

**LURAY TOWN COUNCIL**  
**October 13, 2020 - 7:00 p.m.**

**MEETING AGENDA**

- |  |                  |
|--|------------------|
| <b>I. CALL TO ORDER &amp; PLEDGE ALLEGIANCE TO THE U.S. FLAG</b> | Mayor Presgraves |
| <b>II. ROLL CALL</b>   | Danielle Babb    |
| <b>III. CONTINUITY OF GOVERNMENT ANNOUNCEMENT</b>                | Mayor Presgraves |
| <b>IV. CONSENT AGENDA</b>  | Mayor Presgraves |
| <b>V. GENERAL CITIZEN COMMENTS (other than agenda items)</b>     |                  |
| <b>VI. PRESENTATIONS</b>   |                  |
| A) Luray Downtown Initiative                                     | Meredith Dees    |
| <b>VII. ACTION &amp; DISCUSSION ITEMS</b>                        |                  |
| A) Subdivision Request – Tax Map No. 42A11-18-40-17              | Steve Burke      |
| B) Resolution on Citizen Equality                                | Steve Burke      |
| C) Code Amendment Chapter 2-54 – Order of Business               | Steve Burke      |
| D) CARES Act – Town Business Grant                               | Steve Burke      |
| E) CARES Act – Marketing   | Steve Burke      |
| F) CARES Act – Fire & Rescue Covid-19 Expenses                   | Steve Burke      |
| G) CARES Act – Hazard Pay  | Steve Burke      |
| H) Town of Luray Christmas Party                                 | Steve Burke      |
| I) Donation of Property  | Steve Burke      |
| J) Sales of Town Property  | Steve Burke      |
| <b>VIII. TOWN ATTORNEY’S REPORT</b>                              | Jason Botkins    |
| <b>IX. MAYOR’S ANNOUNCEMENTS</b>                                 | Mayor Presgraves |
| <b>X. ADJOURN</b>  |                  |

*Due to the threat of transmission of COVID-19 and in recognition of the Governor’s Executive Order, this meeting will have limited seating. The meeting will be live-streamed on the Town’s Facebook page.*

*Please submit any public comments concerning the agenda items through any of the following means: Email – [sburke@townofluray.com](mailto:sburke@townofluray.com); Mail – Luray Town Council, Attention Steve Burke, Post Office Box 629, Luray VA, 22835; Hand Delivery – Place in exterior DROP BOX in the alcove located at the front of the Town’s Town Hall facing Main Street; or Phone – (540) 743-5511. All comments must be submitted by 5:00 pm the day of the meeting, and will be read aloud at the meeting.*

*Version Date: October 1, 2020 11:00 a.m.*

Town of Luray  
PO Box 629  
45 East Main Street  
Luray, VA 22835  
[www.townofluray.com](http://www.townofluray.com)  
540.743.5511



**Mayor**

***Barry Presgraves***  
bpresgraves@townofluray.com  
Term: 2017-2020

**Council Members**

***Leroy Lancaster***  
llancaster@townofluray.com  
Term: 2017-2020

***Jerry Schiro***  
jschiro@townofluray.com  
Term: 2014-2022

***Joey Sours***  
jsours@townofluray.com  
Term: 2017-2020

***Jerry Dofflemyer***  
jdofflemyer@townofluray.com  
Term: 2015-2022

***Leah Pence***  
lpence@townofluray.com  
Term: 2017-2020

***Ronald Vickers***  
Rvickers@townofluray.com  
Term: 2014-2022

**Town Officials:**

Town Manager – Steven Burke  
Assistant Town Manager- Bryan Chrisman  
Town Clerk/ Treasurer- Mary Broyles  
Deputy Town Clerk/ Treasurer- Danielle Babb  
Chief of Police- Bow Cook  
Superintendent of Public Works- Lynn Mathews  
Superintendent Parks & Recreation-Dakota Baker

**Commissions & Committees:**

Luray Planning Commission  
Luray-Page County Airport Commission  
Luray Tree and Beautification Committee  
Luray Board of Zoning Appeals  
Luray Downtown Initiative  
Luray-Page County Chamber of Commerce



**Town of Luray, Virginia**  
Town Council Agenda Statement

Item No: III

Meeting Date: October 13, 2020

Agenda Item: **Continuity in the Government of Luray, Virginia**

Announcement by Mayor Presgraves:

- This meeting of the Town Council is being held pursuant to the April 13, 2020 Ordinance for Continuity in the Government of Luray.
- The Town Clerk shall read the names of the Councilmembers present and identify those who are electronically present.
- The Town Manager is responsible for receiving public comment in advance of the meeting, which may be submitted by mail, email, phone, or hand delivery by 5:00 p.m. on the day of the meeting.
- In-person attendance and comment by the public is also permitted subject to the limitations of the most recent Executive Order and Phasing Guidelines issued by Governor Northam.
- This meeting can be viewed live on the Town's Facebook page, and a recording will be available on the Town's YouTube Channel. Minutes from the meeting will be posted on the Town's website after being approved by the Town Council.

**I move to approve the following Consent Agenda (All items must be read):**

**CONSENT AGENDA**

- (A) Minutes of the Regular Council Meeting –9-14-20
- (B) Minutes of the Council Work Session Meeting – 9-22-20
- (C) Accounts Payable checks totaling- \$ 213,100.91

- *Financial Statements will be made available upon the close of the fiscal year end.*

Prepared By:

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Mary F. Broyles, Treasurer

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

**Monday, September 14, 2020**

The Luray Town Council met in regular session on Monday, September 14, 2020, 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:**

Ron Vickers

Jerry Dofflemyer

Jerry Schiro

Leroy Lancaster

Joseph Sours

*Leah Pence (present electronically)*

**Also Present:**

Steve Burke, Town Manager

Bryan Chrisman, Assistant Town Manager

Mary Broyles, Clerk Treasurer

Danielle Babb, Deputy Clerk Treasurer

Chief Bow Cook, Luray Police Department

Jason Botkins, Litten & Sipe

Meredith Dees, Luray Downtown Initiative

Jason Pettit, Luray Downtown Initiative

Bill Huffman, Luray Downtown Initiative

Joey Haddock, Luray Water Treatment Plant Superintendent

Mike Ritchie, Virginia Rural Water Association

Melvin Tutt Jr., 113 Meade Street, Luray

*(This meeting was made public via the Town's Facebook page. Public comments were accepted prior to the meeting via e-mail to [sburke@townofluray.com](mailto:sburke@townofluray.com)).*

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

Mayor Presgraves read aloud the Ordinance for the *Continuity in the Government of Luray*.

## **CONSENT AGENDA**

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

### ***Consent Agenda***

(A) Minutes of the Regular Council Meeting –8-10-2020.

(B) Minutes of the Council Work Session Meeting – 8-25-2020.

(C) Accounts Payable checks totaling- \$ 477,051.51

## **PRESENTATIONS**

### **Virginia Rural Water Association- Operator of the Year – Mike Ritchie**

Mr. Mike Ritchie, Executive Director of Virginia Rural Water Association, presented the award for Operator of the Year. Mr. Ritchie has been presenting awards to local municipalities that were originally slated for spring 2020. Due to Covid-19, award presentations were postponed to the fall 2020 and are awarded in person to each locality. Mr. Ritchie read aloud the letter of nomination by Mayor Presgraves and presented the award to Superintendent Joey Haddock.

### **Luray Cultural Climate- Melvin Tutt**

Mr. Melvin Tutt Jr., 113 Meade Street Luray, stated that he was born and raised in Luray. Mr. Tutt later pursued a career in the United States Air Force; upon Mr. Tutt's retirement, he returned to Luray to care for his aging parents. He is an active member of the American Legion and VFW. Mr. Tutt spoke on the cultural climate of Luray and stated that he was asked to speak by concerned citizens of the town. Mr. Tutt requested a dialogue at a later work session meeting.

## **CITIZEN COMMENT**

In accordance with the deadline of 5pm, the following e-mails were received by the Town Manager for citizen comment and were read aloud from:

- Cathy Herbert – 201 Hawksbill Heights, Luray Virginia
- Suzanna Grant – 125 Pass Run Drive, Luray Virginia

## **ACTION & DISCUSSION ITEMS**

### **Luray Parks Association Agreement**

Town Manager, Steve Burke, requested the Council consider approval of an agreement between the Town and the Luray Park Association for the public use and maintenance of the parks properties. The Town has maintained the property owned by the Association since 1949. Councilman Vickers noted Mr.

