



Berryville Town Council

MEETING AGENDA

Berryville-Clarke County Government Center

101 Chalmers Court, Second Floor

Main Meeting Room

Regular Session

May 12, 2020

7:30 PM

Item

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**1. Call to Order**

**2. Approval of Agenda**

**3. Public Hearing**

4

Proposed Fiscal Year 2021 Budget

Comment period opened for public hearing on the Proposed Fiscal Year 2021 Budget. Comments will be received at [publiccomment@berryvilleva.gov](mailto:publiccomment@berryvilleva.gov) until 7:45 p.m.

**4. Announcement Concerning Conduct of Electronic Meeting**

**5. Pledge of Allegiance**

<b>6. Consent Agenda</b>	56
Approval of Minutes	
<b>7. Unfinished Business</b>	100
Downtown Streetlight Pilot	
<b>8. Discussion of Public Hearing Item</b>	
Proposed Fiscal Year 2021 Budget	
<b>9. New Business</b>	
<b>10. Council Member Reports</b>	
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<b>11. Staff Reports</b>	
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<b>12. Committee Updates</b>	

Budget and Finance

Community Development

Personnel, Appointments, and Policy

Public Safety

Streets and Utilities

**13. Closed Session**

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The Council of the Town of Berryville will enter closed session in accordance with §2.2-3711-A-29 of the Code of Virginia, to discuss the responses to a request for proposals for graphic design branding services.

- a. Adopt motion to enter closed session.
- b. Reconvene in open session.
- c. Adopt closed session resolution by roll-call vote.

**14. Discussion**

Request for Proposals for Graphic Design Branding Services

**15. Adjourn**

Memorandum

Date: May 7, 2020

To: Town Council

From: Keith Dalton, Town Manager  
Greg Jacobs, Director of Finance and Administration/Treasurer



*5/7/2020*

Subject: The Draft Fiscal Year 2021 Budget – COVID-19

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Since the March 11 work session when the Town Council last reviewed the draft FY2020 budget, the COVID-19 emergency has been declared and the national, state, and local economy have been significantly affected by efforts to control infection levels nationwide. Accordingly, all levels of government, nonprofits, and business throughout the country are working to determine how the response to the COVID-19 emergency will affect their budgets.

Simply stated, no one knows what the next 6-12 months will hold. Accordingly, it is prudent for organizations to be prepared to deal with the effects of an economic downturn.

On April 8, 2020 Town staff provided a memorandum that outlined on how they recommend the Council proceed with the FY2020 budget in light of the COVID-19 pandemic. Staff received comments from members of the Council.

In light of the uncertainty that lies ahead, staff recommends adoption of the budget as the Council envisioned prior to the emergency declaration.

As a part of that adoption, it is recommended that the Town Council provide the following direction to the Town Manager and Treasurer:

- Delay making COLA increases for Town Employees effective until January 1, 2021
- Delay hiring Public Works Laborer 1 until January 2021.
- Delay hiring Public Utilities Treatment Plant Operator until January 2021.
- Delay or eliminate large expenditures as needed.

It is understood that prior to October 1, 2020, the Council may:

- Determine that COLA increases will be delayed again or eliminated entirely.
- Determine that filling one or both of the new positions will be delayed again or eliminated entirely.

If this approach is acceptable then the staff will craft a sample motion for consideration at the June 9, 2020 Town Council meeting.

Memorandum

Date: April 8, 2020  
To: Town Council  
From: Keith Dalton, Town Manager   
Greg Jacobs, Director of Finance and Administration/Treasurer  
Subject: The Draft Fiscal Year 2021 Budget – COVID-19

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The Town Council last reviewed the draft FY2021 budget on March 11. Staff has made changes to the draft as directed by the Council.

Since the March 11 work session, the COVID-19 emergency has been declared and the national, state, and local economy have been significantly affected by efforts to control infection levels nationwide. Accordingly, all levels of government, nonprofits, and business throughout the country are working to determine how the response to the COVID-19 emergency will affect their budgets. In short, no one knows what the next 6-12 months will hold.

Accordingly, Town staff has examined the proposed budget (as revised as a result of the March 11 work session) to determine how best to prepare for the unknown. Staff recommends the following changes to address a potential economic downturn in FY21:

- Eliminate planned COLA, market adjustments, and career development increases for Town Employees.
- Delay hiring Public Works Laborer 1 until January 2021.
- Delay hiring Public Utilities Treatment Plant Operator until January 2021.
- Eliminate holiday decoration purchase.
- Delay large expenditures as needed (this will have to be watched from the standpoint of total expenditures but also from a cash-flow standpoint).

These changes will result in:

- Total payroll reduction of \$140,566.
- Total capital projects reduction of \$10,000.

Broken down by fund, these changes will result in:

- General Fund reduction \$85,656.
- Water Fund reduction \$29,155.
- Sewer Fund reduction \$35,755.

With regard to delaying large expenditures as needed, staff would like to have the option to read the situation and determine whether large projects or purchases should move forward or be delayed for some period in the FY.

Further, another area of concern is whether the VDOT Secondary Street Maintenance Reimbursement will be reduced. Staff expects to have some guidance on that matter in May. If the reimbursement is cut, then street-related expenditures will have to be reexamined.

Town Council  
April 8, 2020  
Page 2 of 2

Staff requests that the Council review this situation in January to see if the salary increases can be re-established for the last few months of the fiscal year.

The budget in the April Town Council packet will reflect changes made at the work session, but not the changes discussed in this memorandum. The Council will determine what changes it wishes to incorporate in the draft on which the public hearing will be held.

**BERRYVILLE TOWN COUNCIL  
PUBLIC HEARING NOTICE**

The Berryville Town Council will hold the following public hearing at 7:30 p.m., or as soon after as this matter may be heard, on **Tuesday, May 12, 2020**, to consider the following:

**Proposed Fiscal Year 2020-2021 Budget as follows:**

<u>Resources and Revenues</u>	AMENDED FY 19-20	REQUESTED FY 20-21
<b>GENERAL FUND</b>		
Fund Balance	\$ 307,000.00	\$ 145,235.00
Revenue from Local Sources	\$ 2,759,967.00	\$ 2,874,200.00
Revenue from State Sources	\$ 961,677.00	\$ 952,985.00
Revenue from Other Sources	\$ 1,000.00	\$ 1,000.00
<b>Total</b>	<b>\$ 4,029,644.00</b>	<b>\$ 3,973,420.00</b>
<b>WATER FUND</b>		
Fund Balance	\$ 175,000.00	\$ .00
Revenue from Local Sources	\$ 911,625.00	\$ 1,108,125.00
Availability Fees	\$ 26,250.00	\$ 337,500.00
<b>Total</b>	<b>\$ 1,112,875.00</b>	<b>\$ 1,445,625.00</b>
<b>SEWER FUND</b>		
Fund Balance	\$ .00	\$ .00
Revenue from Local Sources	\$ 1,720,750.00	\$ 1,850,000.00
Availability Fees	\$ 113,750.00	\$ 362,500.00
<b>Total</b>	<b>\$ 1,834,500.00</b>	<b>\$ 2,212,500.00</b>
<b>TOTAL RESOURCES AND REVENUES</b>	<b>\$ 6,977,019.00</b>	<b>\$ 7,631,545.00</b>

Expenses and Reserves

<b>GENERAL FUND</b>		
Maintenance and Operational	\$ 3,344,468.00	\$ 3,540,309.00
Debt Service	\$ 121,476.00	\$ 121,476.00
Capital Reserves and Expenses	\$ 463,365.00	\$ 201,335.00
Contingency	\$ 100,335.00	\$ 110,300.00
<b>Total</b>	<b>\$ 4,029,644.00</b>	<b>\$ 3,973,420.00</b>
<b>WATER FUND</b>		
Maintenance and Operational	\$ 710,930.00	\$ 800,915.00
Debt Service	\$ .00	\$ .00
Capital Reserves and Expenses	\$ 380,615.00	\$ 619,975.00
Contingency	\$ 21,330.00	\$ 24,735.00

<b>Total</b>	\$	<b>1,112,875.00</b>	\$	<b>1,445,625.00</b>
<b>SEWER FUND</b>				
Maintenance and Operational	\$	1,074,315.00	\$	1,193,723.00
Debt Service	\$	470,000.00	\$	470,000.00
Capital Reserves and Expenses	\$	257,955.00	\$	512,197.00
Contingency	\$	32,230.00	\$	36,580.00
<b>Total</b>	\$	<b>1,834,500.00</b>	\$	<b>2,212,500.00</b>
<b>TOTAL EXPENSES AND RESERVES</b>				
	\$	<b>6,977,019.00</b>	\$	<b>7,631,545.00</b>

**COVID-19 Pandemic Protocol**

The Town Council will participate in the meeting remotely. The public may only attend the meeting remotely via a broadcast on the Town of Berryville YouTube channel. The public may view the meeting at this link: <https://www.youtube.com/channel/UC8RapY-DCJQCO5I7BMaMXrA>.

Any person desiring to be heard on this matter may:

- **Provide written comments prior to the day of the meeting.** Such comments must be emailed to [publiccomment@berryvilleva.gov](mailto:publiccomment@berryvilleva.gov), placed in the Town drop box at the Berryville-Clarke County Government Center (at Town drive-through), or mailed to the Town of Berryville (attention Town Clerk) at 101 Chalmers Court, Berryville, VA 22611. All comments received prior to the meeting will be provided to the Town Council for their review and consideration and made a part of the record; OR
- **Provide written comments during the public hearing portion of the meeting.** Such comments must be emailed to [publiccomment@berryvilleva.gov](mailto:publiccomment@berryvilleva.gov) between 7:30 p.m. and 7:45 p.m. Comments received during that timeframe will be read aloud for a period of time not to exceed three minutes each. All comments provided during the public hearing comment period will be made a part of the record.

Copies of materials may be examined at [www.berryvilleva.gov](http://www.berryvilleva.gov). This information can also be obtained by calling Director of Administration/Treasurer Gregory C. Jacobs at the Town Business Office at (540) 955-1099 and arranging the best means of providing you with the information in question.

The Town of Berryville does not discriminate against disabled people in admission or access to its programs and activities. Accommodations will be made for disabled people upon prior request.

By order of the Town Council  
 Keith R. Dalton, Town Manager

# FY 2020-2021 DRAFT BUDGET PREPARATION HIGHLIGHTS

## REVENUES

### GENERAL FUND

- RE Tax revenue projection assumes lowering RE tax rate from \$.20/100 of value to \$.1774/100 of value (the new rate represents a "revenue neutral" rate after applying new property assessments).
- No increase in Personal Property tax rate.
- PPTRA remains at 70%.
- No increase in Machinery & Tools tax rate.
- No increase in Vehicle License Fees.
- No increase in Business & Professional License rates.
- Water Tank Site Lease adjustments per agreements.
- No increase in Lodging Tax, Meals Tax or Cigarette Tax.

### WATER FUND

- Increase in Treatment Fees from \$8.15/1KG + \$2.50 admin fee to \$10.57/1KG + \$5.00 admin fee with \$8.07 additional charged for each additional 1KG. Change to become effective in November 2020.
- Twenty-five residential Availability Fees projected.

### SEWER FUND

- Increase in Treatment Fees from \$17.27/1KG + \$2.50 admin fee to \$19.24/1KG + \$5.00 admin fee with \$16.74 additional charges for each additional 1KG. Change to become effective in November 2020.
- Twenty-five residential and Availability Fees projected.

## OPERATING EXPENSES

### ALL FUNDS

- 4% COLA with Police Dept CDP payroll increases are proposed.
- Increase in Health Care premium of 4.8%.
- Employer VRS increase of .5%.
- Deputy Town Manager position eliminated.
- TOTAL BUDGET increase of 9.38%.

### GENERAL FUND

- Increase in Maintenance & Operational Expenses of 5.79%.
- Blight Abatement reserve \$17,000.
- Contingency is 3% of the Operating Budget.
- General Fund total decrease of 1.39 %.

### WATER FUND

- Increase in Maintenance & Operational Expenses of 12.6%.
- There is currently no Debt Service in the Water Fund.
- Contingency is 3 % of the Operating Budget.
- Water Fund total increase of 29.9 % because of CIP including fund surplus projected for 2020. Without this fund surplus the Water Fund realizes an overall decrease of 3.66%.

**FY 20-21 BUDGET REVENUES**

<u>Account Number</u>	<u>Account Description</u>	<u>4/10/2019</u> <u>APPROVED</u> <u>2019-2020</u>	<u>3/11/2020</u> <u>DRAFT</u> <u>2020-2021</u>
<b>GENERAL FUND</b>			
FUND BALANCE			
100-3000000-0000	FUND BALANCE FORWARD	\$ 307,000.00	\$ 145,235.00
	<b>TOTAL FUND BALANCE</b>	<b>\$ 307,000.00</b>	<b>\$ 145,235.00</b>
REVENUE FROM LOCAL SOURCES			
100-3110101-0000	CURRENT REAL ESTATE TAXES	\$ 1,000,000.00	\$ 1,006,000.00
100-3110102-0000	DEL REAL ESTATE TAXES	\$ -	\$ 5,000.00
100-3110201-0000	UTILITY REAL ESTATE TAXES	\$ 10,650.00	\$ 11,200.00
100-3110301-0000	CURRENT PERS PROP TAXES	\$ 294,000.00	\$ 300,000.00
100-3110302-0000	DEL PERS PROP TAXES	\$ -	\$ 3,500.00
100-3110401-0000	MACHINERY & TOOLS	\$ 150,000.00	\$ 155,000.00
100-3110601-0000	TAX PENALTIES	\$ 6,000.00	\$ 6,000.00
100-3110602-0000	TAX INTEREST	\$ 2,000.00	\$ 2,000.00
	<b>TOTAL REV FROM LOCAL SOURCES</b>	<b>\$ 1,462,650.00</b>	<b>\$ 1,488,700.00</b>
OTHER LOCAL TAXES			
100-3120101-0000	LOCAL SALES TAX	\$ 200,000.00	\$ 208,000.00
100-3120201-0000	CONSUMER UTILITY TAX	\$ 95,000.00	\$ 85,000.00
100-3120300-0000	BUSINESS LICENSE	\$ 200,000.00	\$ 200,000.00
100-3120402-0000	REC FRANCHISE FEES	\$ 35,000.00	\$ 35,000.00
100-3120501-0000	AUTO LICENSE	\$ 90,000.00	\$ 90,000.00
100-3120601-0000	BANK FRANCHISE TAXES	\$ 135,000.00	\$ 140,000.00
100-3120801-0000	CIGARETTE TAX (10¢)	\$ 50,000.00	\$ 18,000.00
100-3121001-0000	LODGING TAX (2%)	\$ 10,000.00	\$ 10,000.00
100-3121101-0000	MEALS TAX (4%)	\$ 257,817.00	\$ 312,000.00
	<b>TOTAL OTHER LOCAL TAXES</b>	<b>\$ 1,072,817.00</b>	<b>\$ 1,098,000.00</b>
PERMITS, FEES & LICENSES			
100-3130304-0000	LAND USE APPLICATION FEES	\$ 1,500.00	\$ 5,000.00
100-3130307-0000	ZONING & SUBDIVISION FEES	\$ 10,000.00	\$ 10,000.00
	<b>TOTAL PERMITS, FEES &amp; LICENSES</b>	<b>\$ 11,500.00</b>	<b>\$ 15,000.00</b>
FINES & FORFEITURES			
100-3140101-0000	COURT FINES	\$ 40,000.00	\$ 25,000.00
100-3140102-0000	PARKING METER FINES	\$ 2,500.00	\$ 4,000.00
100-3140103-000	ESUMMONS	\$ 2,000.00	\$ 1,500.00
	<b>TOTAL FINES &amp; FORFEITURES</b>	<b>\$ 44,500.00</b>	<b>\$ 30,500.00</b>
REVENUE FROM MONEY OR PROP			
100-3150101-0000	INTEREST ON DEPOSITS	\$ 50,000.00	\$ 100,000.00
100-3150201-0000	RENTAL OF PROPERTY	\$ 12,000.00	\$ 12,000.00
100-3150205-0000	WATER TANK SITE LEASE	\$ 76,500.00	\$ 82,000.00
100-3150206-0000	CHARGE CARD REBATE	\$ 11,000.00	\$ 14,000.00

TOTAL FROM MONEY OR PROP

\$ 149,500.00

\$ 208,000.00

	<b>CHARGES FOR SERVICES</b>				
100-3160703-0000	PARKING METERS	\$	14,000.00	\$	16,000.00
100-3161502-0000	SALE OF PUBLICATIONS	\$	-	\$	-
	<b>TOTAL CHARGES FOR SERVICES</b>	\$	14,000.00	\$	16,000.00
	<b>MISCELLANEOUS REVENUES</b>				
100-3189905-0000	SALE OF SURPLUS	\$	5,000.00	\$	18,000.00
	<b>TOTAL MISC REVENUES</b>	\$	5,000.00	\$	18,000.00
	<b>RECOVERED COSTS</b>				
100-3190203-0000	REIMBURSABLE FEES	\$	-	\$	-
	<b>TOTAL RECOVERED COSTS</b>	\$	-	\$	-
	<b>TOTAL LOCAL REVENUES</b>	\$	3,066,967.00	\$	3,019,435.00

	<b>REVENUE FROM THE COMMONWEALTH</b>				
	<b>NON-CATEGORICAL AID</b>				
100-3220107-0000	ROLLING STOCK TAX	\$	1,850.00	\$	1,850.00
100-3220109-0000	PPTRA	\$	209,917.00	\$	209,917.00
100-3220201-0000	COMMUNICATION TAX	\$	80,000.00	\$	77,000.00
	<b>TOTAL NON-CATEGORICAL AID</b>	\$	291,767.00	\$	288,767.00
	<b>CATEGORICAL AID</b>				
100-3220108-0000	599 LAW ENFORCEMENT GRANT	\$	79,265.00	\$	82,350.00
100-3240103-0000	LE BLOCK GRANT	\$	5,000.00	\$	1,000.00
100-3240201-0000	FIRE FUND PROGRAM	\$	14,500.00	\$	15,250.00
100-3240300-0000	VDOT LANE MILE ALLOWANCE	\$	558,615.00	\$	558,618.00
100-3240301-0000	VDOT ROAD MAINTENANCE	\$	10,000.00	\$	5,000.00
100-3240302-0000	LITTER CONTROL GRANT	\$	2,500.00	\$	2,000.00
100-3240311-0000	ST EMERGENCY R&R	\$	-	\$	-
100-3240312-0000	VA COMMISSION FOR THE ARTS	\$	-	\$	-
100-3240710-0000	DMV ANIMAL FRIENDLY PLATES	\$	30.00	\$	-
	<b>TOTAL CATEGORICAL AID</b>	\$	669,910.00	\$	664,218.00
	<b>TOTAL FROM THE COMMONWEALTH</b>	\$	961,677.00	\$	952,985.00

	<b>REVENUE FROM THE FEDERAL GOVERNMENT</b>				
	<b>CATEGORICAL AID</b>				
100-3340102-0000	FEDERAL FIRE FUND PROGRAM	\$	-	\$	-
100-3340311-0000	FEDERAL EMERGENCY R&R	\$	-	\$	-
	<b>TOTAL CATEGORICAL AID</b>	\$	-	\$	-

<b>TOTAL FROM FEDERAL GOVERNMENT</b>		\$	-	\$	-
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**REVENUE FROM OTHER SOURCES**

<b>NON-REVENUE RECEIPTS</b>					
100-3410201-0000	MISCELLANEOUS REVENUES	\$	1,000.00	\$	1,000.00
<b>TOTAL FROM OTHER SOURCES</b>		\$	1,000.00	\$	1,000.00

<b>TOTAL FROM OTHER SOURCES</b>		\$	1,000.00	\$	1,000.00
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<b>TOTAL GENERAL FUND REVENUES</b>		\$	4,029,644.00	\$	3,973,420.00
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**WATER FUND**

<b>FUND BALANCE</b>					
501-3000000-0000	FUND BALANCE	\$	175,000.00	\$	-
<b>TOTAL FUND BALANCE</b>		\$	175,000.00	\$	-

<b>REVENUE FROM MONEY OR PROP</b>					
501-3150102-0000	INTEREST ON INVESTMENTS	\$	20,000.00	\$	30,000.00
<b>TOTAL FROM USE OF MONEY OR PROP</b>		\$	20,000.00	\$	30,000.00

<b>CHARGES FOR SERVICES</b>					
501-3160110-0000	TREATMENT FEES	\$	860,000.00	\$	1,040,000.00
501-3160111-0000	DELINQUENT ACCT PENALTIES	\$	30,000.00	\$	30,000.00
501-3160112-0000	SECURITY DEPOSITS	\$	-	\$	-
501-3160113-0000	AVAILABILITY CHARGES	\$	26,250.00	\$	337,500.00
501-3160114-0000	CONNECTION CHARGES				
501-3160115-0000	METER FEES	\$	1,625.00	\$	8,125.00
<b>TOTAL CHARGES FOR SERVICES</b>		\$	917,875.00	\$	1,415,625.00

<b>TOTAL WATER FUND</b>		\$	1,112,875.00	\$	1,445,625.00
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**SEWER FUND**

<b>FUND BALANCE</b>				
502-3000000-0000	FUND BALANCE	\$	-	\$ -
	<b>TOTAL FUND BALANCE</b>	\$	-	\$ -
<b>REVENUE FROM MONEY OR PROP</b>				
502-3150101-0000	INTEREST INCOME	\$	40,000.00	\$ 50,000.00
	<b>TOTAL REVENUE FROM MONEY OR PROP</b>	\$	40,000.00	\$ 50,000.00
<b>CHARGES FOR SERVICES</b>				
502-3160110-0000	TREATMENT FEES	\$	1,680,750.00	\$ 1,800,000.00
502-3160112-0000	SECURITY DEPOSITS	\$	-	\$ -
502-3160113-0000	AVAILABILITY CHARGES	\$	113,750.00	\$ 362,500.00
	<b>TOTAL CHARGES FOR SERVICES</b>	\$	1,794,500.00	\$ 2,162,500.00

**REVENUE FROM OTHER SOURCES**

<b>NON-REVENUE RECEIPTS</b>				
502-3410401-0000	VRA LOAN	\$	-	\$ -
502-3410402-0000	WQIF Grant	\$	-	\$ -
502-3410404-0000	NUTRIENT CREDIT REBATE	\$	-	\$ -
	<b>TOTAL NON-REVENUE RECEIPTS</b>	\$	-	\$ -

**TOTAL FROM OTHER SOURCES** \$ - \$ -

**TOTAL SEWER FUND** \$ 1,834,500.00 \$ 2,212,500.00

**TOTAL REVENUES ALL FUNDS** \$ 6,977,019.00 \$ 7,631,545.00

**FY 20-21 BUDGET EXPENSES**

Account Number	Account Description	APPROVED 2019-2020	3/11/2020 DRAFT REQUESTED 2020-2021
<b>GENERAL FUND</b>			
<b>TOWN COUNCIL</b>			
100-4011100-1111	EXPENSE COMPENSATION	\$ 18,900.00	\$ 18,900.00
100-4011100-2100	MATCHING FICA EXPENSE (7.65 %)	\$ 1,450.00	\$ 1,450.00
100-4011100-5540	TRAINING	\$ 4,000.00	\$ 4,000.00
100-4011100-5699	LOCAL CONTRIBUTIONS	\$ -	\$ -
100-4011100-5800	MISCELLANEOUS	\$ 1,000.00	\$ 5,000.00
100-4011100-5810	Dues	\$ 3,000.00	\$ 3,000.00
100-4011100-6017	TOWN CODE SUPPLEMENTS	\$ 5,000.00	\$ 2,000.00
100-4011100-6018	STATE CODE SUPPLEMENTS	\$ -	\$ -
	<b>TOTAL TOWN COUNCIL</b>	\$ 33,350.00	\$ 34,350.00

