

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

MONDAY, AUGUST 13, 2012

The Luray Town Council met in regular session on Monday, August 13, 2012 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
Lonnie Arrington
Leroy Lancaster
Joey Sours
John Meaney

Council Absent: *Mary Menefee*

Also Present:

Rick Black, Town Manager
Bryan Chrisman, Assistant Town Manager
Mary Broyles, Town Clerk/Treasurer
Danielle Babb, Deputy Clerk/Treasurer
Jason Spitler, Town Attorney
Ligon Webb, Town Planner
Charlie Hoke, Director of Utilities
Junior Roy, Luray Police Department
Pat O'Brien, Director of Parks and Recreation
Pam Flasch, Luray Bicentennial Committee
Ken Beyer, Luray Hawksbill Greenway Foundation
Powell Markowitz, Luray Page County Airport
Page News and Courier
Luray Little League Girls 9-10 Softball Team

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 Meaney led everyone in reciting the United States Pledge of Allegiance. The roll was then called with one member absent.

Mayor Presgraves welcomed a special group of attendees, the Luray Little League Girls 9-10 Softball team. Mayor Presgraves thanked the coaches and players and stated that the community is very proud of their team.

Autumn Bailey, Luray Little League Girls 9-10 Softball Team- Miss Autumn Bailey spoke on behalf of her team to thank the town and its employees for the new batting cage. She also thanked

members of town staff for all of their hard work on the tournament and their continued support of her team. Miss Bailey, along with teammate Haleigh Janney, presented Mayor Presgraves with a team photo. Council members and players then assembled for a group photo.

CONSENT AGENDA

Councilman Sours requested to make a clarification on the minutes of July 24, 2012 regarding the advertising fees for special use permits.

Motion: Councilman Vickers motioned to approve the Consent Agenda with the changes to the minutes as directed, motion seconded by Councilman Arrington with the vote as follows: YEA: Council Members Vickers, Arrington, Lancaster, Sours, Meaney. **Approved 5-0**

Consent Agenda

- A) *Minutes of the July 9, 2012 Regular Council Meeting.*
- B) *Minutes of the July 24, 2012 Council Work Session.*
- C) *Accounts payable checks totaling \$220,082.92.*

PUBLIC HEARINGS

Transfer of Real Property (Portions of TM# 54-A-35)

Town Manager, Rick Black, discussed the public hearing for the transfer of real property for portions of tax map # 54-A-35. The property is intended to be transferred to the adjacent property owners, Leroy Miller and John Prendable, to clarify and establish the common boundaries with the Town of Luray in perpetuity.

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

Motion: Councilman Arrington motioned to approve the transfer of property to Mr. Miller and Mr. Prendable as discussed regarding Tax Map #54-A-35, motion seconded by Councilman Vickers with the vote as follows: YEA: Council Members Vickers, Arrington, Lancaster, Sours, Meaney.
Approved 5-0

Rezoning of Parcel TM# 42A11-A-23 from M-1 to B-1

Town Manager, Rick Black, presented the public hearing for the rezoning request of the parcel located at 9 North Alley. The property is currently zoned M-1 and the request is to rezone the property to B-1. Mr. Black explained that the town's request to rezone the property is for the purpose of the construction of a storage facility on the parcel. Mr. Black stated that the Luray Planning Commission unanimously approved the request.

Mayor Presgraves opened the public hearing for citizen comment. With no comments from the public, the hearing was then closed.

Motion: Councilman Lancaster motioned to approve the rezoning request for TM# 42A11-A-23 (9 North Alley) from M-1 to B-1, motion seconded by Councilman Arrington with the vote as follows: YEA: Council Members Vickers, Arrington, Lancaster, Sours, Meaney. **Approved 5-0**

TOWN AFFILIATED BOARDS AND COMMISSIONS

Luray Downtown Initiative

Pat O'Brien provided a power point presentation on behalf of Liz Lewis who was out of town this evening. Mr. O'Brien explained that he and Ken Beyer had a previous version of a power point presentation that was used at occasions statewide. Recently, Mr. O'Brien and Ms. Lewis updated this presentation and Ms. Lewis showed the updated version at the Virginia Main Street Summer Conference. Mr. O'Brien reviewed the presentation which highlighted the history of the greenway, a map of the trail, health and wellness benefits, events, fundraising and community awareness, business and tourism, preservation, recycling efforts along the trail, sustainability, and awards received for the trail project.

