

**A REGULAR MEETING OF
THE TOWN COUNCIL
OF THE TOWN OF LURAY, PAGE COUNTY, VIRGINIA**

MONDAY, JANUARY 12, 2015

The Luray Town Council met in regular session on Monday, January 12, 2015 at 7:00 p.m. in the Luray Town Council Chambers located at 45 East Main Street, Luray, Virginia at which time there were present the following:

Presiding: Mayor Barry Presgraves

Council Present: Ronald Vickers
Pam Flasch
Jerry Schiro
Leroy Lancaster
Joey Sours
John Meaney

Also Present:

Charlie Hoke, Town Manager
Bryan Chrisman, Assistant Town Manager
~~Mary Broyles, Clerk Treasurer~~
Danielle Babb, Deputy Clerk Treasurer
Ligon Webb, Town Planner
Fay McConnell, Luray Police Department
Jeff McMillan, Page News and Courier
Nancy Shifflett, Luray Downtown Initiative
John Robbins, Luray Page County Chamber of Commerce
David Slye, Final Plat Submittal

A quorum being present, Mayor Barry Presgraves declared the Council to be in session for the transaction of business. All present stood for a moment of silence. Councilman Vickers led everyone in reciting the United States Pledge of Allegiance.

CONSENT AGENDA

Motion: Councilman Schiro motioned to approve the Consent Agenda, motion seconded by Councilman Sours with the vote as follows: YEA: Council Members Vickers, Flasch, Schiro, Lancaster, Sours, Meaney.

Approved 6-0

Consent Agenda

- A) Minutes of Regular Council Meeting – 12-8-14
- B) Financial Report – Month Ending December 30, 2014
- C) Accounts payable checks totaling \$ 160,256.58

PUBLIC HEARINGS & PRESENTATIONS

FLOOD PLAIN ORDINANCE

Town Planner, Ligon Webb, presented information concerning the Town's Floodplain Ordinance. Mr. Webb reviewed the provisions, definitions, and variances for the ordinance in detail. He noted that the amendment is the same as that approved by the County of Page. Mr. Webb said that the floodplain map is available at the town office and noted that there are about 40 policyholders within the town limits. Mr. Webb stressed that it is important that the town participate in this ordinance and implement in the town code for these policyholders as required to participate in the National Flood Insurance Program (NFIP).

Mayor Presgraves opened the public hearing for citizen comment. With no members present to speak on the issue, the hearing was then closed.

Mr. Webb noted that one small change needed to be made on page 7 replacing "Page County" with "Town of Luray".

Motion: Councilman Schiro motioned to approve the Ordinance Amending Section 408 (Floodplain Conservation) of the Town Code with the correction as mentioned, motion seconded by Councilman Vickers with the vote as follows: YEA: Council Members Vickers, Flasch, Schiro, Lancaster, Sours, Meaney.

Approved 6-0

UPDATES & DISCUSSION ITEMS

FACILITIES USE AT RALPH H. DEAN PARK

Town Manager, Charlie Hoke, stated that members were provided with copies of the Facilities Use Forms for reservations for outside tournaments. The fees were changed from the previous amount of \$50 for the entire park to \$50/field for one day. Mr. Hoke said that the intent was a cost recovery for the town. He noted the conditions for field markings and the associated costs for the town preparing the fields. Mr. Hoke stated that the only change from the packets is the cleaning deposit fee. He would like to remove the \$100 cleaning deposit fee and to make note that charges will be applied if the facilities are left in an undesirable condition. One other slight change concerns the drying agent for the fields and the cost for materials and application. Overall, Mr. Hoke feels this will promote a reasonable partnership between those who use the facilities and allow the town to recover some of these costs. Councilman Vickers confirmed that we are allowing the field to be used free of charge for local teams. Mr. Hoke maintained that this is correct.

With Council in agreement on these documents, Mr. Hoke said these would go in affect tomorrow.

DEPARTMENTAL REPORTS

PARKS AND RECREATION

Councilwoman Flasch noted that she would like to convey thanks to Dr. Heard for sponsoring this year's town events rack card. She acknowledged that this is a very generous donation for the town.

PLANNING AND ZONING

Town Planner, Ligon Webb, stated that the Planning Commission has a public hearing for Sign Ordinance revisions scheduled for their meeting on Wednesday. This review should come before Council members at the regular February meeting.

