

**MINUTES OF THE REGULAR MEETING OF THE WYTHEVILLE TOWN COUNCIL  
HELD IN THE COUNCIL CHAMBERS ON MONDAY, FEBRUARY 27, 2017, AT 7:00 P.M.**

Members present: Trenton G. Crewe, Jr., Jacqueline K. King, Thomas F. Hundley, Joseph E. Hand, Jr., Beth A. Taylor

Others present: Town Manager C. Wayne Sutherland, Jr., Assistant Town Manager Stephen A. Moore, Town Clerk Sharon G. Corvin, Bryan Bard, Blaine Grubb, Todd Mathews, Judy Buck, Steve Hermansen, Alvin Cassell, Greg Smith, Jane-Erie Shrestha, Alethea Neal, Bill Smith, Kelly White, Police Officer Troy Cockram

**RE: CALL TO ORDER, QUORUM, PLEDGE**

Mayor Crewe called the meeting to order and established that a quorum of Council members was present. The Pledge of Allegiance was led by Vice-Mayor King.

**RE: CONSENT AGENDA**

Mayor Crewe presented the consent agenda consisting of the minutes of the regular meeting of February 13, 2017; the request of the Fort Chiswell High School After Prom Committee for a Special Exception Facility Use Permit to conduct After Prom activities at the Wytheville Recreation Center on May 6 and 7, 2017; and, the request of the George Wythe High School After Prom Committee for a Special Exception Facility Use Permit to conduct their After Prom activities at the Wytheville Recreation Center on April 29 and 30, 2017. He inquired of the Council if there was a motion to approve the consent agenda as presented or to somehow be amended. A motion was made by Councilman Hand and seconded by Councilwoman Taylor to approve the consent agenda consisting of the minutes of the regular meeting of February 13, 2017; the request of the Fort Chiswell High School After Prom Committee for a Special Exception Facility Use Permit to conduct After Prom activities at the Wytheville Recreation Center on May 6 and 7, 2017; and, the request of the George Wythe High School After Prom Committee for a Special Exception Facility Use Permit to conduct their After Prom activities at the Wytheville Recreation Center on April 29 and 30, 2017, as presented. Mayor Crewe inquired if there was any discussion on the motion to approve the consent agenda, as presented. There being none, the motion was approved with the following voting in favor and there being no opposition: For: Trenton G. Crewe, Jr., Jacqueline K. King, Thomas F. Hundley, Joseph E. Hand, Jr., Beth A. Taylor. Against: None.

**RE: CITIZENS' PERIOD**

Mayor Crewe advised the next agenda item is Citizens' Period. He stated that Mr. Steve Hermansen indicated on the sign in sheet that he wished to address the Council, therefore, he would ask Mr. Hermansen to please come forward to the podium to address the Council at this time.

Mr. Steve Hermansen stated that he is attending the Council meeting as a representative of the Wytheville Farmers' Market Board of Directors. He noted that he is the Treasurer of the Wytheville Farmers' Market Board. Mr. Hermansen explained to the Council members that all he wanted to state at this meeting was the concern the Farmers' Market Board of Directors has regarding the restrooms at the Farmers' Market building. He noted that earlier in the month, the Farmers' Market Board had received an email stating that, basically, the restrooms would not be complete in time for the Farmers' Market to open at the beginning of May. Mr. Hermansen commented that the Farmers' Market Board was under the impression that the restrooms were supposed to be complete for both the vendors and patrons of the market. He continued to express his concerns regarding the restroom facilities in the Farmers' Market building. Mr. Hermansen explained to the Council that the Farmers' Market Board cannot attract new vendors or customers if there are not facilities to do so. He continued to explain to the Council what the Farmers' Market Board wished to see happen before the market opens in May. He noted that if any of the Farmers' Market Board members could do anything to help the Town to try to hasten the renovations, to please not hesitate to ask. Mr. Hermansen thanked the Council for allowing him to speak and inquired if the Council had any questions for him.

Mayor Crewe stated that he appreciates Mr. Hermansen attending the Council meeting, and he advised that he would ask Town Manager Sutherland and Assistant Town Manager Moore to follow up in regard to Mr. Hermansen's comments. He explained that to his recollection, some of the renovations at the Farmers' Market were moved around on the priority scale because of the source of the funds and the order in which some things had to be done. Mayor Crewe remarked that it should not be impossible to get the restrooms installed between now and May.