Luray/Page County Chamber of Commerce

Ms. Pam Flasch provided a power point presentation/report that will be directed to the Page County Board of Supervisors tomorrow evening. The presentation serves as the chamber's mid-year report. The presentation highlighted the chamber's new logo and other important statistics. Ms. Flasch noted a 65% increase for the tourism occupancy tax. New items for the chamber include tourism branding strategies, the debut of the new website, and a Northern Virginia/D.C. media blitz. A highlight of this media blitz is the advertising featured on WTOP Radio. Ms. Flasch said that the chamber will again apply for the \$50,000 marketing grant, which made these recent efforts possible. Ms. Flasch stated that the new visitor guide will be out within the next month. Ms. Flasch also displayed web banner advertisements that will be featured for the first time on various travel websites. Ms. Flasch reminded that the Business After Hours event has been moved to August 30th at Khimaira farm. The annual chamber banquet will be held on November 1st at the Mimslyn Inn this year in honor of Luray's Bicentennial. Councilman Sours complemented the chamber's new website and likes the new interactive concept.

Luray Bicentennial

Pam Flasch reported that Miss Luray will be participating in the Page Valley Fair Parade on August 22nd. Other projects for the committee include Grandparents Day at Inn Law Park on September 9th, legacy projects, a mural project on North Broad Street, the monument dedication, and hospital groundbreaking. Ms. Flasch said that no date has been set for the hospital ground breaking but she hopes it will be by year end. Ms. Flasch also added that some entries are coming in for the photo contest.

Airport Commission

Mr. Powell Markowitz said that several months ago a public hearing was held for grant approvals. The grants are now coming in and Mr. Markowitz has brought documents for the Town Manager to authorize. He stated that there are two Department of Aviation Grants and one Delta Engineering Contract. Mr. Markowitz said that while the grants have been approved, the paperwork is coming more slowly. Mr. Markowitz reported that Kenny Painter has advised him of three small and one large hangar vacancy. He added that a great deal of jet fuel was utilized during the recent forest fire. Pilots were very pleased that this is now available with the installation of the new fuel tank. Mr. Markowitz invited the new council members to the next commission meeting. Mr. Markowitz said that upcoming plans for the airport include the runway overlay project which has received preliminary approval from the FAA and will be grant funded.

DEPARTMENTAL REPORTS

POLICE – PUBLIC SAFETY AND EMERGENCY SERVICES

Mayor Presgraves stated that Chief Page Campbell is out sick today and the department's written report can be found in Council's packets.

PARKS AND RECREATION

Mayor Presgraves complimented Mr. O'Brien and his staff for all of their efforts on the recent softball tournament. Mr. O'Brien stated that his written report was included in Council member's packets for the evening. He advised members and attendees that the Invitational Tournament went very well with many compliments received from participants on the town's facilities and staff. Mr. O'Brien said that he also took the opportunity to talk with Craig Owens, District 3 Coordinator, to clear up some issues and hopes to lock in a boys' tournament in 2014.

Mr. O'Brien reminded that the town's biggest event of the year is coming up this weekend. The Luray Triathlon will be held this weekend and Mr. Glover provided athlete packets for the council members. Mr. O'Brien said that a pre-race clinic was held last weekend. This weekend's event will be held on Saturday and Sunday and will see about 700 participants each day.

Pat O'Brien, Director of Parks and Recreation, displayed a new greenway map. At last month's meeting staff and council discussed moving away from the "phase" terminology and implementing a color coding system. He stated that this should make promoting and marketing events easier and will be very helpful to rescue personnel also. The different parts of the trail will be color coded and Mr. O'Brien said that the dots on the trail will be painted corresponding colors. Councilman Lancaster suggested painting the center stripe on the trail the same coordinating color. Mr. O'Brien agreed with this concept but said that there had been some debate over painting the dots and/or the lines. He added that the focus will be to get the maps printed first. Mayor Presgraves added that this will be very important for medical emergencies. Councilman Arrington agreed with painting the lines on the trail. Councilman Arrington and Mayor Presgraves agreed with color coding the lines on the trail to allow

users to easily identify the area in case of an emergency. Mr. O'Brien added that the maps will meet grant funding requirements by adding health information.

