

Bradley E. Grose, Mayor
William "Wes" Nance, Vice Mayor
I. Douglas Adams, Jr., Council Member
Robert R. Altice, Council Member
Matthew S. Hare, Council Member



Vinton Municipal Building
311 South Pollard Street
Vinton, VA 24179
(540) 983-0607

**Vinton Town Council
Regular Meeting
Council Chambers
311 South Pollard Street
Tuesday, February 4, 2014**

AGENDA

Consideration of:

A. 5:30 p.m. - WORK SESSION

1. Briefing on the Virginia Stormwater Management Program (VSMP) and Municipal Separate Storm Sewer Systems (MS4s), Roanoke County/Town of Vinton Stormwater Management (SWM) Development Study and Stormwater Advisory Committee (SAC) Meetings.
2. Briefing by Jake Gilmer, Roanoke Valley Alleghany Regional Commission - Project Manager, for the Partnership for a Livable Roanoke Valley.
3. Annual update by Beth Doughty for the Roanoke Regional Partnership.

B. 7:00 p.m. - ROLL CALL AND ESTABLISHMENT OF A QUORUM

C. MOMENT OF SILENCE

D. PLEDGE OF ALLEGIANCE TO THE U. S. FLAG

E. UPCOMING COMMUNITY EVENTS/ANNOUNCEMENTS

F. CONSENT AGENDA

1. Consider approval of minutes for the regular Council meeting of December 17, 2013.
2. Consider approval of minutes for the regular Council meeting of January 7, 2014.

G. AWARDS, RECOGNITIONS, PRESENTATIONS

1. Officers of the Month for December – Sergeant Fabricio Drumond, Officer Daniel King, Officer James Spence.
2. Recognition of Michael W. Altizer for his eleven (11) year career as the representative of the Vinton Magisterial District on the Board of Supervisors of Roanoke County.

H. **CITIZENS' COMMENTS AND PETITIONS** - This section is reserved for comments and questions for issues not listed on the agenda.

I. **TOWN ATTORNEY**

J. **TOWN MANAGER**

ITEMS REQUIRING ACTION

1. Consider adoption of a Resolution appropriating funds in the amount of \$29,750.00 received from the Attorney General Forfeiture Grant Program to the Police Department for the purchase of replacement computers, software and mounts.
2. Consider adoption of a Resolution allowing the Town Treasurer/Finance Director to remove outstanding Personal Property delinquent taxes over five years old from the active records to a permanent file.
3. Consider adoption of a Resolution allowing the Town Treasurer/Finance Director to remove outstanding Water and Sewer delinquent bills over five years old from the active records to a permanent file.

UPDATE ON OLD BUSINESS

K. **MAYOR**

L. **COUNCIL**

1. Appointments to Boards/Commissions.
2. Financial Reports for November 2013 and December 2013.

M. **ADJOURNMENT**

NOTICE OF INTENT TO COMPLY WITH THE AMERICANS WITH DISABILITIES ACT. Reasonable efforts will be made to provide assistance or special arrangements to qualified individuals with disabilities in order to participate in or attend Town Council meetings. Please call (540) 983-0607 at least 48 hours prior to the meeting date so that proper arrangements may be made.

NEXT TOWN COMMITTEE/COUNCIL MEETINGS/EVENTS:

February 3, 2014 – 5:30 p.m. – Finance Committee Meeting – Finance Conference Room

February 6, 2014 – 6:00 p.m. to 8:00 p.m. – Public Meeting – Stormwater Advisory Committee Draft Recommendation Presentation – Vinton War Memorial, 814 Washington Avenue

February 18, 2014 – 6:00 p.m. – Work Session followed by Regular Council meeting at 7:00 p.m. – Council Chambers



Town Council Agenda Summary

Meeting Date

February 4, 2014

Department

Planning & Zoning

Issue

Briefing on the Virginia Stormwater Management Program (VSMP) and Municipal Separate Storm Sewer Systems (MS4s), Roanoke County/Town of Vinton Stormwater Management (SWM) Development Study and Stormwater Advisory Committee (SAC) Meetings.

Summary

In August 2012, localities were informed of the changes of the VA State Water Control Law and VSMP permit regulations, MS4s permit requirements, including the administration of the VSMP being transferred from Department of Conservation and Recreation (DCR) to Department of Environmental Quality (DEQ) as of July 1, 2013, and the implementation of the Total Maximum Daily Loads of Waste Load Allocations (WLAs).

Additionally, by July 1, 2014, localities will be responsible for accepting and administering the VSMP permit applications for the state. On January 15, 2014, to meet DEQ requirements, the VSMP local ordinance and application package checklists, final draft of the SWM ordinance, funding and staffing plan, VSMP and Erosion and Sediment Control (ESC) policies, procedures and process, were submitted to Department of Environmental Quality (DEQ). By May 15, 2014, each locality is required to have its VSMP in place including the adoption of the SWM ordinance, policies, procedures, funding and staffing plan, as well as the fee schedule. Based on the findings of the regional fee committee that met several times beginning March 2013 through August 2013, and was composed of representatives from the Cities of Roanoke and Salem, County of Roanoke, and the Town of Vinton, an increase to the existing fee schedule are being proposed by the committee to off-set some administration costs associated with the changes to the local VSMP requirements. Their findings were based on the evaluation of localities' existing fee schedules and the new requirements. The proposed VSMP fees are identical to the statewide schedule.

On September 17, 2013, Town Council authorized the Town Manager to sign the agreement with Roanoke County for the Town to be included in the SWM Program Development Study/Stormwater Utility Feasibility Study by AMEC. The study is to assist the County and the Town in evaluating existing stormwater programs, defining effective stormwater programs that are compliant with regulations, evaluating various scenarios to develop funding

recommendations that adequately and consistently fund stormwater programs in a fair and equitable manner as follows:

- Phase 1:
1. Stormwater Advisory Committee Facilitation
 2. Current Town and County Stormwater Program Evaluation
 3. Level of Service (LOS) Scenario Development
 4. Program Funding Scenario Development
 5. Briefings and Education
 6. Administration and Management

- Phase 2:
1. Stormwater Management Ordinance Draft Review
 2. VA Stormwater Management Program (VSMP) Staffing and Funding Plan
 3. Development of Local VSMP Policies and Procedures

Beginning early September 2013, the Planning and Zoning Director and Assistant to the Town Manager have been involved in all the meetings with Roanoke County personnel and AMEC. Additionally, Town personnel have continued to be involved in all the SAC meetings:

1. Meeting # 1, September 19, 2013: Kick-Off Meeting – South County Library.
2. Meeting # 2, October 10, 2013: Existing Stormwater Program and Costs – Vinton War Memorial.
3. Meeting # 3, October 24, 2013: Level of Service Analysis – Green Ridge Recreation Center.
4. Meeting # 4, November 7, 2013: Levels of Service – Green Ridge Recreation Center.
5. Meeting # 5, December 12, 2013: Program Development and Revenue Scenarios – South County Library.
6. Meeting # 6, January 9, 2014: Revenue Strategies and Recommendations – South County Library.

At the conclusion of the January 9th SAC meeting, there seemed to be a consensus among the SAC members (1) on continuing to explore a stormwater utility fee to fund the stormwater program; and, (2) on the following points:

- The County should fund stormwater through a dedicated fund and move it out of the general fund.
- The County should fund stormwater through a utility structure because of equity.
- Non-profits should not be excluded from paying for stormwater.
- The County should establish a credit program to encourage stormwater management measures by property owners.
- The general fund taxes should be decreased if the entire stormwater program is funded through a dedicated fund.

The next steps will be to get public feedback on the proposed program and funding options and brief elected officials on the process. Five community meetings will be held in February to get public feedback on the proposed program and funding options, with the February 6th meeting to be held at Vinton War Memorial from 6:00 p.m. to 8:00 p.m.

Recommendations

No action required



Town Council Agenda Summary

Meeting Date

February 4, 2014

Department

Administration

Issues

Briefing by Jake Gilmer, Project Manager, for the Partnership for a Livable Roanoke Valley.

Summary

Jake Gilmer will be present at the meeting to make this presentation.

Attachments

Power Point presentation

Recommendations

No action required

Partnership for a LIVABLE ROANOKE VALLEY



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Our Mission and Desired Outcomes

“Promote economic opportunity and quality of life in the Roanoke Valley.”