Baughan's presentation from the work session and felt the town's relationship with the park association was good and has worked for over a hundred years.

**Motion:** Councilman Vickers moved that the Town Council approve the agreement for the public use and Town maintenance of certain properties owned by the Luray Park Association and authorize the Town Manager to execute the Agreement. Motion seconded by Councilman Dofflemyer with the vote as follows: YEA: Council Members Vickers, Dofflemyer, Schiro, Lancaster, Sours. NAY: Pence. **Approved 5-1**

Councilwoman Pence stated that she voted "no" because she would like to see the properties donated to the Town's parks department. Councilman Dofflemyer stated that Mr. Baughan made it clear that the park properties cannot be sold or transferred.

#### **47 West Main Street Rental Agreement**

Town Manager, Steve Burke, requested Council consider the approval of an agreement between the Town and the owners of 47 West Main Street to rent the basement of the building for use by the Town's Parks Department. The property provides storage for events held at Ruffner Plaza and has been historically rented by the Town for this use.

**Motion:** Councilman Dofflemyer moved that the Town Council approve the lease agreement for 47 West Main Street as presented. Motion seconded by Councilman Schiro with the vote as follows: YEA: Council Members Vickers, Dofflemyer, Schiro, Lancaster, Sours. ABSTAIN: Pence. **Approved 5-0.**

#### **North Broad Street Park- Property Acquisition**

The Town Council previously approved an option agreement to purchase the lot identified as Tax Map No. 42A4-A-49A. Luray Downtown Initiative has since been awarded the \$25,000 Virginia Main Street Grant to assist with this project. Councilman Vickers commended LDI's efforts on obtaining the grant and the design renderings.

**Motion:** Councilman Vickers moved that the Town Council authorize the Town Manager, Assistant Town Manager, and Town Attorney to exercise the option to purchase the lot identified at Tax Map No. 42A4-A-49A for a total cost of \$12,000 and execute all documents necessary for closing on the property acquisition. Motion seconded by Councilman Schiro with the vote as follows: YEA: Council Members Vickers, Dofflemyer, Schiro, Lancaster, Sours, Pence. **Approved 6-0.**

#### **North Broad Street Park- LDI Agreement**

Mr. Burke stated with the approved agreement to purchase the lot, the Town would agree to the development for the North Broad Street Park. Councilman Schiro asked if LDI was in agreement with the memorandum. Ms. Dees, LDI Executive Director, agreed on behalf of LDI with the Memorandum of Understanding and noted that the Town Attorney had also reviewed the terms.

**Motion:** Councilman Schiro moved that the Town Council authorize the Town Manager and Assistant Town Manager to execute the Memorandum of Understanding with the Luray Downtown Initiative for the development of the North Broad Street Park. Councilman Schiro further moved that the funding for the park improvements from General Fund revenue overages be realized from reduced expenses. Motion seconded by Councilman Sours with the vote as follows: YEA: Council Members Vickers, Dofflemyer, Schiro, Lancaster, Sours, Pence. **Approved 6-0.**

### **LFCC CARES Scholarship**

Town Manager, Steve Burke, presented a request for consideration authorizing a Memorandum of Understanding between the Town and Lord Fairfax Community College Educational Foundation, Inc. to establish the CARES Scholarship. The funds would be available to assist Town residents whose jobs or source of income have been impacted by COVID-19.

**Motion:** Councilman Vickers moved that the Town Council authorize the Town Manager to execute the Memorandum of Understanding with the Lord Fairfax Community College Educational Foundation, Inc. to establish the Town of Luray CARES Scholarship. Councilman Vickers further moved that funding for the \$25,000 scholarship be approved from the Town's allocation of CARES Act funding. Motion seconded by Councilman Dofflemyer with the vote as follows: YEA: Council Members Vickers, Dofflemyer, Schiro, Lancaster, Sours, Pence. **Approved 6-0.**

### **Browns Listing Contract**

Town Manager, Steve Burke, requested that Council consider extending the listing agreement with Bill Dudley & Associates Real Estate Inc. to market and sell the Brown Building located at 36 West Main Street. Mr. Burke requested that Council approve the extension for 120 days rather than the usual 90 days, due to the holiday season.

**Motion:** Councilman Schiro moved that the Town Council approve the extension of the Listing Agreement with Bill Dudley & Associates Real Estates Inc. to market and sell the Browns Building located at 36 West Main Street for one-hundred twenty days until January 4, 2021 as presented. Motion seconded by Councilman Sours with the vote as follows: YEA: Council Members Vickers, Dofflemyer, Schiro, Lancaster, Sours, Pence. **Approved 6-0.**

### **CARES Act Funding**

Town Manager, Steve Burke, requested consideration authorizing staff to pursue acquisition of equipment through CARES Act funding. Mr. Burke discussed the proposed purchase of touchless restroom fixtures for all park restroom facilities. The proposed cost for all fixtures is approximately \$92,162 and is an effort to limit exposure to COVID-19. This would also alleviate staff's need to sanitize the fixtures every few hours, thus reducing staff labor. The second proposal is for the purchase and installation of digital message boards in the amount of \$46,974. These message boards allow for the posting of critical information to both residents and visitors regarding safety and other matters.

Councilman Schiro said he would like to see staff solicit multiple bids for the fixtures. Councilman Sours inquired if there were more immediate needs for the funds rather than the fixtures upgrade. Councilman

Schiro suggested looking at funds for employees who have worked during the pandemic. Mr. Burke said this topic will actually be addressed at the upcoming work session. Councilwoman Pence questioned use of CARES funding for marketing purposes. Town Attorney, Jason Botkins, said that the marketing must be targeted at “open for business” style advertising. Mr. Burke advised Council that prior to expending any funds, staff obtains approval from Page County for the expense qualification and reimbursement.

**Motion:** Councilwoman Pence moved that the Town Council approve the purchase of three digital message signs for \$47,000 using CARES Act funding. Motion seconded by Councilman Vickers with the vote as follows: YEA: Council Members Vickers, Dofflemyer, Schiro, Lancaster, Sours, Pence. **Approved 6-0.**

### **OCTOBER COUNCIL MEETING**

Town Council members discussed changing the date of the October Council meeting. The meeting was originally scheduled for October 19<sup>th</sup> due to the Virginia Municipal League Annual Conference. Council members determined that with the cancellation of the conference due to COVID-19, the meeting could resume its usual date. The Luray Town Offices will observe Columbus Day on October 12<sup>th</sup>, therefore the meeting could be held on Tuesday October 13<sup>th</sup> at 7pm.

**Motion:** Councilman Dofflemyer moved that the Town Council schedule the regular meeting of the Luray Town Council for October 13<sup>th</sup>. Motion seconded by Councilman Lancaster with the vote as follows: YEA: Council Members Vickers, Dofflemyer, Schiro, Lancaster, Sours, Pence. **Approved 6-0.**

### **VOSH COVID-19 Regulations**

Town Manager, Steve Burke, presented the *Infectious Disease (COVID-19 & SARS) Preparedness and Response Plan & Policy* to comply with the Virginia Department of Labor.

**Motion:** Councilman Vickers moved that the Town Council adopt the “*Infectious Disease (COVID-19 & SARS) Preparedness and Response Plan & Policy*” as presented. Councilman Vickers furthered to move the Council authorize the Town Manager and Town Attorney to amend this policy as necessary to comply with regulations adopted by the Virginia Department of Labor and Industry to address the prevention of the spread of COVID-19 and SARS. Motion seconded by Councilman Dofflemyer with the vote as follows: YEA: Council Members Vickers, Dofflemyer, Schiro, Lancaster, Sours, Pence. **Approved 6-0.**

### **VDOT Road Resolution**

Assistant Town Manager, Bryan Chrisman, presented the VDOT Resolution for street additions. The request for additions will include portions of Mount View Avenue, Cole Street, Sixth Street, and General Drive into the VDOT Urban Maintenance Program. Mr. Chrisman explained that these additions would go into effect July 2021.

