



**BERRYVILLE TOWN COUNCIL**

**MEETING AGENDA**

**Berryville-Clarke County Government Center**

**101 Chalmers Court, Second Floor**

**A/B Meeting Room**

**Work Session**

**November 13, 2019**

**1:00 p.m.**

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# Call to Order

## Approval of Agenda

# Unfinished Business

## Memorandum

Date: 8 November 2019

To: Town Council

From: Keith R. Dalton, Town Manager 

Cc: Department Heads  
Paul Culp, Town Clerk

Subject: November 13, 2019 Work Session

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The Town Council adopted its budget goals for FY 2020 on 13 November 2018.

The adopted goals were:

1. Complete the process to apply for and receive accreditation of the Berryville Police Department from the Virginia Department of Criminal Justice.
2. Complete a traffic analysis for the planned southeast Collector in partnership with Clarke County.
3. Develop a branding and marketing strategy study, enhance [www.Berryvilleva.gov](http://www.Berryvilleva.gov), and develop an effective communication strategy to include a social media presence.

Please find attached (under Item 3) updates on the status of work/projects associated with the adopted FY2020 budget goals.

The budget goals considered on 13 November 2018 but not adopted were:

1. Complete a compensation and classification study.  

Cost estimate developed last year:	Internal Costs (staff hours/\$):	119/ \$5,800
	External Costs:	\$30,000 - 35,000
2. Complete a fixed assets inventory for areas not covered by the water and sewer rate study.  

Cost estimate developed last year:	Internal Costs (staff hours/\$):	264/ \$12,820
	External Costs:	\$2,500
3. Complete a payroll system audit.  

Cost estimate developed last year:	Internal Costs (staff hours/\$):	232/ \$10,740
	External Costs:	\$10,000

Staff has discussed this matter and recommends that the Council consider the following goals for FY2021:

1. In partnership with Clarke County, complete work necessary to create Annexation Area C in order to facilitate the expansion of the Clarke County Business Park.
2. Complete a compensation and classification study.

3. Provide funds necessary to complete Town Run / stormwater control work as identified by the Town's engineer in preliminary engineering reports.

Cost estimates have not been developed for goals 1 and 3.

**Town Council Work Session Item Report Summary  
November 13, 2019**

**Item Title**

Police Department Accreditation

**Prepared By**

W. Neal White, Chief of Police

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**Background / History / General Information**

The Berryville Police Department is in the process of obtaining accreditation through the Virginia Law Enforcement Professional Standards Commission (VLEPSC). The Council discussed accreditation during the FY 19-20 budget discussions and a line item was established in the approved budget and funded with \$1,700.00. The funded amount is to be utilized for costs associated with the assessment phase of the accreditation process. To date, none of these funds have been expended.

**Findings / Current Activity**

The department is currently in the self-assessment phase of the accreditation process. The department entered the process on January 29, 2019 and has until January 28, 2022 to complete this phase of the project. The self-assessment has involved a comprehensive review of department General Orders and attendance of workshops for new accreditation managers to become familiarized with the VLEPSC process.

At this time the review of administrative section of the General Orders has been completed and aligns with VLEPSC standards. The operations section is now in the review process; the training and personnel sections will follow after completion of the operations section.

**Financial Considerations**

When this project began the main financial consideration was cost associated with on-site assessments that must be conducted by VLEPSC approved assessors. This happens during the initial assessment and subsequent reassessments. It was estimated that \$1,700.00 would cover the initial on-site assessment, and a new line item in the police department budget was established to cover initial and recurring costs associated with accreditation. Based on the current status of the project, the funding allocated for this line item in the FY 19-20 budget will not be utilized in the current budget cycle and should be moved to the FY 20-21 budget cycle.

**Schedule / Deadline**

The project deadline is January 22, 2022, but it was discussed with the hopes of being completed by June 30, 2020. At this time the June 30, 2020 target is not realistic as the review of the General Orders needs to be completed 365 days in advance of the on-site assessment. The review status is about 35% complete at this time and remains on-going.

Other projects requiring the attention of the Chief of Police have jumped the queue while this project continues to move forward. These other projects take priority away from accreditation and have set the completion of the General Order review back by about six months.

**Other Considerations**

N/A

**Attachments**

None

**Recommendation**

Funding allotted for the FY 19-20 fiscal year associated with this project should be moved to the FY 20-21 budget cycle. The main purpose of this summary is to provide information to the Council concerning the status of a FY 19-20 budget goal.