- Invite and engage all citizens
- Identify issues and opportunities
- Identify priorities and goals
- Create scenarios
- Define strategies
- Develop a Livability Plan



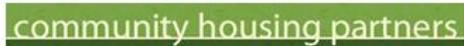
Who's Leading the Partnership

Livable Roanoke Valley Steering Committee

- **The Honorable Lisa Garst, City of Salem - *Chair***
- **The Honorable Bobby Thompson, Franklin County – *Vice Chair***
- The Honorable Stephen Clinton, Botetourt County
- Don Davis, Western Virginia Water Authority
- Lucy Ellett, Citizen Representative
- The Honorable Ed Elswick, Roanoke County
- Richard Flora, Craig County
- Mayor Bradley Grose, Roanoke Valley-Alleghany Regional Commission
- Shirley Holland, Carilion Clinic
- Dana Martin, VA Department of Transportation CTB
- The Honorable Charlotte Moore, Roanoke Valley Area MPO
- Todd Putney, Roanoke Regional Chamber of Commerce
- Robert Sandel, Virginia Western Community College
- Henry Scholz, Council of Community Services
- The Honorable David Trinkle, City of Roanoke
- Todd Putney, Roanoke Regional Chamber of Commerce



Partnering Organizations



Involvement Process

MAY 2012

All-Stakeholder Meeting
Trend analysis
SWOT analysis

OCTOBER 2012

Framework for the Future Workshop

TODAY

Livability Strategies Workshop

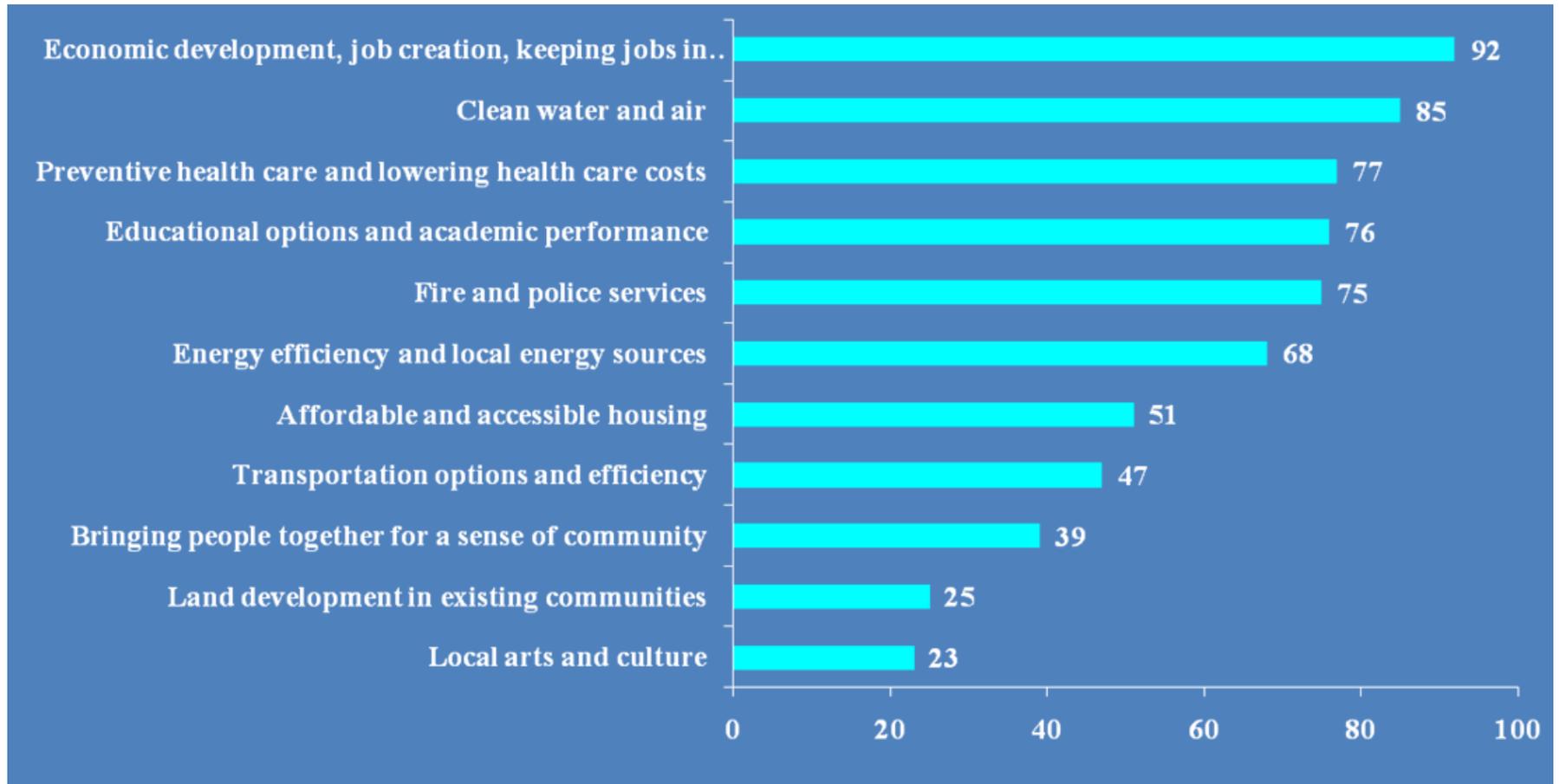
FEBRUARY 2014

Roanoke Valley Livability Plan

Steering Committee meetings, Stakeholder Committee meetings
Focus Area Sub-committee meetings

<http://ideas.livableroanoke.org> open for public comment

Livability Survey of 1,030 People in the Roanoke Valley



LIVABLE ROANOKE VALLEY – VISION & GOALS

Our Vision

We are living the dream. Beautiful mountains. Clean rivers and streams. People who care. The Roanoke Valley is filled with promise.

To make the most of these opportunities, we will work to provide quality education, access to healthcare, work and career opportunities, responsible stewardship of the environment, and greater regional cooperation. As we strive to fulfill our promises, we will be the destination for individuals, families and businesses who share the same dream that we do.



Goals of Livable Roanoke Valley

Economic Development: Creating jobs, increasing incomes and growing businesses to improve the quality of life for all residents of the Roanoke Region.

Workforce Development: Providing access to job training and educational advancement by fostering a culture of lifelong learning for people of all ages and abilities.

Healthy Roanoke: Mobilize community resources to improve access to care, coordination of services, and promote a culture of wellness.

Natural Assets: Working collaboratively to preserve the historic and natural assets of the region.

**LIVABLE ROANOKE VALLEY –
DRAFT STRATEGIES AND ACTIONS**

ECONOMIC DEVELOPMENT



Economic Development Invest in Regional Infrastructure

We will make strategic public/private investments in regional infrastructure that provide competitive advantages for businesses and institutions. Regional infrastructure investment decisions will be made to obtain the greatest public benefit.

- Provide Large, Market-Ready Industrial Sites
- Redevelop Small Industrial Sites
- Provide High-Speed Broadband
- Improve the Mobility for Freight, Business Travelers, and the Workforce



Economic Development Innovate Through Higher Education

We will create an environment and culture in the Roanoke Valley that promotes innovation and supports entrepreneurs. We will actively pursue partnerships with local universities and colleges to create new business opportunities and a strong workforce in the region.

- Host an Annual Regional Internship Fair
- Bring Alumni Back to Region
- Create Online Academic Clearinghouse

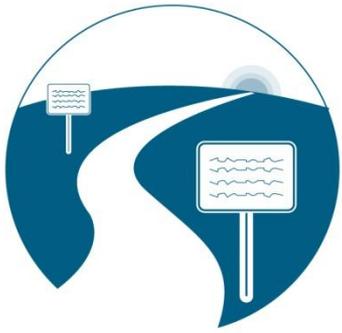


Economic Development Cultivate and Market Outdoor and Cultural Amenities

We will make the Roanoke Valley region the most desirable place in Virginia to live, work, and play. We will actively market our outdoor brand and invest in quality of life assets, as they can be a catalyst for broader economic development. Our unique outdoor assets will attract a talent stream for existing industries and will encourage entrepreneurs to relocate their businesses here or create new businesses.

- Enhance Sports Tournaments
- Package and Sell Current Outdoor Amenities
- Create Outdoor Ambassadors
- Create a Premier Outdoor Adventure Destination
- Provide More Unique Accommodations
- Advance Arts and Culture

WORKFORCE DEVELOPMENT



Workforce Development Match Training Opportunities to Employer Needs

We will monitor, continually evaluate, and identify needed improvements to the workforce continuum of training opportunities in the region to ensure that it meets the needs of citizens and employers.

- Develop and Maintain Data Exchange
- Create Relevant Career Paths



Workforce Development Align Economic & Workforce Investments

We will work to align workforce investments with the needs of existing and emerging industries in the Roanoke Valley. We will coordinate workforce and economic development programs and investments in order to maximize employment opportunities in the region.

- Form a Regional Workforce and Economic Development Network
- Create Industry Sector Partnerships
- Track Outcomes of Network and Partnerships



Workforce Development Prepare Students for Careers in High Demand Fields

We will explore the development of a regional career and technical education (CTE) program, including science, technology, engineering and mathematics (STEM) Programs. We will offer courses not currently provided in local schools, pool resources to allow divisions to hire more instructors, and purchase state-of-the-art training equipment.

- Form Regional Task Force
- Develop Feasibility Analysis
- Engage Industry and Employers

HEALTHY ROANOKE VALLEY



Healthy Roanoke Valley Coordination of Care

We will develop a centralized coordination of care system that connects residents to medical resources available in the community and helps these residents enter and navigate through the system.

- Identify & Implement Coordination of Care Best Practices
- Enlist Local Partners
- Form Coordination of Care Forum



Healthy Roanoke Valley Improve Access to Healthcare Services

We will work to attract, recruit, and train healthcare providers (primary care, behavioral health, and oral health) to achieve increased capacity in delivering health care and other health-related services to the uninsured, Medicaid-eligible, and other vulnerable patients in the Roanoke Valley.

- Identify Provider Capacity Needs
- Increase Healthcare Providers
- Create Community Dental Clinic



Healthy Roanoke Valley Broaden Wellness Support Services

We will support existing and new programs at schools, community- and faith-based sites, and at the workplace that improve access to healthy foods; offer physical activity and health promotion opportunities; and align with strategies to decrease risky behaviors (alcohol, tobacco, and other drug use in youth and young adults).

- Develop Obesity/Risky Behavior Forum
- Track Wellness Indicators
- Identify Wellness Funding and Other Resources

NATURAL ASSETS



Natural Assets Preserve Scenic Land

We will support the redevelopment of smaller (<100 acres), existing industrial, warehouse, or office sites within the region. We will strive to provide additional incentives and critical infrastructure improvements to increase the marketability of these sites. We will also protect the most valued scenic views in the region, especially those from the Blue Ridge Parkway and the Appalachian Trail. Viewshed protection will occur through volunteer mechanisms, such as land conservation and tree canopy improvements.