**Motion:** Councilman Vickers moved that the Town Council adopt the Resolution “Adoption of a Request for Street Additions for Municipal Assistance Payments” as presented. Motion seconded by Councilman Sours with the vote as follows: YEA: Council Members Vickers, Dofflemyer, Schiro, Lancaster, Sours, Pence. **Approved 6-0.**

### **Browns Building Improvements**

Assistant Town Manager, Bryan Chrisman, provided some suggestions from Bill Dudley Associates for improvements to the Brown’s Building to improve marketability. Mr. Chrisman provided estimates for several items including; kitchen painting, exterior painting, door overhangs and window/door repairs, and a temporary water connection. Mr. Chrisman stated that these cost proposals are 100% unfunded in the current budget. Council members took no action on these items.

### **Roundabout Update**

Council members requested an update on the Roundabout Project from VDOT. Mr. Chrisman stated that he has received information from VDOT that final documents are being prepared in order to facilitate the bid release for the project.

### **Procurement Policy**

Town Attorney, Jason Botkins, stated that the new draft of the Town’s Procurement Policy could be found in the agenda packet for the evening. Changes were necessary due to updates in State Law that took effect July 1, 2020 and comments received from a previous work session meeting. Mr. Botkins recommended approval of the resolution.

**Motion:** Councilman Schiro moved that the Town Council approve the Code Amendments to Chapter 2 of the Town Code related to procurement as presented. Motion seconded by Councilman Lancaster with the vote as follows: YEA: Council Members Vickers, Dofflemyer, Schiro, Lancaster, Sours, Pence. **Approved 6-0.**

### **Resolution on Citizen Equality**

Mr. Burke provided a Resolution on Equal Protection and Equality for Town Citizens. This is the first review of the resolution by the Council; members may choose to review at the upcoming work session or act on the item this evening. Councilman Vickers and Councilman Lancaster suggested review by the Town Attorney and further discussion at the next work session meeting.

**Motion:** Councilman Vickers moved that the Town Council postpone action on the Resolution until discussion at a future work session. Motion seconded by Councilman Sours with the vote as follows: YEA: Council Members Vickers, Dofflemyer, Schiro, Lancaster, Sours. NAY: Pence. **Approved 5-1.**

**TOWN ATTORNEY**

Jason Botkins, Town Attorney, had nothing further for the meeting.

**ANNOUNCEMENTS/ ADJOURN**

With no further business, the meeting was adjourned at 8:16pm.

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Barry Presgraves  
Mayor

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Danielle Babb  
Deputy Clerk-Treasurer

**MINUTES OF A TOWN COUNCIL  
WORK SESSION MEETING  
TOWN OF LURAY, VIRGINIA  
Tuesday, September 22, 2020  
5:30pm**

The Luray Town Council met in a Work Session on Tuesday, September 22, 2020 at 5:30 p.m. in the Luray Town Council Chambers located at 45 East Main Street, Luray, Virginia at which time there were the following present:

Presiding: Mayor Barry Presgraves

Council Present: Ron Vickers  
Jerry Dofflemyer  
Jerry Schiro  
Leroy Lancaster  
Joseph Sours  
Leah Pence (present electronically)

Others Present: Steve Burke, Town Manager  
Bryan Chrisman, Assistant Town Manager  
Chief Bow Cook, Luray Police Department  
Danielle Babb, Deputy Clerk Treasurer  
Lonnie Foster, Luray Police Department  
Melvin Tutt, Jr. – 113 Meade Street Luray

***Due to the threat of transmission of COVID-19 and in recognition of the Governor's Executive Order, this Work Session will have limited seating. The meeting was made available to the public via the Town's Facebook page live-streaming broadcast.***

A quorum being present, Mayor Presgraves declared the Council to be in session for the transaction of business. Mayor Presgraves led members in the United States Pledge of Allegiance. The roll was called with all members present.

Mayor Presgraves read aloud the Ordinance for the *Continuity in the Government of Luray*.

## **PRESENTATIONS**

Police Chief, Bow Cook, advised the Mayor and Council that a position became available for a Patrol Lieutenant within the department. After careful review, several qualified candidates were determined internally. First Sergeant Lonnie Foster has been with the Luray Police Department for fifteen years and has been performing in a supervisory and instructor role for much of this time. Chief Cook stated that his promotion will be effective October 1<sup>st</sup>, 2020 and he will be reassigned as the patrol Lieutenant effective the same day. Chief Cook asked Officer Foster to come forward for the presentation and Council congratulated him on this promotion.

## **UPDATES & DISCUSSION ITEMS**

### **First Street Subdivision**

Town Manager, Steve Burke, stated that the Town has received the request to consider a preliminary and final plat for Parcel 42A11-18-40-17. The lot is located on First Street and the request is to divide the parcel into two lots that could be developed as a duplex. The Planning Commission has unanimously recommended the approval of the preliminary and final plat. Mr. Burke will add this to the October agenda for consideration.

### **Resolution on Citizen Equality**

Town Manager, Steve Burke, said the Town has received a request to discuss a *Resolution on Equal Protection and Equality for Town Citizens*. The Town of Stephens City adopted a similar Resolution at their September 1<sup>st</sup> meeting. This item was on the September Regular Meeting Agenda and Council members requested that this be added to tonight's work session agenda.

Councilman Joey Sours stated that he has some thoughts on this and has not yet had time to work on a draft resolution. Councilman Sours felt it would be important to discuss this with members of the minority community and would prefer a more meaningful document. Councilman Vickers agreed that he would like for this to be a combined effort on the statement.

Councilwoman Pence, present electronically, stated that she did not feel this needed to go through the town hall process in order to be passed. Ms. Pence would like to make one revision to include "gender" equality. Ms. Pence said the Council had possessed this request for 20 days and she felt this should not be further delayed.

Councilman Sours continued that his intent was not to delay the matter but to make the document more genuine. Councilman Sours and Councilman Vickers requested more time. Mayor Presgraves reminded that once drafted, the document should be reviewed by the Town Manager and Town Attorney. Council members maintained that they would like additional feedback and discussed methods for obtaining such feedback. Town Manager, Steve Burke, reminded that action cannot be taken at a work session meeting. Councilman Vickers maintained that he would like to explore additional viewpoints and prefers not to rush. Councilwoman Pence discussed citizen input and additional cause for the resolution to be passed this evening.

Mayor Presgraves concluded the discussion by asking Council members to get their thoughts together in preparation for the October meeting.

## **Council Agenda Process**

Town Manager, Steve Burke, said Council has requested to discuss the process to establish the agenda for meetings. The Town Attorney has drafted a code amendment which would add an addition or deletion section of the agenda to the regular meeting agenda. The Mayor would continue to have final approval of the agenda and if needed the agenda could be modified at the beginning of the meeting. The Town Council could amend the agenda following the Roll Call at each meeting by a majority vote of the members present.

Councilwoman Pence stated concern over the items that make it to the agenda. She also said that there is no way for citizens to be present on the agenda and wants citizen concerns to be heard. Councilwoman Pence discussed a specific item that she has previously wanted to add to the agenda. Councilman Vickers reminded that there is a Citizen Comment portion. Councilman Schiro reminded that the process has been for members of the public to speak during the Citizen Comment portion; and, if needed the topic is moved to an agenda item for action. In addition, items typically are presented at a Work Session meeting and then for action at a Regular Meeting. Councilman Schiro said that these processes are typical of other municipalities. Councilman Schiro reminded that the Town's business must be conducted in public in a public forum. He said that Council members must be mindful of e-mails, etc. outside of Town Council meeting and follow regulations set forth by the Freedom of Information Act. Councilman Vickers suggested moving the procedural change item to October's agenda for action.

## **Halloween**

Town Manager, Steve Burke, said that town staff have collectively come up with a Trunk or Treat Event at R.H. Dean Park. The event would meet the intention of Phase III guidelines as well as the CDC. Social distancing would be maintained and those distributing candy would need to wear a mask. The intent would be a Halloween Event in a controlled outdoor setting with minimal interaction. Mr. Burke said that if Council is in favor of the event, staff will send out a survey to see if businesses and organizations are interested in participating. If enough participation is determined then advertising would follow. Mr. Burke has also established some general guidelines for door-to-door trick or treating.

Councilman Vickers and Councilman Dofflemyer inquired about the costume contest. Mr. Burke said that staff has discussed ways to try to facilitate this but is still looking for feasible options.