**Sample Motion**

N/A

**Town Council Work Session Agenda Item Report Summary**  
November 13, 2019

**Item Title**  
SE Collector Study Update

**Prepared By**  
Christy Dunkle

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**Background/History/General Information**

The Town of Berryville and Clarke County created a scope of services and entered into a Memorandum of Understanding in order to conduct a transportation study for a southeast collector. Identified as a collector road, Jack Enders Boulevard was originally slated to cross the Norfolk-Southern Tracks west of its current terminus with an at-grade crossing to connect to US 340. Concerns with the ability to cross in this location, as well as the need to give up at least one crossing elsewhere in the County, prompted this study.

**Findings / Current Activity**

Town and County staff have met with the consultant and has discussed the project with Norfolk Southern Railroad representatives. A number of concerns with the proposed crossing of Jack Enders Boulevard as originally planned with the Clarke County Business Park design have been identified including sight distance from the north; stacking at Josephine Street should a spur or freight rail facility be constructed; and the requirement to give up at least one other existing crossing in the County. The consultant has recommended a second option that would extend through an adjacent property to the south that would connect to the west to US 340 at the existing Smallwood Lane railroad crossing. Details of this option are currently being developed.

**Financial Considerations**

The cost for the study was approved by Town Council and the Board of Supervisors through a MOU and the costs were split equally between the localities.

**Schedule/Deadlines**

It is anticipated that a presentation will be made to the administrative and governing bodies within the next two months.

**Attachments**

N/A

**Recommendation**

N/A

**Sample Motion**

N/A

**Town Council Work Session Agenda Item Report Summary**  
November 13, 2019

**Item Title**

Marketing and Branding Study

**Prepared By**

Christy Dunkle

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**Background/History/General Information**

The Community Development Committee has been discussing the creation of a Request for Proposals (RFP) for a Marketing and Branding Study for the Town. Chair Rodriguez has developed the following scope for discussion by Town Council:

*The Berryville Town Council is soliciting proposals for a marketing study detailing opportunities for commercial investment in the Town of Berryville, Virginia.*

*The marketing study should elaborate on what market sectors are strengths for the town, and what areas could use more emphasis. Of particular note is the town's desire to land a lodging establishment (hotel) in Berryville, which will supplement tourism activities in town and overall business growth, and provide a service to current residents and businesses who draw out-of-town visitors. The study should utilize input from local stakeholders, to include residents, business owners, community organizations, elected officials and more.*

*The objective of this study is to identify the target markets for the town, taking into account its unique identities which include:*

- the county seat of Clarke County, a small, quaint town edged between areas of high growth, that continues to maintain its rural character and downtown charm;*
- a population that includes many long-term residents as well as newcomers;*
- a destination for the arts, with a growing tourism movement. Attractions include: The Barns of Rose Hill performing arts and music venue; a large artisan community; and many shops and restaurants;*
- a vibrant rural economy, with a seasonal farmers market and many farms still in operation throughout the county;*
- a commercial/industrial base that includes a fully-occupied business park with an eye towards future growth;*
- the nearby Appalachian Trail and Shenandoah River, as well as outdoor recreational opportunities at Watermelon Park.*

*To supplement the research needed for the study, the Town of Berryville government will supply*

*several previous studies that have researched hotel feasibility; recreational opportunities; and tourism.*

*The resulting marketing study will be used to create an identifiable brand, with a logo and tagline, that will be used to market Berryville to the outside world. The brand identity and logo should be visually appealing; represent Berryville's unique presence in northwestern Virginia; and be an attractor to draw visitors, businesses, and perhaps even new residents.*

*The bid for the marketing study should include pricing both for the marketing study itself; and the creation of a brand/logo/tagline following the study.*

**Findings / Current Activity**

Once the scope has been discussed and determined, staff will draft a RFP in accordance with procurement procedures.

**Financial Considerations**

The current FY budget has identified \$15,000 for the first phase of the study.

**Schedule/Deadlines**

Community Development Committee members would like to begin the process in early 2020.

**Other Considerations**

N/A

**Attachments**

N/A

**Recommendation**

Discuss at the meeting and direct staff to create an RFP based on an approved scope.

**Sample Motion**

I move that the Council of the Town of Berryville request staff develop a draft RFP based on the scope discussed at the meeting.

# New Business

Other

# Closed Session

Adjourn