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Mayor

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Town Administrator

TOWN OF WARRENTON

“Historically Great - Progressively Strong”

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Warrenton Revitalization Committee Meeting **Tuesday, July 15, 2014**

The Warrenton Revitalization Committee met Tuesday, July 15, 2014 at 6:00 PM at the Warrenton Rural Fire Station, for a regular meeting. Members attending were: Bob Shingler, Rose Derring, Cheryl Bell, Mike Coffman, Ernie Fleming, Celena Mooring and Patricia Allen. Commissioners attending were Woody King, John Mooring and Kimberly Harding. Also present was Robert Davie, Town Administrator and Emille Chapman, intern. It was determined that a quorum was present.

Commissioner King called the meeting to order and asked for a review of the May 2014 minutes. With no corrections, a motion to approve the minutes was made by Cheryl Bell and seconded by Patricia Allen. The motion passed by a unanimous vote.

Commissioner King summarized Revitalization's revenues and expenses from the prior Fiscal Year as \$4976 and \$4940 respectively, showing a net positive of \$36. For the FY of 2014/15 \$3500 is budgeted for expenses.

King outlined a list of potential musical performers for Harvest Market, including Butch Meek's son, Breaktime Band, Evolution Band and several others. King indicated interest from attendees in a different style of music. Mike Coffman suggested that the high school marching band be contacted as a potential performer, indicating that they are a nationally recognized band that would attract a large group of local followers. King stated that there is continued demand for the national anthem performance from Jonathan and his grandfather. Local bands are preferred Commissioner Mooring. A 30 minute break between bands will allow for announcements and a break from the music. Butch Meek has agreed to provide the sound for Harvest Market.

Century Link and Frontier Natural Gas have been contacted regarding sponsorships for \$1000 and \$500 respectively. The inflatables vendor is interested in coming to Harvest Market. The Henderson Dispatch and Warren Record have agreed to similar packages of advertising at the same cost as SpringFest. Direct mail was determined to be too expensive as an advertising medium. Mike Coffman indicated that survey results show word of mouth as the top advertising method. King reported that WarrentonFestivals is a Facebook page being updated by Susan King. Angela Alston-Kearney in the County Manager's office is willing to advertise the event over the county's email list for events.

Kimberly Harding suggested that local merchants could be involved in the event to a greater degree by placing merchandise on sidewalks in a more visible way. A letter, in the form of an invitation, could be hand delivered to merchants encouraging them to extend their hours consistent with the event and to participate in a special prize drawing. Tickets for the drawing will be made available at the kiosk and prize donations sought from merchants in advance. The letter will be hand-delivered no later than immediately following the August meeting of

Revitalization. Commissioner King has contacted Frank Newell about bringing the wolves and other animals and he has agreed. Mike Coffman suggested contacting the Sylvan Heights Bird Park for possible participation.

A generic flyer to hand out prior to Harvest Market was discussed, as a way to generate word-of-mouth advertising. Robert Davie will determine pricing for a light green postcard with black lettering and report back to the committee. Davie was also asked to get pricing on a kiosk covering with the Town's logo or branding. The plywood for the stage is in need of replacement. Pressure treated wood was suggested as an alternative to particle board.

A permanent annual day has been set for Harvest Market and SpringFest: the second Saturday in October and fourth Saturday in April, respectively.

Rose Derring outlined the Ghostwalk event with Pat Draffin. A hearse and motorized coffin are possibilities.

Commissioner King introduced Emille Chapman, an intern and Golden Leaf scholar. As part of his internship, Emille has been working on a questionnaire from Small Town Main Street, surveying citizens to determine the top three destinations and anchors in Warrenton. The results show the top destinations being Robinson Ferry, Hardware Café and Scarlet Rooster. The top three anchors are the courthouse, firehouse and library.

With no further business meeting adjourned.