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**Revitalization Committee**

**October 20, 2020**

**Minutes**

Chairman Michael Coffman called the meeting to order at 6:00 PM at Town Hall. Members in attendance were: Michael Coffman, Mike Kelley, Roger St. Louis, Georgiana Weddington, and by Zoom Kimberly Harding, Jereann Johnson and Cheryl Bell. Also in attendance was Robert Davie, Town Administrator.

A motion to approve the minutes of the September 2020 meeting was made by Mike Kelley and seconded by Cheryl Bell. The motion was approved by unanimous vote.

Under old business, Michael Coffman stated that Woody King had agreed to host Santa on two Saturdays and Sundays in December, 12th, 13th, 19th and 20th from 3:00 to 5:00. Volunteers are needed to pass out candy and facemasks. Several board members agreed to volunteer for time slots.

Cheryl Bell sought permission to spend $300 on lighting for the Christmas tree, lighting that would be substantially different from previous years. Instead of string lighting larger lights would project onto the tree. A motion to approve the expenditure was made by Kimberly Harding and seconded by Mike Kelley. The motion was approved by unanimous vote.

A contest to encourage decoration of retail windows was presented by Cheryl Bell. A 75$ prize will be awarded to the best decorated window and awarded on the 16th of December, to allow time for the newspaper to publish the information in their December 23rd edition. Retailers will be assigned a number and the general public will vote on the best window. Votes should be deposited to the Santa Mail Box. A discussion over the theme of the contest ensued. The theme will be “Catching the Christmas Spirit” a play on words given the current COVID-19 crisis. Rose Derring and Cheryl Bell will be responsible for contacting participating retailers.

There was no report by the Design Committee or the Economic Vitality Committee.

Jereann King Johnson reported that the Sub-committee on Race and Systemic Racism had met on one occasion and planned to meet another three times and then report to the full Revitalization Committee.

Michael Coffman reported that over 135 surveys had been completed and received regarding branding of Warrenton. The branding Sub-committee will meet and tally results and report back to the full Revitalization Committee.

Michael Coffman noted that Main Street will be a virtual conference this year. Georgianna Weddington stated she will be attending the virtual training on October 28th for the Design Committee and she will report on the training at the Novermber Revitalization meeting.

With no further business, the meeting was adjourned.