

Memorandum

Date: 16 October 2018

To: Community Development Committee

From: Keith R. Dalton, Town Manager

Cc: Town Council
Christy Dunkle, Assistant Town Manager
Lisa Larrick, Town Clerk

Subject: Committee Meeting to be held on 22 October

Please find attached the agenda packet for the above-referenced meeting.

Item 3: Updates

Berryville Main Street has an Interim Director on Board. I met with him earlier this week and discussed Hogan's Alley and the Livery Stable Grant. From that discussion it is my sense that the Alley will be a go for spring and that the grant application will materialize in a couple months.

Item 4: Clarke County Farmers Market Request

The CCFM would like to use the John Rixey Moore Parking Lot for a holiday market after the Christmas Parade on 1 December. Staff and the CCFM would like to discuss the matter with you. Along with Christy's report on this matter, please find attached the agreement in effect for the CCFM's use of the property in question.

Item 5: Budget Goal: Branding, Marketing, and Communication

Christy would like to discuss this matter with the Committee in order to assist her in finalizing her report.

Item 6: Committee Charge

The draft Committee charge is attached.

Item 7: Sidewalk Gap on Mosby Blvd.

Staff will provide a brief update on what has occurred in this regard since the last meeting.

**BERRYVILLE TOWN COUNCIL COMMUNITY DEVELOPMENT COMMITTEE
MEETING AGENDA
Berryville-Clarke County Government Center
101 Chalmers Court, Second Floor
Meeting Room A/B
Regular Meeting
October 22, 2018
4:30 p.m.**

| <u>Item</u> | | <u>Attachment</u> |
|------------------------------|--|-------------------|
| 1. Call To Order | Kara Rodriguez, Chair | |
| 2. Approval of Agenda | | |
| 3. Updates | Hogan's Alley Livery Stable | |
| 4. Discussion | Clarke County Farmers Market Request | 1 |
| 5. Discussion | Budget Goal: Branding, Marketing and Communication | 2 |
| 6. Discussion | Committee Charge | 3 |
| 7. Discussion | Sidewalk gap on Mosby Blvd. | 4 |
| 8. Closed Session | No Closed Session Scheduled | |
| 9. Other | | |
| 10. Adjourn | | |

ATTACHMENT

1

BERRYVILLE TOWN COUNCIL
Community Development Committee
Clarke County Farmers Market Request
October 22, 2018

Clarke County Farmers' Market (CCFM) Manager Karie Griffin has requested approval from Town Council to use the Rixey Moore Parking lot for a holiday market after the Christmas parade on Saturday, December 1. The CCFM executive committee would like to ask boy scouts or other service group to see if they would be interested in selling Christmas trees or wreaths and to ask the CCHS choir to sing. They would also ask other market vendors to participate.

A representative from the CCFM will be at the meeting. Discussion should include inclement weather; parking during the parade; proposed hours; and any other events that may be occurring on that day.

AGREEMENT
FOR USE OF THE JOHN RIXEY MOORE PARKING LOT
FOR A FARMERS MARKET

This Agreement is made and entered into this 14th day of FEBRUARY, 2018, between the Town of Berryville, a political subdivision of the Commonwealth of Virginia and a Virginia municipal corporation (the "Town") and the Clarke County Farmers Market Association, a non-profit 501-(c)- 6 organization (the "CCFMA").

RECITALS:

WHEREAS, the Town owns a property located at 100 South Church Street, also identified as Clarke County Tax Map Parcel 14A5-((A))-73 (the "Property"); and

WHEREAS, the Property, which was donated to the Town of Berryville in memory of John Rixey Moore, has been developed as a municipal parking lot; and

WHEREAS, the Town has for many years permitted the CCFMA to use the Property as the site of the Clarke County Farmers Market ("Farmers Market"); and

WHEREAS, the Town recognizes and appreciates the benefits that accrue to local residents and businesses from the operation of the Farmers Market; and

WHEREAS, the CCFMA recognizes and appreciates the Town's willingness to permit use Property at no cost; and

WHEREAS, the Town and the CCFMA desire to formalize the terms and conditions under which the Property can be used for the Farmers Market;

NOW, THEREFORE, the Town and CCFMA agree that CCFMA may utilize the Property for the purpose of operating the Farmers Market in accordance with the following provisions:

1. The CCFMA may, on each Saturday from May 1 to October 31 of a given year, have use of the Property for a Farmers Market between the hours of 5 am and 2 pm; provided that, the Town reserves the right to utilize the Property for municipal purposes at any time, including scheduled Farmers Market hours, upon the Town's determination that the Property must be used for municipal purposes necessitated by an emergency or other unusual circumstance.

