# Smithfield 2020
## Notes from project team meeting of November 5th, 2014

**Present**

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| Jim Abicht | Lee Duncan | Russell Parrish |
| Mike Adams | Sheila Gwaltney | Amy Ring |
| Priscilla Barbour | Trey Gwaltney | Peter Stephenson |
| Rick Bodson | Mark Hall | |
| Andy Cripps | Randy Pack | |

## Admin

The team welcomed Mike Adams as the newly Board-appointed representative from the Chamber of Commerce replacing Russell Parrish to whom the team extended gratitude and thanks for many years of contributions to 2020.

Current funds balance is $16,874, unchanged from last month. $544 remains in the budget for installation of the final sets of banners on North and South Church Street.

## Project and initiative updates

Installation of banners on N. Church Street and in front of Smithfield Station has been tentatively approved by Dominion pending a final on-site review November 12th.

Mark, Jim, Lee and Randy have met to discuss how to best represent Smithfield merchants on the 2020 team. Recommendations include not expanding the scope of 2020 beyond the Historic District now; the key consideration was maintaining focus on the several initiatives already in flight. The task team encourages the Chamber to work with South Church Street businesses in developing an organized group.

The Chamber did in fact host an initial South Church Street Business Council meeting October 30th with an objective of organized quarterly meetings to identify issues and solutions. As newly appointed Chamber rep to 2020 and *de facto* SCSBC member, Mike Adams can facilitate exchanges of issues, initiatives and needs for advocacy to Town leadership. Discussion of the SCSBS meeting also underscored that not extending 2020 to South Church Street at this point is defensible; while there is overlap, the South Church Street merchants' agenda needs further development.

A proposal for how the representation of Historic District merchants on 2020 will be managed in the future (combining the current SHDBA and members-at-large construct) was deferred to the December meeting. A proposal to invite a merchant to attend and observe 2020 meetings was discussed but general consensus was to delay to December a finalized protocol for the initiative.

Andy hosted a meeting to discuss directional signage to draw shoppers to Church Street and to the 300 block. The proposal includes standing or light pole-affixed small area maps and / or

directional signs drawing pedestrians around the corner to North and South Church Streets as well as up to the 300 block. (The first cut graphics were separately distributed to the team.) Also discussed were façade painting on the east wall of the Christmas Store (above the Chamber offices) and on the south corner of the 1939 Firehouse. "Clean and clear" were identified as the major design parameters.

The signage team will finalize the standing sign design and locations as soon as possible. The initiative is targeted to be presented for a checkpoint at the November 18th Town Council committee meeting and Russell Parrish will liaise with Town Planner William Saunders to establish whether the (non-façade) signs will require BHAR review.

Further discussion of the façade painting of directional or identification signage was deferred to the December team meeting.

**New initiatives**

No new initiatives were proposed.

**Organization updates / announcements**

Chamber: The Community Guide has been printed and distribution is imminent.
The State of the County breakfast is rescheduled to early June.
Nominations to the 2015 Leadership Class are solicited and should be forwarded to Andy.

Historic District Businesses: Two new businesses have opened in the last month – Relics in the Firehouse shops and Vintage Potential at 215 Main. Full occupancy of the Station Boardwalk shops is expected in early 2015.

Town: The small lot between Wharf Hill dry cleaning and the Town's pumping station is under contract to be purchased by the Town; initial use is anticipated to be for overflow parking.

**Next meeting:** Wednesday, December 3rd, 8:45 am, Arts Center @ 319 classroom.

*These meeting notes submitted by Rick Bodson.*