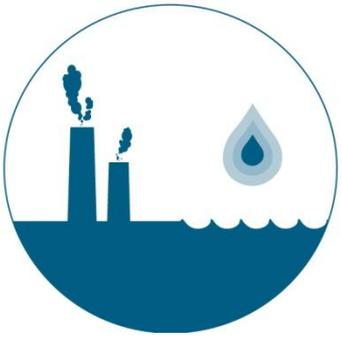
- Protect Ridgetops and Viewsheds
- Encourage Infill and Redevelopment



Natural Assets Encourage Energy Efficiency & Renewable Energy

We will support the adoption of energy efficient building code standards, the removal of permitting barriers, and the development of incentives programs that promote the installation of renewable energy systems. We will advocate increasing the percentage of renewably-sourced energy serving the region.

- Provide Energy Efficiency & Renewable Energy Incentives
- Encourage Utilities to Use Renewable Energy



Natural Assets Improve Air and Water Quality

We will explore developing a regional stormwater banking program that allows property owners an option of exercising stormwater credits or a pay a fee to meet stormwater management requirements. We will improve air quality by expanding mobility options by increasing access to bicycling, walking, public transportation, ridesharing, vanpooling, and carpooling

- Develop a Stormwater Banking System
- Increase Alternative Transportation Options

Next Steps (2013-2014)

Nov. – Dec.	Jan.-Feb.	March-April	May-June
Brief Local Boards & Councils on Draft Strategies	Steering Committee reviews draft plan	Print and distribute the final plan	Hold Livable Roanoke Valley Implementation Summit
Complete draft Livable Roanoke Valley Plan	Steering Committee holds public hearing on the plan	Seek endorsement by Local Boards & Councils	Support champions to implement the strategies
Finalize case studies and best practices for each goal area.	Steering Committee adopts the Final Plan	Seek endorsement by non-profits and regional organizations	Pursue funding and partnerships to support our work



Town Council Agenda Summary

Meeting Date

February 4, 2014

Department

Administration

Issue

Annual update by Beth Doughty for the Roanoke Regional Partnership.

Summary

Beth Doughty will be present at the meeting to give this annual report on behalf of the Partnership.

Attachments

None

Recommendations

No action required



Town Council Agenda Summary

Meeting Date

February 4, 2014

Department

Town Clerk

Issues

1. Consider approval of minutes for regular Council meeting on December 17, 2013.
2. Consider approval of minutes for regular Council meeting on January 7, 2014

Summary

None

Attachments

December 17, 2013 minutes
January 7, 2014 minutes

Recommendations

Motion to approve minutes

MINUTES OF A REGULAR MEETING OF VINTON TOWN COUNCIL HELD AT 7:00 P.M. ON TUESDAY, DECEMBER 17, 2013, IN THE COUNCIL CHAMBERS OF THE VINTON MUNICIPAL BUILDING LOCATED AT 311 SOUTH POLLARD STREET, VINTON, VIRGINIA.

MEMBERS PRESENT: Bradley E. Grose, Mayor
William W. Nance, Vice Mayor
I. Douglas Adams, Jr.
Matthew S. Hare

MEMBER ABSENT: Robert R. Altice

STAFF PRESENT: Christopher S. Lawrence, Town Manager
Susan N. Johnson, Town Clerk
Susan Waddell, Town Attorney
Stephanie Dearing, Human Resources Director
Anita McMillan, Planning & Zoning Director
Gary Woodson, Public Works Director
Joey Hiner, Assistant Public Works Director

The Mayor called the regular meeting to order at 7:00 p.m.
The Town Clerk called the roll with Council Member Adams, Council Member Hare, Vice Mayor Nance, and Mayor Grose present. Council Member Altice was absent.

Roll Call

After a Moment of Silence, Mr. Hare led the Pledge of Allegiance to the U.S. Flag.

Under upcoming community events/ announcements, the
Town Manager commented that the Chamber is having their New Year's Eve Gala at the War Memorial. The Mayor reminded everyone of the Chamber Open House this Thursday and Vice Mayor Nance commented the reception for Mr. Altizer is also this Thursday.

Vice Mayor Nance made a motion that the consent agenda
be approved as presented; the motion was seconded by Mr. Adams and carried by the following vote, with all members voting: Vote 4-0; Yeas (4) – Adams, Hare, Nance, Grose; Nays (0) – None; Absent (1) - Altice.

Approved minutes of the regular Council meeting of November 19, 2013

Vice Mayor Nance read a letter from Chief Cook naming
Officer Gregory Quesinberry as Officer for the month of November 2013. Officer Quesinberry was present at the meeting and recognized by the Mayor.

The next item on the agenda was consideration of public
comments on a request by Robert O. and Linda M. Quam, owners of Lot 1, Block 12; and Sherman E. and Barbara B. Sligh; owners of Lot 7, Block 9, of Plat Book 6, Page 30 showing Map of Section Number 4, Bali Hai Subdivision, property of W.E. and Olney G. Cundiff, prepared by C. B. Malcolm & Son and dated August 31, 1964, recorded in the Clerk's Office of the Circuit Court for the County of Roanoke,

Virginia, on January 5, 1965, to abandon, vacate and deed a fifty (50) foot wide by approximately one hundred and fifty (150) foot long undeveloped right-of-way, known as Daleview Drive, to the adjoining property owners.

The Mayor commented that based upon a request from Attorney Cranwell, the Town Attorney recommended that we entertain a motion stating that Attorney Dick Cranwell, on behalf of the applicants, has requested a continuance of the public hearing. Based on this request and the recommendation from the Planning Commission that the application be tabled for sixty days, he entertained a motion that the Public Hearing be continued for ninety days.

Vice Mayor Nance said he would applaud the parties for trying to rectify this issue rather than the Town perhaps making a very harsh ruling for one or two if not all of the parties involved. Mr. Nance made the motion suggested by the Town Attorney and the motion was seconded by Mr. Hare. The Mayor commented that he is also glad the parties are going to try and work out a resolution that can be agreeable with everyone. He also commented on the Planning Commission's decision to table the matter for sixty days. The motion was then carried by the following roll call vote, with all members voting: Vote 4-0; Yeas (4) – Adams, Hare, Nance, Grose; Nays (0) – None; Absent (1) - Altice.

Public Hearing continued for ninety days

The next item on the agenda was to consider adoption of an Ordinance authorizing the Town Manager to execute a Joint Powers Agreement with VML Insurance Programs and an Advice to Pay Agreement with Lincoln Financial Group pertaining to the VMLIP Paid Leave Solution Program. The Town Manager commented that Council has been briefed on this matter several times and staff is now recommending that we participate with VML Insurance Programs through Lincoln Financial Group. This is for the legislated short-term and long-term disability coverage relative to the January 1, 2014 introduction of hybrid plan covered employees. He further commented that over the next several months, staff will be reviewing options regarding providing this same benefit to all of our current employees as part of our benefits package.

Mr. Hare asked the Town Attorney about having dealings with this group in his business and did it create a conflict of interests. Ms. Waddell asked Mr. Hare if the Lincoln Financial Group is one of many companies that he deals with or does he have some exclusive relationship with them. Mr. Hare responded that it is not exclusive. The Town Attorney then stated to Mr. Hare that generally speaking to determine conflict of interests, it would be based on the fact that he would have any financial benefit from Lincoln Financial Group being awarded this item and if it would benefit him in any way. Mr. Hare said it would not.

Vice Mayor Nance made a motion that the Ordinance be adopted as presented; the motion was seconded by Mr. Adams and carried by the following roll call vote, with all members voting: Vote 4-0; Yeas (4) – Adams, Hare, Nance, Grose; Nays (0) – None; Absent (1) - Altice.

The Mayor then commented for those in the audience that by the time an item like this is brought to Council for action they have been briefed on it at least one time in a work session. Any decision is based on prior information that has been given by staff and reviewed by Council.

The next item on the agenda was to consider adoption of a Resolution appropriating funds in the amount of \$648.12 received through the VML Insurance Programs Risk Management Safety Grant Program to the Police Department budget.

The Town Manager commented that originally this request from the Police Department was denied because all of the funds had been allocated. Later, some additional funds became available and the Police Department was awarded \$648.12 which they used to purchase lighted batons and cones. This action is to acknowledge the revenue coming in and to appropriate it to the Police Department budget. Mr. Hare made a motion that the Resolution be adopted as presented; the motion was seconded by Vice Mayor Nance and carried by the following roll call vote, with all members voting: Vote 4-0; Yeas (4) – Adams, Hare, Nance, Grose; Nays (0) – None; Absent (1) - Altice.

The next item was to consider adoption of a Resolution authorizing the transferring of funds in the amount of \$6,500.00 to pay the Berkley Group for the development of a park master plan. The Town Manager commented that it was discussed in the last meeting the proposal to hire The Berkley Group to work with the Town on two park-related projects, a children's pocket park and a skate park. One of the proposals from that meeting was to separate the two projects. The projects were initially grouped together to save some money.

Regarding the skate park, at this point we know there is a need for such a park, but we need to further investigate the interests of the community. The Lions Club is interested in the pocket park project through volunteering and financial resources and we have been able to identify a piece of property that is viable. This proposal would allow us to have it researched more specifically to make sure we have the right piece of property, to engage the community to find out what they want and to get more support for the project.

