



TOWN OF FRONT ROYAL, VIRGINIA TOWN COUNCIL MEETING
Monday, August 8, 2016 @ 7:00pm
Warren County Government Center

1. Pledge of Allegiance
2. Moment of Silence
3. Roll Call
4. Approval of the Regular Council Meeting minutes of July 25, 2016
5. Receipt of Petitions and/or Correspondence from the Public
6. Reports:
 - a. Report of special committees or Town officials and Town Manager.
***Quarterly Finance Report – Interim Finance Director**
 - b. Requests and inquiries of Council members.
 - c. Report of the Mayor
 - d. Proposals for addition/deletion of items to the Agenda.
7. **CONSENT AGENDA ITEMS** – (**ROLL CALL VOTE REQUIRED**)
 - A. COUNCIL APPROVAL – Acceptance/Distribution of Donation from Bike Virginia
 - B. COUNCIL APPROVAL – Budget Amendment for Community Development Director
8. **COUNCIL APPROVAL** – Resolution of Support for New Market Tax Credit Program
9. **COUNCIL APPROVAL** – Acceptance of Donation of Equipment and Purchase of HD Cameras to Install in Gazebo Area

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**Town of Front Royal, Virginia
Council Agenda Statement**

Page 1
Item No. 7(A)

Meeting Date: August 8, 2016

Agenda Item: COUNCIL APPROVAL – Acceptance/Distribution of Donation from Bike VA

Summary: The Town hosted the Bike Virginia Event on June 24, 2016. The rest stops for this event were provided by volunteer groups. A donation of \$350.00 was given to the Town of Front Royal from Bike Virginia to be distributed to two volunteer groups namely the Appalachian Trail Conservancy (ATC) and Venture Crew (affiliate of Boy Scouts of America). Council is requested to accept the donation of \$350.00 and to authorize its equal distribution of the donation to the Appalachian Trail Conservancy and Venture Crew in the amounts of \$175.00 each.

Budget/Funding: 1000-3189902 – General Fund – Private Donation
1205-45413 – Tourism – Other Operating Expenses

Attachments: None

Meetings: Work Session held August 1, 2016

Staff

Recommendation: Approval X Denial

Should Council wish to remove this item from the consent agenda, the following motion would allow approval of this request:

Proposed Motion: I move that Council accept the donation of \$350.00 from Bike Virginia and to authorize the equal distribution of the donation to the Appalachian Trail Conservancy and Venture Crew in the amounts of \$175.00 each.

*Note: Motions are the formal & final proposal of Council,
proposed motions are offered by Staff for guidance
*To be clear and concise, motions should be made in the positive

Approved By: SB

7B



**Town of Front Royal, Virginia
Council Agenda Statement**

Page 1
Item No. 7(B)

Meeting Date: August 8, 2016

Agenda Item: COUNCIL APPROVAL – Budget Amendment for Community Development Director

Summary: Council has received a request from Felicia Hart, Community Development Director, to amend the FY16-17 Budget related to Community Development expenses. The \$20,000 included in FY16-17 [Contingency – Reserve for Contingency line item 9790-49999] for Community Development Contract with the LFCC Small Business Development Center is requested to be reduced to \$6,000 for specific training events, \$5,000 to fund the branding effort associated with the Planning Department’s CDBG Branding effort [Planning Dept Professional Services 8101-43002], and \$9,000 to fund various Community Development initiatives as presented by the Community Development Director in [Town Council Professional Services 1101-43002]. Additional funding from the FY15-16 Town Council Budget (1101-43002) for Community Development Contract will be requested upon completion of the independent audit of the previous fiscal year.

Budget/Funding: 9790-49999 Contingency – Reserve for Contingency - \$14,000
8101-43002 Planning Department Professional Services (\$5,000)
1101-43002 Town Council Professional Services (\$9,000)

Attachments: Letter from Community Development Director

Meetings: Work Session held August 1, 2016

Staff Recommendation: Approval X Denial

Should Council wish to remove this item from the consent agenda, the following motion would allow approval of this request:

Proposed Motion: I move that Council approve a budget amendment to reduce the Community Development Contract in FY16-17 Contingency – Reserve for Contingency (9790-49999) to \$6,000; increase the Planning Department Professional Services (8101-43002) item by \$5,000; and increase the Town Council Professional Services (1101-43002) by \$9,000 as presented.

