

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

MONDAY, AUGUST 10, 2015

The Luray Town Council met in regular session on Monday, August 10, 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
Jerry Dofflemyer
Jerry Schiro
Leroy Lancaster
Joseph 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
Assistant Chief Carl "Bow" Cook, Luray Police Department
Jeff McMillan, Page News and Courier
Nancy Shifflett, Luray Downtown Initiative
John Robbins, Luray Page County Chamber of Commerce
Jason Spitley, Town Attorney

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 Dofflemyer led everyone in reciting the United States Pledge of Allegiance. The roll was called with no members absent.

CONSENT AGENDA

Motion: Councilman Lancaster motioned to approve the Consent Agenda, motion seconded by Councilman Sours with the vote as follows: YEA: Council Members Vickers, Dofflemyer, Schiro, Lancaster, Sours, Meaney. **Approved 6-0**

Consent Agenda

- A) Minutes of Regular Council Meeting – 7-13-2015
- B) Minutes of Council Work Session – 7-28-2015
- C) Accounts payable checks totaling \$ 167,689.22

DEPARTMENTAL REPORTS

PLANNING AND ZONING

Town Planner, Ligon Webb, noted that the Planning Commission will meet this Wednesday and will work on potential changes/additions to the Town's parking ordinance. He said that the idea is to delineate between parking areas downtown and other parking areas. Mr. Webb provided an example of the downtown area between Lee Street and Reservoir Avenue. He said that while the town's existing ordinance is a good one, it is currently geared more toward new commercial construction. The idea is to create a process where business owners in the downtown area can show what they need for parking and also apply for a waiver. Mr. Webb said he has completed a draft copy of the revisions and the commission will look at this on Wednesday.

Mr. Webb said that an amendment will be made to the Comprehensive Plan to include an Urban Development Area. The amendment to the plan will assist the town in eligibility for state transportation funding. Mr. Webb said that he also plans to obtain some additional print copies of the Comprehensive Plan.

Other updates include the West Main Street & Memorial Drive Revenue Sharing Project and the West Main/Northcott Drive Improvements. Mr. Webb said that he is currently trying to set up a scoping meeting for the West Main/Memorial project and hopes that the work can begin in the spring. The West Main/Northcott improvements will not likely see any construction for several years but engineering and survey work are in the beginning phases. Also, Mr. Webb advised Council members that on Friday, August 28th there will be an Open House event at the Laurance Building at 5:00pm.

TOWN AFFILIATED BOARDS AND COMMISSIONS

LURAY DOWNTOWN INITIATIVE

Nancy Shifflett, Luray Downtown Initiative

Ms. Nancy Shifflett, LDI Board Member, noted that LDI has completed its goal of printing new brochures. She said that 10,000 copies were printed and that Ms. Eleanor Ames designed the brochure. The brochure serves as a guide to Main Street and highlights shopping, dining, and lodging areas, etc. Also, LDI plans to have a larger version of the downtown map made and a sample was provided. The first map will be installed at the kiosk beside town hall. Ms. Shifflett said that more will be ordered and installed in all kiosks.

Ms. Shifflett said that 19 applications were received for the Program Director position. The applications have been narrowed to 5 individuals who will receive interviews. The Shenandoah Valley Small Business Development Center has provided LDI with a great deal of help over the last eight months. Ms. Shifflett said that a total of 5,320 hours have been given to LDI, which amounts to \$23,600 in labor costs. LDI's board approved to contract with the SBDC for the next three months, which will include grant writing services by Sara Levinson.

On July 17th, the LDI task force met and everyone was briefed about the visit to Downtown Harrisonburg. Members attending the visit saw a great deal of mixed use properties. Attendees discussed the potential in downtown Luray for upscale housing, business development, and focusing on becoming a destination location. Ms. Shifflett discussed plans for a downtown "open house" event to learn more about the vacant buildings downtown and what types of businesses are appropriate for these locations. Ms. Shifflett also emphasized the board's goal of making Economic Development a priority for all three towns and a focus on long term priorities and investments in the community.

Council members complemented the new brochures. Ms. Shifflett said that she hopes the new Director will be on board by next month's regular meeting.