Town Manager Sutherland advised that several points regarding the Farmers' Market include what becomes a priority in terms of what the Town is doing at the time. He noted that there are a lot of construction projects taking place, and if Town crews start a project, they have to stop another project. Town Manager Sutherland explained that he thinks that it is possible for the Town to install the restrooms, and he thinks that the Town is in a position to use Town forces on this project. He remarked that this is Rural Development funding, therefore, there are stipulations on how the money is to be spent. Town Manager Sutherland commented that a lot of progress has been made at the Farmers' Market. He stated that the Council will discuss what can be done. Mayor Crewe inquired of Mr. Hermansen if he could give an official answer for part of the Farmers' Market Board, and if there is any desire to try to accommodate the restaurant idea presented by Mr. Andy Kegley in the Farmers' Market building. Mr. Hermansen stated that the last discussion held with Mr. Kegley's group was that the Farmers' Market Board was no longer interested in this idea. Mayor Crewe advised that the Council had also told Mr. Kegley numerous times that there is no interest, but Council wanted to make sure that there was not any miscommunication between the Farmers' Market Board and the Town. He reiterated that as far as the Town is concerned, the restaurant is not going inside of the Farmers' Market building. Mr. Hermansen and Mayor Crewe continued to express both parties' concerns regarding the restaurant being located in the Farmers' Market building. Mayor Crewe thanked Mr. Hermansen and the Farmers' Market Board for attending the Council meeting. He noted that no one else indicated on the sign in sheet that they wished to address the Council during Citizens' Period, therefore, he proceeded with the agenda.

### **RE: OLD BUSINESS**

Under Old Business, Town Manager Sutherland reported the following:

1. The Council Work Session will be held on Tuesday, February 28, 2017, at 7:00 a.m.
2. The Wytheville Planning Commission will meet on Thursday, March 9, 2017, at 6:00 p.m., in the Council Chambers.

### **RE: BUDGET AND FINANCE COMMITTEE REPORT**

Vice-Mayor King, reporting for the Budget and Finance Committee, stated that last year, at a Joint Governing Bodies meeting, the Council heard a presentation from a consulting firm who specializes in providing marketing data and, ultimately, activities associated with recruiting retail businesses into a community. She noted that the concept that was presented at that meeting was that this would be a countywide study including the Towns of Wytheville and Rural Retreat and Wythe County, and the funding for the project cost would be distributed among the three entities. Vice-Mayor King remarked, subsequently, it was determined that it may be in the Town's best interest to solicit proposals from similar consulting firms. She expressed that the Joint Industrial Development Authority assumed the responsibility of soliciting proposals, and, as such, a joint committee has interviewed yet another consulting firm. Vice-Mayor King commented that the most recent firm to offer its services is named The Retail Coach, and this firm has several large offices throughout the United States and has worked on hundreds of similar types of projects. She stated that these consultants identify positive aspects of a community and share these with retailers. Vice-Mayor King noted that the Town has checked their credentials with other communities, and The Retail Coach has received glowing reports in their efforts. She explained that the price of their services during the first year will be \$45,000, which will be payable in three installments. Vice-Mayor King commented that it is proposed that the ratio of payment would be 45 percent for both Wythe County and the Town of Wytheville and 10 percent for the Town of Rural Retreat. She remarked that the Budget and Finance Committee believes that this is a very positive approach to getting new retail facilities, as well as having the potential to utilize vacant retail buildings. Vice-Mayor King advised that having said that, it would be the recommendation of the Budget and Finance Committee that the Council notify Wythe County of the Town's willingness to fund the identified portion of this program in the upcoming year. A motion was made by Vice-Mayor King and seconded by Councilwoman Taylor to authorize Town Manager Sutherland to notify Wythe County of the Town of Wytheville's willingness to fund the Town's 45 percent portion of the contract with a consulting firm, The Retail Coach, that identifies positive aspects of a community and shares it with retailers. Mayor Crewe inquired if there was any discussion on the motion. There being none, the motion was approved with the following voting in favor and there being no opposition: For: Trenton G. Crewe, Jr., Jacqueline K. King, Thomas F. Hundley, Joseph E. Hand, Jr., Beth A. Taylor. Against: None.

