

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

MONDAY, OCTOBER 17, 2016

The Luray Town Council met in regular session on Monday, October 17, 2016 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
Jerry Dofflemyer
Jerry Schiro
Leroy Lancaster
Joseph Sours

Council Absent: *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
Chief Carl "Bow" Cook, Luray Police Department
Nancy Shifflett, Luray Downtown Initiative
Meredith Dees, Luray Downtown Initiative
Chris Slater, Page News and Courier
Stephanie Lillard, Page County Economic Development
Ken Racine, Racine Multi Sports – Luray Triathlon
Stephen Synnott, CEO of Syntelligent Analytic Solutions, LLC

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 Lancaster 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, Dofflemyer, Schiro, Lancaster, Sours.
Approved 5-0

Consent Agenda

- (A) Minutes of the Regular Council Meeting –9-12-2016
- (B) Financial Report- Month Ending 9-30-2016
- (C) Accounts payable checks totaling \$ 201,194.69

DEPARTMENTAL REPORTS

Planning and Zoning

Town Planner, Ligon Webb, said that the commission will have one public hearing next month for Ms. Kate Anderson regarding a bed and breakfast in a R2 zoning district. Ms. Anderson lives at 19 Amiss Avenue and the request was for a special use permit. The owner intends to rent one room as a part of her operation. Ms. Anderson's request was approved by a 7-0 vote of the Planning Commission.

Mr. Webb provided a lengthy written report regarding Mr. Erik Fox's variance application for the Board of Zoning Appeals. Mr. Fox applied for an appeal to the zoning ordinance to construct a two-family dwelling on an R4 zoned parcel that contained roughly 7,000 square feet. The permit was denied by staff because each side of the duplex only contained roughly 3,500 square feet. The requirement is 4,000 square feet per side as detailed in the R-4 zoning district regulations. Mr. Fox then applied for a variance before the BZA. However, the BZA denied his request for a variance. The BZA's denial was such that Mr. Fox purchased the lot in good faith and was aware of the area requirements when the lot was purchased. Despite the board's denial he can still build a single-family home on the parcel and meet all setback requirements. Mr. Fox explained that many of the lots in the R4 zoning area of Town contain 7,000 square feet and finds a lower standard more workable. The Planning Commission has reviewed Mr. Fox's information and based on such they have unanimously recommended that the Town consider reducing the required lot size for two-family dwellings from 8,000 square feet to 6,500 square feet. Mr. Webb said that he doesn't personally see the reduction in area as a negative and may help provide more attractive and affordable housing. Mr. Webb said that the Planning Commission is ready for a public hearing on the change. Councilman Sours requested a visual example of the change in lot size. Mr. Webb displayed a GIS map view of this type of example. Councilman Schiro confirmed that the suggested change is for 6,500 square feet in R4 zoning only.

The Planning Commission is also working on potential "tweaks" to the Town's subdivision ordinance. The idea is to eliminate the creation of "pipe stems" in order to obtain road frontage. Lastly, Mr. Webb said the commission will hear an alleyway vacation from Mr. David Reed. The request is that the town consider vacating an undeveloped right-of-way/alley located on the Boomfield.

TOWN AFFILIATED BOARDS AND COMMISSIONS

LURAY DOWNTOWN INITIATIVE

Nancy Shifflett, Luray Downtown Initiative

Ms. Shifflett began by thanking members of staff and council who attended the ribbon cutting event for LD&B Insurance last week. She thanked members for their support. Ms. Shifflett said it is with great pleasure that she introduce LDI's new administrative personnel, Ms. Meredith Dees. Ms. Dees is a Luray native and has recently moved back to the area; she specializes in marketing. Ms. Shifflett provided members with a Profit and Loss statement for LDI and a detailed Profit and Loss Comparison of the Tailgate Party. Ms. Shifflett said that while the tailgate party still earned a good profit the ticket sales were down considerably. She added that her goal is for ticket sales to be back to where they need to be in 2017. Ms. Shifflett said that Ms. Barbie Stombeck has come on board as the LDI Treasurer and is credited for the financial statements. New brochures for downtown have been printed and are currently being distributed to key areas. Downtown trick-or-treating will take place from 4-6pm on October 31st and LDI will assist with the events at the R.H. Dean Park as well. On November, 3rd there is a Main Street program that will be attended by both Ms. Shifflett and Ms. Dees. On November 4th, a volunteer appreciation dinner will be held at Mr. Slye's cabin and LDI's numerous event volunteers will be recognized at this time. LDI has issued a check for \$2500 to partner with Parks and Recreation for downtown Christmas decorations. Ms. Shifflett said that she asked Mr. Hoke and council members to bring back some information on lighting and decorations from the recent VML conference. Mr. Hoke said he was able to find some information on lighting. Ms. Shifflett said that LDI's goal is to obtain some funding for new lighting downtown. Lastly, Ms. Shifflett told members and staff that Ms. Dees hours will be Monday, Wednesday, and Friday at the LDI office.