The Town Manager further commented that he had the consultant separate the two projects and the process

Adopted Ordinance No. 944 authorizing the Town Manager to execute a Joint Powers Agreement with VML Insurance Programs and an Advice to Pay Agreement with Lincoln Financial Group pertaining to the VMLIP Paid Leave Solution Program

Adopted Resolution No. 2046 appropriating funds in the amount of \$648.12 received through the VML Insurance Programs Risk Management Safety Grant Program to the Police Department budget.

basically stays the same. There would be a public workshop at a level where there is no specific plan, but to garner information. The consultant would take that information and develop a park master plan with some options such as type of equipment and costs. These options would then be presented at a second community workshop where a plan would be chosen and we can move forward.

There are no funds allocated in our current capital improvement budget to pay for this park master plan. However, it is important to have a solid plan to use to gather more support from the community and for use in applying for any grants. The park plan would also provide us with a budget and some suggested funding sources. The cost is \$6,500 just for the pocket park. If we decided to do the skate park at a later time, that cost will be an additional \$4,250.

Vice Mayor Nance commented that several months ago members of the Town and representatives of two of the Lions Clubs met with County officials as an informal park committee to discuss the steps that we need to take. He then asked what is it that The Berkley Group can do that this informal park committee cannot do, especially since Roanoke County has built parks before and can give us a pathway. The Town Manager responded that for projects like this the opportunity for a lot of public input and engagement is important and the consultant would be the facilitator for those types of meetings as an extension of staff. Roanoke County can provide us with experience and ideas, but when the time comes to actually designing a park the County also hires consultants. It is important to know how to engineer the site so such issues as stormwater, safety and fencing are addressed. Vice Mayor Nance asked if the issue of pedestrian traffic coming back and forth from the proposed park site to the library would be addressed and the response was yes.

Mr. Nance next asked if the consultant was aware this was going to be a partnership if it comes to fruition and the response was yes. Mr. Nance then commented that he does not want this to become a partnership where our partners would become silent partners. This park will not be built without the assistance of a civic organization, such as the Lions Club, playing a major role in it, so they need to have major input into the plan and design. The Town Manager responded that the consultant has worked with parks before that had partnerships and he will take that into account.

In response to a question about the timeframe, the Town Manager indicated the consultant can get us from point A to the deliverables or plans in hand for how to move forward within 90 days.

The Town Manager commented that there is a large stormwater pipe that goes under the suggested property and we need to make sure that the site is designed appropriately to handle stormwater issues.

Vice Mayor Nance commented that he understands with the skate park component we need to determine the interest level and if there are partnership opportunities before we ask the consultant to proceed. The Town Manager said the current challenge is that we need to do something about the lot now because it is not safe. We have to make it a viable piece of property to function as is without spending too much money.

Mr. Hare asked about the need for the second workshop and the response was it will give two design options and will allow the community and those who attend to pick what will become the final design proposal. After this workshop, he will put the best of the options together into one plan and give us a deliverable of construction style drawings. Mr. Hare commented that he is trying to make the cost as little as possible, so could the consultant give us the final document and let staff present it and the response was yes.

Mr. Hal Mabe addressed Council and commented on behalf of the Vinton Breakfast Lions Club that he appreciated the Town moving forward on this project. This idea has been mentioned for several years; however, he wants to make sure that the Town understands that the Lions Clubs have agreed to look into this project and it is something they would like to do. There is no guarantee on their end, but they will stand behind whatever they decide to do. If all the Clubs come together, there are enough members to help maintain the park and raise some money, but it is important that they are highly involved in the process and that every Club is kept informed. However, if at any time there is not a majority with the Clubs proceeding with the project, then they could pull back.

Mr. Mabe further commented that it is important to have the Town's input about the location, how it is designed and that we are providing the services that the Town needs. We want to have a Lions park that people will know the Lions Clubs stand behind and reinforces what we stand for. One that serves a need for children, handicapped accessible, and, of course, being near the library does make it a little more attractive. The Clubs are interested and excited about this and want to be involved in every step of the process.

The Mayor commented that it does sound like a great idea and the concerns about the location and safety issues are important. The consultant will be valuable in this respect. He does not like spending this much money either, but he would be afraid to proceed without something like this. Planning for the use of public land is absolutely vital and we want as much

public input as we can get. Hopefully, the consultant will make us aware of any hidden obstacles or legal issues that perhaps maybe a committee of citizens might not be aware of. In response to Mr. Hare's comments about the cost of the last presentation, he thinks if a man is going to put a plan together, he should be given the opportunity to come before Council and Council members would be able to ask questions.

Vice Mayor Nance asked if we approve the Resolution for the entire amount, but the consultant develops a plan that costs \$150,000 that Council nor the Lions Club are interested in, could we pull out a portion of the contract. The Town Manager responded that the proposal is written as a lump sum payment. However, as part of the input process, there will be questions asked as to how much can we afford which includes the Lions Clubs.

Mr. Hare asked Mr. Mabe how far into the process do we have to go before the Lions Clubs will make a decision. Mr. Mabe commented that the more he can take to the Clubs to present, what the preliminary thoughts are, we would know pretty quickly where the buy-in is. All the Clubs are bought into the idea of the park, but there is nothing else to tell them at this point. There will be stages of the process, but, again, when we commit to something, we will help to raise the money.

Vice Mayor Nance stated that he does agree we need to pay this consultant to help put the partners in a knowing position as to what they are buying into. Spending this money up front will help us figure out where we are and then allow us to have a realistic conversation with all the Clubs and with the Town and then we go from there. Mr. Adams commented that he thinks the park will be wonderful, but we have to have the money to pay for it. We want it to be right and we want to be proud of it. It is a lot of money, but we need the consultant and he should present the final plan to Council so we will be able to ask questions.

Mr. Hare made a motion that the Resolution be adopted as presented; the motion was seconded by Mr. Adams and carried by the following roll call vote, with all members voting: Vote 4-0; Yeas (4) – Adams, Hare, Nance, Grose; Nays (0) – None; Absent (1) - Altice.

The Town Manager next commented that the Governor has issued all State employees an additional holiday on Monday, December 23rd, as part of the Christmas holidays. Anytime the Governor grants an extra holiday, he always brings it to Council's attention. In the past we have typically given an extra holiday to our employees and he would recommend that we approve the same holiday. Roanoke County has approved this extra holiday for their employees

Adopted Resolution No. 2047 authorizing the transferring of funds in the amount of \$6,500.00 to pay the Berkley Group for the development of a park master plan.

and this would include all of our non-essential employees. Our Police, Fire/Rescue and our Refuge and Recycling crews with Public Works will work. All those personnel will be given additional holiday hours that they can take off at their convenience.

Mr. Hare asked about payroll and the response was that it would be processed on Friday. Anyone that works on Saturday or Sunday outside of their regular shift will be paid through a special payroll. After further discussion concerning how the holiday would be paid out by the various departments, Mr. Hare made a motion that the extra holiday of Monday, December 23rd, be granted; the motion was seconded by Vice Mayor Nance and carried by the following roll call vote, with all members voting: Vote 4-0; Yeas (4) – Adams, Hare, Nance, Grose; Nays (0) – None; Absent (1) - Altice.

Approved extra holiday of
Monday, December 23rd

The Mayor expressed thanks to the First Aid Crew for their Christmas dinner and also to those who attended the State of the Town address and our launch of the Vinton Branch of the library. The Christmas parade was a success again and thanks to staff who assisted with that and he wished all of staff and those present a Merry Christmas.

Comments by Council Members: Mr. Adams commented that there are a lot of good things coming up and he has appreciated working with this Council and staff and wished everyone a Merry Christmas. Vice Mayor Nance said the second meeting in December always reminds him of the loss of Mr. Obenchain. He also commented that he had the unfortunate opportunity to go to Richmond last week and saw how state-wide politics are handled. He was then able to get back and attend the First Aid Christmas party and saw the men and women that work for this Town and other men and women he has worked with while sitting on Council and realizes how blessed we are. He then commented about the few thousand dollars of taxpayer's money he was concerned about spending at the last meeting. He may have left the impression that we have things to be concerned about and we do always have to watch our bottom line since Council has been given a lot of responsibility and the power to take people's money and use it for purposes and priorities that we set. Everyone here takes that very seriously and we have set a very strong foundation for the next phase of the Town. With the tough decisions that were made over the past few years, we are beginning to see the fruits of that with the revitalization project, the investment in our wastewater and our water projects and the strengthening of our infrastructure, this Town is going to be a place of opportunity in years to come. This staff has worked to get it to the place it is and now that we have set the stage for it, he is excited to see us taking the opportunities that are within our reach to take this Town into the future. Mr. Hare wished everyone a

Merry Christmas. The Mayor reiterated the comments made by Mr. Nance and stated that it is an exciting time in the town.

Mr. Adams made a motion that Council go into a Closed Meeting pursuant to § 2.2-3711 A (1) of the 1950 Code of Virginia, as amended, for discussion regarding appointments to boards and commissions. The motion was seconded by Vice Mayor Nance and carried by the following vote, with all members voting: Vote 4-0; Yeas (4) – Adams, Hare, Nance, Grose; Nays (0) – None; Absent (1) - Altice. Council went into Closed Meeting at 8:15 p.m.

At 9:05 p.m., the regular meeting reconvened and the Certification that the Closed Meeting was held in accordance with State Code requirements was approved on motion by Vice Mayor Nance, seconded by Mr. Hare and carried by the following vote, with all members voting: Vote 4-0; Yeas (5) – Adams, Hare, Nance, Grose; Nays (0) – None; Absent (1) - Altice.