	<b>TOWN CLERK</b>			
100-4011200-1114	SALARIES/WAGES/TNCLK	\$	47,200.00	\$ 44,600.00
100-4011200-2100	MATCHING FICA EXPENSE (7.65 %)	\$	3,610.00	\$ 3,400.00
100-4011200-5510	MILEAGE	\$	500.00	\$ 250.00
100-4011200-5540	EDUCATION/TRAINING	\$	3,000.00	\$ 1,000.00
100-4011200-5810	DUES	\$	100.00	\$ 100.00
	<b>TOTAL TOWN CLERK</b>	\$	54,410.00	\$ 49,350.00
	<b>TOWN MANAGER</b>			
100-4012110-1112	COMPENSATION	\$	148,000.00	\$ 141,880.00
100-4012110-2100	MATCHING FICA EXPENSE (7.65 %)	\$	11,315.00	\$ 10,860.00
100-4012110-3399	BLIGHT ABATEMENT	\$	17,000.00	\$ 17,000.00
100-4012110-5230	TELECOMMUNICATIONS	\$	600.00	\$ 600.00
100-4012110-5510	MILEAGE	\$	150.00	\$ -
100-4012110-5540	TRAINING	\$	1,500.00	\$ -
100-4012110-5810	DUES	\$	350.00	\$ 500.00
	<b>TOTAL TOWN MANAGER</b>	\$	178,915.00	\$ 170,840.00
	<b>LEGAL SERVICES</b>			
100-4012210-3150	PROFESSIONAL SERVICES	\$	35,000.00	\$ 35,000.00
	<b>TOTAL LEGAL SERVICES</b>	\$	35,000.00	\$ 35,000.00
	<b>PERSONNEL</b>			
100-4012220-2100	SOCIAL SECURITY	\$	-	\$ -
100-4012220-2210	VRS	\$	126,000.00	\$ 147,950.00
100-4012220-2220	VMLIP - STD	\$	660.00	\$ 700.00
100-4012220-2230	VMLIP - LTD	\$	6,170.00	\$ 6,559.00
100-4012220-2250	Line of Duty Act	\$	6,800.00	\$ 8,500.00
100-4012220-2300	HEALTH INSURANCE	\$	211,230.00	\$ 216,400.00
100-4012220-2400	LIFE INSURANCE	\$	14,935.00	\$ 15,850.00
100-4012220-2600	UNEMPLOYMENT INSURANCE	\$	205.00	\$ 205.00
100-4012220-2700	WORKER'S COMPENSATION	\$	19,180.00	\$ 39,000.00
100-4012220-3110	RANDOM DRUG SCREENING	\$	750.00	\$ 750.00
	<b>TOTAL PERSONNEL</b>	\$	385,930.00	\$ 435,914.00
	<b>INDEPENDENT AUDITOR</b>			
100-4012240-3120	CONTRACTUAL SERVICES	\$	15,750.00	\$ 16,050.00
	<b>TOTAL INDEPENDENT AUDITOR</b>	\$	15,750.00	\$ 16,050.00

	<b>TOWN TREASURER</b>			
100-4012410-1113	COMPENSATION	\$	132,000.00	\$ 93,000.00
100-4012410-2100	MATCHING FICA EXPENSE (7.65 %)	\$	10,100.00	\$ 7,100.00
100-4012410-3130	PROFESSIONAL SER/TAX CONV	\$	5,000.00	\$ 2,500.00
100-4012410-3150	PROFESSIONAL SER/VEC	\$	-	\$ -
100-4012410-5306	SURETY BONDS	\$	415.00	\$ 500.00
100-4012410-5540	TRAINING	\$	5,000.00	\$ 2,000.00
100-4012410-5810	DUES	\$	300.00	\$ 1,000.00
100-4012410-6015	AUTO DECALS	\$	-	\$ -
100-4012410-6020	CIGARETTE TAX STAMPS	\$	6,500.00	\$ -
	<b>TOTAL TOWN TREASURER</b>	\$	159,315.00	\$ 106,100.00
	<b>FINANCE/ACCOUNTING</b>			
100-4012430-1113	COMPENSATION	\$	123,000.00	\$ 132,200.00
100-4012430-2100	MATCHING FICA EXPENSE (7.65 %)	\$	9,410.00	\$ 10,112.00
100-4012430-5540	TRAINING	\$	3,500.00	\$ 3,400.00
	<b>TOTAL FINANCE/ACCOUNTING</b>	\$	135,910.00	\$ 145,712.00
	<b>CENTRAL ADM/PURCHASING</b>			
100-4012530-3320	MAINTENANCE CONTRACTS	\$	33,000.00	\$ 46,000.00
100-4012530-3400	WEBSITE RESERVE	\$	1,000.00	\$ 1,000.00
100-4012530-3501	NEWSLETTER	\$	1,000.00	\$ 1,000.00
100-4012530-3600	ADVERTISING	\$	10,000.00	\$ 8,000.00
100-4012530-5210	POSTAGE	\$	8,500.00	\$ 11,500.00
100-4012530-5230	TELECOMMUNICATIONS	\$	1,350.00	\$ 2,000.00
100-4012530-5250	SOCIAL MEDIA ARCHIVING	\$	2,700.00	\$ 2,700.00
100-4012530-5415	COPIER LEASE	\$	3,330.00	\$ 4,500.00
100-4012530-5540	TRAINING	\$	2,500.00	\$ 2,500.00
100-4012530-5699	CONTRIBUTION / CC SOCIAL MEDIA	\$	7,500.00	\$ 5,000.00
100-4012530-5810	DUES	\$	500.00	\$ 500.00
100-4012530-6001	OFFICE SUPPLIES	\$	10,000.00	\$ 10,150.00
	<b>TOTAL CENTRAL ADM/PURCHASING</b>	\$	81,380.00	\$ 94,850.00
	<b>RISK MANAGEMENT</b>			
100-4012550-5304	BLANKET EXCESS LIABILITY	\$	9,200.00	\$ 16,000.00
100-4012550-5305	AUTOMOBILE INSURANCE	\$	9,500.00	\$ 11,000.00
100-4012550-5308	SEMI-MULTI PERIL INS	\$	31,350.00	\$ 27,700.00
100-4012550-5800	INSURANCE DEDUCTABLES	\$	-	\$ -
	<b>TOTAL RISK MANAGEMENT</b>	\$	50,050.00	\$ 54,700.00
	<b>ENGINEERING SERVICES</b>			
100-4012600-3140	ENGINEERING SERVICES	\$	5,000.00	\$ 5,000.00
	<b>TOTAL ENGINEERING SERVICES</b>	\$	5,000.00	\$ 5,000.00

	<b>ELECTIONS</b>			
100-4013100-1125	ELECTION OFFICIALS	\$	1,000.00	\$ 2,500.00
100-4013100-6001	OFFICE SUPPLIES	\$	2,000.00	\$ 2,500.00
	<b>TOTAL ELECTIONS</b>	\$	3,000.00	\$ 5,000.00
	<b>PUBLIC DEFENDER FEES</b>			
100-4021500-3150	PUBLIC DEFENDER FEES	\$	2,000.00	\$ 2,000.00
	<b>TOTAL PUBLIC DEFENDER FEES</b>	\$	2,000.00	\$ 2,000.00
	<b>POLICE DEPARTMENT</b>			
100-4031100-1139	COMPENSATION	\$	517,000.00	\$ 597,510.00
100-4031100-2100	MATCHING FICA EXPENSE (7.65 %)	\$	40,000.00	\$ 45,710.00
100-4031100-3110	MEDICAL EXAMINATIONS	\$	500.00	\$ 500.00
100-4031100-3115	PRE EMPLOYMENT DRUG SCREEN	\$	500.00	\$ 500.00
100-4031100-3190	INTERPRETER	\$	400.00	\$ 400.00
100-4031100-3310	REPAIR & MAINTENANCE	\$	12,000.00	\$ 12,000.00
100-4031100-3320	MAINTENANCE CONTRACTS	\$	17,100.00	\$ 14,500.00
100-4031100-4082	WILDLIFE MANAGEMENT	\$	1,000.00	\$ 500.00
100-4031100-5210	POSTAGE	\$	250.00	\$ 500.00
100-4031100-5230	TELECOMMUNICATIONS	\$	4,625.00	\$ 4,600.00
100-4031100-5415	COPIER LEASE	\$	3,330.00	\$ 3,400.00
100-4031100-5540	TRAINING	\$	12,500.00	\$ 22,250.00
100-4031100-5545	OFFICE ACCREDIATION	\$	1,700.00	\$ 1,700.00
100-4031100-5810	DUES	\$	700.00	\$ 700.00
100-4031100-5815	COMMUNITY RELATIONS	\$	2,000.00	\$ 2,000.00
100-4031100-6001	OFFICE SUPPLIES	\$	2,350.00	\$ 1,600.00
100-4031100-6008	GASOLINE & OIL	\$	14,500.00	\$ 14,500.00
100-4031100-6010	POLICE SUPPLIES	\$	13,500.00	\$ 13,500.00
100-4031100-6011	UNIFORMS	\$	4,000.00	\$ 4,000.00
	<b>TOTAL POLICE DEPARTMENT</b>	\$	647,955.00	\$ 740,370.00
	<b>TRAFFIC CONTROL</b>			
100-4031300-5699	COUNTY CONT/CROSSING GD	\$	2,500.00	\$ 2,500.00
	<b>TOTAL TRAFFIC CONTROL</b>	\$	2,500.00	\$ 2,500.00
	<b>EMERGENCY SERVICES</b>			
100-4031400-5699	CONTRIBUTION/CC CENT ALRM	\$	5,000.00	\$ 5,000.00
	<b>TOTAL EMERGENCY SERVICES</b>	\$	5,000.00	\$ 5,000.00
	<b>VOLUNTEER FIRE DEPARTMENT</b>			
100-4032200-5699	CONTRIBUTION/JHEVFD	\$	30,000.00	\$ 30,000.00
100-4032200-5707	FIRE FUND PROGRAM	\$	14,500.00	\$ 15,250.00
100-4032200-88411	CAPITAL PROJECT RESERVE	\$	10,000.00	\$ 10,000.00
	<b>TOTAL VOLUNTEER FIRE DEPT</b>	\$	54,500.00	\$ 55,250.00

	<b>CORRECTION &amp; DETENTION</b>			
100-4033200-5550	CONFINEMENT OF PRISONERS	\$	250.00	\$ 250.00
	<b>TOTAL CORRECTION &amp; DETENTION</b>	\$	250.00	\$ 250.00
	<b>PUBLIC WORKS ADMINISTRATION</b>			
100-4041100-1140	COMPENSATION	\$	43,500.00	\$ 69,910.00
100-4041100-2100	MATCHING FICA EXPENSE (7.65 %)	\$	3,330.00	\$ 5,350.00
100-4041100-3110	MEDICAL EXAMS	\$	1,000.00	\$ 1,000.00
100-4041100-3310	VEHICLE REP & MAINTENANCE	\$	7,000.00	\$ 11,000.00
100-4041100-5120	FUEL OIL/HEAT	\$	1,500.00	\$ 1,500.00
100-4041100-5230	TELECOMMUNICATIONS	\$	5,000.00	\$ 5,000.00
100-4041100-5415	COPIER LEASE	\$	2,665.00	\$ 2,665.00
100-4041100-5540	TRAINING	\$	500.00	\$ 3,500.00
100-4041100-6001	OFFICE SUPPLIES	\$	500.00	\$ 500.00
	<b>TOTAL PUBLI WKS ADMINISTRATION</b>	\$	64,995.00	\$ 100,425.00
	<b>HWYS, STS BRIDGES &amp; SDWLKS</b>			
100-4041200-1183	COMPENSATION	\$	130,500.00	\$ 156,710.00
100-4041200-2100	MATCHING FICA EXPENSE (7.65 %)	\$	10,000.00	\$ 11,990.00
100-4041200-3310	EQUIPMENT MAINTENANCE	\$	12,000.00	\$ 12,000.00
100-4041200-3315	SIDEWALK MAINTENANCE	\$	15,000.00	\$ 15,000.00
100-4041200-3316	STREET SIGN MAINTENANCE	\$	700.00	\$ -
100-4041200-5425	NORFOLK/SOUTHERN R-O-W'S	\$	1,075.00	\$ 1,100.00
100-4041200-6007	MATERIALS & SUPPLIES	\$	4,000.00	\$ 4,000.00
100-4041200-6008	GASOLINE & OIL	\$	20,000.00	\$ 20,000.00
100-4041200-6011	UNIFORMS	\$	4,000.00	\$ 6,000.00
	<b>TOTAL HWYS, STS BRIDGES &amp; SWLKS</b>	\$	197,275.00	\$ 226,800.00
	<b>VDOT STREET MAINTENANCE</b>			
100-4041250-3300	VDOT STREET MAINTENANCE	\$	538,615.00	\$ 411,618.00
100-4041250-3310	EQUIPMENT MAINTENANCE (VDOT)	\$	10,000.00	\$ 10,000.00
100-4041250-8801	EQUIPMENT PURCHASE (VDOT)	\$	10,000.00	\$ 137,000.00
	<b>TOTAL VDOT STREET MAINTENANCE</b>	\$	558,615.00	\$ 558,618.00
	<b>STREET LIGHTS</b>			
100-4041320-5110	ELECTRICITY	\$	60,000.00	\$ 66,500.00
	<b>TOTAL STREET LIGHTS</b>	\$	60,000.00	\$ 66,500.00
	<b>SNOW REMOVAL</b>			
100-4041330-3220	CONTRACTUAL SERVICES	\$	16,000.00	\$ 16,000.00
100-4041330-6007	MATERIALS & SUPPLIES	\$	2,000.00	\$ 2,000.00
	<b>TOTAL SNOW REMOVAL</b>	\$	18,000.00	\$ 18,000.00
	<b>PARKING METERS &amp; LOTS</b>			
100-4041340-6007	MATERIALS & SUPPLIES	\$	1,500.00	\$ 1,500.00
	<b>TOTAL PARKING METERS &amp; LOTS</b>	\$	1,500.00	\$ 1,500.00

	<b>STREET &amp; ROAD CLEANING</b>			
100-4042200-6007	MATERIALS & SUPPLIES	\$	1,000.00	\$ 500.00
	<b>TOTAL STREET &amp; ROAD CLEANING</b>	\$	1,000.00	\$ 500.00
	<b>REFUSE COLLECTION</b>			
100-4042300-3220	CONTRACTUAL SERVICES	\$	194,000.00	\$ 203,000.00
100-4042300-6225	RECYCLING SERVICES	\$	65,000.00	\$ 75,000.00
	<b>TOTAL REFUSE COLLECTION</b>	\$	259,000.00	\$ 278,000.00
	<b>REFUSE DISPOSAL</b>			
100-4042400-3800	FCO LANDFILL CHARGES	\$	40,000.00	\$ 40,000.00
	<b>TOTAL REFUSE DISPOSAL</b>	\$	40,000.00	\$ 40,000.00
	<b>GENERAL PROPERTIES</b>			
100-4043200-3310	REPAIR & MAINTENANCE	\$	15,000.00	\$ 15,000.00
100-4043200-3325	HERMITAGE SWPOND MAINT	\$	4,100.00	\$ 4,100.00
100-4043200-6007	MATERIALS & SUPPLIES	\$	500.00	\$ 500.00
100-4043200-6017	HOLIDAY DECORATIONS	\$	500.00	\$ 500.00
	<b>TOTAL GENERAL PROPERTIES</b>	\$	20,100.00	\$ 20,100.00
	<b>BUILDING SERVICES</b>			
100-4064200-3150	PROFESSIONAL SERVICES	\$	2,451.00	\$ 2,500.00
100-4064200-3200	CONTRACTUAL SERVICES	\$	17,326.00	\$ 19,500.00
100-4064200-5110	ELECTRICITY	\$	18,892.00	\$ 19,800.00
100-4064200-5120	NATURAL GAS/HEAT	\$	2,550.00	\$ 3,200.00
100-4064200-5130	WATER/SEWER	\$	717.00	\$ 800.00
100-4064200-5230	TELECOMMUNICATIONS	\$	7,646.00	\$ 7,800.00
100-4064200-5304	LIABILITY INSURANCE	\$	2,011.00	\$ 2,500.00
100-4064200-7113	IN KIND COSTS	\$	12,864.00	\$ 13,000.00
100-4064200-7115	SHARED MAINTENANCE	\$	17,222.00	\$ 19,000.00
100-4064200-8411	CAPITAL ASSET RESERVES	\$	6,804.00	\$ 7,000.00
	<b>TOTAL BUILDING SERVICES</b>	\$	88,483.00	\$ 95,100.00
	<b>PARKS &amp; RECREATION</b>			
100-4071310-3160	CONTRACTUAL SER/JN BLUE	\$	1,000.00	\$ 1,000.00
100-4071310-5699	CONTRIBUTION/CCP&R	\$	-	\$ -
100-4071310-6017	HOLIDAY DECORATIONS	\$	1,500.00	\$ 1,500.00
100-4071310-6018	ROSE HILL PARK MAINTENANCE	\$	5,000.00	\$ 5,000.00
	<b>TOTAL PARKS &amp; RECREATION</b>	\$	7,500.00	\$ 7,500.00

	<b>PLANNING</b>			
100-4081100-1155	COMPENSATION	\$	82,500.00	\$ 93,270.00
100-4081100-2100	MATCHING FICA EXPENSE (7.65 %)	\$	6,310.00	\$ 7,135.00
100-4081100-3190	PROFESSIONAL SERVICES	\$	5,000.00	\$ 5,000.00
100-4081100-3195	PREPAID APPLICATION FEES	\$	-	\$ -
100-4081100-3500	PRINTING	\$	100.00	\$ 200.00
100-4081100-5510	MILEAGE	\$	500.00	\$ 100.00
100-4081100-5540	TRAINING	\$	500.00	\$ 500.00
100-4081100-5810	DUES	\$	500.00	\$ 500.00
100-4081100-6001	OFFICE EQUIPMENT	\$	100.00	\$ 100.00
100-4081100-6012	PUBLICATIONS	\$	-	\$ 100.00
	<b>TOTAL PLANNING</b>	\$	95,510.00	\$ 106,905.00
	<b>BOARD OF ZONING APPEALS</b>			
100-4081400-1110	EXPENSE COMPENSATION	\$	500.00	\$ 500.00
100-4081400-5540	TRAINING	\$	500.00	\$ 500.00
	<b>TOTAL BOARD OF ZONING APPEALS</b>	\$	1,000.00	\$ 1,000.00
	<b>ECONOMIC DEVELOPMENT</b>			
100-4081500-3400	WEB SITE REDESIGN	\$	-	\$ -
100-4081500-3450	SE COLLECTOR EVALUATION	\$	25,000.00	\$ -
100-4081500-3650	MARKETING & BRANDING	\$	15,000.00	\$ -
100-4081500-5693	ARTS FUNDING MATCH	\$	4,000.00	\$ 4,500.00
100-4081500-5694	ECODEV/CC ANNUAL CONTRIBUTION	\$	5,000.00	\$ -
100-4081500-5695	TOWN/COUNTY ECONOMIC DEV	\$	-	\$ 17,500.00
100-4081500-5696	ECONOMIC DEVELOPMENT RESERVE	\$	2,500.00	\$ -
100-4081500-5698	GRANT AND MATCHING FUNDS	\$	-	\$ -
100-4081500-5699	DBI/ECO DEV PROF SERVICES	\$	20,000.00	\$ 4,000.00
100-4081500-5700	ANNEXATION AREA PROF SERVICES	\$	-	\$ 25,000.00
	<b>TOTAL ECONOMIC DEVELOPMENT</b>	\$	71,500.00	\$ 51,000.00
	<b>PLANNING COMMISSION</b>			
100-4081600-1111	EXPENSE COMPENSATION	\$	5,000.00	\$ 5,000.00
100-4081600-5540	TRAINING	\$	1,000.00	\$ 1,000.00
100-4081600-5810	DUES	\$	250.00	\$ 250.00
	<b>TOTAL PLANNING COMMISSION</b>	\$	6,250.00	\$ 6,250.00
	<b>B'VILLE AREA DEV AUTHORITY</b>			
100-4081700-1111	EXPENSE COMPENSATION	\$	2,500.00	\$ 2,500.00
100-4081700-1111	MATCHING FICA EXPENSE (7.65 %)	\$	-	\$ -
100-4081700-5540	TRAINING	\$	250.00	\$ 250.00
100-4081700-5810	DUES	\$	125.00	\$ 125.00
	<b>TOTAL B'VILLE AREA DEV AUTHORITY</b>	\$	2,875.00	\$ 2,875.00

	<b>ARCHITECTURAL REVIEW BOARD</b>			
100-4081800-5540	TRAINING	\$	500.00	\$ 500.00
	<b>TOTAL ARCHITECTURAL REVIEW BOARD</b>	\$	500.00	\$ 500.00
	<b>TREE BOARD</b>			
100-4081900-5800	MISCELLANEOUS	\$	150.00	\$ 500.00
	<b>TOTAL TREE BOARD</b>	\$	150.00	\$ 500.00
	<b>CAPITAL OUTLAY</b>			
100-4094200-8207	SOFTWARE UPGRADES	\$	-	\$ -
100-4094200-8225	COMPUTER REPLACEMENT	\$	7,500.00	\$ 7,500.00
100-4094200-8230	REPAIRS TO 23 E MAIN-LS RESERVE	\$	73,265.00	\$ 44,235.00
100-4094200-8231	PATROL VEHICLE	\$	52,600.00	\$ 52,600.00
100-4094200-8338	ONE TON DUMP	\$	-	\$ -
100-4094200-8340	MOWER	\$	12,500.00	\$ -
100-4094200-8411	CAPITAL RESERVE	\$	-	\$ -
100-4094200-8603	PD SERVER REPLACEMENT RESERVE	\$	-	\$ 6,000.00
100-4094200-8702	WAYFINDING SIGNS RESERVE	\$	5,000.00	\$ 5,000.00
100-4094200-8803	PUBLIC WORKS IMPROVEMENTS	\$	-	\$ -
100-4094200-8910	PD BODY CAMERA REPLACEMENTS	\$	-	\$ -
100-4094200-8911	VIRGINIA AVENUE PER	\$	10,000.00	\$ 55,000.00
100-4094200-8912	POLICE MDT REPLACEMENT	\$	-	\$ -
100-4094200-8913	POLICE AV EQUIPMENT	\$	-	\$ -
100-4094200-8914	RIXEY MOOR PLAYGROUND IMP	\$	60,000.00	\$ -
100-4094200-8915	HOGAN'S ALLEY IMPROVE RESERVE	\$	3,000.00	\$ 1,000.00
100-4094200-8919	STORM WATER MITIGATION	\$	-	\$ -
100-4094200-8950	FOUR WHEELER	\$	12,500.00	\$ -
100-4094200-8951	PD RADIO REPLACEMENT RESERVE	\$	20,000.00	\$ 20,000.00
100-4094200-8955	TOWN RUN PER	\$	42,000.00	\$ -
100-4094200-8956	ASHBY/ARCHER PER	\$	15,000.00	\$ -
100-4094200-8958	ENDERS PROFFER RESERVES	\$	150,000.00	\$ -
100-4094200-8959	HOLIDAY DECORATION REPLACEMENT	\$	-	\$ 10,000.00
	<b>TOTAL CAPITAL OUTLAY</b>	\$	463,365.00	\$ 201,335.00
	<b>CONTINGENCY</b>			
100-4094300-5800	CONTINGENCY (3.00%)	\$	100,335.00	\$ 110,300.00
	<b>TOTAL CONTINGENCY</b>	\$	100,335.00	\$ 110,300.00
	<b>DEBT SERVICE</b>			
100-4095000-9110	RDA PRINCIPAL	\$	39,152.00	\$ 40,988.00
100-4095000-9120	RDA INTEREST	\$	82,324.00	\$ 80,488.00
100-4095000-9130	RDA DEBT SER RESERVE	\$	-	\$ -
	<b>TOTAL DEBT SERVICE</b>	\$	121,476.00	\$ 121,476.00

TOTAL GENERAL FUND OPERATIONAL	\$	3,344,468.00	\$	3,540,309.00
TOTAL GENERAL FUND CONTINGENCY	\$	100,335.00	\$	110,300.00
TOTAL GENERAL FUND CAP OUTLAY	\$	463,365.00	\$	201,335.00
TOTAL GENERAL FUND DEBT SERVICE	\$	121,476.00	\$	121,476.00

<b>TOTAL GENERAL FUND EXPENSES</b>	<b>\$</b>	<b>4,029,644.00</b>	<b>\$</b>	<b>3,973,420.00</b>
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**WATER FUND**

