

January 29, 2007

At the quarterly joint meeting of the Prince Edward County Board of Supervisors and Farmville Town Council held on Monday, the 29th day of January, 2007, at 12:00 noon, at the Farmville Train Station, there were present:

Board of Supervisors

William G. Fore, Jr. Chairman
Howard F. Simpson, Vice-Chairman
Pattie Cooper-Jones
Sally W. Gilfillan
Charles M. McKay
James C. Moore
Lacy B. Ward

Town Council

Sydnor C. Newman, Mayor
Dr. Edward I. Gordon
Donald L. Hunter
Harlan L. Horton
Anne H. Nase
Otto S. Overton
A. D. "Chuckie" Reid
David E. Whitus

Also present: Mrs. Sarah Puckett, Acting County Administrator; Ms. Sharon Carney, Prince Edward County Director of Economic Development and Tourism; Mr. Jonathan L. Pickett, Director of Planning and Community Development; Mr. James R. Ennis, Interim County Attorney; Mr. Gerald J. Spates, Town Manager; Mr. Donald C. Blessing, Town Attorney; and Mrs. Cindy Morris, Town Planner.

Mayor Newman welcomed those present. Councilman Whitus offered thanks over the meal.

Following lunch hosted by Town Council, Chairman Fore called the Board of Supervisors to order as a reconvened meeting from the January 24, 2007 work session.

In Re: Library Update

Town Manager Spates reported that eleven proposals had been received for the new library building. A contract is being negotiated with *The Design Collaborative, Library Architects* of Virginia Beach. The project will consist of two phases. The first will entail cost estimates, site plan and size of the building.

In Re: Sandy River

Mr. Spates advised that engineers for the Town and County had studied two possible options for withdrawing water from the Sandy River Reservoir. The first was to build an intake structure and pipeline to the Farmville Wastewater Treatment Plant. The second, to build a three million gallon plant at Sandy

River to tie into the Town's system. Option #1 was chosen. The engineers are now working on cost estimates, and Council is awaiting word from the Board of Supervisors on who will be responsible for the intake pipe.

Mrs. Puckett indicated the Sandy River Reservoir Committee would be meeting soon, and would make a recommendation for consideration by the full Board.

In Re: Tourism Strategy

Mrs. Cindy Morris and Ms. Sharon Carney gave a presentation on the events, attractions and points of interest the community has to offer; and recommended the Town and County partner in the following tourism initiative:

1. Create a Tourism Board – This would be a working board made up of no more than 12 individuals. These individuals would include a Town and County elected representative appointed by their respective council/board, a representative from Longwood University, Hampden-Sydney College, the Chamber of Commerce, the Commonwealth Regional Council, and representative from the hospitality, food, recreation and mercantile industries.
Estimated Cost: In-house staff administration
2. Certified Visitors Center – Work toward acquiring state certification from Virginia Tourism Corporation for the Heartland Regional Visitor Center.
Estimated Cost: \$5,000 (part-time staffing)
3. Inventory of Existing Regional Amenities – This inventory would include accommodations, attractions, campgrounds, events, meeting spaces, outdoor recreation opportunities, restaurants, etc.
Estimated Cost: In-house staff coordination
4. Visitor Profile Survey – To be conducted by the Virginia Tourism Corporation and would include where people go, how much money they spend, and how long they stay.
Estimated Cost: \$50
5. Create a Marketing Slogan – The slogan would reflect a general image of the area so it can be used on the promotional and marketing materials of both localities.
Estimated Cost: \$0
6. Create a Directory Brochure with Map – This brochure will identify points of interest such as shops, hotels, restaurants, parks, tourism sites, etc.
Estimated Cost: \$5,000 (15,000 brochures)
7. Presence at 10 Virginia Welcome Centers – Will allow for distribution of brochures outside the area.
Estimated Cost: \$800
8. Update Tourism Websites – Update locality websites to include points of interests and recreation amenities, along with links to other attractions in the area (e.g.:

Virginia's Retreat, Virginia Department of Conservation and Recreation, Civil War Trails, Civil Rights and Education Heritage Trail, Longwood University, Hampden-Sydney College, etc.)

Estimated Cost: Cost of in-house staff administration

9. Tourism Summit – Should include a variety of stakeholders.
Estimated Cost: To be determined
10. Hospitality Training – This would include training employees in the hospitality industry such as hotels, restaurants, service stations, etc., or anyplace where the visiting public first meets eye-to-eye with the community.
Estimated Cost: To be determined
11. Utilize Existing Marketing Materials – There are many brochures, calendars, schedules and books that already exist which market area attractions and events. Virginia's Heartland Regional Visitors Center to become the regional distribution center of existing marketing materials to strategic places such as: Farmville Area Chamber of Commerce, hotels, restaurants, etc.
Estimated Cost: To be determined
12. Continue Participation in Virginia's Retreat Consortium –Virginia's Retreat represents localities located in the south central region of Virginia. Its mission is to increase tourism, economic activity, preservation, enhancement and education about the region's natural, recreational and historic resources.
Estimated Cost: \$4,500 (Prince Edward County annual dues)
13. Virginia Tourism Corporation's Technical Support – Utilize Virginia Tourism Corporation to aid in launching a tourism promotion program, strategic planning, funding assistance and industry liaisons.
Estimated Cost: To be determined
14. Tourism Infrastructure – Continue to create and endorse new tourism infrastructure such as the High Bridge Trail State Park, Poplar Hill Golf Course, Inn and Conference Center, Shops, Restaurants, Kiosks, Civic Center, Hotels, Bed and Breakfasts, etc.
Estimated Cost: To be determined
15. Periodically Assess Marketing Goals – Periodic assessment to assure that marketing efforts are pertinent to current situations. This assessment would be conducted by Tourism Board and staff.
Estimated Cost: In-house staff resources