Vice-Mayor King, also, reported that the Council has received notification from the Governor's Office that the Town of Wytheville will be the recipient of \$25,000 in the Virginia Tourism Corporation's marketing efforts. She explained that the Virginia Tourism Corporation's

Marketing Leverage Program is designed to increase visitors' spending by leveraging limited local marketing dollars, stimulating new tourism marketing through partnerships and extending the "Virginia is for Lovers" brand. Vice-Mayor King noted that the Town's application in this round was submitted by the Wytheville Convention and Visitors Bureau and is titled "Create Your Own Story in Wytheville, Virginia." She commented that "Creating Your Own Story in Wytheville, Virginia" is an initiative focused on luring more travel writers to this area via trade shows, social media and familiarization tours by creating new printed and online press kits. Vice-Mayor King explained that all of these efforts are very valuable in recruiting new tourists into town. She remarked that Tourism is one of the most significant revenue generators, and the Budget and Finance Committee is very pleased that the Town is the recipient of this grant, which can be used to expand its marketing efforts. A copy of the Budget and Finance Committee report is attached and made part of these minutes.

#### **RE: PUBLIC WORKS COMMITTEE REPORT**

Councilman Hundley, reporting for the Public Works Committee, stated that the Public Works Committee has received an inquiry from Downtown Wytheville, Incorporated (DTW) about the possibility of pursuing grant funds for enhancements in the downtown area. He explained that beginning this spring, Phase II of the Heritage Walk Project will be under construction. Councilman Hundley noted that this is a continuation of the brick sidewalk on the south side of Main Street at Second Street leading to the Elizabeth Brown Memorial Park. He commented that along this route, between the Millwald Theatre and the Lester building, there are a number of large electrical poles and transformers. Councilman Hundley remarked that Downtown Wytheville, Incorporated feels that it is worthwhile to try to enhance the visual esthetics of this area, which would be beneficial to all of the surrounding properties. He expressed that the Town's Landscape Architect, John Woods, has developed several concepts for improvements that could be made in this area. Councilman Hundley stated that these are all being reviewed by the Design Committee with Downtown Wytheville, Incorporated, and they are seeking grant funds from the Department of Housing and Community Development for \$25,000, which could be used toward implementing these improvements. He advised that the Public Works Committee believes that this is a worthwhile effort and it would be the recommendation of the Public Works Committee that the Council authorize Downtown Wytheville, Incorporated to seek grant funding for this project. A motion was made by Councilman Hundley and seconded by Councilman Hand to authorize Downtown Wytheville, Incorporated to apply for a grant in the amount of \$25,000 from the Department of Housing and Community Development, to be used for enhancements on the Heritage Walk Project on Second Street from the Millwald Theatre building to the Lester building. Mayor Crewe inquired if there was any discussion on the motion. There being none, the motion was approved with the following voting in favor and there being no opposition: For: Trenton G. Crewe, Jr., Jacqueline K. King, Thomas F. Hundley, Joseph E. Hand, Jr., Beth A. Taylor. Against: None.

Councilman Hundley, also, reported that slightly over a month ago, the Beautification Task Force was developed to review efforts townwide that would enhance the beauty of this community. He explained that this Task Force is composed of Department Heads from the Town of Wytheville, as well as representatives from the Town Council, Downtown Wytheville, Incorporated and the Wytheville-Wythe-Bland Chamber of Commerce. Councilman Hundley stated that the early efforts of the Task Force were to develop a Mission Statement. He remarked that the statement that was adopted by the Task Force is as follows:

The mission of the Beautification Task Force is to identify projects that will increase and enhance the Town of Wytheville's attractiveness and visual appeal and will promote our heritage and culture. The implementation will involve a plan that will use municipal and volunteer efforts to complete and maintain beautification projects that will include landscaping and horticultural placements and showcase the arts and education.

Councilman Hundley stated that the Task Force is, currently, working on several initiatives including the design of planters that will be hung from the new light poles in the downtown area. He noted that the Task Force is, also, looking at other concepts and ideas for improvements to the walkability of the downtown area, as well as providing information to tourists. Councilman Hundley remarked that, recently, the Task Force discussed the development of a committee of volunteers that could walk various streets in town, particularly in the downtown area, to identify needs and/or suggest improvements. He explained that the Public Works Committee, also, thinks that these volunteers would be of assistance in other projects associated with communitywide enhancements. Councilman Hundley stated that the Public Works Committee is excited about the concept of involving citizens in the beautification efforts and will be soliciting for participation. He noted that there are no actions that need to be taken by the Council, but the Public Works Committee did want to advise the Town's citizens that the Task Force is creating

these citizen volunteer efforts whose mission will be to improve the esthetics and safety of public areas throughout the town. A copy of the Public Works Committee report is attached and made part of these minutes.