<b>PERSONNEL</b>				
501-4012220-1140	COMPENSATION	\$	49,100.00	\$ 39,300.00
501-4012220-2100	MATCHING FICA EXPENSE (7.65 %)	\$	3,755.00	\$ 3,010.00
501-4012220-2210	VRS	\$	27,150.00	\$ 32,810.00
501-4012220-2220	VMLIP - STD	\$	145.00	\$ 154.00
501-4012220-2230	VMLIP - LTD	\$	1,330.00	\$ 1,415.00
501-4012220-2300	HEALTH INSURANCE	\$	45,505.00	\$ 47,910.00
501-4012220-2400	LIFE INSURANCE	\$	3,220.00	\$ 3,510.00
501-4012220-2600	UNEMPLOYMENT INSURANCE	\$	45.00	\$ 46.00
501-4012220-2700	WORKER'S COMPENSATION	\$	4,850.00	\$ 8,500.00
501-4012220-3170	MISS UTILITY	\$	2,000.00	\$ 1,500.00
501-4012220-3320	HANDHELD MAINT	\$	2,310.00	\$ 4,500.00
501-4012220-5210	POSTAGE	\$	2,750.00	\$ 4,400.00
501-4012220-5540	TRAINING	\$	2,500.00	\$ 2,500.00
501-4012220-6001	OFFICE SUPPLIES	\$	1,500.00	\$ 500.00
	<b>TOTAL PERSONNEL</b>	<b>\$</b>	<b>146,160.00</b>	<b>\$ 150,055.00</b>

	<b>TREATMENT</b>			
501-4012222-1147	COMPENSATION	\$	116,800.00	\$ 147,000.00
501-4012222-2100	MATCHING FICA EXPENSE (7.65 %)	\$	9,000.00	\$ 11,240.00
501-4012222-2830	CERTIFICATION FEES	\$	500.00	\$ 900.00
501-4012222-2840	STATE CONNECTION FEES	\$	5,200.00	\$ 5,400.00
501-4012222-2850	LAB TESTING	\$	8,500.00	\$ 8,500.00
501-4012222-3110	MEDICAL EXAMS	\$	200.00	\$ 200.00
501-4012222-3145	PROFESSIONAL SERVICES	\$	15,000.00	\$ 15,000.00
501-4012222-3146	UTILITY RATE STUDY	\$	-	\$ -
501-4012222-3210	SLUDGE REMOVAL	\$	20,000.00	\$ 30,000.00
501-4012222-3220	CLEAN RIVER INTAKE	\$	2,000.00	\$ 2,000.00
501-4012222-3310	REPAIR & MAINTENANCE	\$	56,000.00	\$ 60,000.00
501-4012222-3510	CONSUMER CONFIDENCE RPT	\$	500.00	\$ 500.00
501-4012222-5110	ELECTRICITY	\$	60,000.00	\$ 61,500.00
501-4012222-5120	PROPANE HEAT WTP	\$	3,500.00	\$ 3,500.00
501-4012222-5230	TELECOMMUNICATIONS	\$	2,750.00	\$ 3,800.00
501-4012222-5415	COPIER LEASE	\$	670.00	\$ 670.00
501-4012222-5540	TRAINING	\$	2,500.00	\$ 2,500.00
501-4012222-5690	DISCHARGE PERMIT RENEWAL	\$	650.00	\$ 650.00
501-4012222-5810	DUES	\$	1,100.00	\$ 1,100.00
501-4012222-6001	OFFICE SUPPLIES	\$	1,000.00	\$ 1,000.00
501-4012222-6004	LAB SUPPLIES	\$	4,500.00	\$ 4,500.00
501-4012222-6005	JANITORIAL SUPPLIES	\$	1,000.00	\$ 1,000.00
501-4012222-6008	GASOLINE & OIL	\$	6,200.00	\$ 6,200.00
501-4012222-6011	UNIFORMS	\$	1,300.00	\$ 1,000.00
501-4012222-6014	TOOLS	\$	500.00	\$ 500.00
501-4012222-6019	SAFETY EQUIPMENT	\$	2,000.00	\$ 2,000.00
501-4012222-6020	PERSONAL EQUIPMENT	\$	600.00	\$ 600.00
501-4012222-6025	CHEMICALS	\$	48,000.00	\$ 40,000.00
	<b>TOTAL TREATMENT</b>	\$	369,970.00	\$ 411,260.00
	<b>DISTRIBUTION &amp; MAINTENANCE</b>			
501-4012224-1183	COMPENSATION	\$	97,600.00	\$ 139,250.00
501-4012224-2100	MATCHING FICA EXPENSE (7.65 %)	\$	7,500.00	\$ 10,650.00
501-4012224-3330	LINE REPAIR & MAINTENANCE	\$	50,000.00	\$ 50,000.00
501-4012224-6007	MATERIALS & SUPPLIES	\$	30,000.00	\$ 30,000.00
501-4012224-6019	SAFETY EQUIPMENT	\$	700.00	\$ 700.00
501-4012224-6030	NEW SERVICE SUPPLIES	\$	9,000.00	\$ 9,000.00
	<b>TOTAL DISTRIBUTION &amp; MAINT</b>	\$	194,800.00	\$ 239,600.00

	<b>CAPITAL OUTLAY</b>			
501-4094200-8102	TANK REPAIR & MAINT	\$	85,000.00	\$ 85,000.00
501-4094200-8105	PICKUP (1/2)			\$ 15,000.00
501-4094200-8167	SCADA			
501-4094200-8211	CAPITAL RESERVES	\$	1,115.00	\$ 207,975.00
501-4094200-8340	MOWER (1/2)			
501-4094200-8345	PW ONE TON DUMP TRUCK			
501-4094200-8360	HANDHELD METER READER	\$	-	\$ 7,000.00
501-4094200-8361	WATER DIST SYSTEM UPGRADES	\$	90,000.00	\$ 115,000.00
501-4094200-8550	EQUIPMENT REPAIR RESERVE	\$	25,000.00	\$ 25,000.00
501-4094200-8605	WTP BUILDING MAINTENANCE			
501-4094200-8704	WATER FINISH PUMP REPLACEMENT			
501-4094200-8953	UTILITY PLANT GATES			
501-4094200-8954	STORAGE BUILDING	\$	4,500.00	\$ -
501-4094200-8957	WTP EVALUATION & REPAIRS	\$	175,000.00	\$ -
501-4094200-8958	WATER METER REPLACEMENT	\$	-	\$ 165,000.00
	<b>TOTAL CAPITAL OUTLAY</b>	\$	<b>380,615.00</b>	\$ <b>619,975.00</b>
	<b>CONTINGENCY</b>			
501-4094300-5800	CONTINGENCY (3.00%)	\$	21,330.00	\$ 24,735.00
	<b>TOTAL CONTINGENCY</b>	\$	<b>21,330.00</b>	\$ <b>24,735.00</b>
	<b>TOTAL WATER FUND OPERATIONAL</b>	\$	<b>710,930.00</b>	\$ <b>800,915.00</b>
	<b>TOTAL WATER FUND CONTINGENCY</b>	\$	<b>21,330.00</b>	\$ <b>24,735.00</b>
	<b>TOTAL WATER FUND CAP OUTLAY</b>	\$	<b>380,615.00</b>	\$ <b>619,975.00</b>
	<b>TOTAL WATER FUND EXPENSES</b>	\$	<b>1,112,875.00</b>	\$ <b>1,445,625.00</b>

**SEWER FUND**

	<b>PERSONNEL</b>			
502-4012220-1114	COMPENSATION	\$	49,100.00	\$ 39,300.00
502-4012220-2100	MATCHING FICA EXPENSE (7.65 %)	\$	3,755.00	\$ 3,010.00
502-4012220-2210	VRS	\$	42,835.00	\$ 51,785.00
502-4012220-2220	VMLIP - STD	\$	225.00	\$ 243.00
502-4012220-2230	VMLIP - LTD	\$	2,100.00	\$ 2,236.00
502-4012220-2300	HEALTH INSURANCE	\$	71,850.00	\$ 75,608.00
502-4012220-2400	LIFE INSURANCE	\$	5,080.00	\$ 5,545.00
502-4012220-2600	UNEMPLOYMENT INSURANCE	\$	70.00	\$ 71.00
502-4012220-2700	WORKER'S COMPENSATION	\$	6,400.00	\$ 13,500.00
502-4012220-3320	HANDHELD MAINT	\$	2,310.00	\$ 2,800.00
502-4012220-5210	POSTAGE	\$	7,500.00	\$ 7,500.00
502-4012220-6001	OFFICE SUPPLIES	\$	1,000.00	\$ 1,000.00
	<b>TOTAL PERSONNEL</b>	\$	192,225.00	\$ 202,598.00
	<b>TREATMENT</b>			
502-4012222-1147	COMPENSATION	\$	267,140.00	\$ 323,200.00
502-4012222-2100	MATCHING FICA EXPENSE (7.65 %)	\$	20,600.00	\$ 24,725.00
502-4012222-2830	CERTIFICATION FEES	\$	900.00	\$ 500.00
502-4012222-2850	LAB TESTING	\$	25,000.00	\$ 36,000.00
502-4012222-3145	PROFESSIONAL SERVICES	\$	15,000.00	\$ 18,000.00
502-4012222-3146	UTILITY RATE STUDY	\$	-	\$ -
502-4012222-3210	LANDFILL-SOLIDS DISPOSAL	\$	47,000.00	\$ 48,000.00
502-4012222-3310	REPAIR & MAINTENANCE	\$	105,000.00	\$ 110,000.00
502-4012222-5110	ELECTRICITY	\$	167,000.00	\$ 135,000.00
502-4012222-5230	TELECOMMUNICATIONS	\$	5,300.00	\$ 6,000.00
502-4012222-5415	COPIER LEASE	\$	3,330.00	\$ 3,900.00
502-4012222-5540	TRAINING	\$	3,000.00	\$ 3,000.00
502-4012222-5690	Discharge Permit Renewal	\$	3,000.00	\$ 3,000.00
502-4012222-5810	DUES	\$	500.00	\$ 500.00
502-4012222-6001	OFFICE SUPPLIES	\$	1,000.00	\$ 1,000.00
502-4012222-6004	LAB SUPPLIES	\$	5,200.00	\$ 5,400.00
502-4012222-6005	JANITORIAL SUPPLIES	\$	1,000.00	\$ 1,200.00
502-4012222-6008	GASOLINE & DIESEL FUEL	\$	8,000.00	\$ 9,000.00
502-4012222-6011	UNIFORMS	\$	1,300.00	\$ 1,000.00
502-4012222-6014	TOOLS	\$	1,500.00	\$ 1,500.00
502-4012222-6019	SAFETY EQUIPMENT	\$	2,000.00	\$ 2,000.00
502-4012222-6020	PERSONAL EQUIPMENT	\$	800.00	\$ 800.00
502-4012222-6025	CHEMICALS	\$	90,000.00	\$ 90,000.00
	<b>TOTAL TREATMENT</b>	\$	773,570.00	\$ 823,725.00

	<b>DISTRIBUTION &amp; MAINTENANCE</b>			
502-4012224-1183	COMPENSATION	\$	98,000.00	\$ 139,250.00
502-4012224-2100	MATCHING FICA EXPENSE (7.65 %)	\$	7,475.00	\$ 10,650.00
502-4012224-3310	EQUIPMENT MAINTENANCE	\$	5,000.00	\$ 5,000.00
502-4012224-3330	REPAIR & MAINTENANCE	\$	10,000.00	\$ 10,000.00
502-4012224-6007	MATERIALS & SUPPLIES	\$	2,500.00	\$ 2,500.00
502-4012224-6019	SAFETY EQUIPMENT	\$	500.00	\$ -
502-4012224-6030	NEW SERVICE SUPPLIES	\$	-	\$ -
	<b>TOTAL DISTRIBUTION &amp; MAINT</b>	\$	123,475.00	\$ 167,400.00
	<b>CAPITAL PROJECTS</b>			
	<b>TOTAL CAPITAL PROJECTS</b>	\$	-	\$ -
	<b>CAPITAL OUTLAY</b>			
502-4094200-8105	PICKUP (1/2)			\$ 15,000.00
502-4094200-8110	WWTP UPGRADES			
502-4094200-8123	SCADA			
502-4094200-8134	Sewer Collection Sys Rehab	\$	115,000.00	\$ 115,000.00
502-4094200-8340	MOWER (1/2)			
502-4094200-8345	PW ONE TON DUMP TRUCK			
502-4094200-8360	HANDHELD METER READER	\$	-	\$ 7,000.00
502-4094200-8411	CAPITAL RESERVES	\$	-	\$ 243,197.00
502-4094200-8540	MEMBRANE REPLACEMENT RESERVE	\$	10,000.00	\$ 10,000.00
502-4094200-8545	MEMBRANE PRE-PURCHASE	\$	90,000.00	\$ 90,000.00
502-4094200-8550	EQUIPMENT REPAIR RESERVE	\$	25,000.00	\$ 25,000.00
502-4094200-8602	3/4 TON PICKUP (1/2 VDOT)			
502-4094200-8604	STORM SEWER CAMERA (1/2 VDOT)			
502-4094200-8908	WWTP COMPUTER UPGRADES			
502-4094200-8952	COMMUNICATION NET FOR UTILITIES			
502-4094200-8953	UTILITY PLANT GATES			
502-4094200-8954	INVENTORY LOCKUP FENCING	\$	3,000.00	\$ -
502-4094200-8955	WWTP BUILDING REPAIR/JOINT RESERVE	\$	-	\$ 7,000.00
	<b>TOTAL CAPITAL OUTLAY</b>	\$	243,000.00	\$ 512,197.00
	<b>CONTINGENCY</b>			
502-4094300-5800	CONTINGENCY (3.00%)	\$	32,230.00	\$ 36,580.00
	<b>TOTAL CONTINGENCY</b>	\$	32,230.00	\$ 36,580.00
	<b>DEBT SERVICE</b>			
502-4095000-9118	VRA PRINCIPAL	\$	470,000.00	\$ 470,000.00
	<b>TOTAL DEBT SERVICE</b>	\$	470,000.00	\$ 470,000.00

TOTAL SEWER FUND OPERATIONAL	\$	1,089,270.00	\$	1,193,723.00
TOTAL SEWER FUND CONTINGENCY	\$	32,230.00	\$	36,580.00
TOTAL SEWER FUND CAP OUTLAY	\$	243,000.00	\$	512,197.00
TOTAL SEWER FUND DEBT SERVICE	\$	470,000.00	\$	470,000.00

<b>TOTAL SEWER FUND EXPENSES</b>	<b>\$</b>	<b>1,834,500.00</b>	<b>\$</b>	<b>2,212,500.00</b>
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<b>TOTAL EXPENSES ALL FUNDS</b>	<b>\$</b>	<b>6,977,019.00</b>	<b>\$</b>	<b>7,631,545.00</b>
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5 YEAR CAPITAL IMPROVEMENTS PROGRAM  
Town of Berryville  
FY 2020-2021/FY 2024-2025

Expenditures	2020-2021			2021-2022			2022-2023			2023-2024			2024-2025		
	General	Water	Sewer	General	Water	Sewer	General	Water	Sewer	General	Water	Sewer	General	Water	Sewer
Computer Replacements	7,500			7,500			7,500			7,500			7,500		
Hogan's Alley Improvements Reserve	1,000			6,000											
Rixey Moore Playground Improvements															
Livery Stable/23 E Main St Reserve	44,235														
Pave Crow Street Parking Lot															
Virginia Avenue	55,000						80,000								
Ton Dump Truck (GF 100% VDOT)				27,500	13,750	13,750									
Capitol Reserves															
Dump Truck/Snow Plow (GF 100% VDOT)	126,000														
Hydraulic Salt Spreader (GF 100% VDOT)	11,000														
Salt Storage Building Repair (GF 100% VDOT)															
Police Patrol Vehicle	52,600						53,000						54,000		
Police Camera Equipment															
Body Camera Replacement 10															
Mobile Data Terminal Replacement													25,000		
Police Radio Replacement - Reserve	20,000			15,000											
Police Department Server Replacement	6,000														
Police Department Pistols							8,500								
Wayfinding Signs Reserve	5,000			5,000			5,000						5,000		
Holiday Decoration	10,000														
Water Distribution System Upgrade		115,000			615,000			95,000						95,000	
Hand Held Meter Reading Device		7,000	7,000												
Meter Replacement		165,000		165,000				165,000						165,000	
Storage Tank Repair		85,000		85,000											
Equipment Repair Reserve		25,000		25,000				50,000						50,000	
Capital Reserves															
WTP Disinfection Upgrade					510,000										
WTP Filter Maintenance					6,000										
SCADA / Computers					58,500										
Pick-up Truck		15,000	15,000												
WTP Finish Pump Replacement					200,000										
Pre-seedimentation Basin Repair															
Communications Net for Utilities															
Utility Plant Gates															
WTP Evaluation & Repairs															
Collection System Upgrades			115,000					115,000						115,000	
Membrane Replacement			100,000					670,000						110,000	
Hypochlorite Pump Replacement															
Equipment Repair - Reserve			25,000					50,000						50,000	
Inventory Lockup Fencing															
Capital Reserves															
New SCADA Computer system															
WWTP Building Repairs/Joints Reserve			7,000					7,000						7,000	
Headworks Light Replacement (High Bay)								28,400							
Tripod and Hoist compliant with VOSH					2,800			2,800							
Generator Aville Glen Pump Station Reserve								10,000						10,000	
Replace 2013 Ford F-150														15,000	
<b>Total</b>	<b>338,335</b>	<b>412,000</b>	<b>269,000</b>	<b>61,000</b>	<b>1,622,550</b>	<b>931,450</b>	<b>104,000</b>	<b>310,000</b>	<b>292,000</b>	<b>65,900</b>	<b>325,000</b>	<b>307,000</b>	<b>91,500</b>	<b>145,000</b>	<b>292,000</b>

**Capital Improvement Narrative  
Fiscal Year 2021**

**General Fund FY21**

Computer Replacement \$7,500

Administration

This item provides for the purchase of replacement computer workstations within the Town's departments.

Hogan's Alley Improvements Reserve \$1,000

Administration

Two decades ago, the Town Council agreed to dedicate improvements to the Town-owned alley located east of 19 West Main Street in honor of former Town Manager John R. Hogan (tenure 1985-1997). To date, improvements have not been made though the Town and Berryville Main Street have discussed working together to complete a project. No specific project has been approved but proposed improvements include: surface improvements, lighting improvements, new bollards, plantings, benches, sidewalk improvements along West Main Street frontage, and a plaque. A \$10,000 reserve for this work is desired and the project is expected to be completed in FY22.

FY20 \$3,000

FY21 \$1,000

FY22 \$6,000

Livery Stable Stabilization/ 23 East Main Street \$44,235

Administration

This reserve was established to provide funding for stabilization of the livery stable located at 23 East Main Street (\$150,500 2018 estimated cost) and unspecified repairs/improvements to the main building at 23 East Main Street (\$30,000 2018 estimate). At present, the reserve contains \$41,000. Funds would be reserved in the following manner:

FY19 \$40,000

FY20 \$73,265

FY21 \$44,235

With the addition of FY21 funds, reserve would contain \$198,500. The 2018 livery stable structural evaluation recommended that stabilization occur within three years.

Virginia Avenue drainage, hammerhead, and pavement repairs \$55,000

Public Works Department

Virginia Avenue is a Town-maintained street that is not in the secondary system (eligible for maintenance reimbursement). As such, maintenance work is funded from the Town's General Fund revenues.

Virginia Avenue last received maintenance approximately 15 years ago when the trouble areas were repaired, the entire surface sealed, and the shoulder repaired.

The street surface and shoulders are in need of maintenance and repair.

Prior to work on the street surface, it is desirable to address drainage issues at two points on the street. The FY20 budget includes \$10,000 for engineering evaluation of drainage and hammerhead (turnaround) on the street. The Town is working with its engineer to complete this work. Further, as soon as weather permits, Town Public Works personnel will repair a trouble area near the street's intersection with Main Street.

This project would pick up where the FY20 projects leaves off. It is intended that the drainage issues will be addressed as well as possible, the street surface repaired, the shoulder repaired, and a hammerhead established at the southern terminus (easements needed).

Single-Axle Dump Truck and Snow Plow \$126,000

Public Works

The Public Works Department maintains a fleet of three single-axle dump trucks (2001 GMC, 2013 International, and 2017 International). This new truck would replace the 2001 GMC.

These large dump trucks are used for snow removal and material hauling. During snow operations the department typically outfits two large dump trucks with plows and salt spreaders. The third truck is outfitted with a plow serves as a reserve vehicle to be used as a plow truck if one of the primary trucks has to be taken off of the road. That truck is also available for use to haul snow or material from water or sewer repair work. As the secondary street network expands the third truck may assume a primary role in snow operations.

This acquisition, which also includes a 10' snow plow, will be funded with VDOT Secondary Street Maintenance Funds.

Hydraulic Salt Spreader (for Single Axle Dump Truck) \$11,000

Public Works

The Public Works Department maintains one large salt spreader (another unit is provided by VDOT because the Town serves as a VDOT contractor) for spreading salt and chip on streets during snow removal operations. That spreader, which is gasoline powered, was purchased in 2012.

Hydraulic units are approximately 2X the cost of a gas-powered spreader but provides benefits such as less salt and chip waste, modern trucks are equipped for hydraulic units, crews are not required to climb ladders in tough conditions to fill gas tanks.

This project would provide for the purchase of a hydraulic salt spreader to replace the gas salt spreader purchased in 2012. The gas spreader will be sold and the proceeds of the sale will be returned to the General Fund.

This acquisition will be funded with VDOT Secondary Street Maintenance Funds.

Patrol Vehicle \$52,600

Police Department

The Police Department maintains a fleet of six patrol vehicles. Four of the vehicles are marked all-wheel drive sport utility vehicles, one is a marked sedan, and one is an unmarked sedan.

The requested vehicle, an SUV, would replace a 2011 Crown Victoria (marked). Additional items purchased include radar unit, prisoner transportation unit, lights etc., and in car camera.

Police Radio Replacement Reserve \$20,000

Police Department

The Police Department maintains 5 mobile (in vehicle) and 10 portable (officer issued) radios.

The radios being used currently will no longer be serviced by the manufacturer as of November 2019. It is expected that these radios will be able to remain in service for some time after November 2019. Further, the existing radio equipment will continue to work on the Clarke County Emergency Communications infrastructure.

This reserve is established (and funded over three years (FY20, FY21, and FY22)) to provide funds to purchase radios as they fail. New mobile radios will cost approximately \$5,000 each and new portable radios will cost approximately \$3,000 each. Accordingly, the total cost of replacement is expected to be approximately \$55,000.

Server Replacement \$6,000

Police Department

The Police Department maintains its own server because of security requirements. This item provides for replacement of the server.

Wayfinding Signs Reserve \$5,000

In recognition of the economic benefits of marketing through specialty directional signage VDOT developed the Community Wayfinding Signs program. The Town has reserved \$15,000 with a goal of saving \$32,000 for the design and siting of integrated directional signage. The cost of purchase and installation of the sign package is not yet known because it will be determined as a part of this preliminary work.

Holiday Decorations \$10,000

The Town has celebrated the holiday season with a display of wreaths for decades. The wreaths currently in use are over 10-years old and showing their age.

This project will provide for the purchase of 13 street decorations and associated mounting hardware.

**Water Fund FY21**

Water Distribution System Upgrades \$115,000

Public Works Department

These funds are utilized to complete water distribution system upgrades during the subject fiscal year. Funds that remain unspent at the end of the fiscal year are placed in the Water Fund CIP Fund.

Handheld Meter Reading Device \$7,000

This purchase would provide a meter reading device capable of reading from a vehicle.

As meters are replaced or added in new developments, reading time can be reduced significantly if data can be collected when driving past meters.

Half of this purchase would be paid for from the water fund and the other half paid for from the sewer fund.

Water Fund    \$ 7,000

Sewer Fund	\$ 7,000
Total	\$14,000

Meter Replacement \$165,000

The recently completed water and sewer system evaluation and rate analysis identified replacement of the towns water meters (approximately 1,700) as a project to be completed in the near term in order to ensure accurate metering. This item would fund one year of a four-year replacement project.

It is expected that the meter replacement project will be funded as follows:

FY21	\$165,000
FY22	\$165,000
FY23	\$165,000
FY24	\$165,000

The meters that will be installed are radio read meters. The town will, for the next few years continue to read the meters utilizing hand-held meter reading devices, but will be able to transition to a system in which the meters are read remotely.

Storage Tank Repair \$85,000

Public Utilities Department

The Public Utilities Department maintains three water storage structures. Those structures are the ground reservoir, northwest elevated tank, and the southeast elevated tank. All three structures were in need of exterior maintenance, interior maintenance, and installation of mixing equipment. Work has been completed on all three tanks. The cost of the work, including annual inspections is proposed to be spread over 4 years. After those four years the Town will participate in an annual maintenance contract with an initial cost of \$10,000 annually.