2. Permission for the CCFMA to extend hours for special events may be granted by the Town. Requests for extended hours must be forwarded to the Town Manager no less than thirty (30) days before the planned event. Approval, conditional approval, or denial of the request will be issued in writing by the Town Manager not less than fifteen (15) days before the planned event.
3. No event or operations may extend onto the Rose Hill Park property without prior written permission from the Town. No commercial operations may occur on Rose Hill Park property.
4. The CCFMA shall operate the Farmers Market as a not-for profit operation consistent with its articles of incorporation and bylaws and shall perform its duties in the operation of the Farmers Market in a businesslike and professional manner for the benefit of farmers, producers, consumers, and the community as a whole.
5. The CCFMA shall be responsible for requiring that all individuals and groups utilizing the Farmers Market abide by its rules and regulations and shall be responsible for the enforcement of such rules and regulations. The General Manager or Market Manager, or designee, serving as the individual to which authority is given for the administration and management of the day to day activities of the Farmers Market, shall be responsible for enforcement of the CCFMA's rules and regulations.
6. The CCFMA shall be responsible for adequate cleanup of the property after each day the Farmers Market operates. Said cleanup shall include the removal of all litter, trash, refuse, recyclables, and the like.
7. The Town grants the CCFMA exclusive use of the property during the times identified in Section 1 of the Agreement, provided that the pedestrian access for the general public across the Property to Rose Hill Park is reserved by the Town and may not be restricted or impeded by the CCFMA.
8. The CCFMA may, at its own expense, erect a permanent sign on the Property; provided that such sign is approved in advance by the Town Architectural Review Board and Zoning Administrator. Temporary signs may be erected in accordance with the Town of Berryville Zoning Ordinance.
9. The CCFMA shall be responsible for enforcement of parking restrictions on the Property while it has exclusive use.
10. The CCFMA may utilize existing electrical service on the Property, provided that if the Town, in its sole discretion, deems the level of use to be excessive, then it may charge CCFMA for usage beyond the cost of providing lighting on the Property. Failure to pay the cost of billed electrical use may result in revocation of permission to use the electrical service and/or termination of this Agreement.
11. The CCFMA may not erect any permanent structure on the Property without prior written approval from the Town. If portable toilets are required or desired

standards or maintain insurance coverage required in Section 14 of this Agreement. In the event CCFMA's use of the Property is suspended, the Town Manager will provide written notice of the suspension, including reason(s) for the suspension, to both the CCFMA and the Town Council. The CCFMA may appeal any such suspension to the Town Council.

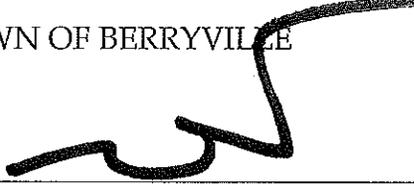
17. Notices made in accordance with this Agreement shall be sent to:

Town
Town of Berryville
Attention: Town Manager
101 Chalmers Court
Berryville, VA 22611

CCFMA
Clarke County Farmers Market Assoc.
Attention: Market Manager
Post Office Box 1266
Berryville, VA 22611

IN WITNESS WHEREOF, the parties have executed this Agreement.

TOWN OF BERRYVILLE

By:  _____

2/21/18

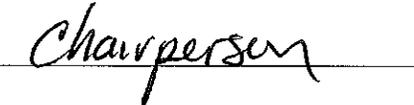
Its: Town Manager

Date

CLARKE COUNTY FARMERS MARKET ASSOCIATION

By:  _____

2/20/18

Its:  _____

Date

ATTACHMENT

2

BERRYVILLE TOWN COUNCIL
Community Development Committee
Budget Goal: Branding, Marketing and Communication
October 22, 2018

Staff has contacted two agencies to discuss branding and marketing. Frazier Associates is an architecture and community design firm that did the first design for the wayfinding signage. They are on the Northern Shenandoah Valley Regional Commission approved vendor list. They had a number of questions for the Committee concerning this effort which are identified in their email correspondence below from Kathy Frazier and Sandy Hanger:

Branding - There is a brand for downtown, I assume that Council is looking for a new brand for the whole town. How would that blend with the downtown brand? (Who did the downtown brand?) Branding often develops as a separate effort, and then we support and develop the "brand identity," through visual communications and experiences in the built environment. This includes symbols, colors, vehicular signage, informational kiosks and other visual cues that help guide people around your community. The wayfinding program often is coordinated with the community's website and marketing materials to further enhance the visitors' experience. We have worked with communities that did not have a brand, but after the implementation of the wayfinding system a brand and marketing plan was developed coordinating with the colors and graphics from the wayfinding system.

Marketing - Again, we assume that Council is looking for a strategy to market the whole community, not just downtown. The current site you sent has all the governmental information links as well as one for visitors.

Social Media and website - what are the goals of this effort?

(In my opinion) visitor marketing websites, like the one for Clarke County, have a very different feel and purpose from a government website. How would these two "talk" to one another?

So, to answer your questions, no, we do not do the actual website (we designed our own but had a web developer actually does all the web prep for us).

