made by Lisa Worley and seconded by Terri McClung

NEXT MEETING DATE/TIME

Board meeting date Monday, July 29th. At 12:00PM, at Olde Town Covington in the conference room.

ADJOURNMENT

Terri McClung moved that the meeting be adjourned, and this was agreed upon and the meeting concluded at 1:21 PM.

Secretary (signature)
Olde Town Covington

Date of Approval

Secretary (print name)
Olde Town Covington