Mr. O'Brien advised members that he was contacted by members of the Arbor Day Foundation that the Luray Hawksbill Greenway Trail will be featured in the foundation's annual report bulletin. The bulletin has a readership of approximately 3 million people nationwide. Mr. O'Brien said that this is a terrific honor for the town. Mr. O'Brien stated that he hopes Council members realize what they have helped to build with their approval of this project. He said that this trail project has far exceeded anyone's expectations. Councilman Arrington commended Mr. O'Brien and Mr. Ken Beyer on their work in making the greenway such a success.

Mr. O'Brien added that CDAC of Virginia Tech would like to come back and perform additional design work. They would like to map out a phase 5-6 of the greenway corridor. Mr. O'Brien added that the goal has always been to extend the greenway trail to the recreation park, whether or not this eventually happens. Council then continued discussions on the greenway map and color coding options for trail markings. Mr. O'Brien said that he would like Council's approval of the greenway color coding and new map.

Motion: Councilman Lancaster motioned to approve the new greenway map with the color coding as shown and to paint the lines according to the color coding, while leaving the dots yellow, motion seconded by Councilman Arrington with the vote as follows: YEA: Council Members Vickers, Arrington, Lancaster, Sours, Meaney. **Approved 5-0** Councilman Vickers said that he would like to ensure that health information is added to the map.

Mayor Presgraves said that he has recently looked at the lake restroom facilities and that they are nicely renovated. Mr. O'Brien explained that David Glover, Luray Triathlon, has been responsible for helping with the cost of tiling the restrooms. Mr. O'Brien said that tiling the floors, as opposed to just concrete, has made a huge difference in the quality of the facility. Mr. O'Brien said that overall Mr. Glover has done a great deal to assist with improvements at the lake and gives back to the town considerably.

Mr. Ken Beyer, Luray Hawksbill Greenway Foundation- Mr. Ken Beyer spoke before members to discuss a new booklet in honor of Luray's Bicentennial. The booklet is titled *If Trees Could Talk* and incorporates a great deal of historical information from local residents. The local library has offered to produce a hard copy of the booklet for use as reference material. Mr. Beyer added that during discussions it came about to produce a more "kid friendly" version of the cover. He explained that the information included in the booklet is identical, yet the variation in covers attracts two different groups of readers. Councilman Lancaster suggested printing the booklet with one version of the cover on the front and the other reversed on the back. This would allow the same publication to be displayed with either cover facing forward on the shelf. Mr. Beyer stated that the cost of this booklet to the town would be nothing.

PUBLIC WORKS DEPARTMENT

Town Manager, Rick Black, informed Council that the public works department repaired seven water leaks and responded to five sewer calls. The department made two sewer repairs on South Hawksbill Street. Upcoming projects going on this month include brush pick-up, storm drainage work, cleaning

ditches, sign replacement, paving and patching, and locating lines for the electrical conduit project on East Main Street.

Councilman Vickers inquired about the project currently going on in the area of East Main Street. Mr. Black explained that in the past when street lights were installed in that area, the electrical wires were not placed in conduit. He explained that this can lead to failures in these areas. Mr. Black said that the town is working in cooperation with Shenandoah Valley Electric Cooperative on placing conduit underground in these areas. The total project time will be about five years and will incorporate all of Main Street. Mr. Chrisman explained that it is the town's role to install the conduit and the electric company will be responsible for pulling wires, installing vaults, and any pole replacements.

WTP AND WWTP

Charlie Hoke, Director of Utilities, told Council members that the Wastewater Plant is meeting all Chesapeake Bay Nutrient Reduction limits. The plant is in compliance with all state and federal regulations. Mr. Hoke said that a few concerned citizens did call the plant in regards to the application of biosolids. He hopes that all citizen concerns have been satisfied. Mr. Hoke explained that biosolids are applied to approximately 400 acres on the land on the opposite side of Rt.340 from the plant. He added that the concern was mainly for what biosolids are. Mr. Hoke felt that the main concerns were due to the new regulation for signage to be in place when the application is taking place.