Does this effort include the wayfinding as well as the web presence? Our tag line of "from website to onsite" is intended to tie all of this together in one effort so we could add the actual web developer and a branding expert, like Arnette Muldrow, or whomever you want to use. Branding is an art unto itself. We could then manage the process and do the wayfinding to tie in with the new brand. We could sub these firms through the NSVRC term contract.

ATTACHMENT

3

Charges for Standing Committees of the Berryville Town Council

Community Development Committee (DRAFT)

A committee devoted to enhancements for the economic vitality and vibrancy of the Town of Berryville. These can include:

capital or community projects to enhance or beautify a key area of town; and
programs or initiatives to spur economic investment in the town.

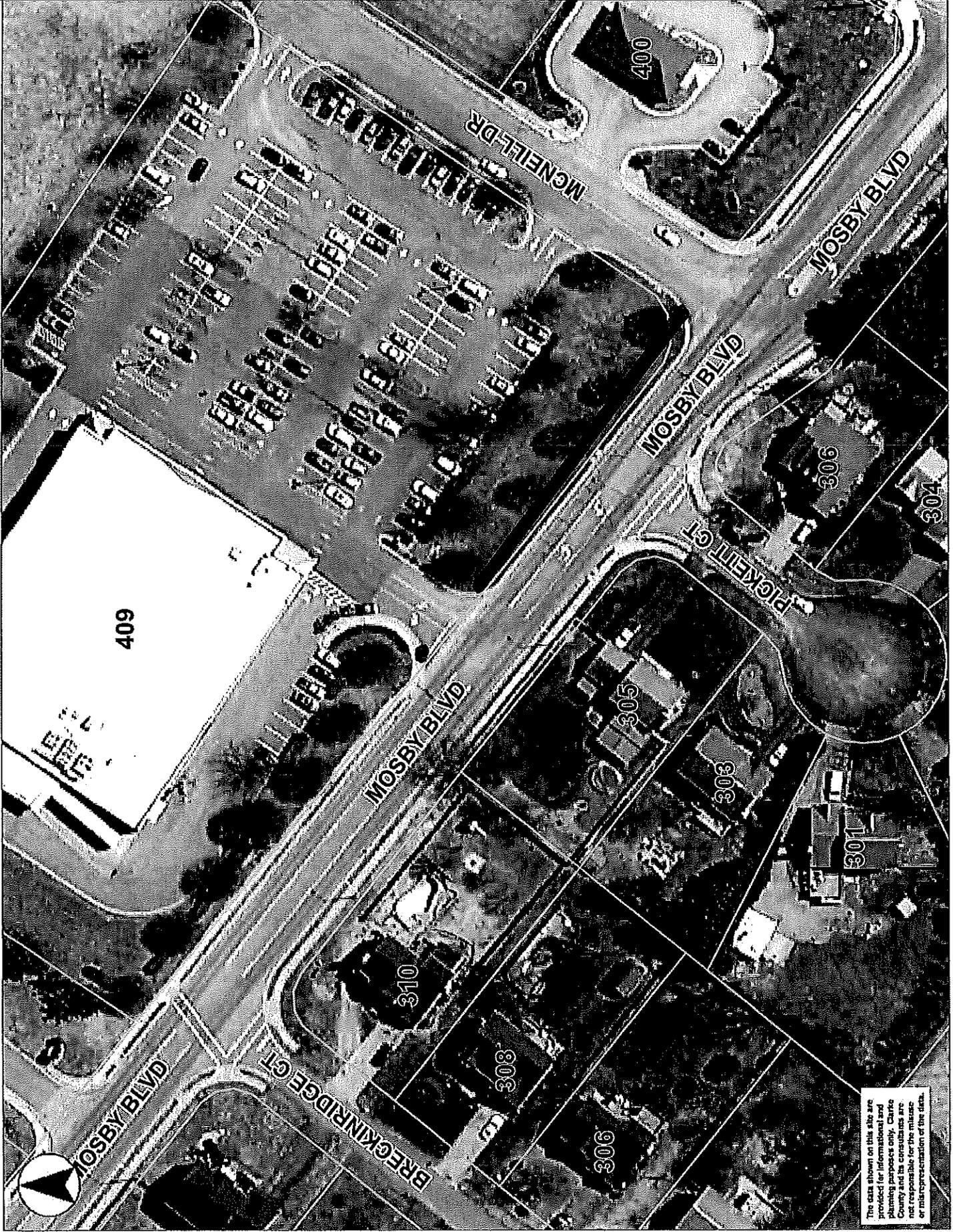
Identified partners include Clarke County government and the Board of Supervisors; Berryville Main Street; the local artisan community; community and nonprofit organizations; and, most importantly, Berryville residents.

ATTACHMENT

4



- Public
- Points of Interest
- Parcels With Orphan
- Clarke County Boundary
- Major Roads
- Interstate
- US Highway
- State Highway
- Surrounding Counties
- Non



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