Certification of Closed Meeting

Under appointments to Boards/Commissions, Mr. Hare made a motion to accept the following list of nominees: Re-appoint Debra P. Hagans to a new five year term ending 1/16/19 on the Board of Zoning Appeals; re-appoint Robert A. Patterson to a new three year term ending 12/31/16 on the Highway Safety Commission; appoint Wes Nance to an unexpired term ending 6/30/14, re-appoint Hal Mabe to a new unexpired term ending 6/30/14 and appoint Chris McCarty to an unexpired term ending 6/30/14, all on the Comprehensive Economic Development Strategy (CEDS); appoint Ryan Spitzer to a two year term ending 12/31/15 on the Greater Roanoke Transit Company; and appoint Thomas A. Rotenberry to an unexpired term ending 6/30/14 on the Roanoke Valley Metropolitan Planning Organization (MPO). The motion was seconded by Mr. Adams and carried by the following vote, with all members voting: Vote 4-0; Yeas (4) – Adams, Hare, Nance, Grose; Nays (0) – None; Absent (1) - Altice.

Approved Board/Commission appointments as nominated

Vice Mayor Nance made a motion that the meeting be adjourned, the motion was seconded by Mr. Hare and carried by the following vote, with all members voting: Vote 4-0; Yeas (4) – Adams, Hare, Nance, Grose; Nays (0) – None; Absent (1) - Altice. The meeting was adjourned at 9:10 p.m.

APPROVED:

Bradley E. Grose, Mayor

ATTEST:

Susan N. Johnson, Town Clerk

MINUTES OF A REGULAR MEETING OF VINTON TOWN COUNCIL HELD AT 7:00 P.M. ON TUESDAY, JANUARY 7, 2014, IN THE COUNCIL CHAMBERS OF THE VINTON MUNICIPAL BUILDING LOCATED AT 311 SOUTH POLLARD STREET, VINTON, VIRGINIA.

MEMBERS PRESENT: Bradley E. Grose, Mayor
William W. Nance, Vice Mayor
I. Douglas Adams, Jr.
Matthew S. Hare

MEMBER ABSENT: Robert R. Altice

STAFF PRESENT: Christopher S. Lawrence, Town Manager
Susan N. Johnson, Town Clerk
Elizabeth Dillon, Town Attorney
Ryan Spitzer, Assistant to the Town Manager
Barry Thompson, Finance Director/Treasurer
Gary Woodson, Public Works Director

The Mayor called the regular meeting to order at 7:00 p.m. Roll Call
The Town Clerk called the roll with Council Member Adams, Council Member Hare, Vice Mayor Nance, and Mayor Grose present. Council Member Altice was absent.

After a Moment of Silence, Mr. Hare led the Pledge of Allegiance to the U.S. Flag.

Under upcoming community events/ announcements, Liz
Lively with the Chamber commented that 2013 was a good year for the Chamber and its events. On January 30th, there will be a joint meeting at the Woodland Place from 7:45 a.m. to 9:00 a.m. with the Town to discuss some marketing for 2014 and 2015. The Town Manager commented that this is a tentative date.

On February 8th is the winter concert with Tru Sol Band at Woodland Place from 6:30 p.m. until 11:30 p.m.

The Mayor announced that at the next Council meeting on January 21st, we plan to recognize Mike Altizer for his years of service representing Vinton on the Roanoke County Board of Supervisors.

The Town Manager announced that staff will be hosting a community meeting on January 16th at 5:30 p.m. at the War Memorial. This will be a time for the community to see all of our downtown design plans along with preliminary designs for the Glade Creek Greenway and the Walnut Avenue sidewalk improvements.

Vice Mayor Nance made a motion that the consent agenda be approved as presented; the motion was seconded by Mr. Adams and carried by the following vote, with all Approved minutes of the regular Council meeting of December 3, 2013

members voting: Vote 4-0; Yeas (4) – Adams, Hare, Nance, Grose; Nays (0) – None; Absent (1) - Altice.

The next item on the agenda was to consider adoption of an Ordinance adopting the VACo/VML Virginia Investment Pool Trust Fund and authorizing the Treasurer/Chief Investment Officer to execute the Trust Joinder Agreement.

Barry Thompson commented that the Town has an opportunity to participate in the Virginia Investment Pool. This Pool is similar to the Local Government Investment Pool which the Town has participated in for a number of years. This is being sponsored by the Virginia Association of Counties and the Virginia Municipal League.

This Pool is a trustee organization that the City of Chesapeake and the City of Roanoke have committed funds to. The Town is not committing any funds to it at this time, but this is just an investment opportunity. If the rates were favorable for us to receive bids for investment monies, it would be a good and safe place for us to put some of our monies. We are very pleased with our local investment opportunities now, but this gives us another resource that has been approved by the State. This became available to us the first of January and if we want to take advantage of this opportunity, we need to amend our Investment Policy and move forward with a Joinder Agreement.

Mr. Thompson summarized by stating that an Ordinance is before Council approving the town's participation in the Investment Pool and authorizing the Treasurer/Chief Investment Officer to execute the Trust Joinder Agreement. A Resolution is also provided to allow for the amendment to our current Investment Policy.

Vice Mayor Nance commented that obviously this Pool is for long-term investments and a Town our size would only be placing funds in this Pool that we would not have to move except for unforeseen emergencies. Mr. Thompson responded that part of our monies are for operating needs and we want to keep them liquid so we can get to them. But there are some funds that we could invest for at least a year or even a little longer and this would be a good resource to look at and receive bids. Those funds now are in a money market account.

Mr. Nance said the Agreement does not appear to show any penalty if we put funds in the Pool and the emergency arose where we would have to tap into it. Mr. Thompson responded that you would have to give at least five days' notice, but does not think there is any penalty for an early withdrawal. Mr. Nance further commented that there is

some language stating that if you reduce the portfolio by over 10% they can limit the amount of withdrawal. But since there are larger cities and political subdivisions involved, the likelihood of the Town being able to invest that much would seem impossible.

Mr. Nance then asked if the portfolio mentioned is the entire group's investment or individual investments for different pools of money and the response was individual investments. In response to additional questions about the portfolio, Mr. Thompson commented that they will invest funds in different types of investments and the five days' notice is required because they will have to liquidate certain investments in order to get our funds, It will not hurt the entire portfolio.

The Mayor commented that our first action item is to approve the Ordinance adopting the Investment Pool Trust Fund. Mr. Hare commented that in keeping with our normal practice of putting action on a new item ahead to the next meeting, he would feel more comfortable if we postponed it to January 21st. Vice Mayor Nance also commented that the Finance Committee was not able to review the matter at their meeting because they ran out of time. Council then postponed action on the Ordinance regarding the Investment Pool and the Resolution approving an amendment to the Statement of Investment Policy to the January 21, 2014 meeting.

Mr. Thompson indicated that he would invite someone from the VACo/VML to come to the meeting to further explain the program and answer any questions that Council might have.

The next item on the agenda to consider adoption of a Resolution authorizing the appropriation of funds in the amount of \$10,200 to Gay and Neel for consulting work relating to the Regional Surface Transportation Project award for Walnut Avenue Phase I.

Ryan Spitzer commented that on April 16th, Council was presented three projects that staff wanted to submit for the RSTP funding through the Metropolitan Planning Commission (MPO). Through the first initial disbursement of funds, the Town was awarded \$100,000 to do sidewalk improvements along Walnut Avenue from the new bridge to the Farmer's Market. This request is an appropriation of \$10,200 in this year's budget that was not previously appropriated because we were not aware of the funds being available until after our budget was formulated. These funds will pay for the site plans to be developed by Gay and Neel. All of these funds are 100% reimbursable and after the project has started, we will be submitting invoices for this reimbursement.

Adoption of Ordinance continued to the January 21, 2014 Council meeting; adoption of Resolution approving amendment to the Statement of Investment Policy also continued to the January 21, 2014 Council meeting

Adopted Resolution No. 2048 authorizing the appropriation of funds in the amount of

Mr. Adams made a motion that the Resolution be adopted as presented; the motion was seconded by Vice Mayor Nance and carried by the following roll call vote, with all members voting: Vote 4-0; Yeas (4) – Adams, Hare, Nance, Grose; Nays (0) – None; Absent (1) - Altice.

\$10,200.00 to Gay and Neel for consulting work relating to the Regional Surface Transportation Project award for Walnut Avenue Phase I.

The next item on the agenda to consider adoption of a Resolution approving the acceptance of funds from the Volunteer First Aid Crew in the amount of \$25,348.66 for the purchase of a Rehab Response Vehicle through a Virginia State Contract.

The Town Manager commented that the Town had a Rehab Response vehicle until it was retired two years ago. The Volunteer First Aid Crew has developed a proposal where they will fund completely a replacement for this vehicle with a new four-wheel drive Ford F-250 truck. The best price for this particular vehicle can be found on the State Contract. Because the Town can purchase by State contract, but the First Aid Crew cannot, this request is to acknowledge the First Aid Crew submitting \$25,348.66 to the Town and the Town ordering the truck on the State contract. When received the vehicle will be titled to the Town, insured and maintained. This request was reviewed by the Public Safety Committee in October and their recommendation was to proceed.

Chief Philpott commented that the reason the Rehab vehicle was not replaced at the time the old one was retired was due to the fact that they were putting their funds toward the replacement of an ambulance. Now, the funds have been accumulated again for this purchase. Vice Mayor Nance asked if the Crew has found a need for this vehicle since the prior one has been missing from the fleet. Chief Philpott responded that during this time they have taken all of the equipment and stuffed it into the crash truck which is a poor application.