## **CARES Act Funds**

Mr. Steve Burke said that staff continues to work on identifying ways to utilize CARES Act Funds. The Page County Economic Development staff has requested each of the towns return some of their funds to the food hub. There has been an increasing need for food pick up according to Ms. Lewis with the EDA. Mr. Burke said that the Town Attorney has confirmed that CARES Funds can be used for specific marketing; the Town could make a contribution to the Chamber or LDI for advertising. The Business Grant Program could allocate \$25,000 in CARES funding to support local businesses impacted by COVID-19. Another possibility is an allocation of funds to both the fire department and rescue squad for COVID expenses. Mr. Burke also discussed the allocation of funds to hazard pay for employees. Staff would recommend consideration of a tiered hazard pay bonus, based on level of exposure. Lastly, Mr. Burke noted that the Town can seek reimbursement for the Town Attorney's fees for COVID related issues.

Mayor Presgraves suggested looking at a cancellation of the Town Christmas party this year due to being unable to social distance and a large group gathering. Mayor Presgraves mentioned the distribution of this savings amongst employees.

Mayor Presgraves requested placing the CARES items mentioned on the October Agenda.

**Adjourn**

With no further business, Mayor Presgraves adjourned meeting of the Luray Town Council at approximately 6:30 p.m.

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Mayor, Barry Presgraves

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Deputy Clerk, Danielle Babb



**Town of Luray, Virginia**  
Town Council Agenda Statement

Item No: VII-A

Meeting Date: October 13, 2020

Agenda Item: TOWN COUNCIL CONSIDERATION  
Item VII-A – Subdivision 20-1 – Preliminary & Final Plat - Parcel 42A11-18-40-17

Summary: The Town Council is requested to consider a request to subdivide parcel 42A11-18-40-17 into two lots for possible development of duplexes. The property is zoned R4-High Density Residential (Boomfield).

In the R-4 Zoning District, two-family dwellings are permitted by-right. Article 404.3.b establishes the following area requirements:

For two-family dwellings arranged side-by-side, the minimum lot area shall be 7,000 square feet. Each unit shall be assigned 3,500 square feet on the lot. A lot containing a two-family dwelling arranged side-by-side may be further divided into separate parcels for each dwelling unit, provided that the resulting lot size for each dwelling unit is a minimum of 3,500 square feet, and provided further that there be a firewall meeting all legal and regulatory requirements between the two dwellings.

Water and sewer service will be confirmed with the submittal of the developmental Zoning Permit.

The Preliminary and Final plat appears to comply with the requirements established in Appendix B – Subdivisions of the Town Code.

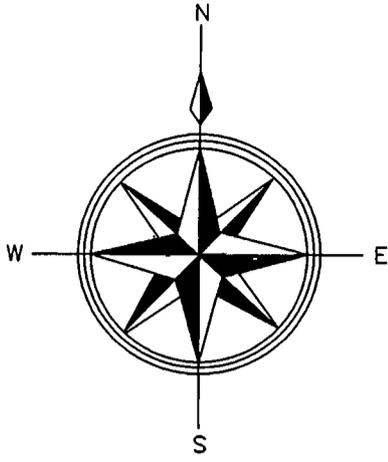
The Planning Commission reviewed this application at their September 16<sup>th</sup> meeting and unanimously recommended approval of the Preliminary and Final Plats for the subdivision.

Council Review: September 22, 2020

Fiscal Impact: N/A

Suggested Motion: I move that the Town Council approve the Preliminary and Final Plat application to subdivide parcel Tax Map No. 42A11-18-40-17 into two lots as presented.

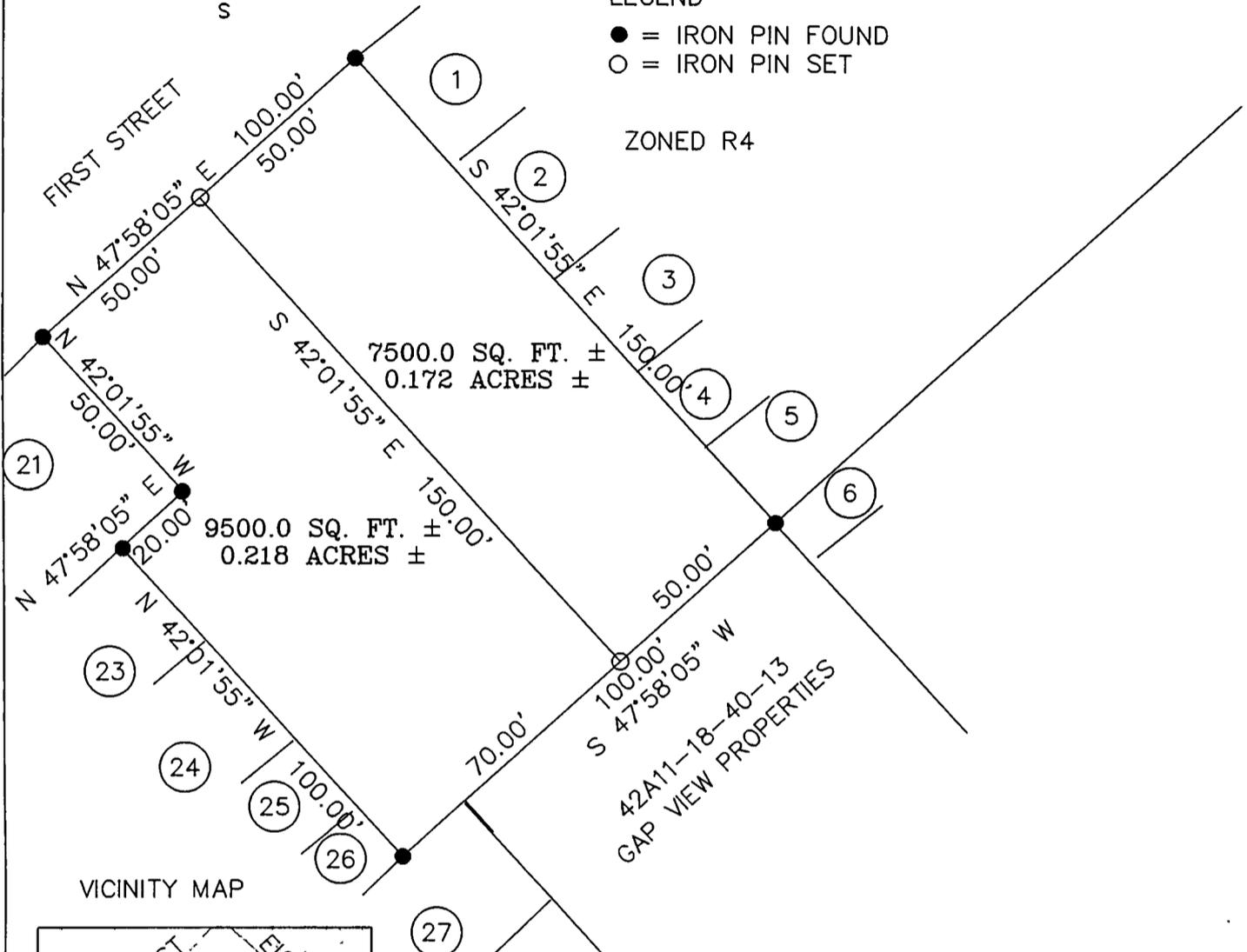




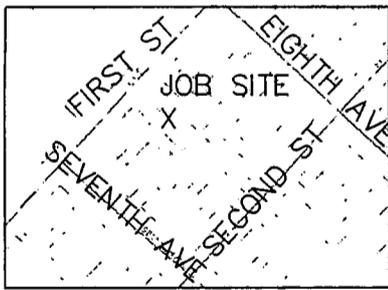
- 1 = BEARINGS ARE MAGNETIC
- 2 = SCALE 1" = 40'
- 3 = TAX MAP = 42A11-18-40-17
- 4 = DATUM AS SHOWN HEREON IS ACCORDING TO RECORDED INFORMATION AND IS A CURRENT FIELD SURVEY.
- 5 = NO TITLE REPORT FURNISHED
- 6 = OTHER RIGHTS OF WAY AND EASEMENTS IF ANY, ARE NOT SHOWN

LEGEND

- = IRON PIN FOUND
- = IRON PIN SET



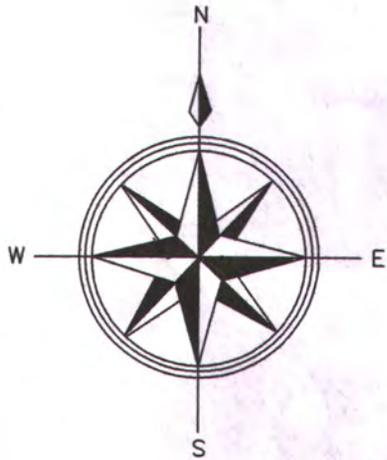
VICINITY MAP



DIVISION SURVEY OF TAX MAP 42A11-18-40-17  
 LOCATED IN THE TOWN OF LURAY  
 PAGE COUNTY, VIRGINIA.