Payment for the rehabilitation of the three tanks will be made in accordance with the following schedule:

FY 18	\$450,000
FY19	\$ 85,000
FY20	\$ 85,000
FY21	\$ 85,000
FY22	\$ 85,000

The Water Fund Ground Reservoir rehabilitation reserve fund contains \$580,000 and would be used to fund this project in FY18, FY19, and a portion of what will be needed in FY20. New

funds (not currently in reserve) will have to be allocated in FY20 (\$85,000), FY21 (\$85,000), and FY22 (\$85,000).

Equipment Repair Reserve \$25,000

Public Utilities

This reserve was established to provide funds for costly repairs in the Town's water system. These funds would be available to pay for unexpected repairs. A reserve of at least \$150,000 is desired.

Pickup Truck \$15,000

Public Utilities

This vehicle purchase would provide for a ½ ton 4x4 pickup truck to replace a 2010 Chevy Silverado 1500.

Half of this purchase would be paid for from the water fund and the other half paid for from the sewer fund.

Water Fund	\$15,000
Sewer Fund	\$15,000
Total	\$30,000

**Sewer Fund FY21**

Collection System Upgrades \$115,000

Public Works Department

These funds are utilized to complete sewer collection system upgrades during the subject fiscal year. Funds that remain unspent at the end of the fiscal year are placed in the Sewer Fund CIP Fund.

Membrane Replacement \$100,000

Public Utilities Department

The Wastewater Treatment Plant (WWTP) utilizes membranes in its treatment process. The membranes must be replaced every 8-12 years. The Town has entered into a pre-purchase agreement to secure the membranes. The agreement also provides for an upgrade to the system.

In accordance with the pre-purchase agreement, the membrane replacement will have to be funded as follows:

FY17	\$90,000 pre-purchase	
FY18	\$90,000 pre-purchase	\$10,000 reserve
FY19	\$90,000 pre-purchase	\$10,000 reserve
FY20	\$90,000 pre-purchase	\$10,000 reserve
FY21	\$90,000 pre-purchase	\$10,000 reserve
FY22	\$670,000 purchase	

With \$100,000 allocated for this expense each year, \$90,000 will be paid to Suez and \$10,000 will be placed in the Membrane Replacement Reserve Fund for the final year payment.

Equipment Repair Reserve \$25,000

Public Utilities Department

This reserve was established to provide funds for costly repairs in the Town's sewer system. These funds would be available to pay for unexpected repairs. A reserve of at least \$200,000 is desired.

WWTP Building Repairs/Joints Reserve \$7,000

The structures at the wastewater treatment plant were constructed using pre-cast concrete panels. The individual panels were joined together and a caulk bead was installed to seal the joint.

The joints between the panels should be replaced every 10-15 years.

This reserve is established this year and is to be funded for four additional years. At the end of five years the reserve will contain \$35,000 for the joint replacement project. The reserve would be fully funded in FY25 (buildings will be 14 years old).

Pickup Truck \$15,000

Public Utilities

This vehicle purchase would provide for a ½ ton 4x4 pickup truck to replace a 2010 Chevy Silverado 1500.

Half of this purchase would be paid for from the water fund and the other half paid for from the sewer fund.

Water Fund	\$15,000
Sewer Fund	\$15,000
Total	\$30,000

Meter Reading Device \$7,000

This purchase would provide a meter reading device capable of reading from a vehicle.

As meters are replaced or added in new developments, reading time can be reduced significantly if data can be collected when driving past meters.

Half of this purchase would be paid for from the water fund and the other half paid for from the sewer fund.

Water Fund	\$ 7,000
Sewer Fund	\$ 7,000
Total	\$14,000

**Capital Improvement Narrative  
Fiscal Year 2022**

**General Fund FY22**

Computer Replacement \$7,500

Administration

This item provides for the purchase of replacement computer workstations within the Town's departments.

Hogan's Alley Improvements Reserve \$6,000

Administration

Two decades ago, the Town Council agreed to dedicate improvements to the Town-owned alley located east of 19 West Main Street in honor of former Town Manager John R. Hogan (tenure 1985-1997). To date, improvements have not been made though the Town and Berryville Main Street have discussed working together to complete a project. No specific project has been approved but proposed improvements include: surface improvements, lighting improvements, new bollards, plantings, benches, sidewalk improvements along West Main Street frontage, and a plaque. A \$10,000 reserve for this work is desired and the project is expected to be completed in FY22.

FY20 \$3,000  
FY21 \$1,000  
FY22 \$6,000

Ton Dump Truck \$27,500

Public Works

This item provides for the purchase of a one-ton dump truck.

At present, the Public Works Department maintains three one-ton dump trucks. This purchase is intended to replace one of those vehicles.

This purchase will be funded as follows:

General Fund \$27,500 (VDOT reimbursement funds)  
Water Fund \$13,500  
Sewer Fund \$13,500

Total Cost     \$50,000

Police Radio Replacement Reserve \$15,000

Police Department

The Police Department maintains 5 mobile (in vehicle) and 10 portable (officer issued) radios.

The radios being used currently will no longer be serviced by the manufacturer as of November 2019. It is expected that these radios will be able to remain in service for some time after November 2019. Further, the existing radio equipment will continue to work on the Clarke County Emergency Communications infrastructure.

This reserve is established (and funded over three years (FY20, FY21, and FY22)) to provide funds to purchase radios as they fail. New mobile radios will cost approximately \$5,000 each and new portable radios will cost approximately \$3,000 each. Accordingly, the total cost of replacement is expected to be approximately \$55,000.

Wayfinding Signs Reserve \$5,000

In recognition of the economic benefits of marketing through specialty directional signage VDOT developed the Community Wayfinding Signs program. The Town has reserved \$15,000 with a goal of saving \$32,000 for the design and siting of integrated directional signage. The cost of purchase and installation of the sign package is not yet known because it will be determined as a part of this preliminary work.

**Water Fund FY22**

Water Distribution System Upgrades \$615,000

Public Works Department

These funds are utilized to complete water distribution system upgrades during the subject fiscal year. Funds that remain unspent at the end of the fiscal year are placed in the Water Fund CIP Fund.

This item has been modified to provide funds for two projects. Those projects are: water main and lateral replacement on Josephine Street, water main and lateral replacement on Bel Voi Drive, and yet to be determined water distribution projects (\$150,000 set aside).

Meter Replacement \$165,000

The recently completed water and sewer system evaluation and rate analysis identified replacement of the towns water meters (approximately 1,700) as a project to be completed in the near term in order to ensure accurate metering. This item would fund one year of a four-year replacement project.

It is expected that the meter replacement project will be funded as follows:

FY21	\$165,000
FY22	\$165,000
FY23	\$165,000
FY24	\$165,000

The meters that will be installed are radio read meters. The town will, for the next few years continue to read the meters utilizing hand-held meter reading devices, but will be able to transition to a system in which the meters are read remotely.

Storage Tank Repair \$85,000

Public Utilities Department

The Public Utilities Department maintains three water storage structures. Those structures are the ground reservoir, northwest elevated tank, and the southeast elevated tank. All three structures are in need of exterior maintenance, interior maintenance, and installation of mixing equipment. The majority of work is expected to occur during FY 18 but will likely be completed in FY19. The cost of the work, including annual inspections is proposed to be spread over 4 years. After those three years the Town would participate in an annual maintenance contact with an initial cost of \$10,000 annually.

Payment for the rehabilitation of the three tanks will be made in accordance with the following schedule:

FY 18	\$450,000
FY19	\$ 85,000
FY20	\$ 85,000
FY21	\$ 85,000
FY22	\$ 85,000

The Water Fund Ground Reservoir rehabilitation reserve fund contains \$580,000 and would be used to fund this project in FY18, FY19, and a portion of what will be needed in FY20. New funds (not currently in reserve) will have to be allocated in FY20 (\$70,000), FY21 (\$85,000), and FY22 (\$85,000).

Equipment Repair Reserve \$25,000

Public Utilities Department

This reserve was established to provide funds for costly repairs in the Town's water system. These funds would be available to pay for unexpected repairs. A reserve of at least \$150,000 is desired.

Filter Maintenance \$510,000

Public Utilities Department

The Water Treatment Plant utilizes two mixed media filters to treat the Town's potable water. The filters were installed when the Water Treatment Plant was constructed in 1984. The media was replaced approximately 15 years ago. The flocculators were upgraded approximately 8 years ago. The air scour equipment, underdrains, and settling tubes are original.

This project would include the following work on the Water Treatment Plant Filters: media replacement, air scour and underdrain repair/replacement, settling tubes replacement, and coating of the interior of the filter tankage.

Then each of the two filters are taken out of service, the media will be removed and necessary part replacement and filter repair will be completed. After that work has been completed the media will be replaced and upgraded filter will be placed in service allowing the second filter to be upgraded in the same fashion.

Various pumps (original from 1984) would be replaced at this time.

SCADA /Computers \$6,000

Public Utilities

This project provides for upgrade to SCADA and computers at the water treatment plant. This item provides for the purchase of two computers (replaces three), software, integration, and establishment of a reliable internet connection.

There is a related project in the Sewer Fund for the wastewater treatment plant.

Pre-sedimentation Basin Repair \$200,000

Public Utilities

The Water Treatment Plant utilizes two Pre-sedimentation basins to treat the Town's potable water. Water is pumped from the river into these basins where silt and the like settle from the

water prior to being pumped into the next phase of the treatment process. These tanks were constructed with the WTP in 1984.

Both tanks have developed leaks and require repair and maintenance

The repair will be accomplished by the application of a coating on the interior of the tanks.

Tripod and hoist \$2,800

#### Public Utilities

This item provides for the purchase of a second tripod and hoist. The second tripod and hoist are needed to meet confined space entry safety requirements. Confined space equipment is shared by the Public Utilities and Public Works departments.

Half of this purchase would be paid for from the water fund and the other half paid for from the sewer fund.

Water Fund	\$2,800
Sewer Fund	\$2,800
Total	\$5,600

Ton Dump Truck \$13,500

#### Public Works

This item provides for the purchase of a one-ton dump truck.

At present, the Public Works Department maintains three one-ton dump trucks. This purchase is intended to replace one of those vehicles.

This purchase will be funded as follows:

General Fund	\$27,500 (VDOT reimbursement funds)
Water Fund	\$13,500
Sewer Fund	\$13,500
Total Cost	\$50,000

#### Sewer Fund FY22

Collection System Upgrades \$115,000

Public Works Department

These funds are utilized to complete sewer collection system upgrades during the subject fiscal year. Funds that remain unspent at the end of the fiscal year are placed in the Sewer Fund CIP Fund.

Membrane Replacement \$670,000

Public Utilities Department

The Wastewater Treatment Plant (WWTP) utilizes membranes in its treatment process. The membranes must be replaced every 8-12 years. The Town has entered into a pre-purchase agreement to secure the membranes. The agreement also provides for an upgrade to the system. In accordance with the pre-purchase agreement, the membrane replacement will have to be funded as follows:

FY17	\$90,000 pre-purchase	
FY18	\$90,000 pre-purchase	\$10,000 reserve
FY19	\$90,000 pre-purchase	\$10,000 reserve
FY20	\$90,000 pre-purchase	\$10,000 reserve
FY21	\$90,000 pre-purchase	\$10,000 reserve
FY22	\$670,000 purchase	

Equipment Repair Reserve \$25,000

Public Utilities Department

This reserve was established to provide funds for costly repairs in the Town's sewer system. These funds would be available to pay for unexpected repairs. A reserve of at least \$200,000 is desired.

WWTP Building Repairs/Joints Reserve \$7,000

The structures at the wastewater treatment plant were constructed using pre-cast concrete panels. The individual panels were joined together and a caulk bead was installed to seal the joint.

The joints between the panels should be replaced every 10-15 years.

This reserve is established this year and is to be funded for four additional years. At the end of five years the reserve will contain \$35,000 for the joint replacement project. The reserve would be fully funded in FY25 (buildings will be 14 years old).

Headworks Light Replacement \$29,400

Public Utilities

This project provides for the replacement of failing explosion proof lighting in the wastewater treatment plant headworks building.

Tripod and hoist \$2,800

Public Utilities

This item provides for the purchase of a second tripod and hoist. The second tripod and hoist are needed to meet confined space entry safety requirements. Confined space equipment is shared by the Public Utilities and Public Works departments.

Half of this purchase would be paid for from the water fund and the other half paid for from the sewer fund.

Water Fund	\$2,800
Sewer Fund	\$2,800
Total	\$5,600

Berryville Glen pump station generator and transfer switch reserve \$10,000

Public Utilities

The Berryville Glen pump station was constructed utilizing a propane driven motor to operate one pump when there is an electrical service interruption. It is desirable to install a generator that will operate both pumps if necessary. A reserve of \$40,000 is require to complete this project and is planned for completion in FY25.

FY22	\$10,000
FY23	\$10,000
FY24	\$10,000
FY25	\$10,000

SCADA /Computers \$58,500

Public Utilities

This project provides for upgrade to SCADA and computers at the wastewater treatment plant. This item provides for the purchase of four computers (replaces six), two tablets, software, and integration.

There is a related project in the Water Fund for the water treatment plant.

Ton Dump Truck \$13,500

Public Works

This item provides for the purchase of a one-ton dump truck.

At present, the Public Works Department maintains three one-ton dump trucks. This purchase is intended to replace one of those vehicles.

This purchase will be funded as follows:

General Fund	\$27,500 (VDOT reimbursement funds)
Water Fund	\$13,500
Sewer Fund	\$13,500
Total Cost	\$50,000

## Capital Improvement Narrative Fiscal Year 2023

### General Fund FY23

Computer Replacement \$7,500

#### Administration

This item provides for the purchase of replacement computers workstations within the Town's departments.

Pave Crow Street Parking Lot \$30,000

#### Public Works Department

The Crow Street parking lot pavement is failing. Staff estimates that the pavement is at least twenty-five years old. The parking lot needs to be re-paved.

The property that comprises the parking lot is owned by two parties and the property of a third party accesses private parking via the parking lot property. In 2013, the three parties (Town of Berryville, John and Page Carter, and 19 West Main Street LLC) entered into the Crow Street Parking Lot Access and Maintenance Agreement.

In accordance with the Agreement, agreed upon maintenance costs are to be split as follows: Town of Berryville 47%, Carter 47%, and 19 West Main Street 6%. The estimated cost of re-paving (including re-establishing pavement markings) is \$30,000. The Town would be responsible for getting the work completed and the other parties would reimburse the Town. The Town would ultimately be responsible for 47% of the cost.

This project would provide for spot repair of problem areas, installation of at least 1.5" of top coat, and re-establishment of pavement markings.

Patrol Vehicle \$53,000

#### Police Department

The Police Department maintains a fleet of six patrol vehicles. Five of the vehicles are marked all-wheel drive sport utility vehicles and one is an unmarked sedan.

The requested vehicle, an SUV, would replace a 2014 Ford Explorer (marked). Additional items purchased include radar unit, and in car camera.

Police Department Pistols \$8,500

Police Department

The Police Department maintains 10 pistols. The pistols currently in service were purchased in 2010.

This acquisition would provide for the purchase of 10 new pistols. The pistols currently in service would be traded in to reduce the cost of the new units.

This item was moved from FY21.

Wayfinding Signs Reserve \$5,000

In recognition of the economic benefits of marketing through specialty directional signage VDOT developed the Community Wayfinding Signs program. The Town has reserved \$15,000 with a goal of saving \$32,000 for the design and siting of integrated directional signage. The cost of purchase and installation of the sign package is not yet known because it will be determined as a part of this preliminary work.

**Water Fund FY23**

Water Distribution System Upgrades \$95,000

Public Works Department

These funds are utilized to complete water distribution system upgrades during the subject fiscal year. Funds that remain unspent at the end of the fiscal year are placed in the Water Fund CIP Fund.

Meter Replacement \$165,000

The recently completed water and sewer system evaluation and rate analysis identified replacement of the towns water meters (approximately 1,700) as a project to be completed in the near term in order to ensure accurate metering. This item would fund one year of a four-year replacement project.

It is expected that the meter replacement project will be funded as follows:

FY21 \$165,000  
FY22 \$165,000  
FY23 \$165,000  
FY24 \$165,000

The meters that will be installed are radio read meters. The town will, for the next few years continue to read the meters utilizing hand-held meter reading devices, but will be able to transition to a system in which the meters are read remotely.

Equipment Repair Reserve \$50,000

Public Utilities Department

This reserve was established to provide funds for costly repairs in the Town's water system. These funds would be available to pay for unexpected repairs. A reserve of at least \$250,000 is desired.

**Sewer Fund FY22**

Collection System Upgrades \$115,000

Public Works Department

These funds are utilized to complete sewer collection system upgrades during the subject fiscal year. Funds that remain unspent at the end of the fiscal year are placed in the Sewer Fund CIP Fund.

Membrane Replacement Reserve/Pre-purchase \$110,000

Public Utilities Department

The Wastewater Treatment Plant (WWTP) utilizes membranes in its treatment process. The membranes must be replaced every 8-12 years. It is expected that the membrane replacement will have to be funded in accordance with the schedule below.

FY23	\$110,000
FY24	\$110,000
FY25	\$110,000
FY26	\$110,000
FY27	\$110,000
FY28	\$110,000
FY29	\$110,000
FY30	\$110,000
FY31	\$110,000

FY32 \$110,000

Equipment Repair Reserve \$50,000

Public Utilities Department

This reserve was established to provide funds for costly repairs in the Town's sewer system. These funds would be available to pay for unexpected repairs. A reserve of at least \$300,000 is desired.

WWTP Building Repairs/Joints Reserve \$7,000

The structures at the wastewater treatment plant were constructed using pre-cast concrete panels. The individual panels were joined together and a caulk bead was installed to seal the joint.

The joints between the panels should be replaced every 10-15 years.

This reserve is established this year and is to be funded for four additional years. At the end of five years the reserve will contain \$35,000 for the joint replacement project. The reserve would be fully funded in FY25 (buildings will be 14 years old).

Berryville Glen pump station generator and transfer switch reserve \$10,000

Public Utilities

The Berryville Glen pump station was constructed utilizing a propane driven motor to operate one pump when there is an electrical service interruption. It is desirable to install a generator that will operate both pumps if necessary. A reserve of \$40,000 is required to complete this project and is planned for completion in FY25.

FY22 \$10,000

FY23 \$10,000

FY24 \$10,000

FY25 \$10,000

**Capital Improvement Narrative  
Fiscal Year 2024**

**General Fund FY24**

Computer Replacement \$7,500

Administration

This item provides for the purchase of replacement computer workstations within the Town's departments.

Patrol Vehicle \$53,400

Police Department

The Police Department maintains a fleet of six patrol vehicles. Five of the vehicles are marked all-wheel drive sport utility vehicles and one is an unmarked sedan.

The requested vehicle, an SUV, would replace a 2017 Ford Explorer (marked). Additional items purchased include radar unit, and in car camera.

Wayfinding Signs Reserve \$5,000

In recognition of the economic benefits of marketing through specialty directional signage VDOT developed the Community Wayfinding Signs program. The Town has reserved \$15,000 with a goal of saving \$32,000 for the design and siting of integrated directional signage. The cost of purchase and installation of the sign package is not yet known because it will be determined as a part of this preliminary work.

**Water Fund FY24**

Water Distribution System Upgrades \$95,000

Public Works Department

These funds are utilized to complete water distribution system upgrades during the subject fiscal year. Funds that remain unspent at the end of the fiscal year are placed in the Water Fund CIP Fund.

Meter Replacement \$165,000

The recently completed water and sewer system evaluation and rate analysis identified replacement of the towns water meters (approximately 1,700) as a project to be completed in the near term in order to ensure accurate metering. This item would fund one year of a four-year replacement project.

It is expected that the meter replacement project will be funded as follows:

FY21	\$165,000
FY22	\$165,000
FY23	\$165,000
FY24	\$165,000

The meters that will be installed are radio read meters. The town will, for the next few years continue to read the meters utilizing hand-held meter reading devices, but will be able to transition to a system in which the meters are read remotely.

Equipment Repair Reserve \$50,000

Public Utilities Department

This reserve was established to provide funds for costly repairs in the Town's water system. These funds would be available to pay for unexpected repairs. A reserve of at least \$250,000 is desired.

Pickup Truck \$15,000

Public Utilities

This vehicle purchase would provide for a ½ ton 4x4 pickup truck to replace a 2013 Ford F-150. Half of this purchase would be paid for from the water fund and the other half paid for from the sewer fund.

Water Fund	\$15,000
Sewer Fund	\$15,000
Total	\$30,000

**Sewer Fund FY24**

Collection System Upgrades \$115,000

Public Works Department

These funds are utilized to complete sewer collection system upgrades during the subject fiscal year. Funds that remain unspent at the end of the fiscal year are placed in the Sewer Fund CIP Fund.

Membrane Replacement Reserve/Pre-purchase \$110,000

Public Utilities Department

The Wastewater Treatment Plant (WWTP) utilizes membranes in its treatment process. The membranes must be replaced every 8-12 years. It is expected that the membrane replacement will have to be funded in accordance with the schedule below.

FY23	\$110,000
FY24	\$110,000
FY25	\$110,000
FY26	\$110,000
FY27	\$110,000
FY28	\$110,000
FY29	\$110,000
FY30	\$110,000
FY31	\$110,000
FY32	\$110,000

Equipment Repair Reserve \$50,000

Public Utilities Department

This reserve was established to provide funds for costly repairs in the Town's sewer system. These funds would be available to pay for unexpected repairs. A reserve of at least \$300,000 is desired.

WWTP Building Repairs/Joints Reserve \$7,000

The structures at the wastewater treatment plant were constructed using pre-cast concrete panels. The individual panels were joined together and a caulk bead was installed to seal the joint.

The joints between the panels should be replaced every 10-15 years.

This reserve is established this year and is to be funded for four additional years. At the end of five years the reserve will contain \$35,000 for the joint replacement project. The reserve would be fully funded in FY25 (buildings will be 14 years old).

Berryville Glen pump station generator and transfer switch reserve \$10,000

Public Utilities

The Berryville Glen pump station was constructed utilizing a propane driven motor to operate one pump when there is an electrical service interruption. It is desirable to install a generator that will operate both pumps if necessary. A reserve of \$40,000 is require to complete this project and is planned for completion in FY25.

FY22 \$10,000

FY23 \$10,000

FY24 \$10,000

FY25 \$10,000

Pickup Truck \$15,000

Public Utilities

This vehicle purchase would provide for a ½ ton 4x4 pickup truck to replace a 2013 Ford F-150.

Half of this purchase would be paid for from the water fund and the other half paid for from the sewer fund.

Water Fund \$15,000

Sewer Fund \$15,000

Total \$30,000

## Capital Improvement Narrative Fiscal Year 2025

### General Fund FY25

Computer Replacement \$7,500

#### Administration

This item provides for the purchase of replacement computer workstations within the Town's departments.

Patrol Vehicle \$54,000

#### Police Department

The Police Department maintains a fleet of six patrol vehicles. Five of the vehicles are marked all-wheel drive sport utility vehicles and one is an unmarked sedan.

The requested vehicle, an SUV, would replace a 2017 Ford Explorer (marked). Additional items purchased include radar unit, and in car camera.

Mobile Data Terminals \$25,000

#### Police Department

The Police Department maintains six mobile data terminals (one in each patrol vehicle) with which patrol officers communicate with central dispatch, receive information during stops, write reports, and process summonses.

This item would provide for replacement of all six terminals.

Wayfinding Signs Reserve \$5,000

In recognition of the economic benefits of marketing through specialty directional signage VDOT developed the Community Wayfinding Signs program. The Town has reserved \$15,000 with a goal of saving \$32,000 for the design and siting of integrated directional signage. The cost of purchase and installation of the sign package is not yet known because it will be determined as a part of this preliminary work.

**Water Fund FY25**

Water Distribution System Upgrades \$95,000

Public Works Department

These funds are utilized to complete water distribution system upgrades during the subject fiscal year. Funds that remain unspent at the end of the fiscal year are placed in the Water Fund CIP Fund.

Equipment Repair Reserve \$50,000

Public Utilities Department

This reserve was established to provide funds for costly repairs in the Town's water system. These funds would be available to pay for unexpected repairs. A reserve of at least \$250,000 is desired.

**Sewer Fund FY25**

Collection System Upgrades \$115,000

Public Works Department

These funds are utilized to complete sewer collection system upgrades during the subject fiscal year. Funds that remain unspent at the end of the fiscal year are placed in the Sewer Fund CIP Fund.

Membrane Replacement Reserve/Pre-purchase \$110,000

Public Utilities Department

The Wastewater Treatment Plant (WWTP) utilizes membranes in its treatment process. The membranes must be replaced every 8-12 years. It is expected that the membrane replacement will have to be funded in accordance with the schedule below.

