

MINUTES
BERRYVILLE TOWN COUNCIL
Berryville-Clarke County Government Center
Work Session
September 5, 2018
3:00 p.m.

Town Council: Present-Patricia Dickinson, Mayor; Harry Lee Arnold, Jr., Recorder; Diane Harrison; Erecka Gibson; Kara C. Rodriguez. Absent – Donna Marie McDonald.

Staff: Keith Dalton, Town Manager; Desi Moreland, Treasurer; Karen Johnson, Front Desk Clerk

Press: Mickey Powell, The Winchester Star

1. Call to Order

Mayor Dickinson called the meeting to order at 3:00 p.m.

2. Approval of Agenda

On motion of Council member Harrison, seconded by Council member Rodriguez the agenda was approved as presented.

Aye: Harrison, Gibson, Rodriguez, Arnold

Nay: None

Abstain: Dickinson

3. Discussion – Goals for Fiscal Year 2020

Mr. Dalton reviewed the standing committee goals for FY2020 with Council as identified below.

Budget Committee

1. Complete a fixed assets inventory for areas not addressed in the water and sewer study.

Council member Gibson said she is passionate about the fixed asset inventory listing being done because it adds value with regards to what the Town owns, where items are located, the condition of items and their value. She said it deters theft, aids in disaster recovery, aids for insurance and tax purposes and lends to improved planning and budgeting. She noted that the fixed asset inventory is a start and leads to developing a policy.

2. Develop Budget and Finance related policies for inclusion in a Town Council Policy Manual.

Council member Gibson stated that Town Council should develop a structured formal policy document and gave examples of her current employer's structure.

3. Perform a payroll system audit.

Mayor Dickinson said this goal developed from the audit for procurement and cash disbursement presentation where it was suggested that there be a payroll system audit.

4. After purchase, installation, and integration of new budgeting software in FY 2019; improve upon budgeting and reporting functions.

Council member Gibson said this software will allow for improved reports in a more timely manner.

5. Develop a five-year budget beginning in FY2020.

Mayor Dickinson stated she would like to see a five year pro forma budget to see where the Town is headed and when adjustments may need to occur.

Community Development

1. Develop a strategy for use of consumer tax revenue for economic development within the Town.

Council member Rodriguez said they have had discussions at the Committee meetings to develop a strategy to fund a part time position to focus on economic development possibly using the transient occupancy tax. She stated that Lizzie from Berryville Main Street was going to approach Berryville Main Street board members to discuss a possible partnership. Recorder Arnold noted that at one time there had been discussion about the transient occupancy tax being used for economic development and to also partner with the County. Recorder Arnold proposed taking a percentage of the transient occupancy tax and meals tax to help with economic development.

2. Enhance www.berryvilleva.gov and develop an effective social media presence.

Council member Rodriguez said that it is time for the Town to have its own social media presence. Council member Harrison stated that it would be a place where accurate information resides. Mayor Dickinson noted the site could be used as a communication tool as well as social media. Council member Harrison suggested placing a newsletter in each water bill that would include meeting dates on important information. Council member Rodriguez suggested updating this goal to read enhance www.berryvilleva.gov and develop an effective communication strategy to include a social media presence.

3. Develop branding and a marketing strategy for the Town.

Council member Rodriguez said creating an identity for the Town will enhance business. Council member Harrison stated the Town needs a tagline. Mr. Dalton said we do need to move forward with branding and TOD's, which should be included on the entrance signs into the Town.

Personnel, Appointments, and Policy Committee

1. Complete a salary survey.

Mr. Dalton said there was discussion about having this done in house. He said going the more informal route will give an idea as to where the Town compares and any shortcomings. Mr. Dalton noted if a consultant is hired it would be incumbent for the Town to make adjustments as suggested. Mayor Dickinson said she would be surprised that a salary survey would show grossly under compensation based on the low turnover. Mr. Dalton said we are entering a job market

where the retention aspect is going to rise in importance. Mayor Dickinson said a consultant can easily do the salary survey. Council member Harrison said a consultant should already have the data. Mr. Dalton suggested having the consultant also explore the classification system. Mr. Dalton said he will check with the County for consultant costs based on a study they completed a couple years ago.