UPDATES AND DISCUSSION ITEMS

LURAY TRIATHLON

Mr. Ken Racine, Racine MultiSports, thanked the Mayor and Council for allowing him to present the results of the eleventh annual Luray Triathlon. Mr. Racine provided a power point presentation to recap the event. He noted that it is always the foremost goal to make the event a "win-win" for both the community and the participants. He noted very positive feedback from the two-day event. He explained that while participation may seem down slightly, it is due in part to a greater number of race events held nationwide. Mr. Racine said that he expects Luray's event to hold strong as the years move forward. Mr. Racine's presentation detailed the number of participants, total local spending, overnight stays, and other economic factors.

Mr. Racine noted that one of the changes that took place this year included the Swimfest in June 2016. Changes for 2017 will also include some small improvements and more practice swim events. The 2017 event will be held the same weekend in August; Mr. Racine emphasized that keeping the timing of the event consistent is key.

Councilman Dofflemyer thanked Mr. Racine for all he does to make the event a success. Mr. Racine thanked the council and asked for their continued support and communication. Mr. Racine said that new events will increase proceeds that go back to the community. Councilman Sours requested that Mr. Racine expand the post-race survey to provide the council some additional feedback regarding the town. Mr. Racine said that he would be open to this concept and suggested the town also incorporate something into the athletes "swag bag".

HUB ZONE PROGRAM

Mr. Stephen Synnott, CEO of Syntelligent Analytic Solutions, provided a presentation on the local Hub Zone Company. Mr. Synnott said that the company is based in Falls Church but its hub zone is here in Luray. Recently, the Mayor visited Mr. Synnott at the local office and asked that he present information on the program. A copy of rack cards was presented to council members that Syntelligent, along with the EDA, created to promote Hub Zone advantages. Mr. Synnott continued with his power point presentation and explained that the Hub Zone Program is designed to help small businesses in urban and rural areas gain access to federal procurement opportunities. Hub Zone designations are typically areas of low income and high unemployment. Mr. Synnott also described the various types of federal programs and types of designations. Mr. Synnott noted that his company is one in which the majority of its hub zone based employees are located within this zone. Hub Zones are located in all states and the average number of employees per company is about six. Mr. Synnott said that he was recently on a panel with the Hub Zone Council who briefed the congressional staff on the entire program. Mr. Synnott said that his company was fortunate enough to be one of the Hub Zone “success stories”. Syntelligent has been operating in Luray since 2012 and began with seven employees. As of July 2016, the company had seventy employees company wide. Overall, twenty-seven new jobs were created in Page County, five of which are full time with benefits. Mr. Synnott says his company is also active in community events and noted that he serves on the Chamber of Commerce Board of Directors. He added that his company is committed to making Page County a better place to live and to attract additional Hub Zone companies. Syntelligent also offers a long term internship program with the local high schools. He noted that his company hopes to add a local call center in the near future.

Mayor Presgraves thanked Mr. Synnott for providing him a tour of the local office. Councilman Dofflemyer questioned what obstacles the company has faced in locating an office here. Mr. Synnott said that finding available properties to locate his office was a challenge. However, he said that from a workforce standpoint the community has been terrific. Mr. Synnott thanked the Council for making Luray a great place to work.

PAGE COUNTY ECONOMIC DEVELOPMENT UPDATE

Ms. Stephanie Lillard, Page County Economic Development, distributed some rack cards promoting Page County and noted that these were included in the Triathlon race packets. Ms. Lillard said that she has been working with the State Economic Development Partnership and the State Tourism Department to put together some graphics for print literature and online marketing. Ms. Lillard discussed one map in particular that reflected the access to available workforce within a day’s drive. She also discussed other maps that show the importance of the county’s proximity to major areas, highways and interstates, and regional airports. Ms. Lillard said that she continues to work with the regional efforts for tourism and agricultural development. She also discussed regional efforts to create a website that would assist tourists with planning their stay, such as pinpointing a local wine trail, etc.