OWNER: JAMES A. TURNER (LOTS 17-20)  
 REFERENCE: INSTRUMENT 150002140  
 REFERENCE: INSTRUMENT 160000724  
 JOB NO. P42A11-18-40-17-20 JULY 24, 2020

**NEWMAN SURVEYING**  
 Licensed Land Surveyor  
 Mt. Jackson, Virginia 22842  
 (540) 477-3730

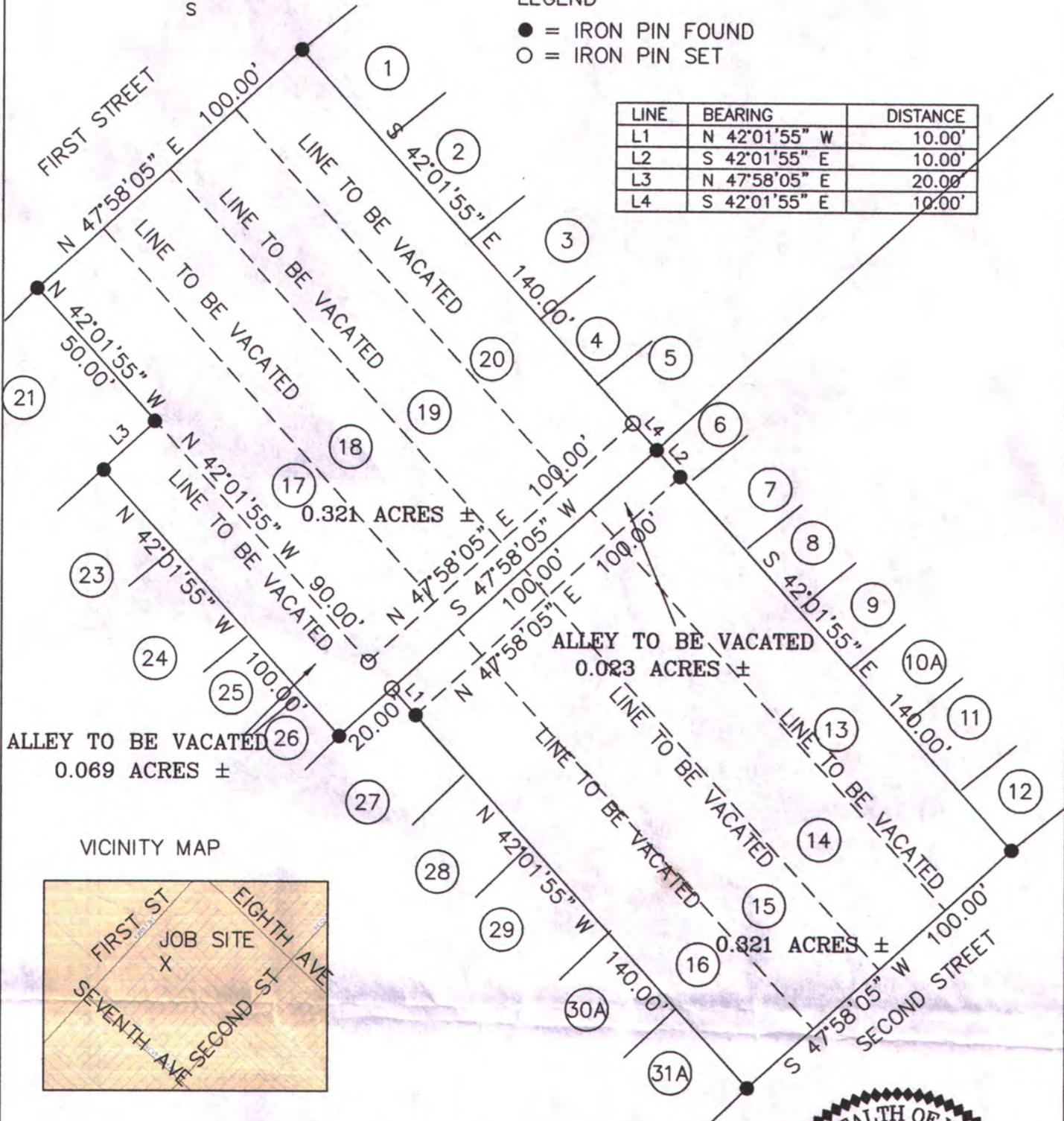


- 1 = BEARINGS ARE MAGNETIC
- 2 = SCALE 1" = 40'
- 3 = TAX MAP = 42A1118-40-13 THRU 20
- 4 = DATUM AS SHOWN HEREON IS ACCORDING TO RECORDED INFORMATION AND IS A CURRENT FIELD SURVEY.
- 5 = NO TITLE REPORT FURNISHED
- 6 = OTHER RIGHTS OF WAY AND EASEMENTS IF ANY, ARE NOT SHOWN

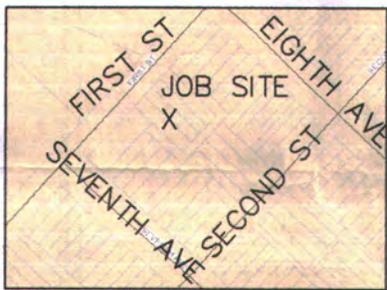
LEGEND

- = IRON PIN FOUND
- = IRON PIN SET

LINE	BEARING	DISTANCE
L1	N 42°01'55" W	10.00'
L2	S 42°01'55" E	10.00'
L3	N 47°58'05" E	20.00'
L4	S 42°01'55" E	10.00'



VICINITY MAP



BOUNDARY LINE ADJUSTMENT SURVEY

LOCATED IN THE TOWN OF LURAY PAGE COUNTY, VIRGINIA.

OWNER: JAMES A. TURNER (LOTS 17-20)  
 REFERENCE: INSTRUMENT 150002140  
 OWNER: GAP VIEW PROPERTIES LLC (LOTS 13-16)  
 REFERENCE: INSTRUMENT 110000228



NEWMAN SURVEYING

Licensed Land Surveyor  
 Mt. Jackson, Virginia 22842  
 (540) 477-3730



**Town of Luray, Virginia**  
Town Council Agenda Statement

Item No: VII-B

Meeting Date: October 13, 2020

Agenda Item: TOWN COUNCIL CONSIDERATION  
Item VII-B – Resolution on Equal Protection and Equality for Town Citizens

Summary: The Town Council is requested to consider adoption of a Resolution on Equal Protection and Equality for Town Citizens. The Town of Stephens City adopted a similar Resolution at their September 1<sup>st</sup> meeting.

Comments received from the public indicated that there exists the potential to exclude certain groups if a list were included in the Resolution. As a result, the Resolution has been modified to simply specify all forms of wrongful discrimination. The Resolution has also been modified to better reflect the opportunities that the Town has to support all of its residents.

Council Review: N/A

Fiscal Impact: N/A

Suggested Motion: I move that Town Council approve the Resolution on Equal Protection and Equality for Town Citizens as presented.



## RESOLUTION EQUAL PROTECTION & EQUALITY FOR TOWN CITIZENS



**BE IT RESOLVED** that the Council of the Town of Luray hereby proclaims its intentions to promote and ensure its residents shall be free and safe from wrongful discrimination of all types.

Small Virginia communities have always played an important role in setting the standard for safety, security and harmony in the lives of all of its citizens. Residents deserve to live in a community that provides a safe environment for its residents, children, families, and elders to live, grow and prosper.

The Town proclaims that wrongful discrimination based upon any immutable characteristic has no place in this Town. The Town of Luray hereby pledges to do its part in advocating and enforcing equal protection of the laws and rights of all of its citizens and to promote the welfare of this community. This Town will work to move forward with a community that is intolerant of discrimination. The Town seeks to unify all of its residents under the banner of equality.

