

MINUTES OF A RETREAT OF VINTON TOWN COUNCIL HELD AT 8:30 A.M. ON FRIDAY, OCTOBER 11, 2013, AT THE CHARLES R. HILL SENIOR CENTER, 820 WASHINGTON AVENUE, VINTON, VIRGINIA.

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

STAFF PRESENT: Christopher S. Lawrence, Town Manager  
Susan N. Johnson, Town Clerk  
Ryan Spitzer, Assistant to the Town Manager

The Mayor opened the meeting and thanked the Council Members for working out their schedules to attend this Retreat and turned the meeting over to the Town Manager.

The Town Manager began by setting the agenda for the retreat. First, he would review the current State of the Town and refer to fiscal graphs of high level finances past, present and future. Next, would be a review of the five focus areas which were a part of last year's retreat package. At 11:30 a.m., the group would break for lunch and then start back at 12:30 p.m. The afternoon session would be a discussion of new focus areas and then an opportunity for open discussion before the retreat adjourns at 3:00 p.m.

Council and staff were provided a copy of the final document of the October 28-29, 2012 Council Planning Retreat for reference (attached). The morning session consisted of comments and discussion regarding:

- State of the Town (fiscal graphs of high level finances past, present, and future)
- Review 5 Focus Areas
  - Economic Development Downtown
  - Economic Development General
  - Infrastructure
  - Staff/Volunteer Development
    - Celebration of accomplishments
    - Next Steps – Staff & Town Council
    - New Developments
    - Outstanding Questions (Health Department Building, Old Vinton Motors)

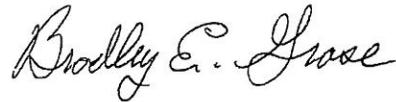
At 11:30 a.m., the group recessed for lunch at the Senior Center and then reconvened the retreat at 12:30 p.m.

Council and staff were provided a copy of a Walnut Avenue Corridor Project Summary (attached) and the Town Manager provided an update on the project. Ryan Spitzer next gave Council a brief update on the Downtown Revitalization Project and provided a simulation photo of the proposed downtown street lights and three sketches relating to the Farmer's Market Concept Plan (attached). After the review of these projects, the afternoon session continued with discussion regarding:

- New Focus Areas
  - Schools – Roland E. Cook and Old WBHS
  - Neighborhood Enhancement
  - Major Expectations
  - Opportunities
  - Questions – Key Outcomes
- Others

After closing comments, the retreat was adjourned at 3:00 p.m.

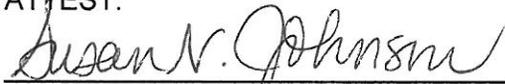
APPROVED:



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Bradley E. Grose, Mayor

ATTEST:



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Susan N. Johnson, Town Clerk



**Vinton Town Council  
Planning Retreat  
October 28-29, 2012**

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**Overview of Projected Revenue/Expenses going Forward**

Chris Lawrence presented projections for 2014-2016 for both the General Fund and the Utility Fund. For all intents and purposes, he is projecting flat revenues and a slight increase in expenses over that period of time. That information was used to inform discussions and decisions made throughout the day. A copy of the projections can be found in the Appendix.

**Vinton War Memorial**

The Town Council reviewed a financial statement for the War Memorial that included actuals for 2010-12, and projections for 2013 – 2015. A copy of this document can be found in the Appendix. There was considerable concern that the projections indicate this would continue to be a significant subsidy on the Town's finances for the foreseeable future.

Kevin Kipp, the new facilities manager of the War Memorial will be making a presentation to Council next month with a recommended strategic business plan to turnaround this situation. Council asked that his presentation include:

- How much money the facility could generate if booked at capacity so they could better determine the long term viability of this investment.
- In addition, they would like him to review the recommendations and projections from the original consultants hired for this project to ensure we are taking advantage of that expertise.

The Council also brainstormed other ideas on how to turn this situation around, which included upgrading the kitchen and renting it out to a catering company, exploring public-private partnerships, or finding some other source of sustaining revenue.

ACTION ITEMS	DATE DUE	PERSON RESPONSIBLE	STATUS
Present business plan to Town Council	Dec 2012	Kevin Kipp, Facilities Mgr	Presented and proceeding with Revised Catering Policy RFP
Update on Business plan to Council	May 2013	Kevin Kipp	Completed
Review financials and make decision on whether to continue with current business plan or to explore other options to minimize/minimize subsidy on budget	Nov 2013	Chris/Council	Review quarterly reports Implement new catering policy

3

**Economic Development/Other**

A wide-ranging discussion took place to get updates on other issues critical to driving economic development, business retention and expansion, including the status of the closed schools, status of businesses on the main corridor, and creating new opportunities to encourage business development.