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Approved By: SB

July 26, 2016

Mr. Mayor, Members of Council –

Attached please find:

- 1) A copy of my proposed budget for review and approval;
- 2) A copy of the proposed seminar schedule through the Lord Fairfax Small Business Development Center (LF SBDC)

As a note:

Our original contract with the LF SBDC was for the approved \$20,000. Thus far we have received (and paid) an invoice for \$4,000. Per the LF SBDC Director, she is willing to consider that contract null and void – leaving us a balance of \$16,000 from last year's budget.

Also the \$20,000 for this year was moved to contingency – and is no longer under the line item of Professional Services. So the proposed \$6,000 for LF SBDC trainings could be used for this.

In addition, I would ask Council to consider providing me \$5,000 from the above mentioned \$20,000 that could be used towards our branding program. These additional funds (added to the existing Community Development Block (CDB) Grant), would allow us to be several months ahead of schedule with our branding and not have to wait for our next grant application.

So –

\$16,000 will be left over from last year's budget (per contract voted null and void); and

\$20,000 (now in contingency)

\$ 6,000 (for new LF SBDC training contract)

\$ 5,000 (for branding grant assistance)

\$ 9,000 (unused)

I have worked with the Chamber, FRIBA, People, Inc. and Merchants on Main to receive approval of the proposed trainings from LF SBDC. All organizations approve. In addition, this will allow us to have LF SBDC work directly with FRIBA and the other organizations on our behalf. Between all of us we will be offering (at least) three different trainings per month – on different times and times.

Community Development Budget		
Books/Subscriptions	\$300	
Dues/Memberships	\$500	
Food/Food Service	\$200	
Local Media/Promotion	\$500	
Mileage	\$500	
Office Supplies	\$500	
Postage	\$200	
Printing/Binding	\$200	
Professional Services	\$10,000	
Salary	\$45,000	
Phone (\$25 per month)	\$300	
Travel and Training	\$1,800	
	<u>\$60,000</u>	
\$16,000 unused on the LF SBDC contract from last year's budget		
Proposed new contract for LF SBDC is \$6,000 vs original \$20,000		
\$20,000 from this year (Professional Services) was moved to contingency		



Town of Front Royal Seminar Proposal

Presented July 13, 2016

Front Royal Seminar Proposal September 2016 - June 2017						
Month	Week	Day	Time	Location	Topic	Speaker
September	2nd Week	Monday	6PM-8PM	Library	From Bah Humbug to Booming Holiday Sales	Marc Willson
November	2nd Week	Monday	6PM-8PM	Library	Doing Business in a Social World	Marc Willson
January	2nd Week	Monday	6PM-8PM	Library	Team Eventacular	Marc Willson
March	2nd week	Monday	6PM-8PM	Library	HR for the Small Business Owner	Christine Kriz/SHRM
May	2nd Week	Monday	6PM-8PM	Library	Windows, Signs, & Visual Displays	Marc Willson

The SBDC staff will coordinate and arrange all logistics for the seminars above including securing the location, speaker, and the materials. The SBDC agrees to design a marketing flyer and email for each seminar.

The Town of Front Royal agrees to email deliver flyers to prospective customers and will guarantee at least 6 people at each class.

Fee: \$6000 (\$3000 due upon deliverables completed in November 2016)

(\$3000 due upon deliverables completed in June 2017)



Seminar Highlights:

Week of September 12, 2016:

One 1.5 hour seminar: From Bah Humbug to Booming Holiday Sales

- Most important 8 weeks of the Year
- Seven simple strategies
- Educate the Community
- Create a Strategy
- Dress up your windows
- Merchandise for the Holidays
- Personalize the Experience
- Focus on Customer Service
- Market your Brand
- Retaining new customers

Week of December 5, 2016:

One 1.5 hour seminar: Doing Business in a Social World

- Google, Amazon, Facebook and Apple
- 5 must haves for small businesses
- Marketing Website
- Business Facebook Page
- Mobile enabled website
- Review sites such as Yelp and Trip Advisor
- Create a QR code
- Interactive session on the how to create a digital marketing campaign
- Connect with your customer



Seminar Highlights:

January 2017: TEAM EVENTACULAR

- Local events are a mainstay of small towns throughout the country
- Merchants need to take full advantage of the bountiful influx of potential customers
- Before the Event
- Day of the Event
- After the Event
- General overview of best business practices
-

March 2017: Human Resource Basics for Small Business Owners:

- Risk and Compliance
- Payroll
- Employee Files
- Employee Handbook

May 2017: Windows, Signs and Visual Displays- Stewards of Your Brand

- The customer's experience is your brand
- Outside the store and your physical plant
- Window display do's and don'ts
- Merchandising Basics
- Paco Underhill studies
- Signs and Collateral Materials
- Social Media and Internet Protocol

Christine is in the process of re-writing this letter -

July 2016

Town of Front Royal
Timothy Darr, Mayor
102 E. Main Street
Front Royal, VA 22630

Dear Mayor Darr and Council:

I would like to take personally thank you for the opportunity to serve the Town of Front Royal businesses. The Lord Fairfax Small Business Development Center (LFSBDC) exists to help improve the economy of the Northern Shenandoah Valley by providing resources to small businesses.

The 2015/2016 year has been a year of change for both the Town of Front Royal and the LFSBDC. We propose starting fresh with a new contract for 2016/2017 with no additional fees due from the Town of Front Royal for the 2015/2016 contract.

Attached please find a proposal given to Felicia Hart on July 13, 2016 with clear expectations for strategic seminars to help the economy of the Town of Front Royal.

We look forward to this new relationship and becoming partners in your success!

Respectfully,


Christine Kriz, MBA
LFSBDC Director

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**Town of Front Royal, Virginia
Council Agenda Statement**

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Item No. 8

Meeting Date: August 8, 2016

Agenda Item: COUNCIL APPROVAL – Resolution of Support for New Market Tax Credit Program

Summary: Council is requested to consider a Resolution of Support and Participation to commit the Town to participate in the New Market Tax Credit Program through the Economic Development Authority and People, Inc. that will provide capital funding for the design and construction of the 1) Police Headquarters; 2) Leach Run Parkway; 3) extension of West Main Street through the Avtex property; 4) Phase II of Happy Creek Road; and 5) sidewalk extensions along West Main Street and Kendrick Lane. The Town is committing to funding the EDA's debt service for the Town's share of the project costs for the estimated \$24,350,000 capital investment in these projects.

Budget/Funding: Funding to be included in Annual Appropriation and Expenditure from the Town's Adopted Budget

Attachments: Resolution of Support

Meetings: None

Staff Recommendation: Approval X Denial

Proposed Motion: I move that Council approve the Resolution of Support and Participation for the New Market Tax Credit Program to work with the Economic Development Authority and People, Inc. to provide capital funding for the various projects as presented

ROLL CALL VOTE REQUIRED

*Note: Motions are the formal & final proposal of Council, proposed motions are offered by Staff for guidance
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Approved By: SB



Town of Front Royal, Virginia



**RESOLUTION OF
SUPPORT AND PARTICIPATION
NEW MARKET TAX CREDIT PROGRAM**

WHEREAS, the Town of Front Royal has several major capital improvement projects that are necessary to promote the future of our Town, the redevelopment of the former Avtex Site, and enhance the economic vitality of Front Royal that include the design and construction of the 1) Police Headquarters; 2) Leach Run Parkway; 3) extension of West Main Street through the Avtex property; 4) Phase II of Happy Creek Road; and 5) sidewalk extensions along West Main Street and Kendrick Lane; and,

WHEREAS, the Town has worked with the Economic Development Authority (EDA) to identify funding options to advance these projects; and,

WHEREAS, the EDA has developed a creative financing program with People, Inc. that allows communities to complete these projects; and,

WHEREAS, the Town and County of Warren will work with the EDA to fund numerous capital projects in our community through the New Market Tax Credit Program;