The Town proclaims that it will endeavor to continue to support an inclusive community. Wherever there is a system of oppression within its boundaries, the Town will work to positively heal this system. Wherever there are Town residents that are marginalized, the Town will work positively to promote healing, reconciliation, and justice.

The Town proclaims that the laws of this community, the Commonwealth of Virginia, and the United States of America apply equally to all of its citizens, as guaranteed by both the U.S. Constitution and that of the Commonwealth of Virginia. The Town will use its resources and the power of its people to guarantee its citizens such protections. Moving forward, the people of the Town are united as one.

Adopted: October 13, 2020

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Mayor



# RESOLUTION EQUAL PROTECTION & EQUALITY FOR TOWN CITIZENS



**CERTIFICATE**

I certify that I am the Clerk of the Town of Luray, Virginia, and that the foregoing is a true copy of the Resolution adopted by the Council of the Town of Luray, Virginia, on October 13, 2020, upon the following vote:

NAME	AYE	NAY	ABSTAIN	ABSENT
Mayor Presgraves <sup>1</sup>				
Ronald "Ron" Vickers	X			
Jerry Dofflemyer	X			
Jerry Schiro	X			
Leroy Lancaster	X			
Joey Sours	X			
Leah Pence	X			

Date: October 13, 2020

[SEAL]

ATTEST: \_\_\_\_\_  
Clerk, Town Council of  
Town of Luray, Virginia

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<sup>1</sup> Votes only in the event of a tie.



**Town of Luray, Virginia**  
Town Council Agenda Statement

Item No: VII-B

Meeting Date: October 13, 2020

Agenda Item: Item VII-B – Resolution on Equal Protection and Equality for Town Citizens

**Citizen Comments**

Priscilla Phelps – 514 Creekside Road

I fully support this and am dismayed that it has not been put into place long ago.

Terry Mack – 8 Deerfield Drive

As good as this sounds, I still believe this will be an issue in the school system amongst students. Both my son and daughter, who are 1/4th Asian, both experienced gross racism. My son was told he was the cause of WWII amongst other things, and my daughter experienced numerous verbal abuses throughout her school years.

My daughter is now an adult in the workforce and still experiences unsavory comments from peers and adults in this town. She has posted the following on social media -

"When I moved here from the city, it's a huge contrast between everything. The education I [was] put in was 3 grades behind where the city was, the people in the city didn't discriminate, they just didn't care. Everyone here cares about the smallest things and is always up in your business. I hate it here."

I, myself, have experienced it a few times. One that sticks out is a shopping trip to Walmart. A had put an outdoor door mat in my cart and was heading towards the produce section. A security guard wound up following me rather unstealthily. For a door mat?

And lord help you if you're anything but heterosexual. I know a few LGBTQ in town that have had comments and remarks hurled at them or mentioned intentionally within earshot.

This town/county is predominantly white, and any skin color or feature variance makes one a target.

I'm not saying everybody here is like that, there are many who are friendly and accommodating. But this town is not free of racism or hate and words on a piece of paper are not going to change the mindset of some of these people.

Anonymous

Hello! I'd like to remain anonymous to my name but I would like to give my comments and concerns on this town that I've grown up in. My family is part of the minority regarding diversity here and ever since I've moved here, I've experienced a lot of hate, discrimination, and racism. The school children have bullied me and my brother for being Asian throughout my time and his time in this school system, and I've been bullied for being part of the lgbt community. I've gotten a lot of comments about my family and myself for living here because we aren't white.

Not only have a lot of people harrassed my family while out on multiple occasions, it seems like I cannot escape the racism at work. It is in my better judgement and for the safety of my family, friends, and myself



## Town of Luray, Virginia Town Council Agenda Statement

Item No: VII-B

Meeting Date: October 13, 2020

that I move out of this town due to the ever growing hate and blatantly racist remarks and closed opinions on any other beliefs other than their own that I feel unsafe here.

I have gotten death threats at work, I have been told in front of my family that there is no room for 'chinks' here, and that 'my family caused pearl harbor'. The racism has just gotten worse over time, and with people getting seemingly more violent that a lot of my peers and colleagues have moved far from here.

The drug problem hasn't gotten better either, and neither has the "cute hometown aesthetic". Buildings are being led into disrepair and left to seemingly rot over time. There is rampant job loss here, and it seems to get worse everyday.

There is nothing for kids to do, there is no acceptance for how the kids want to grow. We need change here.

John Natalie – 33 Wallace Avenue

I fully support the equal protection and equality resolution as currently written.

Bette Schmidt – 8710 Thunderbird Court

Thank you for this absolutely wonderful step in the right direction regarding legal equity for marginalized people. However, as a woman, I noticed that females/gender was not Mentioned in the list of addressed differences. . . when women are still being treated as second-class citizens regarding wages and government-interference with medical decisions about their bodies.

Additionally, it would be helpful to add the legal path for citizens to address such grievances. Otherwise, the words will continue to remain as empty as they always have been.

Again, kudos for pursuing the ethical direction!

William & Cynthia Smith – 7 Jamison Road

Thank you for accepting and reviewing comments on the Town of Luray's Resolution on Equal Protection & Equality for Town Citizens. I believe this is a step forward for the Town of Luray. Making a resolution like this is a commitment to inclusion for all residents.

However Gender needs to be included in the first sentence of the third paragraph. According to the ACLU, women experience discrimination in employment, education and gender based violence. (Here is a link for your reference <https://www.aclu.org/issues/womens-rights>)

Adding gender to the resolution will strengthen the statement to be all encompassing of groups that frequently experience discrimination in today's society.

Suzanne Grant – 125 Pass Run Drive

Congratulations on the proposed Equal Protection Resolution. I might suggest that the Town include sex/gender in addition to the other elements and call out that town officials and employees will be held to these standards.

Thank you for working to ensure equality for all.

Chris Hurlbert – 220 Water Street, Brooklyn, NY



## Town of Luray, Virginia Town Council Agenda Statement

Item No: VII-B

Meeting Date: October 13, 2020

First and foremost, I think this resolution is a huge step in the right direction, and I applaud you and the Town Council for prioritizing this line of work. It is so important that we do the hard work now, as that's what's needed to create a better, more equitable version of Luray for future generations.

The Town states the following in the resolution: The Town proclaims that it will endeavor to continue to build and create an inclusive community. Wherever there is a system of oppression within its boundaries, the Town will work to positively heal this system. Wherever there are Town individuals, citizens, families, groups, and organizations that are marginalized, the Town will work positively to promote healing, reconciliation, and justice.

With this portion of the resolution in mind, I want to remind you (and the Town Council) that it's a well-documented fact that Confederate Monuments were raised at the turn of the 20th century as a means to oppress the black citizens in the community in which the monuments were raised. They serve three primary purposes:

1. To remind black citizens that they are not welcome in the community where statues exist
2. To give power to the Lost Cause narrative that was promoted in the post Civil War south, which was to make people forget the fact that slavery was the root cause of the war, and to convince people that the war was fought over more ambiguous issues such as "northern aggression" and "states rights"
3. To give southern families a way to remember their loved ones, who fought and died in the Civil War

If Luray truly plans "to build and create an inclusive community," as you boldly state in the resolution, you must understand why the Confederate Monuments in Luray must be relocated. We cannot have an inclusive community when symbols of oppression are prominently displayed at two of the Town's main entrances.

I ask the Town to please provide an update on the status of the two Confederate Monuments: does the town have any ambition to store the monuments in a non-public setting while ownership details are sorted?

Storing the Monuments will show our black community, who currently feel oppressed by the existence of the statues (I have had extensive conversations with local black residents who do in fact feel this way...), that we not only respect their wish for equality, that we are willing to create equity for them at the expense of local white residents, who want the statues to remain in place.

For those who wish to pay respect to their lost ancestors, I recommend that we consider relocating the Barbee Monument to the Page County Heritage Museum, and the other mass-produced statue to a local cemetery or battlefield (e.g. New Market Battlefield). This allows the statues to persist (i.e. not get destroyed) while giving citizens the ability to go pay respect to their ancestors in a situation/context that doesn't actively oppress the black community in Luray.