FY23	\$110,000
FY24	\$110,000
FY25	\$110,000
FY26	\$110,000
FY27	\$110,000
FY28	\$110,000

FY29 \$110,000

FY30 \$110,000

FY31 \$110,000

FY32 \$110,000

Equipment Repair Reserve \$50,000

Public Utilities Department

This reserve was established to provide funds for costly repairs in the Town's sewer system. These funds would be available to pay for unexpected repairs. A reserve of at least \$300,000 is desired.

WWTP Building Repairs/Joints Reserve \$7,000

The structures at the wastewater treatment plant were constructed using pre-cast concrete panels. The individual panels were joined together and a caulk bead was installed to seal the joint.

The joints between the panels should be replaced every 10-15 years.

This reserve is established this year and is to be funded for four additional years. At the end of five years the reserve will contain \$35,000 for the joint replacement project. The reserve would be fully funded in FY25 (buildings will be 14 years old).

Berryville Glen pump station generator and transfer switch reserve \$10,000

Public Utilities

The Berryville Glen pump station was constructed utilizing a propane driven motor to operate one pump when there is an electrical service interruption. It is desirable to install a generator that will operate both pumps if necessary. A reserve of \$40,000 is require to complete this project and is planned for completion in FY25.

FY22 \$10,000

FY23 \$10,000

FY24 \$10,000

FY25 \$10,000

**Berryville Town Council Item Report Summary  
May 12, 2020**

**Item Title**

Consent Agenda - Approval of Minutes

**Prepared By**

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**Background/History/General Information**

A consent agenda is a tool utilized by the Town Council for grouping routine business and reports into one agenda item.

Any Council member may, as a matter of privilege, remove an item from the consent agenda and have it replaced with another agenda item.

**Findings/Current Activity**

The consent agenda contains three items to be considered for approval:

Minutes of the 04/14/2020 regular meeting of the Town Council  
Minutes of the 04/27/20 meeting of the Community Development Committee  
Minutes of the 05/06/20 meeting of the Community Development Committee

**Financial Considerations**

None

**Schedule/Deadlines**

Timely approval of minutes is preferable, but no deadline for such approval exists.

**Other Considerations**

**Attachments**

1. Consent Agenda 05.12.2020

**Recommendation**

**Sample Motion**

I move that the Council of the Town of Berryville approve the consent agenda.

**MINUTES**  
**BERRYVILLE TOWN COUNCIL**  
**Berryville-Clarke County Government Center**  
**Regular Meeting**  
**April 14, 2020**  
**7:00 p.m.**

The COVID-19 pandemic emergency prompted multiple changes to the customary meeting procedure. The meeting began at 7:00 p.m. rather than at 7:30 p.m. No more than ten people, including Council members, staff, media, and the public, were allowed in the meeting area at any time. Two members of the Council participated by telephone. No citizens' forum was held. The only allowance for in-person public comments was during the public hearing for the proposed 2020 tax levies. The meeting was livestreamed on YouTube.

**Town Council:** Present--Patricia Dickinson, Mayor; Harry Lee Arnold, Jr., Recorder; Diane Harrison; Kara Rodriguez. Participating remotely—Donna Marie McDonald and Erecka Gibson.

**Staff:** Present--Keith Dalton, Town Manager; Greg Jacobs, Assistant Town Manager/Treasurer; Christy Dunkle, Assistant Town Manager/Planner; Paul Culp, Town Clerk; Chief Neal White, Berryville Police Department

**Press:** Mickey Powell, *The Winchester Star*

**1. Call to Order**

Mayor Dickinson called the meeting to order at 7:03 p.m.

**2. Pledge of Allegiance**

Mayor Dickinson announced a modification of the order for agenda items to permit the motion to approve remote participation to occur before approval of the agenda.

**3. Approve/Deny Remote Participation**

Recorder Arnold moved that the Council of the Town of Berryville, with a quorum present in the Main Meeting Room of the Berryville-Clarke County Government Center, approve remote participation via telephone by Council members Donna Marie McDonald and Erecka Gibson at this meeting because of health concerns related to the COVID-19 virus. Ms. Rodriguez seconded. The motion passed by unanimous voice vote.

Mr. Dalton briefly clarified for Council the position in the agenda packet of various items required for the evening's business and made recommendations for the order of proceedings. He noted that some documents had received minor updates since issuance of the packet to Council.

### 3. Approval of Agenda

Ms. Harrison moved to approve the agenda, seconded by Ms. Rodriguez.

Roll call vote as follows:

McDonald: Aye

Harrison: Aye

Gibson: Aye

Rodriguez: Aye

Arnold: Aye

Dickinson: Aye

The motion passed.

### 5. Public Hearings

Mayor Dickinson called to order the public hearing to consider tax rates for the 2020-2021 tax year. The clerk read the attached ordinance. Mr. Dalton noted that the proposed real estate tax rate reflected a decrease of .02259 per \$100 assessed valuation in order to sustain revenue neutrality after the reassessment performed by the County, and that the proposed personal property tax and machinery and tools tax rates reflected no change from the current rates.

No members of the public being present, Mayor Dickinson closed the public hearing.

Recorder Arnold moved that the Council of the Town of Berryville adopt the attached Ordinance setting the tax levies for tax year 2020 amending the Code of the Town of Berryville, Chapter 16—Taxation, Article 1—in General, Section 16-1 Annual Tax Assessments; valuation of property. Ms. Rodriguez seconded the motion.

Roll call vote as follows:

McDonald: Aye

Harrison: Aye

Gibson: Aye

Rodriguez: Aye

Arnold: Aye

Dickinson: Aye

The motion passed.

## 6. Discussion of Public Hearing Items

The clerk read the attached resolution to provide for implementation of the 2004-2005 changes to the Personal Property Tax Relief Act of 1998 for the tax year 2020. Mr. Dalton noted that the tax relief remains unchanged from last year.

**Recorder Arnold moved that the Council of the Town of Berryville adopt the attached resolution providing for the implementation of the 2004-2005 changes to the Personal Property Tax Relief Act of 1998 for the tax year 2020. Ms. Harrison seconded the motion.**

**Roll call vote as follows:**

**McDonald: Aye**

**Harrison: Aye**

**Gibson: Aye**

**Rodriguez: Aye**

**Arnold: Aye**

**Dickinson: Aye**

**The motion passed.**

Mayor Dickinson recommended proceeding at this juncture with the setting of the public hearing on the Fiscal Year 2021 budget, rather than taking up the matter under new business as indicated in the agenda.

**Ms. Rodriguez moved that the Council of the Town of Berryville set a public hearing for its May 12, 2020 meeting to hear public comment on the proposed FY2021 budget. Ms. Harrison seconded the motion.**

Mayor Dickinson said she would like for Council to follow the example of the County Board of Supervisors Finance Committee, which anticipated a significant revenue loss, and conduct a line-item examination of the budget with an eye to cost-reduction opportunities, with funds then being set aside in a special contingency fund from which monies could be released as events unfold in an uncertain economy.

Recorder Arnold said he would prefer to see staff's recommendations brought to Council first. Mayor Dickinson said she understood Mr. Dalton to have done this already at a cursory level. She recommended that the Budget and Finance Committee consider the matter or that the full Council address it in a special work session.

Mr. Dalton said staff would need for Council to provide a specific figure for anticipated revenue reduction before proceeding, or guidance to make its own estimate and commence triage. The mayor said she would prefer that staff estimate revenue and determine potential impacts, using the Board

of Supervisors' procedures as guidance. She asked the opinion of Ms. Gibson, chair of the Budget and Finance Committee.

Ms. Gibson said a direct comparison between County and Town was not tenable. She endorsed the soundness of Mr. Jacobs' initial proposals and recommended not going beyond his recommendations for the time being.

Mr. Jacobs explained that he was already conducting analyses of these matters, using past economic downturns as bases for making projections. He said he was close to being able to present his findings to Council.

Mayor Dickinson said the public expects action on the budget. Mr. Jacobs said he and Mr. Dalton were already well along in examining opportunities to adjust the proposed budget in light of recent and current events. The mayor stated a preference for having matters formalized for review by Council, which could then provide the public with a supplement before the public hearing occurs. Mr. Jacobs concurred.

**Roll call vote as follows:**

**McDonald: Aye**  
**Harrison: Aye**  
**Gibson: Aye**  
**Rodriguez: Aye**  
**Arnold: Aye**  
**Dickinson: Aye**

**The motion passed.**

**7. Citizens' Forum**

No citizens' forum occurred.

**8. Consent Agenda**

The consent agenda comprised the minutes of the March 5 work session of the Budget and Finance Committee, the March 10 regular meeting of the Town Council, and the March 11 work session of the Town Council.

**Ms. Rodriguez moved that the Council of the Town of Berryville approve the consent agenda as presented. Ms. Harrison seconded the motion.**

**Roll call vote as follows:**

**McDonald: Aye**

Harrison: Aye  
Gibson: Aye  
Rodriguez: Aye  
Arnold: Aye  
Dickinson: Aye

The motion passed.

## 9. Unfinished Business

### A. Dunlap Drive Numbering/Name Change

Ms. Dunkle said the developer had committed to a scenario creating a future extension of Norris and a four-way intersection. There was a brief discussion of the intersection's characteristics.

**Ms. Rodriguez moved that the Council of the Town of Berryville approve scenario B2 as shown in the packet, creating the future extension of Norris and a four-way intersection. Ms. Harrison seconded the motion.**

Roll call vote as follows:

McDonald: Aye  
Harrison: Aye  
Gibson: Aye  
Rodriguez: Aye  
Arnold: Aye  
Dickinson: Aye

The motion passed.

### B. Refuse and Recyclables Curbside Collection Request for Proposal

Mayor Dickinson asked Mr. Dalton for clarification of provisions of the RFP addressing multi-family properties. Mr. Dalton said his understanding was that properties comprising more than three units would no longer receive service. Mayor Dickinson noted that the RFP called for 84 commercial properties to receive once-weekly service. She said this seemed like a large number. Mr. Dalton said those properties are businesses in the C and C1 zoning districts.

There was a discussion of churches and of entities that produce large amounts of waste.

There was a discussion of the number of toters allowed to various types of units and of how to arrive at a manageable number, with particular attention to restaurants.

Mr. Dalton explained nomenclature pertaining to recycling.

There was a discussion of container types, sizes, and permissible numbers for different categories of users.

There was discussion of how to prevent placement of non-recyclable materials in recycling containers.

Mr. Dalton explained the relationship between the proposed fee structure and different levels of service. He noted that specific figures would not be available until the Town receives bids.

**Ms. Rodriguez moved that the Council of the Town of Berryville approve the request for proposals, as amended, and authorize its issuance. Ms. Harrison seconded the motion.**

**Roll call vote as follows:**

**McDonald: Aye  
Harrison: Aye  
Gibson: Aye  
Rodriguez: Aye  
Arnold: Aye  
Dickinson: Aye**

**The motion passed.**

## **10. New Business**

### **A. Paving Request for Proposal**

Mr. Dalton enumerated the areas to be paved, noting that the mildness of the winter had made an unaccustomed amount of funding available for paving. He said extensive work on sidewalks was planned for the upcoming new fiscal year. Ms. Dunkle clarified the status of VDOT approval of sidewalk repair and of the grant application pertaining to that project.

**Ms. Rodriguez moved that the Council of the Town of Berryville authorize the issuance of IFB #2020-03, and further moved that the Town Manager be authorized to award a contract in this matter and execute all related instruments, provided that the low bidder meets the minimum standards established in the IFB and the bid does not exceed allocated funds. Recorder Arnold seconded the motion.**

Roll call vote as follows:

McDonald: Aye

Harrison: Aye

Gibson: Aye

Rodriguez: Aye

Arnold: Aye

Dickinson: Aye

The motion passed.

#### B. COVID-19 Emergency-related Matters

The Council considered multiple pandemic-related items on which staff considered action desirable and which Council ultimately approved with one blanket motion:

1. Resolution Confirming Clarke County's Declaration of a Local Emergency
2. Emergency Ordinance to Effectuate Temporary Changes in Certain Deadlines and to Modify Public Meeting and Public Hearing Practices and Procedures to Address Continuity of Operations Associated with the COVID-19 Pandemic Disaster
3. Resolution Authorizing the Adoption of Procedures for Electronic Public Meetings and Public Hearings to Ensure the Continuity of Government During the COVID-19 Pandemic Disaster
4. Amendment to the Berryville Town Council Operating Procedures: Electronic Participation in Meetings from Remote Locations
5. Town of Berryville Public Meeting and Public Hearing Practices and Procedures Applied During the COVID-19 Pandemic Disaster
6. Ordinance Temporarily Adjusting Late Fees and Interest Charged on Delinquent Real Estate Taxes
7. Ordinance Temporarily Suspending Late Payment Penalties, Interest, and Disconnection/Reconnection Fees on Delinquent Water and Sewer Bills
8. Town of Berryville Resolution Concerning Governor Northam's Proposal to Cancel and Reschedule Municipal Elections

Mayor Dickinson explained the series of actions necessary for a formal response to the emergency.

Mr. Dalton explained the purpose of each of the aforementioned documents.

There was a discussion of the procedure for public comment in meetings conducted electronically. Mr. Dalton explained that members of the public would be encouraged to submit comments in writing in advance but that a dedicated email account would also provide the opportunity to submit comments to be read aloud during the meeting. There was a discussion of how to provide sufficient time for comment without leaving the opportunity open-ended.

Mr. Dalton and Mr. Jacobs explained staff's preference for leaving the real estate tax deadline unmodified. Mr. Jacobs said the majority of payments come from mortgage companies and that the process would be disrupted by movement of the due dates, while setting penalties and interest to zero would provide relief where needed.

There was a discussion of payment procedures. Mr. Dalton explained how the drive-through would be managed. Mr. Jacobs said the online payment process has been popular and effective. Mr. Dalton said the drop-box and payments by post are also helpful.

Mr. Jacobs confirmed for Ms. Rodriguez that reports of delinquency were not being sent to credit agencies, but said that billing must continue because treasurers ultimately are responsible for collecting monies owed.

Mr. Dalton briefly clarified the provisions of the ordinance pertaining to water and sewer.

Mr. Dalton explained the drawbacks for Berryville of the governor's proposal that the May elections be delayed to November. He noted that ballots cast prior to the General Assembly's action on the matter would be discarded, that jurisdictions that had expended funds on the May elections would face a similar outlay for the rescheduled elections, that current candidates would have to requalify, and that new candidates would be permitted to contend for office. He said there is widespread resistance from jurisdictions that would be affected but that he had received information indicating that the governor intends to fend off opposition by attaching the measure to the state budget.

There was a discussion of refinements to the wording of the resolution against the governor's measure as presented to Council in the agenda packet.

The mayor said having the election in May would constitute a serious threat to public health and asked that verbiage of the resolution reflect the paramountcy of this issue.

There was a discussion of absentee voting and other electoral procedures.

**Ms. Rodriguez moved that the Council of the Town of Berryville adopt the attached measures, as edited, to address the COVID-19 emergency. Ms. Harrison seconded the motion.**

**Roll call vote as follows:**

**McDonald: Abstain**

**Harrison: Aye**

**Gibson: Aye**

**Rodriguez: Aye**

**Arnold: Aye**

**Dickinson: Aye**

**The motion passed.**

## **11. Council Member Reports**

Recorder Arnold and Council members McDonald, Harrison, Gibson, and Rodriguez did not offer reports. Mayor Dickinson noted the cancellation of the Memorial Day celebration.

## **12. Staff Reports**

The Police Department, the Administration and Finance Department, and the Departments of Public Works and Public Utilities did not offer reports beyond those included in the agenda packet.

### **Community Development**

Mr. Dalton, Ms. Dunkle, and Ms. Rodriguez, chair of the Community Development Committee, concurred on the rescheduling of the next meeting of that committee from April 20 to April 27 at 2:00 p.m., with the meeting to be conducted electronically.

Mr. Dalton directed Council's attention to Ms. Dunkle's report explaining that staff, per Council's approval, had returned to Richmond American Homes a cash bond in the amount of \$76,452.00 and that staff is now requesting that Council release a residual amount totaling \$11,024.04.

**Ms. Rodriguez moved that the Council of the Town of Berryville release of the residual cash bond being held by the Town to Richmond American Homes in the amount of \$11,024.04. Ms. Harrison seconded.**

**Roll call vote as follows:**

**McDonald: Aye**

**Harrison: Aye**

**Gibson: Aye**

**Rodriguez: Aye**

**Arnold: Aye**

**Dickinson: Aye**

**The motion passed.**

In response to a question from Mayor Dickinson, Ms. Dunkle confirmed that the grant for Barns of Rose Hill had been submitted.

### **Town Manager**

Mr. Dalton briefly described the mission of each of the Town's departments and praised the performance of all during the crisis occasioned by the pandemic. He also commended the Town Council, the citizenry, local businesses, the Clarke County Board of Supervisors, firefighting and emergency medical services personnel, and the military for their response to the challenging conditions. He particularly noted Ms. Dunkle's efforts with the County, the Small Business Administration, and the Northern Shenandoah Valley Regional Commission in coordinating efforts to provide COVID-related assistance to those who require it. Mr. Dalton said the performance of all of the above is evidence that the Berryville area and its people are greatly blessed.

Mr. Dalton noted that many of the aforementioned people were exposed to significant risk in the performance of their duties and voluntary undertakings. He said it is important to maintain post-crisis the level of cooperation that has prevailed during the emergency. Mr. Dalton urged everyone to check on their neighbors, support local businesses when possible, give assistance when they can, seek assistance when they need it, be safe, and be kind.

Mayor Dickinson asked Mr. Dalton whether Town personnel have everything they need to carry out their duties safely. Mr. Dalton noted operational adjustments that had been made to foster safety. He said personal protective equipment was in use and that more was on order, albeit subject to unwelcome delay, and that hand sanitizer had been issued to various departments.

Mr. Dalton said a vocal minority of Town citizens had called for Town employees to stand down and repair to their homes during the crisis, and explained that the processes of government must continue even as Town employees practice social distancing vis-à-vis each other and the public as much as is feasible in the circumstances. He said many of the tasks of the Town government are associated with non-negotiable deadlines, such as those pertaining to tax rates, the budget, the trash collection RFP, and the paving RFP. Mr. Dalton said Town employees are attempting to do their work safely while doing their best for the citizenry.

### **13. Committee Updates**

The committee chairs reported that no meetings were planned other than the Community Development Committee meeting at 2:00 p.m. on April 27.

Mayor Dickinson thanked Mr. Dalton and the Town staff for maintaining the operations of government during the emergency; the Government Center cleaning crew; the residents of Berryville for their compliance with stay-at-home orders; and business owners and managers for their efforts to

accommodate the public. She said there is a light at the end of the tunnel, and urged everyone to stay home, stay safe, and observe social distancing and wear masks when out and about.

### 15. Adjourn

Mayor Dickinson requested a motion to adjourn.

**Ms. Rodriguez moved to adjourn, seconded by Ms. Harrison. The motion passed by consensus at 8:58 p.m.**

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Harry Lee Arnold, Jr., Recorder

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Paul Culp, Town Clerk

**BERRYVILLE TOWN COUNCIL  
PUBLIC HEARING NOTICE**

The Berryville Town Council will hold the following public hearing at 7:30 p.m., or as soon after as this matter may be heard, on **Tuesday, April 14, 2020**, in the Main Meeting Room, Second Floor, of the Berryville-Clarke County Government Center, 101 Chalmers Court, Berryville, Virginia to consider the following:

**1) Proposed Tax Rates for 2020**

Listed below are the proposed tax rates for the tax year beginning January 1, 2020, on all real property, including real property and tangible personal property of public service corporations, and on all other tangible personal property, including machinery and tools.

- A. \$.17741 per \$100 assessed valuation on real estate, including real estate of public service corporations;
- B. \$1.25 per \$100 assessed valuation on tangible personal property except machinery and tools;
- C. \$1.30 per \$100 assessed valuation on tangible machinery and tools.

**The proposed real estate tax rate reflects a decrease of \$.02259 per \$100 of assessed valuation. The proposed rate constitutes a 11.29% decrease in the real estate tax rate that was adopted in year 2019. The proposed personal property tax rate reflects no increase in the personal property rate that was adopted for the year 2019. The proposed machinery and tools tax rate reflects no increase in the machinery and tools rate that was adopted for the year 2019.**

Copies of materials may be examined at the Town of Berryville Business Office, Berryville Clarke County Government Center, 101 Chalmers Court, Berryville, Virginia during regular business hours. Additional information may be obtained by calling the Town Business Office at 540/955-1099.

Any person desiring to be heard regarding the above matter should appear at the appointed time and place. Written copies of statements at public hearings are requested but not required.

The Town of Berryville does not discriminate against disabled people in admission or access to its programs and activities. Accommodations will be made for disabled people upon prior request.

By order of the Town Council  
Keith R. Dalton, Town Manager

TOWN OF BERRYVILLE  
TOWN COUNCIL  
AN ORDINANCE SETTING TAX LEVIES FOR TAX YEAR 2020

Date: April 14, 2020

Motion By:

Second By:

BE IT ORDAINED, by the Council of the Town of Berryville, Virginia, that for the tax year 2020 there is hereby levied:

(1) A tax of \$.17741 per \$100 assessed valuation on all real estate located within the Town of Berryville, such levy being also applicable to the real estate and tangible personal property of public service corporations;

(2) A tax rate of \$1.25 per \$100 assessed valuation on all taxable, tangible personal property, except machinery and tools, located in the Town of Berryville;

(3) A tax rate of \$1.30 per \$100 assessed valuation on tangible machinery and tools located in the Town of Berryville.

All tax levies shall be due and payable pursuant to the Code of the Town of Berryville, Chapter 16, Article I, Section 16-3.

VOTE:

Aye:

Nay:

Absent:

SIGNED: \_\_\_\_\_  
Patricia Dickinson, Mayor

Date: April 14, 2020

ATTEST: \_\_\_\_\_  
Harry Lee Arnold, Jr., Recorder

Date: April 14, 2020

TOWN OF BERRYVILLE  
RESOLUTION CONFIRMING CLARKE  
COUNTY'S DECLARATION OF A LOCAL  
EMERGENCY  
COVID-19 Virus  
Virginia Code § 44-146.21

WHEREAS, President Trump declared a Public Health Emergency related to the COVID-19 virus on January 31, 2020 followed by two National Emergency Declarations on March 13, 2020; and

WHEREAS, the World Health Organization characterized the spread of the COVID-19 virus as a pandemic on March 11, 2020 and Governor Northam declared a state of emergency on March 12, 2020 related to the COVID-19 virus; and

WHEREAS, the COVID-19 virus and its continued spread pose an imminent threat to the public health and safety of the residents of Berryville and Clarke County, and the consequences of the virus are of sufficient severity and magnitude to warrant coordinated local government action to prevent or alleviate any potential damage, hardship, suffering, or possible loss of life; and

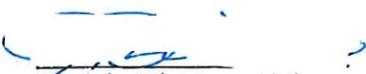
WHEREAS, on March 17, 2020 the Clarke County Board of Supervisors adopted a Declaration of Local Emergency in which it found that the COVID-19 pandemic constitutes a "disaster as defined in Virginia Code § 44-146.21; and

WHEREAS, the Council finds that COVID-19 constitutes a real and substantial threat to the public health and safety and constitutes a "disaster" as defined in Virginia Code § 44-146.21, being a "communicable disease of public health threat."

NOW THEREFORE, BE IT RESOLVED, that the Berryville Town Council confirms the declaration of a local emergency by the Clarke County Board of Supervisors on March 17, 2020 and as much as is necessary also declares a local emergency because of the COVID-19 pandemic.