Mr. Hare asked Chief Philpott to explain for those present what the uses for this vehicle will be. Chief Philpott commented that in an extended fire situation, there is a need for bottles to be exchanged and to supply water and food to those working the fire. We have developed a program with Roanoke County that if we work Rehab in another area and buy food and supplies, the County will reimburse us for those costs. The old vehicle was used during the derecho because of the four-wheel drive and wench and we were able to pull trees out of the street. It can be used for any type of extended activity, such as a search and is very adaptive to any situation. Also, if we get into back woods areas it is difficult to get an ambulance in that area. The Town Manager commented that it will be used for special events as well which will keep an ambulance in service, but allow the crew to have a presence.

Approved Resolution No. 2049 approving the acceptance of

Mr. Adams made a motion that the Resolution be adopted as presented; the motion was seconded by Mr. Hare and carried by the following roll call vote, with all members voting: Vote 4-0; Yeas (4) – Adams, Hare, Nance, Grose; Nays (0) – None; Absent (1) - Altice.

The next item was an update on the Branding Initiative presented by Elevation to the Branding Committee. The Town Manager commented that Ryan Spitzer will be doing the briefing tonight. We will be inviting Elevation to come to an unveiling public meeting to make their presentation. We are trying to work out the details of this meeting which will include the Chamber.

Ryan Spitzer commented that the Branding Committee was given this presentation and recommendation by Elevation on December 4th and 18th. He began with a Power Point presentation setting out the objectives for branding, findings from interviews, and their recommendations.

Remember that branding is not a logo. It is the way to tell the story of the Town with a few sentences or by visual means. The goal was to create the brand that is unique to Vinton and captures the core values of the Town. One that will be easy to remember, that automatically refers you to Vinton and that will differentiate us from our surroundings.

Elevation went through a process of conducting internal interviews with six groups of two stakeholders of the community. They also sent out an external survey which was completed by 190 individuals of a good mixture of people, both male and female and different age groups as well as high school students. Primary research was also done by looking at what similar size towns have done and what the region is doing.

Mr. Spitzer next commented that there were ten major ideas that came out of the interviews: Finding 1: Warm and Welcoming (Vinton is a community that is open, friendly and welcoming.) Finding 2: Close-Knit (Vinton is seen as a classic “small town” where everyone knows everyone.) Finding 3: Small (The Town of Vinton is geographically small.) Finding 4: Family Focused (Vinton is viewed as an excellent place to raise a family.) Finding 5: Hard-Working (Vinton is seen as a “blue collar” town where hard work is valued.) Finding 6: Caring (Vinton is caring community that rallies to support its own—and others, too.) Keep in mind that there are core themes that everybody mentioned in the interviews.

Finding 7: Access to Nature (Vinton’s location makes it ideal for those who love the outdoors.) Finding 8: Strong Services (Services provided by the town are outstanding—

funds from the Volunteer First Aid Crew in the amount of \$25,348.66 for the purchase of a Rehab Response Vehicle though a Virginia State Contract

and driven by strong customer service.) Finding 9: Convenient Location (Vinton offers easy access to both the city and rural environments, plus the Parkway and the Lake.) Finding 10: Making Progress (Vinton is a town on the rise that is making excellent progress and starting to turn heads.)

Mr. Spitzer then commented on the findings from the surveys which were shown as pie charts in the presentation. The blue and gray areas showed that between 70 and 90 percent of those who took the surveys strongly agree or agree with the same findings.

From the interviews and the survey, they began to build the brand by combining the attributes into three categories, relationship, functional and values. Out of these attributes, they came up with people, values and places and how the town is a connection between all of these. Vinton is a community of connections—where we create strong connections to others, celebrate our connections to small-town values, and enjoy our connections to a wealth of amenities. This is what Vinton is and what the town needs to portray to everyone else.

There are also challenges in the town that were identified in the survey below as falling below the 50 percent mark of agreeing such as are we a town that is an excellent place for business, do we have excellent place for shopping and dining, is it a diverse place to live, are we a town on the move and are we innovative. The people who were interviewed, the stakeholders of the town, knew about all the new projects in town, but the percentages in the survey went down from there. This shows a lack of communication between the town and the citizens. So, how do we better communicate to the citizens. When asked if people love Vinton, are they proud to live in Vinton and is it a town with a bright future, the percentages went back up again.

The conclusion is that we must promote the many pleasant surprises that so many already believe to be great in Vinton—while simultaneously inspiring others to get on board. A solution recommended by Elevation is to leverage our connections to people creating a feeling of being “insiders”, to small-town values creating a feeling of being “in the know” and to amenities creating a feeling of being “in the middle of it all.”

Mr. Spitzer then played the short video again that was shown at the State of the Town meeting. The next slide showed the brand of “Are you IN” by emphasizing the IN from the name Vinton. This can be used in all aspects of town such as eat in Vinton, shop in Vinton, gather in Vinton, play in Vinton and live in Vinton. The distressed font that

was chosen came up in their research as being very hard working with a blue collar mentality. The bold font catches your eye and the green color is for our connection to the outdoors. The green color can be changed to other colors for different applications, such as orange for the terriers, into blue to promote the new boat ramp or blue way.

Vice Mayor Nance commented that as one of the committee members he thinks that Elevation's research and their inspiration is very appropriate. He likes the flexibility and is very enthusiastic about the brand and how it can be used in a number of ways. He hopes that the Chamber will be as excited about and that we can look into some type of promotional partnership. The Mayor expressed his excitement about the brand and its flexibility as well. It is unique that it ties into our values and traditions, but yet it has a feel of being new and fresh.

Mr. Adams said from the first time it was revealed at the War Memorial, he thought the consultant did a very good job. It will catch your eye and bring attention to Vinton.

Mr. Hare said he is pleasantly surprised and he can see a lot of uses for it. He then asked how we will be able to integrate this with the War Memorial. He sees the concept with using the font that is distressed and hardworking, but this is not what we are trying to promote about the War Memorial. Vice Mayor Nance responded that the War Memorial is a phase of the branding that we need to focus on, but this brand would not be posted on the front of the War Memorial. What we might see is a small emblem of it on the War Memorial web page, but it will not change the character of the branding initiative of the War Memorial because they are two very different products and serve two different purposes. If we have an invinton.com, which is one of their suggestions, we would have a link to the War Memorial website, but we would not have the War Memorial website being cast into this market plan.

The Town Manager commented that the Committee has another part of the presentation that is not being given tonight which is for the War Memorial. We want to get the brand done first and at a future date we will present the War Memorial side with their recommendations.

Mr. Spitzer continued by reviewing what Elevation envisions the marketing plan being for this brand. There are three phases, essential elements, potential elements and future elements. Elevation's style is more gorilla marketing than your traditional marketing which means very grassroots with Facebook, Twitter, stickers, bumper stickers, t-shirts, posting on websites and blogs. The type of marketing that gets away from your traditional paper type of marketing like

brochures that you find at hotels or a visitor's center. We are not saying we will not do any of this, but it will not be the primary focus.

Under the essential elements, they see the website as the main item, a new invinton.com website. This will be different from our current website and will have more of a calendar of events, dining and shopping information and will allow us to take quick polls and will have an RSS feed for social media posts. They recommend that we create the hashtag #invinton to start twittering about events and what is happening today. In response to a question from Mr. Hare as to who would be doing all of this, Mr. Spitzer commented that various people would be assisting with it. The Town Manager stated that there would be a little more engagement from staff to keep it up to date, but a lot of the social media side is more community driven.

Promotional materials could include bumper stickers, t-shirts, posters and reusable canvas bags. Environmental elements could include light pole banners, oversized magnets on school busses and bumper stickers on all town vehicles. Advertising could be a banner at the Terriers football field or an ad in their sports program. The business marketing would be to update the Chamber of Commerce's map, add more content to the Blue Ridge Parkway Directory and Travel Planner and to the interactive Blue Ridge Parkway map on their website.

Potential elements suggested could be creating more pages on the website, holding drawings for giveaways and creating a spotlight on a resident each month and how they are planning to promote Vinton. Other suggestions are buying Wine Festival glasses with the brand on them and some other environmental elements such as a large art installation or sign in the town or to change the name of the Farmer's Market to Community Market.

A slide was next shown of the suggested large art sign that people could stand behind and take pictures and then post them on Facebook. Other potential elements could be in advertising and business marketing particularly at Smith Mountain Lake.

Future elements could be creating an E-store to sell the promotional materials and creating additional products. Environmental elements could be a float for parades, putting the new website on the computer in the Municipal Building lobby and other methods of advertising.

Mr. Spitzer then commented that for us to do all the essential elements that Elevation's is recommending would cost approximately \$50,000. Of the total, 50% would be

for promotional materials production and 33% website/social media creative development. The War Memorial business marketing is not included in this figure. He then reviewed a breakdown of the costs as prepared by Elevation.

Mr. Hare asked about the signage that currently exists and Mr. Spitzer responded they view that as more of a wayfinding signage program such as the entrance signs. This signage will be part of the downtown grant to make those signs compliment the ones that we do for downtown. The Town Manager further commented that wayfinding signs are directional, not marketing. Mr. Spitzer stated that the lifespan of branding is about seven years, but entrance signs are for 20-30 years. It is not the best way to spend the funds by redoing those signs that could last for 20 years.

Mr. Hare next asked if we would ask businesses to take any stake in the branding or do we produce a lot of t-shirts and just give them away. Mr. Spitzer responded that to start out we would have to spend some money to get the word out, but after that we could contact businesses. He could see the Chamber doing "In Vinton" shirts instead of the "I love Vinton" shirts. The Town Manager commented that we have paid Elevation for the product and now it is ours to distribute any way we want to. If a local business wants the image, it can download it off the internet and use it. It will be so much better if the community does take it on and buys into it.