Mr. Hoke reported that the Water Treatment Plant is running as designed and all distribution samples came back negative. The groundwater study is going smoothly with no problems anticipated.

Councilman Vickers stated that he would still like to know more about "springs" that may be owned by the town. Town Attorney, Jason Spitler, stated that this is something he is working on for the August work session.

PLANNING & ZONING

Town Planner, Ligon Webb, reported that the Planning Commission will be meeting on Wednesday night for their August meeting and will have one public hearing. The public hearing will be for Jeanie and Floyd Maxey. The request is for a special use permit to operate a "home occupation". Mr. Webb stated that certified letters have gone out and no calls have been received on the request. Mr. Webb said that the commission will also discuss the Town's Comprehensive Plan update.

The TCSP Grant was awarded to the town for the Main Street Bridge in the amount of \$1.62 million dollars. Mr. Webb said that he has been contacted by the VDOT Richmond office congratulating the town on its award. Town Staff will be working on the administration details of the project. Mr. Webb said that Council will have many decisions to make on the project in the coming months. He added that the \$1.62 million should cover the total cost of the project.

Mr. Webb stated that the monument work is going nicely and that he will check into having the contractor wash the bottom bricks. He said that most of the remaining work is on the smaller details of the monument. The project should be completed within the next few weeks.

Mr. Webb said that the EDA is working on an application for an “Enterprise Zone” designation. He believes that this could be a good economic development tool for both the town and county. Councilman Arrington and Councilman Lancaster recalled the town pursuing an enterprise zone designation years ago. They believe that there may still be some paperwork available from this, which may be useful.

Mr. Webb discussed a total of seven zoning permits for the month with a value of \$273,375.

Councilman Vickers said that there had been some discussion of implementing a pocket park upon the monument’s completion. Mr. Vickers said that he would like to see the town approach the Daughters of the American Revolution members about donating some benches or other items to make the area more inviting to visitors. Mr. Webb said that he will look into this and send out an email to some prospective donors.

OLD BUSINESS

Town Council Appointed Boards and Commissions

Town Manager, Rick Black, discussed the vacancies on the Planning Commission, Board of Zoning Appeals, and Tree and Beautification Committee. Councilman Lancaster appointed Nancy O’Brien to the Tree and Beautification Committee and Mark Malone to the Luray Planning Commission. Mayor Presgraves appointed Katie Sokol to the Tree and Beautification Committee.

Motion: Councilman Lancaster motioned to approve the commission and committee appointments as presented, motion seconded by Councilman Vickers with the vote as follows: YEA: Council Members Vickers, Arrington, Lancaster, Sours, Meaney. **Approved 5-0**

Councilman Sours said that his appointee is on vacation but will be able to complete the economic interest statement upon his return. Mr. Sours requested to proceed with his appointment for the planning commission.

Motion: Councilman Sours motioned to appoint Brian Sours to the Luray Planning Commission, motion seconded by Councilman Lancaster with the vote as follows: YEA: Council Members Vickers, Arrington, Lancaster, Sours, Meaney. **Approved 5-0**

NEW BUSINESS

NSVRC Hazardous Mitigation Plan Update

Mr. Black advised Council members that included in their packet is information from Jill Keihn. Also included is an invitation for August 16th at 4:00pm and 7:00 to the public meetings in review of the Hazard Mitigation Plan. The plan has to be in place by January 1st 2013 for the town to be eligible for FEMA funds in the future. Mr. Black welcomed council members to attend the public meeting and also advised that the plan is on the NSVRC website.

Facebook/Town Swimming Pool

Mr. Black stated that he has received an email from Councilman Vickers requesting to discuss two items; Facebook and a Town Swimming Pool. Mr. Black said that he would like to discuss the swimming pool information at the August work session. He recalled that a few years ago some prices and information were received from surrounding localities that have town pools. Mr. Black would like to update this information and discuss at that time. He also suggested that this would be a good time to revisit the master plan for the recreation park. Mr. Black said that this would be a good time to discuss any changes that Council would like to see made to the long range plans. Mr. O'Brien said that trends are changing in parks and recreation and that it would be prudent to update the plans.