This is what Luray must do to create a more equitable society for all people, and it's a way to recover from the political shame and turmoil cast onto Luray by Mayor Presgraves' racist Facebook post. It will signal to the region that Luray is unequivocally anti-racist, and that we are willing to do what it takes to make the attached Resolution of Equality real, moving from "nice words on a page" into life-changing action.



## Town of Luray, Virginia Town Council Agenda Statement

Item No: VII-B

Meeting Date: October 13, 2020

Christopher Gould – 245 West Juniper Lane, Stanley VA

While I am not a full-time resident in Luray, I am a part-time resident in the County, a former business owner in Luray, and the promoter of several bicycle racing events in the area which, prior to the pandemic, brought a great deal of revenue to the town and county.

I wish to express my support for the resolution. As an individual who is keenly interested in issues around equality, I have personal reasons for that support. I also think it is inherently good to express support for residents of the town who have previously felt voiceless. This latter point is a reason all by itself for the Town to pass such a resolution - it expresses a desire to open up the promises of our democracy for all people, and states unequivocally a desire to move forward in a positive way. The people of Luray deserve that.

As a person who has a stake in the future of the town and county, I also think it's very important for the Town to show its intent to move forward from the self-inflicted public relations black eye displayed in the local and national media. In some ways, frankly, I am glad that the pandemic forced me to cancel the cycling events this year because I guarantee you the recent bad press would have had a negative impact on attendance. I have still gotten numerous emails from bike racers asking about this issue and expressing concern. The huge thing that Luray had in its favor for my events was a sense of a welcoming community; and recent events have put that at risk. A positive statement such as the resolution won't solve all problems, but it certainly would counteract that risk.

Finally, I want to add my concern at the possibility of modifying the resolution to not include "sexual orientation." I know this may be controversial in a religious and conservative area, but I will remind that gay people like myself are also religious and at this day and age we also are finally able to enjoy most of the same rights that our non-gay neighbors enjoy. The words "sexual orientation" in the resolution convey no new rights and eliminating them sends a very negative message. My attraction to Page County has always been a certain "live and let live" attitude in the county, and taking those words out would, I fear, be another black eye.



**Town of Luray, Virginia**  
Town Council Agenda Statement

Item No: VII-C

Meeting Date: October 13, 2020

- Agenda Item: TOWN COUNCIL CONSIDERATION  
Item VII-C – Code Amendment – Chapter 2-54 Order of Business
- Summary: The Town Council is requested to consider a Code Amendment to Town Code Chapter 2-54 regarding the process to establish the agenda for meetings.
- As drafted, the Code Amendment to Section 2.54 Order of Business would provide that items for the agenda be delivered to the Town Manager to develop a draft of the agenda. The Mayor, or Vice-Mayor in their absence, would approve the agenda before publication. Town Council could amend the agenda following the Roll Call at each meeting by a majority vote of the members present at the meeting.
- Council Review: September 22, 2020
- Fiscal Impact: N/A
- Suggested Motion: I move that Town Council adopt the Code Amendment to Chapter 2-54 Order of Business as presented effective upon adoption.

Sec. 2-54. – Meeting Agenda.

- (a) The general form of the council's meeting agenda is as follows:
  - (1) Call of roll.
  - (2) Additions/Deletions from agenda.
  - (3) Consent agenda.
  - (4) General citizen comments.
  - (5) Reports and presentations.
  - (6) Action and discussion items.
  - (7) Old business.
  - (8) Town attorney's report.
  - (9) Mayor's announcements.
- (b) The following shall be placed on the council's meeting agenda in the appropriate category provided they are delivered to the office of the town manager:
  - (1) Items from members of boards or commissions appointed by the council.
  - (2) Items requested for decision by the town manager, town treasurer, or town attorney.
  - (3) Items requested by the mayor, which may include written requests from residents.
  - (4) Items requested by two or more council members, which may include written requests from residents.
- (c) The mayor, or in his or her absence, the vice mayor, shall review and approve the meeting agenda before publication.
- (d) The meeting agenda may be amended after publication by a majority vote of the council members present at the meeting.



**Town of Luray, Virginia**  
Council Agenda Statement

Item No: VII-D

Meeting Date: October 13, 2020

Agenda Item: COUNCIL CONSIDERATION  
Item VII-D – Cares Act – Town Business Grant

Summary: The Town Council is requested to consider use of the Town-allocated CARES Act funding to dedicate \$25,000 to support our local businesses adversely impacted by the COVID-19 outbreak through grants of \$2,500 for small businesses, \$500 for non-profit businesses, and \$250 for home-based businesses.

A copy of the program and application forms is attached.

Council Review: September 22, 2020

Fiscal Impact: N/A

Suggested Motion: I move that Town Council approve \$25,000 of the Town's allocated CARES Act funding to establish the COVID-19 Small Business Grant as presented.



## TOWN OF LURAY



### COVID-19 SMALL BUSINESS GRANT

The Town of Luray Town Council has allocated \$25,000 in CARES Act funding to support our local businesses adversely impacted by the COVID-19 outbreak. The Town Council shall award grants of \$2,500 for small businesses, \$500 for non-profit businesses, and \$250 for home-based businesses.

#### Eligibility Criteria

- Physically located in the Town
- Active Town Business License
- Current on all applicable Town taxes and fees
- Been in operation in the Town prior to January 1, 2019
- Maximum 25 permanent, full-time employees
- Demonstrate and provide proof of COVID-19 related business losses of 25% or greater
- No be a national company or franchise of a national company

#### Grant Fund Use

Funds must be used for COVID-19 operational capital expenses that sustain the operation of the business such as personal protective equipment, cleaning/sanitizing expenses, facility improvements, rent, or business mortgage. Funds must be used to reestablish business operations and to continue operations for the foreseeable future.

Grant funds awarded with be reimbursed upon proof of qualifying payment for operational capital expenses incurred between March 17 through December 15, 2020.

Grant funds must be repaid if the business ceases to operate prior to December 30, 2020.

#### Award Requirements

Grant funding must be used on only eligible expenses and cannot replace lost revenue. Eligible expenses must be directly tied to COVID-19 per the Department of Treasury's Guidance Document.

Businesses will be required to provide the Town with a current W-9.



# TOWN OF LURAY



## COVID-19 SMALL BUSINESS GRANT APPLICATION

*The information provided on this application is considered confidential and privileged. It is exempt from the Virginia Public Records Act pursuant to the exemptions for individual tax returns of persons or entities subject to income, estate, personal property, or business license taxes.*

Mail completed application to:  
Town of Luray  
COVID-19 Small Business Grant  
PO Box 629  
Luray VA 22835

### Applicant/Company Information

For-Profit Business                       Not-for-Profit Business                       Home Based Business

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Federal Tax ID (EIN): \_\_\_\_\_

Owner: \_\_\_\_\_

Owner Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Services Provided: \_\_\_\_\_

Year Established: \_\_\_\_\_ Number of Employees: \_\_\_\_\_

### COVID-19 Assistance

Did you apply for and/or receive:

Yes    No      Small Business Administration – Economic Impact Disaster Loan

Amount Received \_\_\_\_\_ For What? \_\_\_\_\_

Yes    No      Small Business Administration Grant

Amount Received \_\_\_\_\_ For What? \_\_\_\_\_

Yes    No      Payroll Protection Loan

Amount Received \_\_\_\_\_ For What? \_\_\_\_\_



# TOWN OF LURAY

## COVID-19 SMALL BUSINESS GRANT APPLICATION



### Business Status

Did your business close due to COVID-19?

- Yes    No   Governor's Executive Order
- Yes    No   Lack of Employees
- Yes    No   Concern for yourself/employees/patrons
- Yes    No   Other (Describe): \_\_\_\_\_

When did you re-open your business?

- Phase I   Date: \_\_\_\_\_
- Phase II   Date: \_\_\_\_\_
- Phase III   Date: \_\_\_\_\_
- In Future   Reason & Date: \_\_\_\_\_

### Use of Grant Funds

How do you plan to use the grant funds?

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*Please Provide:*  
*Landlord or Bank Statement with amount due for Rent/Mortgage Requests*  
*Cost & Quantity data for Personal Protection Equipment*  
*Cost & Quantity data for Special Cleaning Supplies/Services*  
*Contractor Quote or Cost & Quantity data for Facility Improvements*

### Attached Documents

- Copy of Last Quarterly/Monthly Report – Federal Payroll Tax Form
- Current Profit & Loss Statement
- Copy of 2019 Business Federal Tax Return



## TOWN OF LURAY



### COVID-19 SMALL BUSINESS GRANT APPLICATION

I HEREBY CERTIFY AND ACKNOWLEDGE THAT I HAVE READ THIS ENTIRE APPLICATION AS COMPLETED AND THAT EACH RESPONSE IS TRUE, COMPLETE, AND ACCURATE.