Ms. Lillard said that she will be submitting an application for an amendment to the Enterprise Zone. The amendment will be to expand the boundaries of the zone. This would incorporate 177 additional acres in and around Luray and 9 acres in Shenandoah.

The hotel feasibility study has yielded a positive response, supporting that there is sufficient demand for a 60 room, upscale, mid-price, limited service hotel. The next step in this process would be to coordinate these results with investors and coordinate a field trip with potential stakeholders. Another area of interest is senior care living facilities and work is being coordinated on this effort. Ms. Lillard noted that discussion continues on a “Farm to Fork” affair in 2017 and will follow a trade show format. She added that the “Wallace” building has been sold and the new owner is moving forward with making improvements to the facility. There has already been some

interest in occupying the building from various businesses. Ms. Lillard said that she continues to work with local business prospects for this location and the county's industrial technology park as well. Efforts also continue to inform these prospects of incentives available to them through various state and local programs.

Lastly, Ms. Lillard said that things in Building and Zoning are looking up from last year's quarterly averages. New home construction permits are up significantly from last year which is a good indicator of the local economy.

ITEMS FOR COUNCIL ACTION

VDOT FUNDING REQUEST RESOLUTIONS

Assistant Town Manager, Bryan Chrisman, presented Council members with five resolutions regarding VDOT funding. The first is a Resolution in support of an allocation of up to \$40,000 for continued improvements on the Memorial Drive Corridor. The second is a Resolution in support of \$10,000 on the West Main Street Intersection Improvements. Third, is a Resolution stating the town's desire for funding for the West Main Street Bridge in the amount of \$1,300,000 through the Virginia Department of Transportation's State of Good Repair Funding Program. Mr. Chrisman said that the fourth Resolution is in regards to Smart Scale Funding for an allocation of \$1,130,881 through the Virginia Department of Transportation for the West Main Street Bridge. This was formerly referred to as "House Bill 2" funding, and has since been named Smart Scale Funding. Lastly, is the Resolution of Funding for West Main Street Intersection Improvements in the amount of \$1,318,592 from VDOT's Smart Scale Funding. Mr. Chrisman asked for Council's support of all five resolutions in order to meet application deadlines.

Motion: Councilman Dofflemyer motioned to approve all five Resolutions for Funding as presented, motion seconded by Councilman Lancaster with the vote as follows: YEA: Council Members Vickers, Dofflemyer, Schiro, Lancaster, Sours. **Approved 5-0**

JIM VAUGHAN OUT-OF-TOWN WATER

Assistant Town Manager, Bryan Chrisman, recalled a work session item from May 27th, 2014 regarding the review of an out-of-town request for water from Mr. Vaughan. The council's consensus at this time was that Mr. Vaughan be willing to meet all the conditions and requirements of the town. A letter reflecting such was sent to Mr. Vaughan on July 7th, 2014. Mr. Chrisman said that he filed all documents after one year, due to no further response from Mr. Vaughan. On October 11th, 2016, Mr. Chrisman said that Mr. Vaughan contacted the town and requested to proceed with the connection and signed the letter of conditions. Mr. Vaughan has since met with VDOT representatives and Mr. Mathews, Superintendent of Public Works, regarding the permits necessary to obtain lines under Creekside Drive. Staff recommends approval conditioned upon satisfactory completion of all requirements of the Town and other agencies. According to the town's code, this authorization requires a formal action of Council with a majority vote.

Motion: Councilman Lancaster motioned to approve Mr. Vaughan's request for the out-of-town water connection as presented, motion seconded by Councilman Sours with the vote as follows: YEA: Council Members Vickers, Dofflemyer, Schiro, Lancaster, Sours. **Approved 5-0**

ANNOUNCEMENTS

Mayor Presgraves reminded everyone that this is the last scheduled meeting before the Election of 2016.

ADJOURN

With no further business, the meeting was adjourned at 8:29pm.

Barry Presgraves
Mayor

Danielle Babb
Deputy Clerk-Treasurer