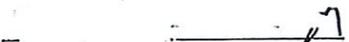
APPROVED

DATE

  
Patricia Dickinson, Mayor

April 16, 2020

ATTEST

  
Harry Lee Arnold, Jr., Recorder

**Z.**

**TOWN OF BERRYVILLE**

**EMERGENCY ORDINANCE TO EFFECTUATE TEMPORARY CHANGES IN CERTAIN DEADLINES AND TO MODIFY PUBLIC MEETING AND PUBLIC HEARING PRACTICES AND PROCEDURES TO ADDRESS CONTINUITY OF OPERATIONS ASSOCIATED WITH THE COVID-19 PANDEMIC DISASTER.**

WHEREAS, on March 12, 2020, Governor Ralph S. Northam Issued Executive Order Fifty-one declaring a state of emergency for the Commonwealth of Virginia arising from the novel Coronavirus (COVID-19) pandemic; and

WHEREAS, Executive Order Fifty-One acknowledged the existence of a public health emergency which constitutes a disaster as defined by Virginia Code § 44-146.16 arising from the public health threat presented by a communicable disease anticipated to spread; and

WHEREAS, Executive Order Fifty-One ordered implementation of the Commonwealth of Virginia Emergency Operations Plan, activation of the Virginia Emergency Operations Center to provide assistance to local governments, and authorization for executive branch agencies to waive "any state requirement or regulation" as appropriate; and

WHEREAS, on March 13, 2020, the President of the United States declared a national emergency, beginning March 1, 2020, in response to the spread of COVID-19; and

WHEREAS, on March 17, 2020, the Clarke County Board of Supervisors adopted a declaration of local emergency in which they specifically determined that the COVID-19 Pandemic constitutes a "disaster" as defined in

Virginia Code

§44-146.16, being a "communicable disease of public health threat;" and

WHEREAS, on April 14, the Berryville Town Council adopted a declaration of local emergency specifically finding that the COVID-19 pandemic constitutes a "disaster" as defined in Virginia Code § 44-146.16, being a "communicable disease of public health threat," and confirming the declaration of the Clarke County Board of Supervisors; and

WHEREAS, the Council finds that COVID-19 constitutes a real and substantial threat to public health and safety and constitutes a "disaster" as defined by Virginia Code §44-146.16 being a "communicable disease of public health threat;" and

WHEREAS, Virginia Code § 15.2-1413 provides that, notwithstanding any contrary provision of law, a locality may, by ordinance, provide a method to assure continuity of government in the event of a disaster for a period not to exceed six months; and

WHEREAS, Virginia Code § 44-146.21(C) further provides that a local director of emergency management or any member of a governing body in his absence may upon the declaration of a local emergency "proceed without regard to time-consuming procedures and formalities prescribed by law (except mandatory constitutional requirements) pertaining to performance of public work;" and

WHEREAS, Virginia Code § 2.2-3708.2(A)(3) allows, under certain procedural requirements including public notice and access, that members of Council may convene solely by electronic means "to address the emergency;" and

WHEREAS, the open public meeting requirements of the Virginia Freedom of

Information Act (FOIA) are limited only by a properly claimed exemption provided under that Act or "any other statute;" and

WHEREAS, the Governor and Health Commissioner of the Commonwealth of Virginia and the President of the United States have recommended suspension of public gatherings of more than ten attendees; and

WHEREAS, the Attorney General of Virginia issued an opinion dated March 20, 2020 stating that localities have the authority during disasters to adopt ordinances to ensure the continuity of government; and

WHEREAS, this emergency ordinance in response to the disaster caused by the COVID-19 pandemic promotes public health, safety, and welfare and is consistent with the law of the Commonwealth of Virginia, the Constitution of Virginia, and the Constitution of the United States of America:

NOW, THEREFORE, BE IT ORDAINED by the Council of the Town of Berryville, Virginia:

1. That the COVID-19 pandemic makes it unsafe to assemble in one location a quorum for public bodies including the Council, the Planning Commission, Berryville Area Development Authority, Board of Zoning Appeals, and all local and regional boards, commissions, committees, and authorities created by the Council or to which the Council appoints all or a portion of its members (collectively "Public Entities" and individually "Public Entity"), or for such Public Entities to conduct meetings in accordance with normal practices and procedures.
2. That in accordance with Virginia Code § 15.2-1413, and notwithstanding any contrary provision of law, general or special, the following emergency procedures

are adopted to ensure the continuity of government during this emergency and disaster:

- a. Any meeting or activities which require the physical presence of members of the Public Entities may be held through real-time electronic means (including audio, telephonic, video, or other practical electronic medium) without a quorum physically present in one location; and
- b. Prior to holding any such electronic meeting, the Public Entity shall provide public notice of at least 3 days in advance of the electronic meeting, identifying how the public may participate or otherwise offer comment; and
- c. Any such electronic meeting of Public Entities shall state on its agenda and at the beginning of such meeting that it is being held pursuant to and in compliance with this Ordinance; identify Public Entity members physically and/or electronically present; identify the persons responsible for receiving public comment; and identify notice of the opportunities for the public to access and participate in such electronic meeting; and
- d. Any such electronic meeting of the Public Entities shall be open to electronic participation by the public and closed to in-person participation by the public; and
- e. For any matters requiring a public hearing, public comment may be solicited by electronic means in advance and shall also be solicited through telephonic or other electronic means during the course of the electronic meeting. All such public comments will be provided to members of the Public Entity at or before the electronic meeting and made part of the record for such meeting; and

- f. The minutes of all electronic meetings shall conform to the requirements of law, identify how the meeting was conducted and members participating, and specify what actions were taken at the meeting. The Public Entities may approve minutes of an electronic meeting at a subsequent electronic meeting and shall later approve all such minutes at a regular or special meeting after the emergency and disaster has ended.

IT IS FURTHER ORDAINED that notwithstanding any provision of law, regulation, or policy to the contrary, any deadlines requiring action by a Public Entity, its officers, and employees of its organization, shall be suspended during this emergency and disaster. However, the Public Entities, officers, and employees thereof are encouraged to take such action as is practical and appropriate to meet those deadlines. Failure to meet any such deadlines shall not constitute a default, violation, approval, recommendation, or otherwise.

IT IS FURTHER ORDAINED, that non-emergency public hearings and action items of Public Entities may be postponed to a date certain provided that public notice is given so that the public are aware of how and when to present their views.

IT IS FURTHER ORDAINED, that the provisions of this Emergency Ordinance shall remain in full force and effect for a period of 60 days, unless amended, rescinded, or readopted by the Council in conformity with the notice provisions set forth in Virginia Code §15.2-1427, but in no event shall such ordinance be effective for more than 6 months. Upon rescission by the Council or automatic expiration as described herein, this emergency ordinance shall terminate and normal practices and procedures of government shall resume.

Nothing in this Emergency Ordinance shall prohibit Public Entities from holding in-person public meetings, provided that public health and safety measures as well as social distancing are taken into consideration.

An emergency is deemed to exist, and this ordinance shall be effective upon its adoption. ADOPTED by the Town Council on the 14<sup>th</sup> of April 2020.

APPROVED

  
\_\_\_\_\_  
Patricia Dickinson, Mayor

ATTEST:

  
\_\_\_\_\_  
Harry Lee Arnold, Jr., Recorder

3.

RESOLUTION OF COUNCIL OF THE  
TOWN OF BERRYVILLE

AUTHORIZING THE ADOPTION OF PROCEDURES FOR ELECTRONIC  
PUBLIC MEETINGS AND PUBLIC HEARINGS TO ENSURE THE CONTINUITY  
OF GOVERNMENT DURING THE COVID-19 PANDEMIC DISASTER

WHEREAS, on March 12, 2020, Governor Ralph S. Northam issued Executive Order Fifty-one declaring a state of emergency for the Commonwealth of Virginia arising from the novel Coronavirus (COVID-19) pandemic; and

WHEREAS, Executive Order Fifty-One acknowledged the existence of a public health emergency which constitutes a disaster as defined by Virginia Code § 44-146.16 arising from the public health threat presented by a communicable disease anticipated to spread; and

WHEREAS, Executive Order Fifty-One ordered implementation of the Commonwealth of Virginia Emergency Operations Plan, activation of the Virginia Emergency Operations Center to provide assistance to local governments, and authorization for executive branch agencies to waive "any state requirement or regulation" as appropriate; and

WHEREAS, on March 13, 2020, the President of the United States declared a national emergency, beginning March 1, 2020, in response to the spread of COVID-19; and

WHEREAS, on March 17, 2020, the Clarke County Board of Supervisors adopted a declaration of local emergency specifically finding that the COVID-19 pandemic constitutes a "disaster" as defined in Virginia Code § 44-146.16, being a "communicable disease of public health threat;" and

WHEREAS, on April 14, the Berryville Town Council adopted a declaration of local emergency specifically finding that the COVID-19 pandemic constitutes a "disaster" as defined in Virginia Code § 44-146.16, being a "communicable disease of public health threat" and confirming the declaration of the Clarke County Board of Supervisors; and

WHEREAS, Virginia Code § 15.2-1413 provides that, notwithstanding any contrary provision of law, a locality may, by ordinance, provide a method to assure continuity of government in the event of a disaster for a period not to exceed six months; and

WHEREAS, on April 14, 2020, the Town Council of the Town of Berryville, pursuant to Virginia Code § 15.2-1413, adopted an Emergency Ordinance to Effectuate Temporary Changes in Certain Deadlines and to Modify Public Meeting and Public Hearing Practices and Procedures to Address Continuity of Operations Associated with Pandemic Disaster ("Emergency Ordinance"); and

WHEREAS, through its Emergency Ordinance, the Council specifically found that COVID-19 constitutes a real and substantial threat to public health and safety and constitutes a "disaster" as defined by Virginia Code § 44-146.16, being a "communicable disease of public health threat;" and

WHEREAS, through its Emergency Ordinance, the Council further found that the COVID-19 pandemic makes it unsafe to assemble in one location a quorum for public bodies including the Council, the Planning Commission, Berryville Area Development Authority, Board of Zoning Appeals, and all local and regional boards, commissions, committees, and authorities created by the Council or to which

the Council appoints all or a portion of its members (collectively "Public Entities" and individually "Public Entity"), or for such Public Entities to conduct meetings in accordance with normal practices and procedures; and

WHEREAS, through its Emergency Ordinance, the Council adopted certain procedures to ensure the continuity of government during the COVID-19 pandemic disaster ("Continuity Procedures"), suspended any deadlines applicable to Public Entities and their staff during the COVID-19 disaster, and authorized Public Entities, at their discretion, to postpone non-emergency public hearings and action items during the disaster;

NOW, THEREFORE, BE IT RESOLVED that the Berryville Town Council hereby incorporates by reference and adopts the Continuity Procedures prescribed in the Emergency Ordinance, a copy of which is attached hereto; and

BE IT FURTHER RESOLVED that the Council of Town of Berryville hereby authorizes and directs its officers and staff to take all steps reasonably necessary or appropriate to implement such Continuity Procedures and to develop any specific procedures as applicable and appropriate for the Town of Berryville, provided that such specific procedures are consistent with the terms and conditions of the Emergency Ordinance; and

BE IT FURTHER RESOLVED that this Resolution shall take effect immediately upon adoption and shall remain in effect during the pendency of the Emergency Ordinance including for any applicable period upon the re-adoption of the Emergency Ordinance by Council.



Berryville Town Council  
Operating Procedures

Electronic Participation In Meetings from Remote Locations #2016-7-1

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Except as provided hereafter, Town Public Bodies do not conduct meetings wherein the public business is discussed or transacted through telephonic, video, electronic, or other communication means where the members are not physically assembled.

I. Quorum Physically Assembled

A member of a Town public body may participate in a meeting through electronic communication means from a remote location that is not open to the public:

1. If, on or before the day of a meeting, the member notifies the Mayor or Chairman that he or she is unable to attend the meeting ~~due to~~ because of an emergency or personal matter and identifies with specificity the nature of the emergency or personal matter, and the public body
  - a. approves the member's participation by a majority vote of the members present at a meeting and
  - b. records in its minutes the specific nature of the emergency or personal matter and the remote location from which the member participated.

In deciding whether or not to approve a member's request to participate from a remote location, the public body shall not consider the identity of the member making the request or the matters that will be considered or voted on at the meeting.

If a member's participation from a remote location is disapproved, such disapproval will be recorded in the minutes with specificity.

Such participation by a member shall be limited each calendar year to two meetings or 25 percent of the meetings of the public body, whichever is fewer; or

2. If a member notifies the Mayor or Chairman that he or she is unable to attend a meeting ~~due to~~ because of a temporary or permanent disability or other medical condition that prevents the member's physical attendance, and the public body records in the minutes this fact and the remote location from which the member participated ~~in its minutes~~.

A member may participate in a meeting by electronic means pursuant to this section only when:

- a quorum of the public body is physically assembled at the primary or central meeting location; and

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Berryville Town Council  
Operating Procedures

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Electronic Participation In Meetings from Remote Locations #2016-7-1

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- the public body makes arrangements for the voice of the remote participant to be heard by all persons at the primary or central meeting location.

II. Quorum Not Physically Assembled

The public body may meet by electronic communication means without a quorum physically assembled at one location when the Governor has declared a state of emergency in accordance with Va. Code § 44-146.17, provided

- the catastrophic nature of the declared emergency makes it impracticable or unsafe to assemble a quorum in a single location, and
- the purpose of the meeting is to address the emergency.

If it holds a meeting pursuant to this section, the public body shall

- give public notice using the best available method given the nature of the emergency, contemporaneously with the notice provided members of the public body;
- make arrangements for public access to the meeting;
- make available to the public, at the time of the meeting, agenda packets and all materials, unless exempt, that will be distributed to members of the public body and that have been made available to the public body's staff in sufficient time for duplication and forwarding to all locations at which public access will be provided;
- record minutes of the meeting; and
- record in the minutes votes taken by name in roll-call fashion.

For any meeting conducted pursuant to this section, the nature of the emergency, the fact that the meeting was held by electronic communication means and the type of electronic communication means by which the meeting was held shall be stated in the minutes of the meeting. In addition, at such meetings the public body will make available to the public a public comment form prepared by the Virginia Freedom of Information Advisory Council.

Adopted by Berryville Town Council on July 08, 2016 (work session)

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Berryville Town Council  
Operating Procedures

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Electronic Participation In Meetings from Remote Locations #2016-7-1

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### III. Reporting

If the public body meets by electronic means, it shall make a written report of the following to the Virginia Freedom of Information Advisory Council and the Joint Commission on Technology and Science by December 15 of each year:

- the total number of electronic communication meetings held that year.
- the dates and purposes of the meetings.
- a copy of the agenda for each meeting.
- the number of sites for each meeting.
- the types of electronic communication means by which the meetings were held.
- the number of participants, including members of the public, at each meeting location.
- the identity of the members of the public body recorded as absent and those recorded as present at each meeting location.
- a summary of any public comment received about the electronic communication meetings.
- a summary of the public body's experience using electronic communication meetings, including its logistical and technical experience.

### IV. EXCEPTIONS

Nothing in this policy shall prevent the Council from acting in accordance with special provisions of emergency declarations of the President of the United States or the Governor of Virginia and determinations of the Council made in accordance with said declarations. Where provisions of this policy conflict with such emergency declarations, the provisions of said declaration of the President or Governor and determinations made in accordance with said declarations shall apply.

Adopted by Berryville Town Council on July 08, 2016 (work session)

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Berryville Town Council  
Operating Procedures

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Electronic Participation In Meetings from Remote Locations #2016-7-1

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Adopted: 7/8/16

Revised:

Legal Ref.: Code of Virginia, 1950, as amended, §§ 2.2-3708, 2.2-3708.1, 2.2-3710.

Adopted by Berryville Town Council on July 08, 2016 (work session)

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## TOWN OF BERRYVILLE

### Public Meeting and Public Hearing Practices and Procedures Applied During the COVID-19 Pandemic Disaster

In accordance with the Emergency Ordinance to Effectuate Temporary Changes in Certain Deadlines and to Modify Public Meeting and Public Hearing Practices and Procedures to Address Continuity of Operations Associated with the Pandemic Disaster adopted on April 14, 2020, the Council of the Town of Berryville establishes the following practices and procedures for public meetings and public hearings held by public bodies of the Town of Berryville during the declared COVID-19 Pandemic Emergency. These practices and procedures shall remain in effect as long as the Pandemic Disaster declaration is valid and in effect.

The Town of Berryville remains committed to transparent governance. This being the case, the Town Council and Town's appointed boards and commissions will encourage and facilitate a high level of public engagement and participation during this emergency while at the same time protecting the public health.

#### Public Meetings

All meetings of the Town's public bodies shall be open to the public, except for closed meetings called in accordance with the Virginia Freedom of Information Act. However, during this declared disaster, public meetings will be held electronically as necessary to protect the public health. Such meetings will be conducted in accordance with state and local COVID-19 pandemic Disaster determinations, orders, and ordinances.

Meetings held electronically will be open to electronic participation by the public but closed to in-person participation by the public. At a minimum, the Town shall broadcast the audio of public meetings in as close to real time as is possible with the Town's equipment and technology.

Notice of all public meetings shall be provided on the Town's website not less than three (3) days before the meeting. The notice of the meeting shall identify agenda items and how the public may participate or otherwise offer comment on matters being considered.

Minutes of all meetings shall be kept in accordance with adopted state and local COVID-19 pandemic disaster determinations, orders and ordinances. Adopted minutes shall be posted on the Town's website.

#### Public Hearings

Certain business that requires a public body to hold a public hearing must be conducted during the declared emergency. Such public hearings shall be limited to those matters necessary to continue vital services of government or meet legal obligations.

- Public hearing notices shall be advertised as required by the Virginia Code. The notice shall identify how the public may participate and provide comment to the public body in advance of and during the meeting.

Adopted by Town Council on 14 April 2020

**An Ordinance to Temporarily Suspend the Assessment of Late Payment Fees and Interest on Delinquent Real Estate Taxes**

BE IT ORDAINED, by the Council of the Town of Berryville, in accordance with Sections 16-3 and 16-3.1 of the Berryville Code, that it hereby suspends the assessment of late fees and interest on delinquent real estate tax bills; with such suspension becoming effective on April 15, 2020 and remaining in effect until September 15, 2020.

VOTE:

Aye: *Unanimous*

Nay:

Abstain:

Absent:

Signed: *[Signature]*  
Patricia Dickinson, Mayor

Date: *4-16-2020*

ATTEST: *[Signature]*  
Harry Lee Arnold, Jr. Recorder

Date: *4/15/2020*

**An Ordinance to Temporarily Suspend the Assessment of Late Payment Fees,  
Interest, and Disconnection/Reconnection Fees on Delinquent Water and Sewer  
Accounts**

BE IT ORDAINED, by the Council of the Town of Berryville, in accordance with Section 17-58 of the Berryville Code, that it hereby suspends the assessment of late fees, interest, and disconnection/reconnection fees on delinquent water and sewer accounts; with such suspension becoming effective on April 15, 2020 and remaining in effect until June 15, 2020.

VOTE:

Aye: *Unanimous*

Nay:

Abstain:

Absent:

Signed: *[Signature]*  
Patricia Dickinson, Mayor

Date: *4-16-2020*

ATTEST: *[Signature]*  
Harry Lee Arnold, Jr. Recorder

Date: *4/15/2020*



Town of Berryville  
Resolution Concerning Governor Northam's Proposal to  
Cancel and Reschedule the Municipal Elections

**WHEREAS**, Governor Northam proposes that municipal elections scheduled for May 5, 2020 be canceled and rescheduled for November 3, 2020 because of the COVID-19 emergency; and

**WHEREAS**, the Governor's proposal would necessitate discarding all ballots cast prior to the date the election is canceled; and

**WHEREAS**, the proposal would require candidates who have qualified for the election to re-qualify; and

**WHEREAS**, costs incurred to date by localities will have been spent needlessly and additional expense will be incurred in November; and

**WHEREAS**, the Town Council shares Governor Northam's desire to safeguard public health and preserve the right of each citizen to elect municipal representatives;

**NOW THEREFORE, BE IT RESOLVED** that the Berryville Town Council opposes cancelation of its May election; and

**BE IT FURTHER RESOLVED**, that if it is determined that conducting the election on May 5, 2020 is unsafe because of the COVID-19 emergency, then the election should be delayed to no later than necessary and in a manner that preserves votes that have been cast and maintains the integrity of the existing slate of candidates who have previously qualified.

APPROVED

DATE

  
Patricia Dickinson, Mayor

4-16-2020

ATTEST:

  
Harry Lee Arnold, Jr.

BERRYVILLE TOWN COUNCIL COMMUNITY DEVELOPMENT COMMITTEE  
Berryville-Clarke County Government Center  
MINUTES  
April 27, 2020

---

A meeting of the Berryville Town Council Community Development Committee was held on Monday, April 27, 2020 at 2:00 p.m. in the Berryville-Clarke County Government Center, located at 101 Chalmers Court in Berryville, Virginia. All participation was by telephone because of the COVID-19 pandemic, with the meeting being livestreamed on the Town's YouTube channel.

**Attendance:**

Members of the committee: Chair Kara Rodriguez, Diane Harrison, Donna McDonald

Staff participating in meeting: Christy Dunkle, Assistant Town Manager/Planner

Staff present in meeting room for technical support: Paul Culp, Town Clerk

**1. Call to Order**

Chair Rodriguez called the meeting to order at 2:00 p.m

**2. Approval of Agenda**

Ms. McDonald moved for approval of the agenda as submitted, seconded by Ms. Harrison. The motion passed by consensus.

**3. Unfinished Business:**

Chair Rodriguez invited a motion to enter closed session as provided by the agenda. Ms. Harrison made the attached motion, seconded by Ms. McDonald. The motion passed by unanimous voice vote, and the committee entered closed session at 2:02 p.m.

The committee reentered open session at 2:33 p.m., Ms. Harrison having made the attached motion, seconded by Ms. McDonald, with the motion passing by unanimous voice vote.

**4. New Business**

There was no new business.

**5. Other**

Ms. McDonald and Ms. Dunkle briefly discussed the number of businesses and new residences in Berryville.

## 6. Adjourn

Chair Rodriguez invited a motion to adjourn. Ms. Harrison so moved, seconded by Ms. McDonald, with the meeting adjourning by consensus at 2:34 p.m.

**Town of Berryville**  
Community Development Committee  
MOTION TO ENTER CLOSED SESSION

DATE: April 27, 2020

MOTION BY: Harrison

SECOND BY: McDonald

I move that the Community Development Committee of the Town of Berryville enter a closed session in accordance with §2.2-3711-A-29 Code of Virginia, for discussion related to review and recommendation of Requests for Proposals for Graphic Design Branding Services.

VOTE:

Aye: Unanimous voice vote

Nay:

Absent/Abstain:

ATTEST: \_\_\_\_\_

Christy Dunkle, Community Development Director

**BERRYVILLE TOWN COUNCIL  
COMMUNITY DEVELOPMENT COMMITTEE**

**MOTION**

**CLOSED SESSION RESOLUTION**

DATE: April 27, 2020

MOTION BY: Harrison

SECOND BY: McDonald

I move that the Community Development Committee of the Town of Berryville adopt the following resolution certifying it has convened a closed meeting on this date pursuant to an affirmative recorded vote and in accordance with the provisions of The Virginia Freedom of Information Act:

**Resolution**

WHEREAS, Section 2.2-3712.D of the Code of Virginia requires a certification by this Committee that such closed meeting was conducted in conformity with Virginia law,

NOW, THEREFORE, BE IT RESOLVED that the Committee hereby certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed or considered by the Committee.

VOTE:

Aye: Unanimous voice vote

Nay:

Absent/Abstain:

ATTEST: \_\_\_\_\_

Christy Dunkle, Community Development Director

**BERRYVILLE TOWN COUNCIL COMMUNITY DEVELOPMENT COMMITTEE**  
**Berryville-Clarke County Government Center**  
**MINUTES**  
**May 6, 2020**

---

A meeting of the Berryville Town Council Community Development Committee was held on Wednesday, May 6, 2020 at 1:30 p.m. in the Berryville-Clarke County Government Center, located at 101 Chalmers Court in Berryville, Virginia. All participation was by telephone because of the COVID-19 pandemic, with the meeting being livestreamed on the Town's YouTube channel.

**Attendance:**

Members of the committee: Chair Kara Rodriguez, Diane Harrison, Donna McDonald

Staff participating: Christy Dunkle, Assistant Town Manager/Planner

Staff present in meeting room for technical support during open session: Paul Culp, Town Clerk

**1. Call to Order**

Chair Rodriguez called the meeting to order at 1:30 p.m.

Ms. Dunkle explained that the committee, in approving the resolution certifying the closed session in its April 27 meeting, had erroneously employed a voice vote rather than a roll-call vote and that it must now rectify the matter with a roll-call vote.

Ms. Harrison made the attached motion, seconded by Ms. McDonald. The motion passed by unanimous roll-call vote.

**2. Approval of Agenda**

Ms. Harrison moved for approval of the agenda as submitted, seconded by Ms. McDonald. The motion passed by consensus.

**3. Unfinished Business:**

Chair Rodriguez invited a motion to enter closed session as provided by the agenda. Ms. Harrison made the attached motion, seconded by Ms. McDonald. The motion passed by unanimous roll-call vote, and the committee entered closed session at 1:33 p.m.

The committee reentered open session at 3:18 p.m. Ms. Harrison made the attached motion, seconded by Ms. McDonald, with the motion passing by unanimous roll-call vote.