Councilman Vickers stated that it seems to him that social media is here to stay and that the town can no longer ignore this. He said that there are too many free, positive benefits from using social media. Mr. Vickers recognized that members and staff have liability concerns but that according to VML information, many surrounding localities are already using social media. Mr. Vickers said that Council members should all come up to speed and read this information and seriously look into this. Mayor Presgraves stated that many other surrounding localities such as Harrisonburg, Woodstock, Leesburg, Roanoke, and others are already on board. Councilman Sours said that from his business and personal experience, social media has been the best way to convey information to people. He added that this also drives traffic to the website. Town Attorney, Jason Spitler, said that there are administrative controls in place that should allow the town to minimize any risk. Councilman Meaney said that this tool would be very beneficial for feedback on the comprehensive plan. Councilman Vickers expressed that the more informed our citizens are, the happier they will be. Mr. Vickers said that this is a good tool for staff to use to convey information and for events such as the Triathlon. Councilman Meaney asked about the anticipated risks of using social media. Councilman Vickers said that he feels we just need to be sensible about who is posting things to the site. Mayor Presgraves said that VML has information on the pros and cons of implementing this. He said that this is just another way to get the word out on things to the community and facilitates transparency in government. Councilman Vickers feels that it makes the town pro-business, more progressive, and not a stagnant town.

Town Manager, Rick Black, and the Town Attorney felt it would be best to have a social media policy in place and would suggest having a draft ready for Council's review at the work session.

Motion: Councilman Vickers motioned for staff to create a social media policy and to look into starting a Facebook page for the Town of Luray, motion seconded by Councilman Sours with the vote as follows: YEA: Council Members Vickers, Arrington, Lancaster, Sours, Meaney. **Approved 5-0**

TOWN ATTORNEY'S REPORT

Town Attorney, Jason Spitler, thanked members for approving the boundary line adjustment at Lake Arrowhead. Mr. Spitler said that he will obtain the necessary signatures and record once executed by all parties. Mr. Spitler said that the next phase of this process will be the Charles Seal property. He said that there are some overlapping surveys between the Seal property and town property. Mr. Spitler said that Mr. Seal, along with his family members, have agreed to accept the town's survey and resolve any discrepancies. For this reason, the town will not be required to hold a public hearing because no public property will be disposed of. Mr. Spitler said that this item of business will be on the August work

session agenda. The next phase would involve a survey plat and certificate that consolidates everything into one parcel.

Also, at the work session there will be some deed work on the property adjacent to the town's welcome sign along Route 340. This will be another boundary line adjustment that will essentially be a second phase to the property donated originally from the Harrison family. Mr. Spitler advised that he has begun research on the water rights issue discussed at the last work session. He said that he will be focusing on in town properties that are already part of the current water system and will work his way to out-of-town properties.

Lastly, Mr. Spitler advised that there will be an oral argument tomorrow before circuit court in the Navotney case. He said that this will be handled through legal counsel for VML.

Councilman Lancaster inquired about the property beside Hawksbill Bicycles. Mr. Lancaster would like to be sure that this has been properly surveyed and a deed has been recorded. The property was given to the town by the Williams family some years ago.

ADJOURN

Mayor Presgraves discussed the upcoming Page Valley Fair Association parade. Mayor Presgraves and staff discussed the parade route that has been advertised. Council and staff discussed the route and traffic concerns. Mayor Presgraves also advised Council members to advise him if they would like to participate.

Councilman Lancaster inquired about the concessions from the recent softball tournament. Director of Parks and Recreation, Pat O'Brien, said that he does have information on daily sales totals and expenditure amounts. Councilman Vickers said that he would like to see some sort of report for the entire season and also the tournament specifically.

There being no further business, Mayor Presgraves adjourned the regular session of the Town Council at approximately 9:05 P.M.

Barry Presgraves
Mayor

Danielle Babb
Deputy Clerk-Treasurer