- I acknowledge that this completed and signed application is only an application for the COVID-19 Small Business Grant
- This application, even if favorably received, does not constitute a commitment on the part of the Town to award grant funds.
- I agree to notify the Town immediately in writing if any of the information contained in this application materially changes in any respect.
- I agree to hold harmless and indemnify the Town, its Council, and any associated government employees against any claims, charges, suits, damages, or other similar liability and to further waive any claims against any of the aforementioned entities whether now existing or arising in the future regarding any damages, losses, liabilities, costs or expenses (including reasonable attorney fees) incurred and arising from this application.
- I understand that by submitting this application, the Town is under no obligation to approve and/or extend an assistance grant.
- I certify that this application is not made by or for the financial benefit of any member of the Town Council or Town employee or their immediate family members. I further certify that the award of a Small Business COVID-19 Grant (CARES Act) to the applicant would not violate the Virginia State and Local Government Conflict of Interest Act.
- I understand that a false certification or false statement on this application will subject the signatory and applicant to repayment of the grant funds and other penalties under the law.

Business Name: \_\_\_\_\_

Applicant Name: \_\_\_\_\_

Title: \_\_\_\_\_

Applicant Signature: \_\_\_\_\_

Date: \_\_\_\_\_



**Town of Luray, Virginia**  
Council Agenda Statement

Item No: VII-E

Meeting Date: October 13, 2020

Agenda Item: COUNCIL CONSIDERATION  
Item VII-E – Cares Act – Marketing

Summary: The Town Council is requested to consider use of the Town-allocated CARES Act funding to remarket the tourism industry if the costs for remarketing 1) are incurred to publicize the resumption of activities and the steps taken to ensure a safe experience due to the health emergency; or 2) are not related to the developing of a long-term plan to reposition our tourism industry.

The Town can fund \$7,500 to the Chamber of Commerce and \$7,500 to the Luray Downtown Initiative to develop a marketing program to advertise Luray and its Downtown as open and safe to visit.

Council Review: September 22, 2020

Fiscal Impact: N/A

Suggested Motion: I move that the Town Council approve \$15,000 of the Town's allocated CARES Act funding with \$7,500 to the Chamber of Commerce and \$7,500 to the Luray Downtown Initiative to develop a marketing program to advertise Luray and its Downtown as open and safe to visit as presented.

## Steve Burke

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**From:** Gina Hilliard <gina.hilliard@luraypage.com>  
**Sent:** Monday, October 5, 2020 1:30 PM  
**To:** Steve Burke; Luray Downtown Initiative  
**Subject:** CARES Act

[NOTICE: DO NOT CLICK on links or open attachments unless you are sure the content is safe. No email should ever ask you for your username or password.]

Dear Town Council,

Considering the possibility of Cares funding from Luray being integrated into the seasonal digital and social efforts of the Chamber's Tourism Council, Steve Burke, Meredith Dees and Bill Huffman recently met with Chamber President Gina Hilliard and Tourism Council Chairman John Shaffer.

Luray Page County's marketing creative was changed this summer to address the current situation with messaging that portrays the idea of "miles of social distancing." Several variations of this theme will run into the fall season and continue in 2021.

\$15,000 of Cares funding from the Luray Council would allow new creative specifically highlighting Luray and extend this campaign with an introductory Luray effort this fall and coupled with the Tourism Council allow a more aggressive continuation earlier in March for the Spring and Summer season.

The Marketing Committee of the Tourism Council uses White64 as their agency. White64 was one of the first Washington DC - NOVA agencies and has been a partner with Luray Caverns for 15 years and a special project partner for Delaware North. The Tourism Council receives the familiarity and some associated benefits from the accompanying larger budgets of these 2 companies. Projects and creative are always approved by the Chamber Marketing Committee.

We feel this additional spending would boost the efforts already in place by the Tourism Council marketing Luray and Page County scheduled to begin again in the Spring and surely boost the town's independent appeal with the appropriate recovery messaging.

We look forward to working with you on this project.

Sincerely,

*Gina Hilliard*

### **Regina D. Hilliard, President**

Luray-Page County Chamber of Commerce & Visitor Center  
18 Campbell Street  
Luray, Virginia 22835  
Office (540) 743-3915  
Fax (540) 743-3944  
Cell (540) 860-1145  
Email: [gina.hilliard@luraypage.com](mailto:gina.hilliard@luraypage.com)



**Town of Luray, Virginia**  
Council Agenda Statement

Item No: VII-F

Meeting Date: October 13, 2020

Agenda Item: COUNCIL CONSIDERATION  
Item VII-F – Cares Act – Fire & Rescue COVID-19 Expenses

Summary: The Town Council is requested to consider use of the Town-allocated CARES Act funding to allocate an amount up to \$5,000 each to reimburse the Town's Fire and Rescue squads COVID-19 expenses.

Council Review: September 22, 2020

Fiscal Impact: N/A

Suggested Motion: I move that the Town Council approve the reimbursement of up to \$5,000 in COVID-19 expenses each to the Luray Fire Department and the Luray Rescue Squad as presented.



**Town of Luray, Virginia**  
Council Agenda Statement

Item No: VII-G

Meeting Date: October 13, 2020

Agenda Item: COUNCIL CONSIDERATION  
Item VII-G – Cares Act – Town Hazard Pay

Summary: The Town Council is requested to consider use of the Town-allocated CARES Act funding to dedicate \$71,500 for the award of hazard pay to full-time employees whose positions place them in a heightened exposure to COVID-19 due to their duties. The Town Manager, Assistant Town Manager, Town Treasurer, and Chief of Police would not be eligible.

\$2,500 – Police Officers  
\$1,750 – Plant Operator  
\$1,500 – PW, P&R, and Admin

Council Review: September 22, 2020

Fiscal Impact: N/A

Suggested Motion: I move that Town Council approve \$71,500 of the Town's allocated CARES Act funding to award hazard pay to the Town's full-time employees as presented.



**Town of Luray, Virginia**  
Council Agenda Statement

Item No: VII-H

Meeting Date: October 13, 2020

Agenda Item: COUNCIL DISCUSSION  
Item VII-H – Town Christmas Party

Summary: Town Council is requested to discuss cancelling the Town’s annual Employee Christmas Party to minimize exposure to COVID-19.

The Town typically spends about \$2,000 for the party. Funds could be used to provide a gift certificate or holiday bonus that would be subject to earned income taxing.

Council Review: N/A

Fiscal Impact: N/A

Suggested Motion: N/A



# Town of Luray, Virginia

## Council Agenda Statement

Item No: VII-I

Meeting Date: October 13, 2020

Agenda Item: COUNCIL DISCUSSION  
Item VII-I – Donation of Property

Summary: Town Council is requested to discuss the proposal to donate a portion or all of the parcel Tax Map No. 42A11-A-177 currently owned by Blue Ridge Bank. The Bank has indicated that they would propose three options for the Town to consider:

- The property adjacent to Hawksbill Creek
- The creek bank property plus the lower parking area
- The entire parcel

Staff would recommend Council's consideration of accepting the entire parcel. It is anticipated that a portion of the upper parking lot would need to be subdivided to either Blue Ridge Bank or to Verizon Wireless as it contains electrical equipment for the cell tower.



Council Review: N/A

Fiscal Impact: N/A

Suggested Motion: N/A



**Town of Luray, Virginia**  
Council Agenda Statement

Item No: VII-J

Meeting Date: October 13, 2020

Agenda Item: COUNCIL DISCUSSION  
Item VII-J – Sale of Town Property

Summary: Town Council is requested to discuss the request by Mayor Presgraves to purchase his Town issued cell phone at the end of his term. The Town purchased an iPhone 11 with 64 GB in January 2020 for \$99.99 as part of our phone upgrade with Sprint.

A new iPhone 11 with 64 GB retails for \$699.00.

Staff would propose the Town seek our purchase price for the phone.

Council Review: N/A

Fiscal Impact: N/A

Suggested Motion: N/A