MAIN STREET AMERICA
2024 Accredited

Regular Board Meeting

Olde Town Covington Conference Room 12:00pm

MINUTES

Olde Town Covington
A Mobilizing Main Street Community

June 30, 2025

CALL TO ORDER

An Olde Town Covington board meeting was held on June 30,2025 at the Alleghany Highlands Regional Library Board Room beginning at 12:03 PM, presided over by Afton Griffin, Interim President with Secretary Wanda Crawford taking notes.

ATTENDEES

Afton Griffin, Wanda Crawford, Terri McClung,Tony O`Brien, CW Smith, Kester Dingus,Jonathan Calloway,Tyler Sizemore,Josh Taylor,Susan Crowder and Lisa Sponaugle. Absent this date Lisa Worley ,Lisa Akers,Jamie Hale and Christine Hodges Guest from the community who attended Gary Whitmer, who also volunteered to serve on a committee, Patsy Snead and Pam Lightfoot.

APPROVAL OF MINUTES

A quorum was present. Motion by Jonathan to approve the June agenda seconded by Terri.
Lisa S made a motion to approve the May minutes and a second by Afton.

Treasurer's Report

Jaime Hale, Treasurer was absent due to a family emergency so Afton reported a bank balance of $77,214,43.she also advised the board that the city budget has been approved and we will need to send them a request for our part.,

EXECUTIVE DIRECTOR/PRESIDENT:

Afton said we learned a lot from the On Boarding Sessions for the new year which starts July 1st. She also requested the ByLaws be signed so she could submit them to the FCC. She will be sending out an email with the 25/26 budget. Kester starts officially on July 1st. and is already working with food vendors and souvenir vendors who may be interested in attending OTC events. He stated we need to be working on compiling a vendor list to send out. We need to be working on a calendar for 2026 now. Events for 26/27 need to be planned and coordinated with the Chamber, Clifton Forge and Covington Parks and Rec. so events are not overlapping each other. He says we need to do less events and be more impactful.

Main Street America

Terri passed out copies of the 4 point approach to revitalize downtown. These include Economic Vitality, Design, organization and promotion.

SMALL BUSINESS COORDINATOR

Terri suggested we have Event Ambassadors instead of volunteers and to create a recruitment announcement. She said the high cost of rent deters new businesses from locating downtown. She also had flyers for the Community Visions Tour on July 28th. and asked the board members to distribute them to area merchants. The tour will start at 6PM from City Hall. Mountain Rush has signed the Arcade contract and will be closed the next two weeks to install equipment. Opening is planned for the end of July, she also stated business at A-Line has gotten better and The City Cafe and Brewery are planning to serve breakfast, lunch and dinner with snacks available in the evening. No opening date available at this time.

BOARD TALK

Susan thinks we need to redo the sign at WalMart; she does not feel like it promotes OTC. The board will take a look at it and revisit at the next meeting.

A motion was made by Lisa S. and seconded by Jonathan to sign and submit the By-Laws to the state.

A motion was made by Jonathan and seconded by Lisa S to approve the budget.
Due to several Board members being absent it was decided to vote on Board Terms at the July meeting.

UPCOMING EVENT

July 25th. Christmas in July we will remove the beer and make it a free event. We have a few vendors interested in setting up at this event , we will do a playlist of Christmas music, have some pool contests and Santa will arrive on a firetruck. All prizes for this event to be purchased local. Question was raised by Pam Lightfoot regarding the liability both for OTC and the city and both are covered by insurance to cover all events and all contests would be age appropriate.
Clean up day needs to be done before the Visions tour on July 28th. OTC plans to cover the expense to have the windows of OTC district cleaned inside and out and we will ask the merchants to decorate for summer. Susan talked with Allen and the city plans to paint the curbs and lines in the road, prune the trees and wash down the sidewalks. OTC has put out a call for art with a theme of America the Beautiful, this would be artwork for ages 4 to 18 and would be displayed at the Alley Gallery and voted on by the public. This would tie in with the VA 250 Mobile Museum which commemorates the 250th anniversary of the American Revolution .OTC plans to decorate the area in red white and blue. Deadline to enter 7/31 and winners announced 8/7. A motion was made by Lisa S and seconded by Jonathan to set a budget of $1,000. And all gifts to be purchased locally. Age groups as follows 4 to 7, 8 to 11, 12 to 15 and 16 to 18. 1st place $100. Second place $50. Third place $25. A motion was made by Lisa S. and approved by Jonathan to set a budget of $1,000 for prizes and decor for the event..

ALLEGHANY HIGHLANDS ECONOMIC DEVELOPMENT

Tyler said they had celebrated a ribbon cutting with local officials,contractors and area citizens for the Alleghany Regional Commerce Center Pad Ready.
Housing Summit is scheduled for 8/14 at MGCC

PARTNERSHIPS-

Alleghany Highlands Chamber of Commerce

Josh reported that the Business After Hours on 6/26 held at B.A.Rupert Real estate was well attended.
He also said the Marathon held in June was the biggest ever with 482 attending and 23 states represented
8/2 Open Water swim Lake Moomaw
Travel Influencer will be coming 8/4-8th. This is a great promotion for our area.
VA 250 Mobile Museum will be set up Aug 8th~10th in the Mid City Mall parking lot

Covington City Parks & Recreation

CW reported that the Maple Trails Putt-putt at JRSC is coming along and tentatively opening July 14th.
7/4 4th of July featuring Live music at 4:30, Last Chance Band and the Kings at 6:30, Love All BBQ, JKK Concessions and Flurries will be available, bounces and ending with Fireworks at 9:30l
8/23 Sons and Grandsons of the Statler Brothers

4-H/Farmers Market

No update

NEXT MEETING -Monday July 28th, 2025 at 12:00 noon, OTC Board room

ADJOURNMENT- Motion by Jonathan to adjourn, this was agreed upon and the meeting concluded at 1:14 PM.