#### **4. New Business**

There was no new business.

#### **5. Other**

No other business came before the committee.

#### **6. Adjourn**

Chair Rodriguez invited a motion to adjourn. Ms. Harrison so moved, seconded by Ms. McDonald, with the meeting adjourning by consensus at 3:23 p.m.

**BERRYVILLE TOWN COUNCIL  
COMMUNITY DEVELOPMENT COMMITTEE**

**MOTION**

**CLOSED SESSION RESOLUTION**

DATE: April 27, 2020

MOTION BY: Harrison

SECOND BY: McDonald

I move that the Community Development Committee of the Town of Berryville adopt the following resolution certifying it has convened a closed meeting on this date pursuant to an affirmative recorded vote and in accordance with the provisions of The Virginia Freedom of Information Act:

**Resolution**

WHEREAS, Section 2.2-3712.D of the Code of Virginia requires a certification by this Committee that such closed meeting was conducted in conformity with Virginia law,

NOW, THEREFORE, BE IT RESOLVED that the Committee hereby certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed or considered by the Committee.

VOTE:

Aye: McDonald, Harrison Rodriguez

Nay: None

Absent/Abstain: None

ATTEST: \_\_\_\_\_

Christy Dunkle, Community Development Director

**Town of Berryville**

Community Development Committee

**MOTION TO ENTER CLOSED SESSION**

DATE: May 6, 2020

MOTION BY: Harrison

SECOND BY: McDonald

I move that the Community Development Committee of the Council of the Town of Berryville enter a closed session in accordance with §2.2-3711-A-29 Code of Virginia, to interview firms responding to the Request for Proposals for Graphic Design Branding Services.

VOTE:

Aye: McDonald, Harrison, Rodriguez

Nay: None

Absent/Abstain: None

ATTEST: \_\_\_\_\_

Christy Dunkle, Community Development Director

**BERRYVILLE TOWN COUNCIL  
COMMUNITY DEVELOPMENT COMMITTEE**

**MOTION**

**CLOSED SESSION RESOLUTION**

DATE: May 6, 2020

MOTION BY: Harrison

SECOND BY: McDonald

I move that the Community Development Committee of the Council of the Town of Berryville adopt the following resolution certifying it has convened a closed meeting on this date pursuant to an affirmative recorded vote and in accordance with the provisions of The Virginia Freedom of Information Act:

**Resolution**

WHEREAS, Section 2.2-3712.D of the Code of Virginia requires a certification by this Committee that such closed meeting was conducted in conformity with Virginia law,

NOW, THEREFORE, BE IT RESOLVED that the Committee hereby certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed or considered by the Committee.

VOTE:

Aye: McDonald, Harrison, Rodriguez

Nay: None

Absent/Abstain: None

ATTEST: \_\_\_\_\_

Christy Dunkle, Community Development Director

## Town Council Agenda Item Report Summary

May 12, 2020

### Item Title

Street Light Pilot Program

### Prepared By

Christy Dunkle

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### Background/History/General Information

At the request of Town Council, Rappahannock Electric Cooperative (REC) installed three lights with varying wattage and arm length in January of 2020. A survey was posted on the Town's website requesting input from residents on these lights located on East Main Street and in Hogan's Alley. The question results and comments from the survey were compiled and presented to Town Council at the March 10, 2020 meeting. This report is included with this staff report.

### Findings/Current Activity

Based on survey input, the 10' arm with 70-watt light emitting diode (LED) lighting was deemed most suitable in this context. Staff has identified 19 existing street lights on Main, Buckmarsh, and Crow streets to be modified to accommodate these lights. The existing street lights vary in arm length, wattage, and bulb type (LED or high-pressure sodium [HPS] bulb).

### Financial Considerations

Staff will request costs from REC at Council's direction.

### Schedule/Deadlines

Staff is requesting input from Council members at this meeting.

### Other Considerations

N/A

### Recommendation

Direct staff to request cost estimates from REC.

**Sample Motion:**

I move that the Council of the Town of Berryville ask staff to contact REC for pricing of the proposed street light modifications based on survey input.

**Attachments:**

- Map identifying downtown street lights recommended by staff for upgrades
- Street Light Pilot Program Survey Results and Comments from the March 10, 2020 Town Council meeting



Preference identified in Street Light Pilot Program survey – 10' arm, 70W LED



Proposed modifications to 10' arm, 70W LED

# **Street Light Pilot Program Survey Results and Comments**

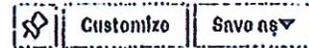
**March 10, 2020**

*Online survey conducted February 1 through 29, 2020*

The Town of Berryville, with the assistance of Rappahannock Electric Cooperative, has modified three lighting standards and bulbs on Main Street. We are asking for your input on the lights in the following locations.

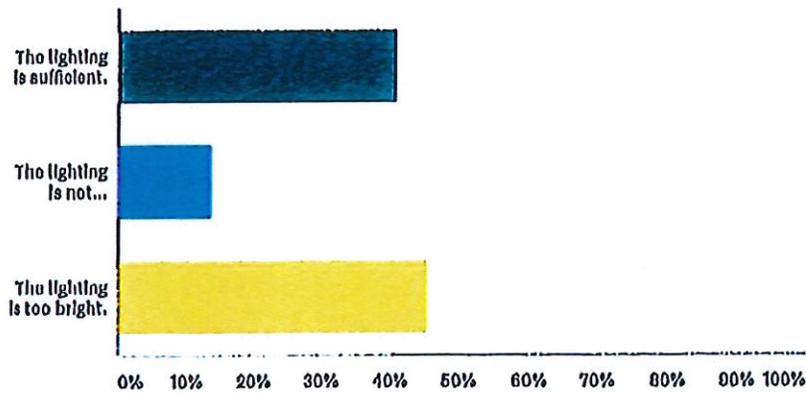
1. East Main Street, north side of the street by the Bank of Clarke County entrance which was changed from a 200-watt High Pressure Sodium bulb on a six foot arm to a 140-watt LED bulb on a 10-foot arm

Q1



### What is your opinion of light #1?

Answered: 22 Skipped: 2



ANSWER CHOICES	RESPONSES	
▼ The lighting is sufficient. (1)	40.91%	9
▼ The lighting is not sufficient. (2)	13.64%	3
▼ The lighting is too bright. (3)	45.45%	10
<b>TOTAL</b>		<b>22</b>

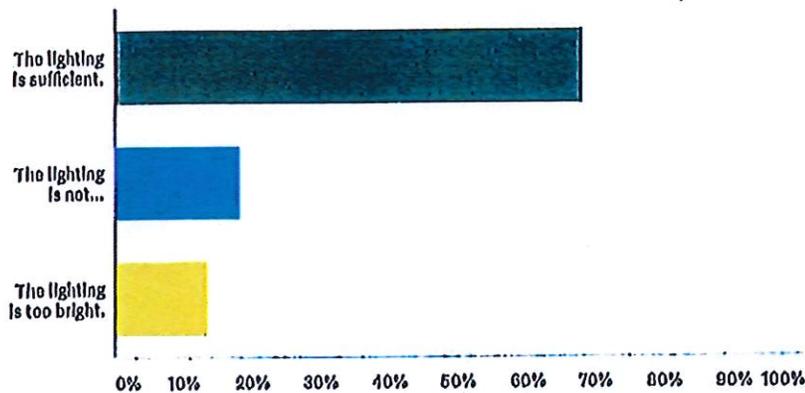
2. East Main Street, north side of the street just east of the light referenced above, which was changed from a 200-watt high pressure sodium bulb on a six foot arm to a 70-watt LED bulb on a 10-foot arm

Q2

Customize Save as

### What is your opinion of light #2?

Answered: 22 Skipped: 2



ANSWER CHOICES	RESPONSES	
▼ The lighting is sufficient.	60.10%	15
▼ The lighting is not sufficient.	10.10%	4
▼ The lighting is too bright.	13.64%	3
<b>TOTAL</b>		<b>22</b>

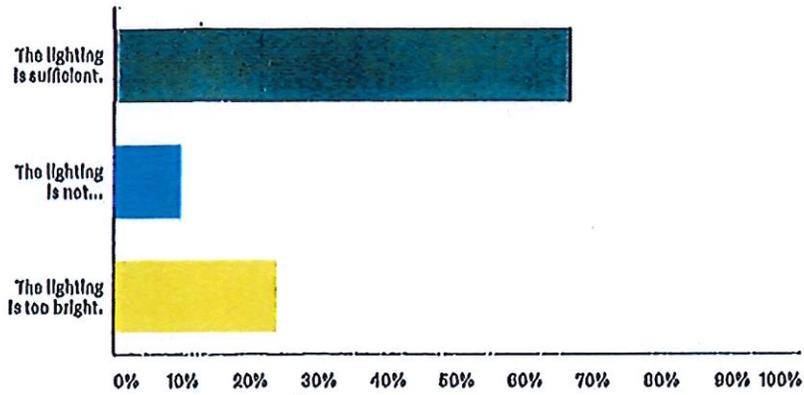
3. In the alley located between West Main and Crow streets changed to a 70-watt LED bulb on the existing arm

Q3

Customize Save as

What is your opinion of light #3?

Answered: 21 Skipped: 3



ANSWER CHOICES	RESPONSES	
▼ The lighting is sufficient.	66.67%	14
▼ The lighting is not sufficient.	9.52%	2
▼ The lighting is too bright.	23.01%	5
<b>TOTAL</b>		<b>21</b>

## Street Pilot Program Comments – March 10, 2020

*Comments were not edited.*

*Question: Are there areas of the downtown that are in need of lighting or modifications to the existing lighting? If so, where?*

1. The survey questions are not in line with the stated intent from the email: "The Town needs your feedback to determine which streetlight is best". The questions only ask about the sufficiency of the lighting. Light #1 is too bright, and would be awful to have them all over town. However lights 2 and 3 are the same intensity - 70W LED. The light in the alley on the shorter arm is fine for where the light is located; however the lights on Main Street should be on the 10 foot arms since its a wider thoroughfare.
2. Park as well as Hermitage Blvd
3. Please add a light in the 400 block of Walnut Street-in between 401 and 403 Walnut. The street is way too dark and a street light is needed!
4. More lighting is needed on Hermitage Blvd. Too many unsafe dark areas.
5. Not specifically, but the residential areas that are receiving new LED lights are too bright and spill over too much on homes. Who is working on shielding or lessening the brightness?
6. Being mindful of the house & apartment windows along Main St, can just the intersection light be bright and the rest be 70w? They should be as close to the center of the roadway as possible so the long arms are good. Light should be directed down not out. Is LED the only option? I have read it's harmful and see law suits have been filed in other areas because of LED.
7. Most of the lighting needs to be toned down. Every inch of street doesn't need to be lit up, there is too much light pollution as is.
8. #3 is better but the color hue is way off. No blue lights! I realize LED is the viable but lots of citizens like me are actually allergic. I prefer a different bulb and natural amber color altogether. The goal is NOT to turn night into day. Shields need to be put on all street lights where they are not recessed into the head properly.

9. While LED lighting is energy efficient Yellow frequency (instead of the sleep Interfering blue LED) is needed at the same amount of lighting
10. It would be nice to have hooded lights along Buckmarsh Street going south to Taylor Street and an occasional light as you walk south from Main Street down Church Street toward Josephine Street - just for safe walking in the evening. But not if the lights are going to shine in peoples windows and keep them awake at night.
11. The lights have a tremendous glare and make nighttime driving difficult. Let's be a town , not an airport. I would encourage all voting members to read the American Medical Association warning from June 2016 that LED streetlights disturb sleep rhythms and can lead to an increase in health conditions including cardiovascular disease.
12. There are areas all over town that are in need of better lighting. Maybe that would help deter some crime and thereby making people feel safer.
13. South Church street
14. Light 1 and Light 2 will be insufficient in fog. That's where sodium lights have an advantage
15. Keep up the good work!

**Berryville Town Council Item Report Summary  
May 12, 2020**

**Item Title**

Discussion of Public Hearing Item - Proposed Fiscal Year 2021 Budget

**Prepared By**

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**Background/History/General Information**

**Findings/Current Activity**

**Financial Considerations**

**Schedule/Deadlines**

**Other Considerations**

**Attachments**

**Recommendation**

**Sample Motion**

**Report of the Department of Public Works**  
**May 1, 2020**

We experienced one water leak during the month of April. On April 12<sup>th</sup> I was contacted by Central Alarm about a possible water main leak near 9 East Main Street. I responded and met with the owner of Berryville Grill and he showed me where water was entering the basement of the building.

I took a sample of the water to our Water Treatment Plant and had it checked for chlorine. The test revealed that chlorine was present and the water source was coming from our water distribution system.

Since there were no signs of a broken water main in the area, we began the process of locating the leak. We were able to pinpoint the leak by using of our ground mike listening device. The leak was the two inch lateral that supplies water service to several businesses located in the building.

Excavating the leak was going to be challenging because of several large phone ducts that lay parallel to the water main. I contacted the Town of Purcellville's Public Works Department and inquired about the availability of their vacuum truck to assist with the excavation of the main. They were able to respond and hydro excavated the leak and uncovered the main and the broken service line. Public Works then replaced the lateral into the building and had all businesses back in service within a couple of hours.

# REPORT OF THE DEPARTMENT OF PUBLIC UTILITIES

12 May 2020

The Utilities Department continues to provide without effect from the pandemic a quality drinking water supply and waste treatment. Several of our operators stayed home for several days due to illness but no one with COVID thus far. We have produced 9.690 MG of water in April with a daily average of 0.334 MGD and a max day production of 0.485 MG. The wastewater plant has treated 8.62 MG of wastewater in April with a daily average of 0.29 MGD and a max day of 0.61 MG thanks to the rainfall on April 30.

Attached for your review are the WTP page one MOR for April and the DMR data for the WWTP as received to date.

## Water Treatment

For about a week, we were having difficulties maintaining high quality water production from the water plant. We finally stopped using Alum and connected to a barrel of poly-aluminum chloride which corrected the treatment issue. After a weekend of producing a good quality drinking water, we completed multiple cleanings of the filter to clear any chemical buildup from the media and reestablish the media beds after we dug through them looking for mudballs. Once we were able to clear the buildup from the filters, we switched back to alum for coagulation and returned the filters to service with no further issues. We also have cleaned out the river vault with no unknown issues found. Seventy-one maintenance work orders have been completed.

## Wastewater Treatment

The facility has run fairly well. We have had to repair the water lines feeding the drum screens. Several glue joints have failed and piping was replaced. Operators have also been working to add remote grease lines to the biosolids conveyors in the solids handling building. Many of the grease fittings are located high in the equipment and required two people, a ladder, and several hours to properly lubricate all of the bearings in precarious situations. The remote grease lines will allow one person to complete this task in about ten minutes safely.

We continue to work on prepping the acid cleaning containment area concrete and now have it ready to repair and re-coat with a protective lining. We have found a coating resistant to acids that applies similar to an epoxy paint. We hope to have our acid washing equipment back in place by the end of May.

We have processed 218,624 gallons of biosolids and completed 112 work orders in April.

For Council's Information, the EPA is now commencing on the path to regulate two new constituents in drinking water. They are Perfluorooctane Sulfonic Acid (PFOS) and Perfluorooctanic Acid (PFOA). Both of these constituents are a natural byproduct from the breakdown of Perfluorinated Compounds or PFCs. PFC's have over the years been a staple in many products including stain treatments in fabrics, non-stick cooking surfaces, cosmetics, fire fighting foams, and have many other uses. I expect that regulations for these constituents will be finalized within the next year and promulgated into the Safe Drinking Water Act. Once done, water treatment facilities will be required to meet these new regulations within a set time period. The Town of Berryville Water treatment Plant is not capable of

meeting these new requirements and must be upgraded in the future to meet these new standards. My guess on this time frame is in the next six to ten years a new facility will need to be operational.

There are several treatment methods available to meet these new requirements. They are high pressure nano-filtration such as reverse osmosis, ion exchange resins, or what I would recommend to the Town for the lowest upfront and long term operational cost, granular activated carbon filters.

Again, This is not an immediate need. However we are aware that these required upgrades are coming. Preparations for these activities can be started now so that the Town is prepared to make the needed changes. Through prudent financial and operational planning, we can continue to provide a safe and quality drinking water supply to our citizens.

march 20 18 000

No. Connections Served: 1690  
 Population Served: 4185

Flows and Chemical Dosages

DATE	Raw Water Treated MGD	Finished Water Produced MGD	Finished Water Delivered MGD	Hours in Service	Raw Water Chemicals										Finished Water Chemicals				
					Alum	Carbon	Chlorine	Fluoride	Polymer	KMnO4	Soda Ash	Chlorine	Corr Inhibitor						
	Lbs per Day	mg/L	Lbs per Day	mg/L	Lbs per Day	mg/L	Lbs per Day	mg/L	Lbs per Day	mg/L	Lbs per Day	mg/L	Lbs per Day	mg/L	Lbs per Day	mg/L	Lbs per Day	mg/L	
1	0.417		0.342	12.0	30	8.8	2	0.5			3.6	1.03	0.046	0.013	2	0.7	9.7	2.8	
2	0.517		0.449	15.0	30	7.1	2	0.5			4.8	1.10	0.055	0.013	2.9	0.7	11.8	2.7	
3	0.520		0.453	15.0	35	8.2	4	0.8			4.6	1.07	0.029	0.007	2.9	0.7	11.8	2.7	
4	0.289		0.229	8.0	20	9.0	1	0.4			2.4	1.06	0.022	0.010	1.5	0.7	7.5	3.3	
5	0.245		0.212	7.0	20	9.9	1	0.6			2.1	1.05	0.026	0.013	1.3	0.7	4.3	2.1	
6	0.504		0.430	15.0	35	8.4	2	0.6			4.6	1.10	0.055	0.013	2.9	0.7	11.8	2.8	
7	0.479		0.408	14.0	30	7.6	2	0.6			3.6	0.90	0.030	0.008	2.7	0.7	10.8	2.7	
8	0.521		0.449	15.0	30	7.0	3	0.7			4.8	1.10	0.036	0.015	3.1	0.7	11.8	2.7	
9	0.382		0.339	11.0	20	6.4	2	0.7			3.6	1.12	0.053	0.017	2.4	0.8	8.6	2.7	
10	0.468		0.406	13.0	25	6.5	2	0.6			7.7	1.96	0.062	0.016	2.9	0.7	11.8	3.0	
11	0.210		0.183	6.0	15	8.7	1	0.6			1.5	0.86	0.026	0.015	1.4	0.8	4.3	2.5	
12	0.205		0.181	6.0	15	8.9	1	0.7			1.3	0.76	0.030	0.018	1.3	0.8	5.4	3.1	
13	0.486		0.429	14.0	25	6.1	1	0.3			4.5	1.08	0.055	0.013	3.1	0.7	11.8	2.9	
14	0.526		0.458	15.0	35	8.1	3	0.7			4.8	1.10	0.073	0.017	3.3	0.8	12.9	2.9	
15	0.393		0.440	14.0	30	7.2	4	1.0			4.4	1.04	0.033	0.008	3.1	0.7	14.0	3.3	
16	0.393		0.173	5.0	35	10.8	2	0.5			3.8	1.16	0.053	0.016	1.1	0.3	6.5	2.0	
17	0.515		0.433	14.0	0	0.0	2	0.6			4.5	1.06	0.066	0.015	3.4	0.8	15.1	3.5	
18	0.180		0.141	5.5	0	0.0	1	0.5			5.0	3.34	0.026	0.018	1.4	0.9	4.3	2.9	
19	0.221		0.193	6.5	0	0.0	2	0.9			8.1	0.98	0.026	0.014	1.6	0.9	7.5	4.1	
20	0.494		0.345	11.0	41	9.8	3	0.7			1.2	0.26	0.034	0.008	4.4	1.0	11.8	2.9	
21	0.526		0.451	15.0	46	10.4	3	0.6			1.2	0.26	0.034	0.008	4.4	1.0	12.9	2.9	
22	0.518		0.438	14.0	51	11.7	3	0.7			4.7	1.08	0.068	0.016	4.1	0.9	14.0	3.2	
23	0.447		0.363	12.0	41	10.9	2	0.6			3.9	1.03	0.051	0.008	3.3	0.9	10.8	2.9	
24	0.292		0.248	9.0	25	10.4	2	0.8			2.6	1.06	0.036	0.014	2.4	1.0	7.5	3.1	
25	0.120		0.106	4.2	10	10.1	1	0.8			1.1	1.08	0.008	0.008	1.1	1.1	2.2	2.2	
26	0.228		0.197	6.5	20	10.7	2	0.8			2.0	1.05	0.039	0.021	1.7	0.9	5.4	2.8	
27	0.502		0.431	15.3	45	10.8	2	0.6			4.9	1.17	0.066	0.016	4.0	1.0	13.0	3.1	
28	0.298		0.257	9.0	25	10.2	2	0.8			0.7	0.27	0.040	0.016	2.4	1.0	7.5	3.0	
29	0.574		0.485	17.5	51	10.6	4	0.8			9.8	2.05	0.075	0.016	4.6	1.0	18.8	3.9	
30																			
31																			
Total	11.571	0.000	9.690	324.6	790	234.4	63	19.1	0.0	0.00	112.2	33.9	1.29	0.394	76	23.0	285.6	84.87	
Maximum	0.574	0.000	0.485	17.5	51	11.7	4	1.0	0.0	0.00	9.8	3.3	0.08	0.021	5	1.1	18.8	4.07	
Minimum	0.120	0.000	0.106	4.2	0	0.0	1	0.3	0.0	0.00	0.7	0.3	0.01	0.007	1	0.3	2.2	1.97	
Average	0.399	0.000	0.334	11.2	27	8.1	2	0.7	#DIV/0!	#DIV/0!	3.9	1.2	0.04	0.014	3	0.8	9.8	2.93	

SIGNED: (OPERATOR IN RESPONSIBLE CHARGE)

RAW WATER SOURCE(S) USED DURING MONTH:

(SOURCE/DATES)

David A Tyrrell

Shenandoah River - Entire Month

PRINTED NAME  
 TITLE: OPERATOR CLASSIFICATION  
 DPO: CERTIFICATION NO.