Public Safety Committee

1. Receive accreditation of the Berryville Police Department from the Virginia Department of Criminal Justice.

Mr. Dalton said this will be done in house but there will be some costs associated with the Reviewer's accommodations, travel and expenses. Mr. Dalton said that we need to place approved SOP's in a specific form and a specific order. Mr. Dalton stated that Council member McDonald said that this was a high priority.

Streets and Utilities Committee

1. Identify and evaluate storm water management challenges throughout the Town.

Mr. Dalton stated the storm water management would focus on the Town Run and other areas. He said the process would begin with fact finding, prioritizing, and then budgeting. Mayor Dickinson said she would like to create a strategy that would be all encompassing to see what the Town, communities, and individual homeowners could do. She said she would like to facilitate a connection between individuals and organizations.

2. Advocate for and inform Town's residents, as train and through truck traffic increases.

Mayor Dickinson stated that Norfolk will create the largest port traffic on the East Coast. She stated this will increase train and truck traffic significantly in the Town. Mayor Dickinson said she would advocate for a 340 Bypass just like Route 7 to stop trucks from having to come through the middle of town.

3. Complete a traffic analysis for the planned southeast collector in partnership with Clarke County.

Mr. Dalton stated the County has budgeted for the traffic analysis for FY2019.

After discussion between Council and staff, the list was paired down to the top six Town Council Goals for Fiscal Year 2020. The list will then be paired down further after project scope, approach, internal/external risks and estimated costs are evaluated by the Town staff. The top six selected goals were as follows:

1. Complete a traffic analysis for the planned southeast collector in partnership with Clarke County.

Mr. Dalton stated that this goal, if not done, has ramifications with thru and town traffic. He said the business park is full and we need to look for expansion which will help with economic development.

2. Complete a salary survey and classification system.

Mr. Dalton said we are behind the curve on salaries and there will be more challenges at retention and recruitment.

3. Complete a fixed assets inventory for area not addressed in the water and sewer study.

Mr. Dalton said the larger the Town becomes there is a need for a fixed asset inventory and this will make it easier to manage what we have for budgeting and planning.

4. Receive accreditation of the Berryville Police Department from the Virginia Department of Criminal Justice.

Mr. Dalton said that this is important because it leads to good morale and communication and shows that the police department is professional and supported by the Town and Town Council.

5. Develop branding and marketing study enhancing www.berryvilleva.gov and develop an effective communication strategy to include a social media presence.

Mr. Dalton said this goal is about letting the world know who we are which lends to supporting businesses, economic development, and drawing more people and bringing more money to the Town.

6. Perform a payroll system audit

Mayor Dickinson said this is important for the list because if there are underpaid employees we need to make adjustments.

Council member Rodriguez stated that she agrees with the list but has a little heartache excluding the storm water management challenges.

Council member Harrison stated there are two Streets and Utilities committee meetings scheduled and there can be discussion on ideas of what homeowners can do to help with immediate problems.

Mr. Dalton said that this listing was broad and would need to be more specific if included.

By consensus of Town Council the following budget goals for fiscal year 2020 were adopted:

- 1. Complete a traffic analysis for the planned southeast collector in partnership with Clarke County.**
- 2. Complete a salary survey and classification system.**
- 3. Complete a fixed assets inventory for area not addressed in the water and sewer study.**
- 4. Receive accreditation of the Berryville Police Department from the Virginia Department of Criminal Justice.**

5. **Develop branding and marketing study enhancing www.berryvilleva.gov and develop an effective communication strategy to include a social media presence.**
6. **Perform a payroll system audit.**

4. Other

Council member Rodriguez asked where we stood with the Town and utility brochures. Mr. Dalton said the staff will finalize the brochures for the next Town Council meeting.

Mr. Dalton and Council member Harrison confirmed the public input Streets and Utilities Committee meetings as follows:

October 23, 2018 at 5:00 p.m. in Main Meeting Room

October 25, 2018 at 7:30 p.m. in Main Meeting Room

Council member Harrison said the format will be as follows:

1. Introduction of discussion about storm water drainage
2. Discussion and compilation of data received from survey forms sent out in water bills
3. Provide helpful information and resources that are available

5. Closed Session – No closed session scheduled

6. Adjourn

There being no other business upon motion of Mayor Dickinson, seconded by Council member Rodriguez, the meeting was adjourned at 4:20 p.m.

Harry Lee Arnold, Jr., Recorder

Karen Johnson, Front Desk Clerk