The Board and Council were asked to take action on the first six items. While discussing the creation of a Tourism Board, Supervisor Gilfillan recommended a representative of the farming community be included. She also felt emphasis should be placed on the area's clean air, clean water, and outdoor family recreation.

Chairman Fore suggested that two representatives be selected from each governing body to serve as a nucleus in recommending appointments to the Tourism Board that would work toward achieving the goals outlined by Mrs. Morris and Ms. Carney.

Mr. Simpson made a motion that the Board accept Mr. Fore's recommendation. The motion carried:

Aye:	Pattie Cooper-Jones William G. Fore, Jr. Sally W. Gilfillan Charles W. McKay James C. Moore Howard F. Simpson Lacy B. Ward	Nay: None
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Supervisors Gilfillan and Simpson volunteered to serve.

After a similar motion and action by Council, Mr. Horton and Mrs. Nase were named to serve from the Town.

In Re: Regional Water Supply

Mr. Spates reported that the Town and County had agreed to partner together in developing a regional water supply plan. Said plan must be submitted to the State Water Control Board by November, 2011.

In Re: Parking

Town Manager Spates advised that Longwood University was planning to build additional parking lots for the downtown apartments (Longwood Landings) located in Mid-Town Square.

He also reported that a study was being conducted to assess the Town's parking needs.

In Re: General Update – Town Projects

Mr. Spates reported that retail sales in the Town of Farmville for 2005 totaled \$487,005,905. This was a 7.48% increase over the prior year.

He then gave a PowerPoint presentation on the following projects within the Town:

Current Projects:

- New Municipal Building-Construction expected to be complete in May, 2007.

- Farmville Municipal Airport-Environmental assessment currently ongoing. Once complete, the Town hopes to extend the runway and construct a parallel taxiway.
- Farmville Volunteer Fire Department-Purchased a new truck approximately two years ago.
- Wastewater Treatment Plant-Recent upgrade costing \$1 million. The plant has a 2.4 million gallon per day capacity. Current usage is 1.6 mgd.
- Water Treatment Plant-Built in 1976. Has 2.65 million gallons in storage and an additional 400,000 gallons at the plant. The Town anticipates constructing another one million gallon plant in the near future.
- Farmville Area Bus-Anticipates expanding service now that Longwood University has acquired the Longwood Village apartments.
- Bus Stops-A stop was recently installed at Wal-Mart and another is expected to be placed at Second and St. George Streets (Costs \$4,400 each).
- Beautification Projects-New "Town of Farmville" signs have been designed and are being installed.
- Entry Gardens-VDOT grant monies are being used to landscape entranceways.
- South Street Conference Center-Remodeling plans include the creation of a downstairs meeting room and making the building handicap accessible.
- Kiosks-A kiosk will be installed at the Train Station similar to the one recently placed in the parking lot at Ruby Tuesday's.
- Streetscape-Project is ready for bid. The first phase will run from McDonald's to Third and Main Streets and will include installation of brickpavers, crosswalks, landscaping, and new lights. The second phase will extend to Green Front Furniture.
- Skateboard Park-The Town is in the process of bidding the project. The park will be located in the public use area at Wilck's Lake.
- Wilck's Lake Trail-Grant funding (\$149,000) is being utilized to build a trail around Wilck's Lake.
- Dogwood Trail-A bridge will be constructed to connect with Wilck's Lake Trail.
- Wilck's Lake Park-The Town has been requested to add new playground equipment (swings).
- Grove Street Park-Owned and maintained by the Town.
- Field of Dreams-The Town assists the Prince Edward Youth Association with maintenance and provides free water and sewer.
- Route 45 Bridge Project-Scheduled for completion in November 2007.
- Route 460 Bridge-Contract has been awarded. Work will begin in March.
- Milnwood Road-Town has been awarded a \$500,000 revenue sharing grant to rebuild Milnwood Road. Plans include a bicycle and pedestrian path.

- Poplar Hill Golf Course-Project should be complete in February. All that remains is to cross U.S. 15 with the water and sewer lines and install a pump station.