LURAY PAGE COUNTY CHAMBER OF COMMERCE

John Robbins, Chamber Director

Director John Robbins said that the County has recently reported the transient occupancy tax figures for June 2015. He noted that \$91,300 was received in transient occupancy tax for the period and is the highest revenue in years. Mr. Robbins reported on recent advertising efforts and said that the combined promotional efforts of various attractions in town have yielded good results. Also, the preliminary fiscal total for the year ending June 30th, 2015 shows approximately \$730,000 in transient occupancy tax revenues.

Mr. Robbins reported on a recent tour of the Anderson Door Company and noted that there is employment available. Also, the Chamber recently attended a meeting with NSVRC focusing on tourism as an economic development tool. Upcoming training may include Microsoft Excel offered by LFCC. The courses will be in two hour increments and available to Chamber members. Upcoming events include the Luray Triathlon, Mud Run, and Page Valley Fair. The Luray Triathlon is coming up this weekend and the Chamber will be assisting with welcome posters, lodging vacancies, and extended Visitor's Center hours. Mr. Robbins also provided details of the upcoming Mud Run on September 26th. Also, Chamber staff will be promoting the Artisan's Trail Network on the radio on August 20th along with the EDA Tourism Director. August 22nd through the 29th will be the Page Valley Agricultural and Industrial Fair.

Mr. Robbins noted 1,790 tourist walk-ins for the month of July, with web visits up from last year at 7,912 unique visits.

UPDATES AND DISCUSSION ITEM

Virginia Disclosure Act Summary and Analysis

Town Manager, Charlie Hoke, included in council's agenda packet a copy of the Virginia Disclosure Act Summary and Analysis by Nathan Miller Esquire. Mr. Hoke said that this information was shared with him recently and contains information regarding new legislation for local officials. One topic concerns the statement of Economic Interest and the new biannual deadline. Other areas of interest include the regulations for gifts and the purchasing of goods/services. Mr. Hoke said that he hopes to have the resolution regarding buying goods and services for the work session meeting.

ITEMS FOR COUNCIL ACTION

Bridge Replacement Resolution

Assistant Town Manager, Bryan Chrisman, presented the Resolution for the Replacement of West Main Street Bridge. Mr. Chrisman said that the town will be applying for House Bill 22 funds through the Department of Transportation. Once component of this application are resolutions and/or letters of support from the Community. The Town Council is being asked tonight to accept the resolution and the Page County Board of Supervisors and NSVRC will also be asked to do so. As well, letters of support have been requested from LDI, the Chamber, etc.

Motion: Councilman Schiro motioned to accept the Resolution for the Replacement of West Main Street Bridge as presented, motion seconded by Councilman Lancaster with the vote as follows: YEA: Council Members Vickers, Dofflemyer, Schiro, Lancaster, Sours, Meaney. **Approved 6-0**

TOWN ATTORNEY’S REPORT

Town Attorney, Jason Spitler, had no business items for this evening’s meeting.

EXECUTIVE SESSION

Personnel, Section 2.2-3711.A.1

Mayor Presgraves requested a motion to adjourn into Executive Session for the purpose of discussing matters relevant to Section 2.2-3711.A.1.

Motion: Councilman Sours motioned to recess the regular session and to convene in executive session; Councilman Lancaster seconded the motion with the following members voting YEA: Council Members Vickers, Dofflemyer, Schiro, Lancaster, Sours, Meaney. **Approved 6-0**

Motion: Councilman Lancaster motioned to adjourn the closed session and to reconvene in open session; Councilman Sours seconded the motion with the following members voting YEA: Council Members Vickers, Dofflemyer, Schiro, Lancaster, Sours, Meaney. **Approved 6-0**

Mayor Presgraves asked members of Council to certify that to the best of their knowledge only matters covered under Section 2.2-3711.A.1 were heard, discussed, or considered during the closed session. **The roll was called with all members certifying “Yes”.**

ANNOUNCEMENTS

Mayor Presgraves reminded Council members of the upcoming Triathlon this weekend. With no further business, Mayor Presgraves adjourned the regular session of the Luray Town Council at approximately 8:15 pm.

Barry Presgraves
Mayor

Danielle Babb
Deputy Clerk-Treasurer