TOWN AFFILIATED BOARDS AND COMMISSIONS

LURAY DOWNTOWN INITIATIVE

Nancy Shifflett, Luray Downtown Initiative

Ms. Nancy Shifflett, LDI Board Member, said that since she last spoke to Council numerous executive and regular board meetings have been held. She said that Alex Berry, Virginia MainStreet, has been present for several board meetings and phone conferences. Ms. Shifflett said that four board members have been added and they are definitely “working” members. She added that one of the board’s members, Sara Levinson, is affiliated with the Small Business Development Center in Harrisonburg. The center promotes approximately seven counties and has given Ms. Levinson permission to work on LDI’s project. She has since resigned as a board member but will be serving LDI in a greater capacity through her position at the center. Ms. Shifflett said that on Tuesday, January 20th, Mr. Berry will be present to assist with topics for the meeting with Council on January 27th. Ms. Shifflett reported on LDI’s finances and said that all current bills and taxes are paid in full.

Ms. Shifflett updated Council on the Market Collective’s success thus far. She said the market began in May 2014 with 23 vendors and as of December there are now 53 vendors. Two of the vendors earned an excess of \$9,000 dollars in the month of December. Both vendors have sold in excess of \$43,000 dollars to date. Ms. Shifflett added that other vendors are doing very well also.

On February 3rd-4th, the National MainStreet Fundraising Chairman will be visiting Luray. Ms. Shifflett said that the meeting will be held at town hall and invited council members to attend. She said that the intent is to find out what type of fundraiser the community will support.

Ms. Shifflett provided a three-month plan for Council’s review. She said that the board has a timeline for this plan and she is confident the board will meet all deadlines. Ms. Shifflett said she is enthusiastic about the new board members and their assistance to LDI.

LURAY PAGE COUNTY CHAMBER OF COMMERCE

John Robbins, Chamber Director

Director John Robbins said that the Chamber will hold its annual retreat in February to look at their goals for the coming year. He stated that some of these goals will include continued marketing campaigns, a digital ad campaign, the annual tourism expo/job fair, annual wedding forum, and Guide to Page County. In March the Chamber typically holds a tourism expo/kick-off. This year the Chamber plans to change the format of the event to a tourism job fair. Mr. Robbins said that intent is to help local youth obtain seasonal employment within the county. The date for the wedding forum will be February 5th and Mr. Robbins anticipates growth in participation for the event. On February 12th there will be a breakfast held at the Mimslyn for Mr. Carrington Thompson to discuss how radio promotions can assist local businesses, events, and non-profits. The Guide to Page County

should be out later this month. The next Business After Hours is scheduled for January 15th at Performing Arts Luray.

Mr. Robbins provided year-end statistics for the Chamber. Tourist walk-ins to the visitor's center for 2014 were approximately 18,600; down only 1% from 2013. Mr. Robbins said that website visitation went up significantly in 2014 with a total of almost 57,000 unique visits. He noted that 70% of the web traffic is made up of new visitors which is a very positive outcome.

ITEMS FOR COUNCIL ACTION

Final Plat Submittal – Mr. David Slye

Town Planner, Ligon Webb, provided a copy of the survey from Mr. Slye's property. He said that he is creating a new lot and dividing it from the existing 6 acres. The subdivision would result in two parcels, with the new lot being just under an acre in size. The parcel containing Mr. Slye's existing home would conform to set back and road frontage requirements according to the subdivision ordinance. Mr. Webb said that because the presented plat does not require additional infrastructure the process is quite simple.

Motion: Councilman Vickers motioned to approve the Final Plat for Mr. David Slye as presented, motion seconded by Councilman Meaney with the vote as follows: YEA: Council Members Vickers, Flasch, Schiro, Lancaster, Sours, Meaney. **Approved 6-0**

2015 Council Meeting and Holiday Schedule

Mr. Hoke presented the 2015 Council Meeting and Holiday Schedule for Council's approval. _____

Motion: Councilman Schiro motioned to approve the 2015 Council Meeting and Holiday Schedule, motion seconded by Councilwoman Flasch with the vote as follows: YEA: Council Members Vickers, Flasch, Schiro, Lancaster, Sours, Meaney. **Approved 6-0**

TOWN ATTORNEY'S REPORT

Town Attorney, Jason Spitler, was out sick this evening.

ANNOUNCEMENTS/ADJOURN

With no further business, Mayor Presgraves adjourned the regular session of the Luray Town Council at approximately 7:50pm.

Barry Presgraves
Mayor

Danielle Babb
Deputy Clerk-Treasurer