After questions and discussion about future costs, Vice Mayor Nance commented about the Chamber hopefully forming a partnership with the town to promote the brand and help with those costs. Mr. Spitzer commented that there are varying degrees to all the elements that have been presented.

The Mayor commented that our Chamber is very community oriented and there has already been a lot of interest expressed in the new branding. Mr. Adams stated that with everything else that is going on there could not be a better time to begin promoting this new branding.

The Town Manager summarized that at this time staff needs a consensus from Council to proceed with the branding. A consensus of Council present was given.

Consensus of Council to proceed with the branding

The Mayor commented that we do have a lot of excitement and momentum in the town right now. We have gotten some exposure and publicity and 2014 is shaping up to be an exciting year. We need to make a lot of decisions on economic development to build on this excitement and the moving ahead on the branding initiative is very important.

Mr. Hare commented that the Finance Committee met right before the Council meeting. We spent most of the meeting discussing some of the audit comments and our intent is to try and start working on these items so they will clear off of the next audit. With that, he asked if we could postpone the review of the November 2013 Financial Report until January 21st.

The Committee did focus some again on the cigarette tax and in December we asked the Town Manager to review our capital spending and see if there were items we could delay to see how these funds continue to come in. At the end of November we were down about \$60,000 and as of the end of December, we are now down about \$90,000. The Town Manager has put together a very helpful memo setting out the CIP for the year showing what has already been spent or committed, what is still outstanding and the recommendation from staff as to what they will do to counteract the shortage in revenues.

We are still running favorable in sales and meals taxes and in early April once we have the March statements, we will be more inclined to make a final determination and what we will possibly need to move to next year.

Mr. Adams commented about the very quick response at 3:00 am this morning in the extreme cold from the volunteer and career staff in helping to find an elderly gentleman who was missing from his home.

Mr. Hare made a motion that the meeting be adjourned, the motion was seconded by Vice Mayor Nance and carried by the following vote, with all members voting: Vote 4-0; Yeas (4) – Adams, Hare, Nance, Grose; Nays (0) – None; Absent (1) - Altice. The meeting was adjourned at 8:50 p.m.

APPROVED:

Bradley E. Grose, Mayor

ATTEST:

Susan N. Johnson, Town Clerk



Town Council Agenda Summary

Meeting Date

February 4, 2014

Department

Police

Issue

Officers of the Month for December 2013 – Sergeant Fabricio Drumond, Officer Daniel King, Officer James Spence

Summary

Sergeant Drumond, Officer King and Officer Spence were selected as Officers of the month for December and will be recognized at the meeting.

Attachments

Memo from Chief Cook

Recommendations

Read Memo



Vinton Police Department
311 SOUTH POLLARD STREET
VINTON, VIRGINIA 24179
PHONE (540) 983-0617
FAX (540) 983-0624
A State Accredited Agency

BENJAMIN L. COOK
CHIEF OF POLICE

To: Sergeant Fabricio Drumond, Officer Daniel King, Officer James Spence

From: Benjamin L. Cook, Chief of Police *BLC*

Date: January 8, 2014

Subject: Officer of the Month – December 2013

Congratulations! You have been nominated and selected as Officer of the Month for December, 2013.

Officer Spence and Sergeant Drumond

On December 7th, 2013, Officer Spence and Sergeant Drumond responded to a silent business alarm at Vinton Pawn. The situation turned out to be a medical emergency where a man had collapsed in the parking lot of the business suffering from cardiac arrest. Officer Spence quickly assessed the patient and determined that the victim was not breathing and had no pulse. Officer Spence began chest compressions while Sergeant Drumond retrieved the defibrillator from his patrol vehicle. Officer Spence continued to administer CPR after the arrival of EMS personnel to help them care for the patient. Their efforts were successful as the victims pulse and breathing returned and he was subsequently transported to a local hospital by EMS personnel. He has since been discharged from the hospital and is a long term care facility.

Sergeant Drumond and Officer King

On December 25th, 2013, Sergeant Drumond and Officer King responded to a residence on Olney Rd. for a medical emergency. Upon arrival, they found an unresponsive woman lying on the floor with a blue color to her face, initially appearing deceased. Sergeant Drumond assessed the victim and determined that she was choking on a piece of ham. The officers rolled the victim over and Sergeant Drumond performed the Heimlich maneuver. After several attempts, the victim vomited and the airway was cleared. Further assessment indicated the need for CPR and Officer King administered chest compressions until the arrival of EMS personnel. The victims pulse and breathing returned and she was transported to a local hospital by rescue.

After both of these incidents, the department received calls commending the officers on their quick action and professionalism. There is no greater service that we can provide than to save the life of another person and your quick thinking and actions have saved the lives of two of our citizens. We are proud of each of you and commend you on a job well done!



Town Council Agenda Summary

Meeting Date

February 4, 2014

Department

Council

Issues

Recognition of Michael W. Altizer for his eleven (11) year career as the representative of the Vinton Magisterial District on the Board of Supervisors of Roanoke County

Summary

Council will recognize Mr. Altizer with a Proclamation and other gift items at the meeting.

Attachments

Proclamation

Recommendations

Read Proclamation and present along with other gift items.



PROCLAMATION

WHEREAS, Michael W. Altizer concluded his eleven (11) year career as the representative of the Vinton Magisterial District on the Board of Supervisors of Roanoke County on December 31, 2013; and

WHEREAS, in recognition of his leadership ability, Mr. Altizer was chosen by his fellow Board members to serve as Chairman of the Board of Supervisors in the years 2005, 2009 and 2013; and

WHEREAS, Mr. Altizer served in said capacity as Supervisor and Chairman with dedication and distinction and played a vital role in the development and progress of the entire County of Roanoke and the Vinton community; and

WHEREAS, during his tenure, Mr. Altizer recognized the importance of regional partnerships in helping to create a positive environment for economic development efforts and was instrumental in creating many of those partnerships which the Town has participated in and benefited from; and

WHEREAS, Mr. Altizer also negotiated a 99 year lease to renew and expand recreational opportunities at Explore Park and convened the regional Economic Development Summit, which subsequently led to the formation of the Western Virginia Regional Industrial Facility Authority, all of which will benefit the Town; and

WHEREAS, Mr. Altizer played a vital role in conceiving the vision and the completion of "High Ground" Vinton-Roanoke County Veterans Monument at the Vinton War Memorial, having served on the Capital Campaign Committee, and bought about the approval of a new library branch in the downtown area which will be a centerpiece of the revitalization efforts of the Town.

NOW, THEREFORE, I, Bradley E. Grose, Mayor of the Town of Vinton, and on behalf of Town Council and all our citizens, do hereby express our sincere appreciation and thanks to Michael W. Altizer for his distinguished and outstanding commitment to public service and especially for his service to the Vinton community and extend best wishes to him and his family for many happy and successful years in the future.

IN WITNESS WHEREOF, I have set my hand and caused the seal of the Town of Vinton, Virginia to be affixed on this 21st day of January 2014.

Bradley E. Grose, Mayor



Town Council Agenda Summary

Meeting Date

February 4, 2014

Department

Police

Issue

Consider adoption of a Resolution appropriating funds in the amount of \$29,750.00 received from the Attorney General Asset Forfeiture Grant Program to the Police Department budget.

Summary

The Department is requesting that Council adopt the Resolution that appropriates funding received from the Attorney General Asset Forfeiture Grant Program in the amount of \$29,750.00.

The grant was approved for the department's replacement of computers that will no longer be supported by the Roanoke County IT Department on April 1st. This grant will replace 12 computers, software and mounting equipment along with installation and setup fees and there are no matching funds needed.

Attachments

Asset Forfeiture Grant Approval letter
Resolution

Recommendations

Motion to adopt Resolution



COMMONWEALTH of VIRGINIA

Office of the Attorney General

Kenneth T. Cuccinelli, II
Attorney General

900 East Main Street
Richmond, Virginia 23219
804-786-2071
FAX 804-786-1991
Virginia Relay Services
800-828-1120
7-1-1

November 26, 2013

Town of Vinton Police Department
Attn: Benjamin Cook, Chief
311 S. Pollard Street
Vinton, Virginia 24179

Re: One-Time Asset Forfeiture Transfer

Dear Chief Cook:

On behalf of Attorney General Ken Cuccinelli, I am pleased to announce that your department has been approved for an asset forfeiture transfer based upon your submitted proposal in the amount of \$29,750.00.

We will be in touch after the Thanksgiving holiday with more details regarding how the transfer will be accomplished. We will prepare a Memorandum of Understanding (MOU) between your department and the Commonwealth of Virginia, Office of the Attorney General. The MOU will explain the exact amount and nature of the award approved by the U.S. Department of Treasury. Please note the award amount may differ from your department's original request.

Congratulations on the approval of your request.

Sincerely,

A handwritten signature in black ink, appearing to read "John Childrey".

John F. Childrey
Deputy Attorney General
Public Safety and Enforcement Division
Office of the Attorney General of Virginia

RESOLUTION NO.

AT A REGULAR MEETING OF THE VINTON TOWN COUNCIL HELD ON TUESDAY, FEBRUARY 4, 2014 AT 7:00 P.M., IN THE COUNCIL CHAMBERS OF THE VINTON MUNICIPAL BUILDING, 311 SOUTH POLLARD STREET, VINTON, VIRGINIA

WHEREAS, the Town of Vinton Police Department strives to keep all essential equipment updated and operational; and

WHEREAS, the current computers will no longer be functional as of April 1, 2014 due to the program software expiring and no longer being supported by Roanoke County IT; and

WHEREAS the Town of Vinton Police Department has received a grant from the Attorney General Asset Forfeiture Grant Program in the amount of \$29,750.00, to purchase replacement computers, software and mounts.

