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TOWN OF WARRENTON

"Historically Great - Progressively Strong"

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Warrenton Revitalization Committee Meeting **Tuesday, July 21, 2015**

The Warrenton Revitalization Committee met on Tuesday, July 21, 2015 at 5:00 PM at the Warrenton Rural Fire Department, for a regular meeting. Members attending were: Bob Shingler, Rose Derring, JereAnn King, Mike Coffman, Meredith Hunter and Ernie Fleming. Town Administrator Robert Davie was present. Commissioner Kimberly Harding was present.

Commissioner King opened the meeting asking for a moment of silence in honor of Kenny Champion, a town employee who lost his son in a recent car accident and who works diligently behind the scenes at Revitalization festivals. King also announced what is considered as a nationwide benchmark for the hourly value of volunteers at \$23.07/hour, and thanked Revitalization members for their time and commitment. After a correction to the June 16, 2015 minutes, Ernie Fleming motioned to approve the minutes with second by Michael Coffman. The motion was approved by a unanimous vote.

Regarding Harvest Market, the courthouse has been secured for October 10. Michael Coffman is speaking with potential sponsors and Woody King has a prospective sponsor with Halifax Electric. Break Tyme Band is secured for the afternoon music slot and Robert Bass of the VGCC band will consider a morning slot. The Abbots will not be able to provide their music. After discussion it was agreed that two bands were sufficient and that the saved money could be utilized. A person to sing the national anthem is needed. Several suggestions were offered. Advertising at the same rate as the last Harvest Market was suggested by Woody King. All agreed. Facebook marketing was suggested. Robert Davie knows of a Facebook marketing expert for \$50. The use of an I-Pad to register contacts at the festival was deemed less effective than pen and paper.

Woody King asked about filling the board position of Selena Mooring. Craig Hahn was proposed. A motion by Bob Shingler and second by Ernie Fleming to recommend Craig Hahn for approval by the Board of Commissioners was made. The motion was approved by a unanimous vote. Regularly absent Revitalization board members were noted: Pat Draffin, Patricia Allen, Tim Williams.

The Town Café subcommittee reported on a proposed outline for the next Town Café. (See attached report.) The Armory has been reserved but approval from the County Commissioners regarding waiving of the normal fee is still needed.

Fright Night is scheduled for October 24 from 4:00 until 8:00 PM with a ghost walk following at 8:30. Prelude to Christmas is scheduled for December 12 with a rain date of December 13. The promotional event flyer was discussed and determined that these dates should be included in and Peggy Richardson contacted. Additional promotion through Our State magazine was discussed and Cheryl Bell will be in charge of contacting as in prior years.

An announcement regarding a meeting of TRAC (NC Tourism Resource Assistance Center) was made. The meeting will be held at the armory on Thursday from 10:00 until 2:00 for business to learn how to attract tourism-related customers.

With no further business meeting adjourned.

Town Café Four Year Evaluation Proposal

Background: Four years ago the Warrenton Revitalization Committee chose the World Café format as a neutral way to engage community members in conversations about developing a long-range vision for the Town of Warrenton. The information we gathered from the community participants helped contribute to the town's acceptance into the Small Town Main Street Program. It is now time to go back to the community and show them the progress that has been made and to see if they believe the town is heading in the right direction and if not, to gather information about what the community would like to see happening in the town.

Assumptions: To ensure a successful Town Café, the following must be addressed and planned for in advance:

- **Clarity of Purpose:** Both hosts and participants must be fully aware of what the purpose of the event is.
- **Creation of a Hospitable Environment:** a warm and welcoming environment able to make people feel at ease.
- **Exploration of Questions that Matter:** that is, questions that can gain the attention of the audience.
- **Encouragement of Everyone's Contribution:** the combination of many diverse perspectives can lead to more robust solutions.

Key Questions: We used three basic questions for our groups during the 2011 process. We believe the same format would be appropriate; however the direction of the questions would change. Here are some suggested questions:

- Is the town heading in the right direction?
- If not, what can we, the Revitalization committee and the town as a whole, do to improve the situation?
- How can we join with other community members to encourage movement in the right direction?
- How can we build assets (businesses and amenities) in town and hold onto them?
- What can we do to help bring new businesses into town and what can we do to ensure that those businesses are sustainable?
- What businesses would community members like to see move into Warrenton?
- What challenges would we encounter?
- What is our collective intention here? What's the driving force that is worthy of our best effort in seeing the town grow and flourish?

Suggested Town Café Event Agenda. A facilitator will be needed at each table of 5 (this number can be as large as 7). Depending on the amount of RSVP's, additional facilitators might need to be recruited.

AGENDA

Social	20 minutes
Event purpose and overview	
“What we have done”	15 minutes (Guest Speaker)
Meet in Groups	
3 Rounds	60 minutes
Post Charts	5 minutes
Vote for the Best Ideas	10 minutes
Review Next Steps and Closing	10 minutes

Budget Items: The Warrenton Revitalization Committee has secured \$1,500 to host the event. We kindly request of the Town Commissioners that any costs associated with postage and the printing of invitations be paid for by the Town, as was the case in the previous café.