Following are the action items that resulted from that discussion:

ACTION ITEMS	DATE DUE	PERSON RESPONSIBLE	STATUS
Market and sell the Health Dept. Building	Beginning Nov 2012		Discuss Desired outcomes at retreat Oct. 2012
Quarterly update to Council on the status of all Economic Development projects	Feb 2013 May 2013 Aug 2013 Nov 2013 Feb 2014 May 2014	Chris/Ryan	On going
Explore and make recommendation on new site for annual fireworks display	Mar 2013	Mary Beth Layman	Modified fireworks for 2013 July 4 with success Evaluate secondary site
Develop proactive plan/recommendation on how to develop the two corridors. Consider a possible creative partnership agreement with the Chamber	April 2013	Chris/Ryan/Anita	Commercial Facade program Infrastructure evaluation County gateway funding
Do feasibility study on what it would take to make the Vinton Business Center more marketable	Nov 2013	Ryan/Roanoke County	Industrial access funding for new industrial pad Very Niche market, pre-design and/or shell building

5

**Overview**

The 2012 Vinton Town Council Retreat was held at the Vinton War Memorial on October 28-29, 2012. Prior to the retreat, each participant was surveyed and the responses used to develop the agenda.

**In attendance were:**

- Mayor Brad Cross
- Vice Mayor Wes Nance
- Councilman Doug Adams
- Councilman Bobby Altob
- Councilman Matt Hare
- Chris Lawrence, Town Manager
- Susan Johnson, Executive Assistant/Town Clerk

**Purpose of Retreat**

- To have a thoughtful review of how we're doing and to discuss how we can be more effective to our citizens and employees
- To have candid and pro-active discussions on critical infrastructure issues, economic development and budgeting
- To develop short and long term goals as well as strategies to address them

**What's in this Document**

- High level strategic direction and priorities in critical areas
- Specific action items to be addressed in the next 12-24 months
- An Appendix that includes presentations that provided context for the discussions and decisions made during the retreat

**Areas of Focus**

The key areas of focus for this retreat were:

- Economic health
- Economic Development
- Critical Infrastructure concerns
- Staffing, staff development and use of volunteers
- Responsiveness and communication with citizens
- Improving Council effectiveness

2

**Economic Development/Downfall**

Chris presented the current plan for the Downtown Business District Revitalization Project, details of which can be found in the Appendix. Chris also shared that the new Assistant to the Town Manager would probably be devoting 50% of his time to this project to ensure its success.

In order to maximize the impact of this grant on economic development, the Council felt that there were several areas where we need to pro-actively make some decisions:

ACTION ITEMS	DATE DUE	PERSON RESPONSIBLE	STATUS
Get disposition from building official on 123 Gus Nicks Blvd	Nov 2012	Anita McMillan/ Planning & Zoning	Present Code changes on Oct. 26, 2013
Brainstorm and explore the feasibility of options for Steve's garage property and make recommendation	Jan 2013	Chris Lawrence	Proceed with study of State Park Oct 2013
Explore options available to "sweeten the pot" for private business development to enhance the effectiveness of the overall downtown revitalization	Feb 2013	Ryan Spitzer	Expanded Facade Grant Program Market Change of Use Grant Brownfield Grant Revolving Loan Fund
Make decision on our "brand"	Feb-April 2013	Chris/Ryan	Branding study commenced Sept 2013
Do study to evaluate Central Business boundaries for Down-town for possible expansion	Feb-April 2013	Anita	Study Complete, present to TC at future meeting

4

**Infrastructure**

Chris shared an overview on the law and the realities of Storm Water Management regulations and its budget implications going forward. Discussions included a wide-range of topics including water and sewers, buildings, and streets and roads. The importance of spending money now to maintain what we have was emphasized. Following are areas of focus for the next 12-18 months:

ACTION ITEMS	DATE DUE	PERSON RESPONSIBLE	STATUS
Presentation on rate study for water and sewer for decision-making on next steps	Dec 2012	Chris	Completed 10/2012
Staff recommendation on what are the biggest liabilities with SWM we need to be prepared for	Feb-Apr 2013	Anita/Gary	In progress with AMEC study in partnership with Ro Co
Develop priority list of sidewalks and roads for improvement	Sept 2013	Gary	RCTP Funding applied Corridor Study Evaluated Proposed condition assessment and crack sealing
Do cost/benefit analysis of new vs. used vs. rental of small roller to improve quality of road repairs	Feb 2013	Gary	Complete
Make decision on whether to replace wooden sign poles with metal ones as they need replacement due to maintenance issues		Gary	Pool area - Virginia Ave gateway removed all poles
Evaluate all options for "closed" rights at the swimming pool (i.e. move rights) to increase revenue and make recommendation	May 2013	Mary Beth Layman	Completing summer results Evaluate amenities at pool such as slide, diving board, etc.

6