NOW, THEREFORE BE IT RESOLVED by the Mayor and Council of the Town of Front Royal, Virginia hereby authorize and support the Economic Development Authority in moving forward with the New Market Tax Credit Program by obtaining loan funds from First Bank and Trust to finance the following Town projects: 1) Police Headquarters on Kendrick Lane - \$9,000,000.00; 2) Leach Run Parkway - \$10,000,000; 3) Extension of West Main Street through the Avtex Property - \$2,500,000; 4) Phase II of Happy Creek Road - \$2,500,000; and 5) extensions of sidewalks along West Main Street and Kendrick Lane - \$350,000; and,

BE IT FURTHER RESOLVED that the Mayor and Council of the Town of Front Royal, Virginia hereby support the funding of the debt service of the EDA's capital expense budget whereby the Town will fund one hundred percent (100%) of the EDA's debt service through an annual appropriation and expenditure from the Town's adopted budget associated with the 1) Police Headquarters on Kendrick Lane; 2) Phase II of Happy Creek Road; and 3) extension of sidewalks along West Main Street and Kendrick Lane; and,

BE IT FURTHER RESOLVED that the Mayor and Council of the Town of Front Royal, Virginia hereby the purchase through the Council's continued funding of the debt service of the EDA's capital expense budget according to the terms of the Town-County Fair Funding Formula whereby the Town currently funds approximately 1/3 (34%) of the EDA debt service through an annual appropriation and expenditure from the Town's adopted budget associated with 1) Leach Run Parkway and 2) West Main Street Extension.

Adopted this 8th day of August, 2016

APPROVED:

Timothy W. Darr, Mayor

Attest:

Jennifer E. Berry, CMC, Clerk of Council

THIS RESOLUTION was approved at the Regular Meeting of the Town of Front Royal, Virginia Town Council on _____ 2016, upon the following recorded vote:

Hollis L. Tharpe	Yes/No	Bret W. Hrbek	Yes/No
Eugene R. Tewalt	Yes/No	Bébhinn C. Egger	Yes/No
John P. Connolly	Yes/No	Jacob L. Meza	Yes/No

Approved as to Form and Legality:

Douglas W. Napier, Esq., Town Attorney

Date: _____

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**Town of Front Royal, Virginia
Council Agenda Statement**

Page 1
Item No. 9

Meeting Date: August 8, 2016

Agenda Item: COUNCIL APPROVAL – Acceptance of Donation of Equipment and Purchase of HD Cameras to Install in Gazebo Area

Summary: Council is requested to approve the acceptance of a donation of two Ruckus Wireless ZoneFlex 7731 Point to Point wireless access points in the amount of \$2,398.00, to be used as part of the installation of cameras in the gazebo area. Council is further requested to authorize the purchase of 6 megapixel (HD) cameras and recording system through Asset Forfeiture monies in the amount of \$6,500, to be installed at the gazebo area.

Budget/Funding: 1610-47001 – Asset Forfeiture – Machinery & Equipment - \$6,500.00
(Town Expense to Purchase Cameras)

Attachments: Email from Ruckus Communications

Meetings: Work Session held August 1, 2016

Staff Recommendation: Approval X Denial

Proposed Motion: I move that Council approve the acceptance of a donation of two Ruckus Wireless ZoneFlex 7731 Point to Point wireless access points in the amount of \$2,398.00. I further move that Council authorize the purchase of 6 megapixel (HD) cameras and recording system with Asset Forfeiture Monies in the amount of \$6,500, with all equipment to be installed in the gazebo area.

ROLL CALL VOTE REQUIRED

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Approved By: SB

From: "slucas@wickedwifi.net" <slucas@wickedwifi.net>

Date: Tuesday, August 2, 2016 at 3:24 PM

To: Todd Jones <tjones@frontroyalva.com>

Subject: Donation

Todd,

This message is intended to serve as notice of my desire to donate quantity two Ruckus Wireless ZoneFlex 7731 Point to Point wireless access points to the Town of Front Royal. The retail value of these radios is \$2398.00.

Thanks!

Shawn Lucas