NOW THEREFORE, BE IT RESOLVED, that the Vinton Town Council does hereby approve the following.

From:	200.2404.046	Revenue Asset Forfeiture Grant	\$29,750.00
To:	200.3105.368	Expenditure Asset Forfeiture Grant	\$29,750.00
		TOTAL	\$29,750.00

This Resolution adopted on motion made by Council Member _____, seconded by Council Member _____, with the following votes recorded:

AYES:

NAYS:

APPROVED:

Bradley E. Grose, Mayor

ATTEST:

Susan N. Johnson, Town Clerk



Town Council Agenda Summary

Meeting Date

February 4, 2014

Department

Finance/Treasurer

Issue

Consider adoption of a Resolution allowing the Town Treasurer/Finance Director to remove outstanding Personal Property delinquent taxes and Vehicle License Fees over five years old from the active records to a permanent file.

Summary

According to State Code Section 58.1-3940, property taxes over five years old are not collectible. Also, according to State Code, these taxes may not be written off until after December 31st of the year for which such taxes were assessed. All efforts were made to collect the taxes including reporting them to the State Debt Set-Off Program.

Attachments

Resolution

Recommendations

Motion to adopt Resolution

RESOLUTION NO.

AT A REGULAR MEETING OF THE VINTON TOWN COUNCIL HELD ON TUESDAY, FEBRUARY 4, 2014 AT 7:00 PM IN THE COUNCIL CHAMBERS OF THE VINTON MUNICIPAL BUILDING, 311 SOUTH POLLARD STREET, VINTON, VIRGINIA

WHEREAS, the Town of Vinton is maintaining records of outstanding Personal Property delinquent taxes for 2008 in the amount of \$4,818.42; and

WHEREAS, the Town of Vinton is maintaining records of outstanding Vehicle License Fees for 2008 in the amount of \$9,565.17; and

WHEREAS, the personal property taxes and vehicle license fees are over five years old and not collectible as prescribed by Section 58.1-3940, of the 1950 Code of Virginia as amended; and

WHEREAS, the Finance Department has made all efforts to collect on these balances and has turned them over to collections and the State of Virginia Debt Set-Off Program.

NOW, THEREFORE, BE IT RESOLVED that the Vinton Town Council does hereby direct the Town Treasurer/Finance Director to have the outstanding accounts removed from the active records and placed in a permanent file where, if the opportunity arises, the accounts may be collected.

This Resolution adopted on motion made by Council Member _____, seconded by Council Member _____, with the following votes recorded:

AYES:

NAYS:

APPROVED:

Bradley E. Grose, Mayor

ATTEST:

Susan N. Johnson, Town Clerk



Town Council Agenda Summary

Meeting Date

February 4, 2014

Department

Finance/Treasurer

Issue

Consider adoption of a Resolution allowing the Town Treasurer/Finance Director to remove outstanding Water and Sewer delinquent bills over five years old from the active records to a permanent file.

Summary

As of December 31, 2013, the water and sewer accounts over five years old and inactive have been deemed uncollectible in the amount of \$6340.64. These accounts and amounts are from the following years as follows:

2008 in the amount of \$6,340.64

All efforts have been made to collect the delinquent water and sewer bills including submitting them to debt set-off program for collection. The Delinquent listings are available in the Treasurer's office and will be maintained in the event that an opportunity should arise to collect one of these outstanding accounts.

Attachments

Resolution

Recommendations

Motion to adopt Resolution

RESOLUTION NO

AT A REGULAR MEETING OF THE VINTON TOWN COUNCIL HELD ON TUESDAY, FEBRUARY 4, 2014 AT 7:00 PM IN THE COUNCIL CHAMBERS OF THE VINTON MUNICIPAL BUILDING, 311 SOUTH POLLARD STREET, VINTON, VIRGINIA

WHEREAS, the Town of Vinton is maintaining records of outstanding water and sewer accounts from 2008; and

WHEREAS, as of December 31, 2013, the water and sewer accounts over five years old and inactive have been deemed uncollectible in the amount of \$ 6,340.64; and

WHEREAS, the Finance Department has made all possible efforts to collect on these outstanding balances including the submitting of these accounts to the debt set-off program.

NOW, THEREFORE, BE IT RESOLVED that the Vinton Town Council does hereby direct the Town Treasurer/Finance Director to have the outstanding amounts removed from the active records and placed in a permanent file where, if the opportunity arises, the accounts may be collected.

This Resolution adopted on motion made by Council Member _____, seconded by Council Member _____, with the following votes recorded:

AYES:

NAYS:

APPROVED:

Bradley E. Grose, Mayor

ATTEST:

Susan N. Johnson, Town Clerk



Town Council Agenda Summary

Meeting Date

February 4, 2014

Department

Council

Issues

Appointments to Boards/Commissions

Summary

The terms of three members of the Highway Safety Commission expire on February 4, 2014: Carolyn Fidler, Roy G. McCarty, Jr. and Doug Adams. All three have been contacted and they are willing to serve another three-year term.

Attachments

None

Recommendations

Motion to reappoint Carolyn Fidler, Roy G. McCarty, Jr. and Doug Adams to three-year terms ending February 4, 2017 on the Highway Safety Commission.



Town Council Agenda Summary

Meeting Date

February 4, 2014

Department

Finance/Treasurer

Issue

Financial Reports for November 2013 and December 2013

Summary

The Financial Reports for the period ending November 30, 2013 and December 31, 2013 have been placed in the Town's Dropbox and on the Town's Website.

The Finance Committee will meet on Monday, February 3, 2014 at 5:30 pm to discuss these reports and will make a presentation Council during the Council Comment Section of the Regular Meeting.

Attachments

November 2013 Financial Report Summary
December 2013 Financial Report Summary

Recommendations

Motion to approve the November 2013 and December 2013 Financial Reports

Financial Report Summary
Month Ending November 30, 2013

THE TOWN OF
VINTON
 VIRGINIA



	Adopted Budget	Revised YTD Budget	MTD	YTD Posted	REMAINING BALANCE	%
General Fund 200						
Revenues	7,905,867	2,115,878	338,009	1,869,107	(246,771)	88%
Accrued Revenue Adjustment			238,337	238,337		
Total Adj. Revenues	7,905,867	2,115,878	576,346	2,107,444	(8,434)	100%
Expenditures	7,905,867	3,743,822	425,306	3,104,203	(639,619)	83%
Revenues over/(under) Expenditures		(1,627,944)	151,040	(996,759)		
Utility Fund 300						
Revenues	3,429,380	1,185,736	97,929	1,137,995	(47,741)	96%
Less: Tinker Creek Project Revenue		0	0	0		0%
Less: Bond Series 2013		0	0	0		
Operating Revenues	3,429,380	1,185,736	97,929	1,137,995	(47,741)	96%
Expenditures	3,429,380	1,490,822	293,472	1,777,774	286,953	119%
Less: Tinker Creek Project Expenditures		0	0	0	0	0%
Less: Bond Series 2013		0	0	575,025		
Operating Expenditures		1,490,822	293,472	1,202,749	(288,073)	81%
Revenues over/(under) Expenditures		(305,086)	(195,544)	(64,754)		
Total All Funds						
Revenues	11,335,247	3,301,614	674,275	3,245,439	(56,175)	98%
Expenditures	11,335,247	5,234,644	718,778	4,306,952	(927,692)	82%
Revenues over/(under) Expenditures		(1,933,030)	(44,504)	(1,061,513)		

*excludes Tinker Creek Project

*excludes 2013 Bond Issue

Financial Report Summary
Month Ending December 31, 2013

THE TOWN OF
VINTON
 VIRGINIA



	Adopted Budget	Revised YTD Budget	MTD	YTD Posted	REMAINING BALANCE	%
General Fund 200						
Revenues	7,905,867	2,885,398	655,526	2,524,632	(360,766)	87%
Accrued Revenue Adjustment			256,350	256,350		
Total Adj. Revenues	7,905,867	2,885,398	911,875	2,780,982	(104,416)	96%
Expenditures	7,905,867	4,276,812	565,120	3,669,323	(607,489)	86%
Revenues over/(under) Expenditures		(1,391,413)	346,755	(888,341)		
Utility Fund 300						
Revenues	3,429,380	1,616,999	431,406	1,569,401	(47,599)	97%
Less: Tinker Creek Project Revenue		0	0	0		0%
Less: Bond Series 2013		0	0	0		
Operating Revenues	3,429,380	1,616,999	431,406	1,569,401	(47,599)	97%
Expenditures	3,429,380	1,696,381	262,473	2,040,247	343,866	120%
Less: Tinker Creek Project Expenditures		0	0	0	0	0%
Less: Bond Series 2013		0	31,511	606,536		
Operating Expenditures		1,696,381	230,962	1,433,711	(262,670)	85%
Revenues over/(under) Expenditures		(79,382)	200,444	135,690		
Total All Funds						
Revenues	11,335,247	4,502,398	1,343,281	4,350,383	(152,015)	97%
Expenditures	11,335,247	5,973,193	796,082	5,103,034	(870,159)	85%
Revenues over/(under) Expenditures		(1,470,796)	547,199	(752,651)		

*excludes Tinker Creek Project

*excludes 2013 Bond Issue