Mayor Crewe commented regarding an article that was in the *Virginia Municipal* magazine, which had a section regarding "volunteerism." He noted that the article is about how to recruit more volunteers. Mayor Crewe explained the volunteer program that Virginia Beach has in place.

**RE: PLANNING COMMISSION RECOMMENDATION**

Mayor Crewe advised the next agenda item is the recommendation from the Planning Commission regarding amendments to Article III - Definitions; Article IX - Medical Arts District MA-1; Article X – Business District B-1; Article XI – Business District B-2 (General); Article XI-A – Business District B-2 DT General Business District – Downtown, of the Town of Wytheville Zoning Ordinance to add the definitions of Clinic – Medical, Psychiatric or Surgical; Medical Office; and, Outpatient Substance Abuse Treatment Center and to define the zoning districts in which these uses would be allowed. He noted that it will be necessary for the Town Council to set a public hearing regarding these amendments, which could be scheduled for the March 27, 2017, Council meeting. He inquired if there is any opposition to scheduling the public hearing for March 27, 2017. There being no objection, it was the consensus of the Council to set a public hearing for the March 27, 2017, Council meeting at 7:00 p.m., in the Council Chambers, regarding amendments to Article III - Definitions; Article IX - Medical Arts District MA-1; Article X – Business District B-1; Article XI – Business District B-2 (General); Article XI-A – Business District B-2 DT General Business District – Downtown, of the Town of Wytheville Zoning Ordinance to add the definitions of Clinic – Medical, Psychiatric or Surgical; Medical Office; and, Outpatient Substance Abuse Treatment Center and to define the zoning districts in which these uses would be allowed.

**RE: ADJOURNMENT**

There being no further business to be discussed, a motion was duly made, seconded and carried to adjourn the meeting (7:25 p.m.).

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Trenton G. Crewe, Jr., Mayor

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Sharon G. Corvin, Town Clerk

## **BUDGET AND FINANCE COMMITTEE REPORT**

**FEBRUARY 27, 2017**

1. Last year, at a Joint Governing Bodies meeting, we heard a presentation from a consulting firm who specializes in providing marketing data and, ultimately, activities associated with recruiting retail businesses into a community. The concept that was presented that evening was that this would be a countywide study including the Towns of Wytheville and Rural Retreat and Wythe County, and the funding for the project cost would be distributed among the three entities. Subsequently, it was determined that it may be in our best interest to solicit proposals from similar consulting firms. The Joint Industrial Development Authority assumed the responsibility of soliciting proposals, and, as such, a joint committee has interviewed yet another consulting firm. The most recent firm to offer its services is named The Retail Coach, and this firm has several large offices throughout the United States and has worked on hundreds of similar types of projects. These consultants identify positive aspects of a community and share these with retailers. We have checked their credentials with other communities, and The Retail Coach has received glowing reports in their efforts. The price of their services during the first year will be \$45,000, which will be payable in three installments. It is proposed that the ratio of payment would be 45 percent for both Wythe County and the Town of Wytheville and 10 percent for the Town of Rural Retreat. We believe that this is a very positive approach to getting new retail facilities, as well as having the potential to utilize vacant retail buildings. Having said that, it would be the recommendation of the Budget and

Finance Committee that we notify Wythe County of the Town's willingness to fund the identified portion of this program in the upcoming year.

2. We have received notification from the Governor's Office that the Town of Wytheville will be the recipient of \$25,000 in the Virginia Tourism Corporation's marketing efforts. The Virginia Tourism Corporation's Marketing Leverage Program is designed to increase visitors' spending by leveraging limited local marketing dollars, stimulating new tourism marketing through partnerships and extending the "*Virginia is for Lovers*" brand. The Town's application in this round was submitted by the Wytheville Convention and Visitors Bureau and is titled "Create Your Own Story in Wytheville, Virginia." "Creating Your Own Story in Wytheville, Virginia" is an initiative focused on luring more travel writers to our area via trade shows, social media and familiarization tours by creating new printed and online press kits. All of these efforts are very valuable in recruiting new tourists into town. Tourism is one our most significant revenue generators, and we are very pleased that we were the recipient of this grant, which can be used to expand our marketing efforts.

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Jacqueline K. King

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Beth A. Taylor

## **PUBLIC WORKS COMMITTEE REPORT**

**FEBRUARY 27, 2017**

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Thomas F. Hundley

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Joseph E. Hand, Jr.

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