New businesses:

- Ecker's-Will be locating in the College Plaza Shopping Center. New façade is being installed on all existing storefronts to resemble those in Colonial Williamsburg.
- The Sleeping Bee-Newest downtown business.
- Puckett Funeral Home-Located off Milnwood Road.
- Hampton Inn-The motel is negotiating with restaurant businesses to locate on adjoining property.
- Sunchase Cinema 8
- Shoppes at Sunchase-Includes Quiznos and U.S. Cellular
- Farmville Miniature Golf
- BB&T Expansion
- Ridge Animal Hospital Expansion
- Sheetz
- Taco Bell & Long John Silvers-Will locate on the vacant lot beside Citizen's Bank (U.S. 15 South)

New Subdivisions:

- Creekview I-At the end of Lee Drive (right)
- Creekview II-At the end of Lee Drive (left)
- Pondview II-Off Gilliam Drive (Jesses Way)
- Cabell's Court-At the end of Green South behind Crestview
- Wintertree II-Off Persimmon Tree Fork Road

Following the presentation, Supervisor Gilfillan asked about the possibility of establishing an alternate north/south route over the Appomattox River so truck traffic could be diverted away from downtown.

Mr. Spates advised that there was a sign on the bypass instructing through-trucks to use the second exit (Route 45 North), and that the Town's twenty-year improvement plan included construction of a second bridge over the Appomattox River. He indicated the greatest priority at this time was construction of a westbound ramp for the East Third Street and U.S. 460 bypass. Supervisor Simpson requested that

both governing bodies continue to emphasize the importance of this project to their representatives in the General Assembly in an effort to acquire monies through the Virginia Department of Transportation.

Mrs. Gilfillan asked regarding future annexation by the Town. Mr. Spates reported that a committee was discussing the recent request from residents of Price Drive and was considering other possible areas.

Supervisor Gilfillan reported that Longwood University students felt the Town had not shown concern about the break-ins that occurred in off-campus residences during the holidays. It was pointed out that police patrols had been increased during that time, and meetings held with Longwood's Police Chief in an effort to address the situation and reassure the students. Council members felt the breakdown in getting word to the students had been through the Longwood Police Department.

Mr. Ward raised a question concerning a \$300,000 payment due to Dominion Virginia Power for services to Poplar Hill that he read about in the newspaper. Mr. Spates clarified that the payment was not for electric service, but for running electric lines to the pump station at the back of the property. He advised that the Town had applied for a \$1.5 million grant to extend water and sewer lines, run electricity, and build the main entrance to Poplar Hill. The Town had only been awarded \$1 million and was now seeking additional grant monies to cover the remaining costs.

In Re: Town/University Relations Committee

Mrs. Nase asked if the Board had designated a representative to the Town/University Relations Committee, as the committee would be meeting February 16, 2007. She was advised that Vice-Chairman Simpson had volunteered to service.

In Re: Closed Meeting

Chairman Fore stated that a joint closed meeting was needed. Therefore, on motion made by Mr. Moore and adopted by the following vote:

Aye: Pattie Cooper-Jones
William G. Fore, Jr.
Sally W. Gilfillan
Charles W. McKay
James C. Moore
Howard F. Simpson
Lacy B. Ward

Nay: None

the Prince Edward County Board of Supervisors entered into closed meeting with Farmville Town Council pursuant to Section 2.2-3711(A)5 of the *Code of Virginia, 1950 as amended*, for discussion concerning a prospective business or industry, or expansion of an existing business or industry, where no previous announcement has been made of the business's or industry's interest of locating or expanding its facilities in the community.

Supervisor James C. Moore left the meeting during closed session.

The Board returned to regular session by motion of Mrs. Cooper-Jones and adopted as follows:

Aye: Pattie Cooper-Jones
William G. Fore, Jr.
Sally W. Gilfillan
Charles W. McKay
Howard F. Simpson
Lacy B. Ward

Nay: None

On motion of Mrs. Cooper-Jones and carried by the following roll call vote:

Aye: Pattie Cooper-Jones
William G. Fore, Jr.
Sally W. Gilfillan
Charles W. McKay
Howard F. Simpson
Lacy B. Ward

Nay: None

the following Certification of Closed Meeting was adopted in accordance with the Virginia Freedom of Information Act:

WHEREAS, the Prince Edward County Board of Supervisors convened a closed meeting on this date pursuant to an affirmative recorded vote and in accordance with the provisions of The Virginia Freedom of Information Act; and

WHEREAS, Section 2.2-3712 of the Code of Virginia requires a certification by this Board of Supervisors that such closed meeting was conducted in conformity with Virginia law;

NOW, THEREFORE, BE IT RESOLVED that the Prince Edward County Board of Supervisors hereby certifies that to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed, or considered by the Prince Edward County Board of Supervisors.

On motion of Mr. Simpson and adopted by the following vote:

Aye:	William G. Fore, Jr.	Nay:	None
	Pattie Cooper-Jones		
	Sally W. Gilfillan		
	Charles W. McKay		
	Howard F. Simpson		
	Lacy B. Ward		

the meeting was recessed at 2:50 p.m., and will reconvene January 30, 2007, at 5:00 p.m.