Class 1  
 1955002813

# Berryville STP Monthly DMR Data

April 2020

Date	Effluent Flow MG/D	Eff pH SU	Eff Temp Deg C	Eff GBOD mg/l	Eff GBOD KG/D	Eff TSS mg/l	Eff TSS KG/D	Effluent DO River mg/l	Effluent DO WWTP mg/l	Eff NO2/ NO3 mg/l	Eff TN mg/l	Eff TN KG/D	Eff Total N mg/l
4/1/2020	0.28	7.7	15.6										
4/2/2020	0.28	7.8	16.1	3.00	3.21			10.1	9.1	0.68	8.20	8.78	8.88
4/3/2020	0.27	7.5	16.1						9.0				
4/4/2020	0.30	7.6	16.4						9.8				
4/5/2020	0.32	7.5	17.1						9.5				
4/6/2020	0.31	7.8	17.1	0.00	0.00				9.7	0.35	0.81	0.94	1.16
4/7/2020	0.31	7.5	17.2						9.9				
4/8/2020	0.29	7.6	17.7						8.9				
4/9/2020	0.29	7.5	18.3	2.00	2.20			9.2	9.6	1.20	0.10	0.11	1.30
4/10/2020	0.28	7.6	17.3						9.0				
4/11/2020	0.26	7.6	17.1						9.1				
4/12/2020	0.21	7.6	16.7						9.2				
4/13/2020	0.25	7.6	18.4	2.00	1.85				9.3	0.29	0.90	0.83	1.19
4/14/2020	0.31	7.5	17.6	2.00	2.33	0.00	0.00		9.0				
4/15/2020	0.31	7.6	16.8					10.2	9.8				
4/16/2020	0.31	7.5	17.1					9.7	9.6				
4/17/2020	0.30	7.6	16.7						9.4				
4/18/2020	0.25	7.5	16.8						9.0				
4/19/2020	0.28	7.9	16.3						8.4				
4/20/2020	0.27	7.5	16.9						9.3				
4/21/2020	0.12	7.6	17.1						9.2				
4/22/2020	0.28	7.4	16.4						8.7				
4/23/2020	0.25	7.8	16.4					7.8	9.0				
4/24/2020	0.24	7.5	17.0						9.3				
4/25/2020	0.28	7.4	17.0						9.3				
4/26/2020	0.28	7.4	17.5						8.7				
4/27/2020	0.28	7.5	17.0						9.4				
4/28/2020	0.29	7.4	16.9						9.4				
4/29/2020	0.35	7.4	17.0						8.9				
4/30/2020	0.61	7.4	17.6						8.9				
Minimum	0.12	7.4	15.6	0.00	0.00	0.00	0.00	7.8	8.4	0.29	0.10	0.11	1.16
Maximum	0.61	7.9	18.4	3.00	3.21	0.00	0.00	10.2	9.9	1.20	0.90	0.83	1.19
Total	8.62	226.8	509.2	9.00	9.59	0.00	0.00	47.0	277.0	2.52	10.01	10.66	12.53
Average	0.29	7.6	17.0	1.80	1.92	0.00	0.00	9.4	9.2	0.63	2.50	2.67	3.13
Geo Mean	0.28	7.6	17.0	1.89	1.98	1.00	1.00	9.4	9.2	0.54	0.9	0.93	2.00

**Berryville STP Monthly DMR Data**  
April 2020

Date	EftTotalN Kg/D	EftTotalP mg/l	EftTotalP Kg/D	Ecoli No/(100ml)
4/1/2020				
4/2/2020	9.53	5.55	5.95	1
4/3/2020				
4/4/2020				
4/5/2020				
4/6/2020	1.34	0.21	0.24	1
4/7/2020				
4/8/2020				
4/9/2020	1.43	0.50	0.55	1
4/10/2020				
4/11/2020				
4/12/2020				
4/13/2020	1.11	0.82	0.76	1
4/14/2020				
4/15/2020				
4/16/2020				
4/17/2020				
4/18/2020				
4/19/2020				
4/20/2020				
4/21/2020				
4/22/2020				
4/23/2020				
4/24/2020				
4/25/2020				
4/26/2020				
4/27/2020				
4/28/2020				
4/29/2020				
4/30/2020				
Minimum	1.11	0.21	0.24	1
Maximum	9.53	5.55	5.95	1
Total	13.40	7.08	7.51	5
Average	3.35	1.77	1.88	1
Geo Mean	2.12	0.83	0.88	1



# Berryville Police Department

101 Chalmers Ct., Suite A, Berryville, Virginia 22611

[policeadmin@berryvilleva.gov](mailto:policeadmin@berryvilleva.gov)

(540) 955-3863 (540) 955-0207 (Fax)

W. Neal White – Chief of Police

## Police and Security Report

Month/Year: April 2020	Year To Date 2020	April 2020	March 2020
<b><u>Complaints Answered</u></b>			
911 Hang Up:	18	1	0
Alarms:	43	12	11
Animal Complaint:	41	6	7
Assault:	15	3	6
Assist County:	16	3	6
Assist EMS and Fire:	146	17	36
Auto Larceny:	0	0	0
Burglary:	0	0	0
Civil Complaints:	30	6	5
Disturbance:	12	3	1
Domestic Disturbance:	6	2	2
Driving Under the Influence	3	1	0
Drunk In Public:	1	0	0
Fraud:	13	3	2
Larceny:	17	5	3
Harassment/Intimidation:	7	2	3
Homicide:	0	0	0
Identity Theft	1	0	0
Juvenile Related:	11	2	5
Mental Health Crisis:	23	8	3
Narcotics Related:	8	1	0
Noise:	15	7	3
Public Service:	0	0	0
Rape:	1	0	0
Robbery:	0	0	0
Shoplifting:	0	0	0
Suspicious Activity:	30	8	9
Trespassing:	6	1	3
Vandalism:	4	1	0
Welfare Check:	35	6	7
Miscellaneous Complaints:	152	31	52
<b>Total Complaints Answered:</b>	<b>654</b>	<b>129</b>	<b>164</b>



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W. Neal White – Chief of Police

## Police and Security Report (Continued)

	Year To Date 2020	April 2020	March 2020
<b><u>Traffic</u></b>			
Accidents Investigated:	8	3	3
Assist Motorist:	0	0	0
Child Safety Seat Install:	1	0	0
Funeral Escort:	6	0	0
Hit & Run:	3	0	0
Parking Tickets:	63	0	1
Traffic Warnings:	44	1	5
<b><u>Traffic Summons Issued</u></b>			
Defective Equipment:	0	0	0
Driving Suspended:	1	0	0
Expired Inspection:	7	0	1
Expired Registration:	1	0	0
Fail to Obey Highway Sign:	5	0	1
Fail to Obey Traffic Signals:	0	0	0
Fail to Stop/Lights & Siren:	0	0	0
Fail to Yield Right of Way:	1	1	0
Hit and Run:	0	0	0
No Liability Insurance:	0	0	0
No Operator's License:	2	0	1
No Seat Belt:	0	0	0
Reckless Driving:	2	0	1
Speeding:	16	3	1
Miscellaneous Summons:	5	1	1
<b>Total Traffic Summons Issued:</b>	<b>40</b>	<b>5</b>	<b>6</b>
<b><u>Found Open at Businesses in Town</u></b>			
Doors:	7	2	1
Windows:	0	0	0
Garage Doors:	0	0	0



# Berryville Police Department

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(540) 955-3863 (540) 955-0207 (Fax)

W. Neal White – Chief of Police

## Police and Security Report (Continued)

	Year To Date 2020	April 2020	March 2020
<b><u>Criminal Arrests Made</u></b>			
Abduction:	0	0	0
Arson:	0	0	0
Assault and Battery:	3	0	3
Assault and Battery on Police Officer:	2	0	1
Auto Larceny:	0	0	0
Breaking and Entering:	0	0	0
Capias:	1	0	0
Disorderly Conduct:	0	0	0
Driving Under the Influence:	2	1	0
Drunk In Public:	1	0	0
Fail to Obey Police Officer:	2	0	0
Fail to Pay Parking Ticket:	0	0	0
Forgery:	0	0	0
Fraud:	0	0	0
Homicide:	0	0	0
Illegal Drugs/Paraphernalia:	23	0	4
Petty Larceny:	0	0	0
Possess Alcohol Underage:	0	0	0
Protective Order Violations:	2	0	1
Rape:	0	0	0
Resisting Arrest:	3	0	2
Robbery:	0	0	0
Shoplifting:	1	0	1
Trespassing:	1	0	1
Vandalism:	0	0	0
Weapons Violation:	3	0	1
Miscellaneous Criminal Arrests:	5	1	1
<b>Juvenile Detention Order Totals:</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total Criminal Arrests:</b>	<b>49</b>	<b>2</b>	<b>15</b>

**Berryville Town Council Item Report Summary  
May 12, 2020**

**Item Title**

Community Development - Community Development Update

Construction Project Update

**Prepared By**

---

**Background/History/General Information**

**Findings/Current Activity**

**Financial Considerations**

**Schedule/Deadlines**

**Other Considerations**

**Attachments**

1. Community Development and Construction Updates

**Recommendation**

**Sample Motion**

## Town Council Agenda Item Report Summary

May 12, 2020

### Item Title

Community Development Update

### Prepared By

Christy Dunkle

---

### Planning Commission

No meeting was held since the April Council meeting.

### Berryville Area Development Authority

No meeting was held since the April Council meeting. The BADA will be meeting on Wednesday, May 27, 2020 at 7:00 pm to discuss a development application to extend McNeil Drive.

### Architectural Review Board

No meeting was held since the April Council meeting.

### Tree Board

No meeting was held since the April Council meeting.

### Board of Zoning Appeals

The BZA has not held a meeting since the last Council meeting.

## Town Council Agenda Item Report Summary

May 12, 2020

### Item Title

Construction Project Update

### Prepared By

Christy Dunkle

---

#### Robert Regan Village

- 120 age- and income-restricted apartments
- Construction underway
- Staff attends monthly progress meetings
- Added a leasing trailer to the site
- Anticipating substantial completion August, 2020

#### Shenandoah Crossing Subdivision

- 82 single-family homes
- Owned by D.R. Horton, Inc.
- To be developed by D.R. Horton, Inc.
- Zoned DR-2 Detached Residential
- Cluster layout
- HOA-maintained facilities
- Review of construction plans has been completed
- Public hearing for final plat held September 25, 2019, BADA approved as presented
- Pre-construction meeting held on Thursday, December 19, 2019
- VSMP approval from DEQ received
- Construction plans and final plats have been executed and the latter recorded
- Land disturbance permit issued
- Clearing activity has been completed
- Addresses have been assigned by Town staff
- Zoning permit applications have been submitted for review

#### Fellowship Square Subdivision

- 50 single-family homes
- Zoned DR-4 Detached Residential
- Cluster layout
- HOA maintained facilities
- Review of construction plans has been completed
- Planning Commission approved the final plat on December 18, 2019
- Pre-construction meeting held on Thursday, December 19, 2019
- VSMP approval from DEQ received
- Clearing work is underway

- Construction plans have been executed
- Modifications to final plat due to sale of property
- Addresses have been assigned by Town staff
- Sanitary sewer work has been completed on Fairfax Street
- Zoning permit applications have been submitted for review

#### **Hermitage Phase V**

- 71 single-family homes
- Owned by Silver Lake Development
- Final phase of Hermitage subdivision (started 2000)
- Zoned R-1 and DR-1
- Rezoning approved by Town Council at the September 10, 2019 meeting to align new layout with proposed parcel lines
- Phase V will have HOA oversight, other phases will not be affected
- Review of construction plans currently underway
- DEQ stormwater review currently underway
- Draft final plat submitted for staff review
- No anticipated start

# Memo

**To:** Town Council  
**From:** Gregory C. Jacobs, Assistant Town Manager / Treasurer  
**Date:** May 5, 2020  
**Re:** March and April 2020 activity

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## **Real Estate Tax Auction March 26, 2020**

The Delinquent Real Estate Tax Auction that was scheduled for March 26, 2020 was postponed due to the COVID-19 restrictions. The Auction is on hold until a future date can be determined.

## **Status of RFP's currently working**

Refuse and Garbage collection RFP was completed, issued, and then pulled back so we could address some issues raised by potential bidders. The RFP is scheduled to be re-issued May 6, 2020.

Graphic Branding and Design Service RFP has been completed and issued.

Asphalt and Paving IFB has been issued with a closing date of May 8, 2020.

Financial Statement Audit RFP needs to be created and issued.

## **Budget**

The 2020-2021 Budget public hearing is scheduled for May 12, 2020.

Work has started on the Budget Book.

### **On-line Payments**

Due to the COVID19 restrictions, we pushed the On-line payment processing into service on March 27, 2020 without much testing. The front end is working well, but there is work to be done on the back end. It has been received well and we are seeing an increase in people using the On-line payment option. Having the On-line payment has helped a lot with the processing of payments given the current COVID-19 restrictions.

### **Collections of tax and utility payments**

Due to COVID-19, the inside window at the town office was closed on March 20, 2020. Staff is servicing residents through the drive through window, by phone, and on-line as best as possible. We are encouraging on-line and ACH payments.

We are waiting for our Real Estate assessment file from the Clarke County Commissioner of Revenue so we can send out our Real Estate Tax bills. We hope to have them out by May 15, 2020.

We are moving our Water and Sewer Billing up about a week earlier in May due to the Post Office closing the bulk mail department on the week of the 24<sup>th</sup> through the 30<sup>th</sup>. We anticipate having bills out by the 21<sup>st</sup>.

As a reminder, we have set the interest and penalty rates at 0%, and are not cutting off water service during this pandemic crisis.

Collections appear to be holding steady and we have not seen a significant increase in the number of people on the Utility Cut-Off list.

### **Business Office Staffing**

The staff started working two shifts officially on April 6, 2020. Two people from early morning till midafternoon, and two from midafternoon till late evening. The thought was that by dividing the staff, if someone gets infected, we only lose half the staff, not the whole staff. We have had a few setbacks with this schedule, but staff is making the best of this. We have moments when we get a rush of phone calls and people at the drive through window at once that can overload two people. We have also noticed the town office is getting more calls for Clarke County business with their offices on reduced staffing. We look forward to the County's staff returning.

Since April 20, we have been working with one less staff member. This has put a significantly increased workload on the remaining staff. Desi Moreland has been gracious enough to come and help as much as she can. I am presently looking for a temp to help with the work load.

Town of Berryville  
Town Council

MOTION TO ENTER CLOSED SESSION

DATE: May 12, 2020

MOTION BY:

SECOND BY:

I move that the Council of the Town of Berryville enter a closed session in accordance with §2.2-3711-A-29 Code of Virginia, to discuss the responses to a request for proposals for graphic design branding services.

VOTE:

Aye:

Nay:

Absent/Abstain:

ATTEST: \_\_\_\_\_  
Harry Lee Arnold, Jr., Recorder

TOWN COUNCIL  
MOTION  
CLOSED SESSION RESOLUTION

DATE: May 12, 2020

MOTION BY:

SECOND BY:

I move that the Council of the Town of Berryville adopt the following resolution certifying it has convened a closed meeting on this date pursuant to an affirmative recorded vote and in accordance with the provisions of The Virginia Freedom of Information Act:

Resolution

WHEREAS, Section 2.2-3712.D of the Code of Virginia requires a certification by this Council that such closed meeting was conducted in conformity with Virginia law,

NOW, THEREFORE, BE IT RESOLVED that the Council hereby certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed or considered by the Council.

VOTE:

Aye:

Nay:

Absent/Abstain:

ATTEST: \_\_\_\_\_  
Harry Lee Arnold, Jr., Recorder

## Town Council Agenda Item Report Summary

May 12, 2020

### Item Title

Graphic Design Branding Services Request for Proposals

### Prepared By

Christy Dunkle

---

### Background/History/General Information

The Community Development Committee developed a Request for Proposal (RFP) for Graphic Design Branding Services. A total of 70 firms responded to the RFP. Chair Rodriguez, Ms. Harrison, and Ms. Dunkle made up the review committee. After reviewing and ranking each of the submissions, the Committee met on April 27, 2020 to discuss the rankings. Two firms, Arnett Muldrow and Charles Ryan Associates, were interviewed by the Committee on May 6, 2020.

### Findings/Current Activity

As referenced above, the Community Development Committee interviewed two firms in a closed session held on May 6. Both firms have significant local government experience in both design and process. A closed session scheduled for this meeting will include a discussion of the firms with input from the Committee members.

### Financial Considerations

\$15,000 for branding services is identified in the current FY20 Budget.

### Schedule/Deadlines

The Community Development Committee is requesting input and direction from Council members at this meeting.

### Other Considerations

N/A

**Recommendation**

Select a Graphic Services consulting firm and authorize staff to negotiate within the parameters of the budget.

**Sample Motion:**

I move that the Council of the Town of Berryville authorize staff to negotiate with the highest ranked offeror within bounds of the budget established in the FY20 budget.

**Attachments:**

- Arnett Muldrow proposal
- Charles Ryan Associates proposal

# Proposal for Branding

## Town of Berryville, Virginia

APRIL 2020

---

PREPARED BY



**ARNETT MULDROW**

316 West Stone Avenue  
Greenville, SC 29609  
aaron@arnettmuldrow.com  
864.915.7101  
arnettmuldrow.com

April 1, 2020

Town of Berryville  
Heather DeHaven  
Finance Clerk  
101 Chalmers Court, Suite A  
Berryville, VA 22611

Dear Ms. DeHaven,

Arnett Muldrow & Associates, Ltd. is pleased to submit this proposal for Branding for the Town of Berryville. Based in Greenville South Carolina, Arnett Muldrow provides city planning, branding, and wayfinding services to small to mid-size communities and economic development organizations across the country.

Having developed brands for over 550 communities, 40 states, and 5 countries, our experience has shaped a unique creative process. We have had the privilege of working in some of America's most precious communities as well as others experiencing economic decline and disinvestment. Consequently, each of our projects is unique in product and includes innovative deployment and implementation techniques. This includes dozens of unique brand systems throughout Virginia, from economic development focused brands in Amherst, regional brand identities like the 19-county Southwest Virginia area, to downtown-based brand strategies such as in Bedford.

As planners as well as marketing professionals, we understand the challenges a community faces when projecting a brand identity, and we base our recommendations on the capacity and communication needs of our towns. For Berryville, we will draw on our experience helping growing communities that need a brand that will help them maintain and communicate their unique identity and quality of life, while also fostering continued business growth and development. This identity must be relevant to local residents, visitors, future citizens, and potential investors.

Our process creates extensive brand systems that are rich in meaning, easily implemented, and supported by community buy-in. Unlike a traditional advertising agency, our approach to community marketing and image-building is built on our experience as community development professionals. This background has taught us to pay special attention to local stakeholders, as they must feel a connection to the identity system, become its champions, and help implement over time. Ultimately, the process is a community-driven creative effort that results in a unified brand identity and market position that will allow the Town and its partners to be part of a comprehensive brand.

In addition, our process is flexible and maximizes public engagement. This includes the ability to facilitate a dynamic and meaningful engagement process using digital tools, should this process be necessary based on social distancing and other guidance due to the COVID-19 situation. This is covered in more detail in our approach.

We are eager to answer questions and sincerely look forward to the opportunity of working with you to tell Berryville's story.

Kind regards,



Aaron H. Arnett, AICP

## FIRM HISTORY & ORGANIZATION

**Arnett Muldrow & Associates** is based out of Greenville, SC and specializes in community identity, downtown revitalization and economic development. Since forming in 2002, our experience spans the United States, and we have completed 57 branding projects throughout the Commonwealth. This includes experience across the state from Leesburg in Northern Virginia to Norton in the Coalfields - and everywhere in between. Closest to Berryville, our branding work includes Old Town Winchester, Purcellville, Woodstock, and Main Street Martinsburg WV, just to name a few.

Arnett Muldrow was established as an S-Corporation in South Carolina. Today, we have six employees including three partners. We have locations in Greenville, SC and Milford, DE. Our home office is the Greenville location below:

Arnett Muldrow & Associates, LTD  
 PO Box 4151, Greenville, SC 29609  
[www.arnettmuldrow.com](http://www.arnettmuldrow.com)  
 864.915.7101

Team members on the Berryville Graphic Design and Branding Project include:

- Aaron Arnett, AICP – Principal and Project Manager
- Shawn Terpack – Art Director and Community Identity Development
- Ben Muldrow – Principal and Community Identity Development



*Brand System for Town of Bedford, VA. Arnett Muldrow created all artwork including graphic identity, brand extension logos, advertising template, brochure cover, custom banners, and much more.*

## FIRM EXPERIENCE

Arnett Muldrow has emerged as The National Leader specializing in marketing and branding in context with building destination identities and creating economic vitality. Our experience speaks for itself:

- Branding and marketing plans for over 550 communities in 40 states and 5 countries... and counting.
- Numerous brand identities in Virginia ranging from destination identities in Staunton, tourism focused brands in Southwest Virginia, and economic development-based brands in Amherst.
- Speakers at the National Main Street Conference on Community Branding in 2005, 2007, 2009, 2010, 2011, 2014, 2015, 2016, 2018 and 2019.
- Speakers on community branding at state Main Street Conferences in CO, FL, IA, IL, ME, MI, NC, SC, VA, VT, and WI; Destination Downtown Conferences in MS, LA, and AR; Wisconsin Downtown Action Council; Florida Redevelopment Association; Michigan Downtown Association; North Carolina Downtown Development Association; and Florida Chautauqua Conferences.
- The Downtown Promotion Reporter, a national trade publication on marketing downtowns, has named Ben Muldrow a "branding guru" in a 2004 article on community logos and conducted a follow up article featuring Arnett Muldrow's work in 2010.
- The Virginia Main Street Program selected Arnett Muldrow & Associates to teach the Main Street 101 course on community marketing and branding.
- Mississippi, Iowa, and Vermont's Main Street Programs have selected Arnett Muldrow to conduct Main Street manager training on branding at its annual managers meeting.
- Both our Arkansas Delta logo and recommendations and our Atchafalaya marketing video were featured on NBC news in July 2011.



*Examples of some of the brands Arnett Muldrow has created in Virginia for communities, downtown economic development organizations, and regional agencies.*

## REFERENCES

### Bedford, VA Brand Development

Mary Zirkle, Economic Development Director  
Town of Bedford, VA  
215 East Main St, Suite 110, Bedford VA 24523  
[mzirkle@bedfordva.gov](mailto:mzirkle@bedfordva.gov)  
540.587.6006

### Eden, NC Brand Development

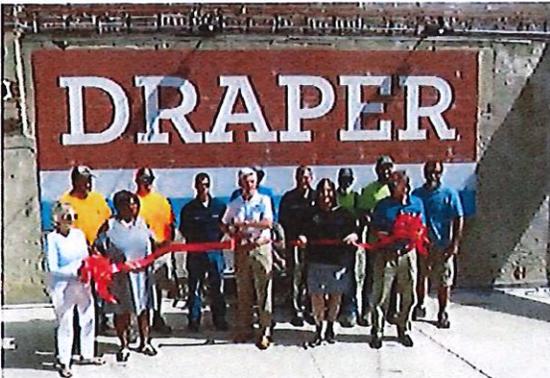
Randy Hunt, Main Street Executive Director  
Town of Eden, NC  
308 E Stadium Dr, Eden NC, 27288  
[rhunt@edennc.us](mailto:rhunt@edennc.us)  
336.613.2859

### Wenatchee, WA Brand Development

Linda Haglund, Executive Director  
Downtown Wenatchee Association  
103 Palouse St, Suite 35, Wenatchee WA 98801  
[linda@wendowntown.org](mailto:linda@wendowntown.org)  
509.662.0059

### Kinston, NC Brand Development

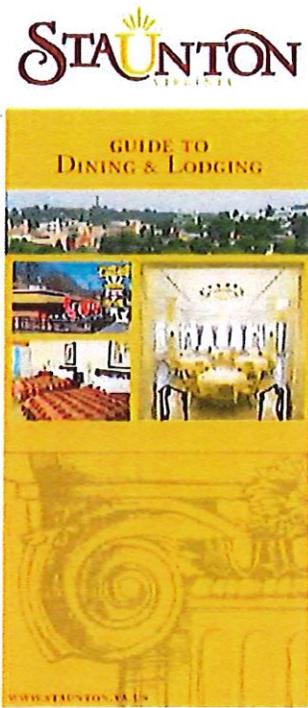
Jan Parson, Executive Director  
Lenoir County Tourism Authority  
118 W North St, Kinston NC 28502  
[jparson@visitkinston.com](mailto:jparson@visitkinston.com)  
252.523.2500



*Murals in Eden NC using brand systems created by Arnett Muldrow & Associates. Full system included primary brand identity for Eden, with connected sub-identities for the communities of Draper, Leaksville, Spray, Cook Block, and The Boulevard. Photos courtesy of Randy Hunt, Executive Director of Eden Main Street.*

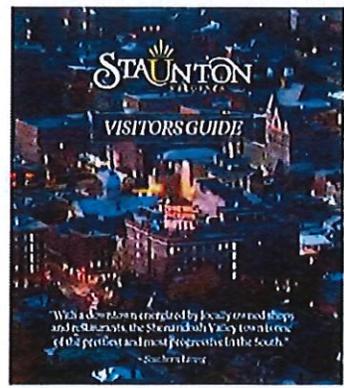
# Staunton, Virginia

**Client Contact** Julie Markowitz  
 Executive Director  
 Staunton Downtown Development Association  
 110 W. Johnson St. Ste 225  
 Staunton, VA 540-332-3867  
 Julie@stauntondowntown.org



The Staunton Convention and Visitors Bureau, Staunton Economic Development, and Staunton Downtown Development Association recognized the need to create an identity system to unite the efforts in marketing and branding that currently promote the heritage and attractions of the community. This unification of efforts would serve all organizations by driving the effectiveness of resources farther and by setting the expectations of the marketplace. The truly dynamic system has now grown to include the entire City of Staunton, Public Library, Fire Department, Convention and Visitors Bureau, as well as SDDA and Economic Development. Staunton is an historic city set in the Shenandoah Valley of Virginia. Staunton's unique architecture and rich heritage were used to inspire their logo and color scheme. The tagline and logo emphasize the letter "U," paying tribute to the unique pronunciation of the city's name as well as the visitor's ability to enjoy a multitude of community assets.

The CVB used the brand system to launch an aggressive campaign to capture the Washington, DC market. The campaign, called "Metro Domination," included the use of billboard and kiosk ads throughout the city's transit system.



## Southwest, Virginia



Arnett Muldrow has had the pleasure of working in a number of small towns throughout Southwest Virginia, and the region is one that we have truly come to love. Since 2004, we have completed over thirty projects in twenty-one communities and places in this great region. Every place is different, but each town and city in Southwest Virginia shares a deep heritage and history, rich creative assets particular to related to music and craft, and unrivaled natural resources and outdoor recreation opportunities.

**Downtown Master Planning:** Our work in Southwest Virginia began with downtown master planning, working with the small towns in the region to build a framework to revitalize their downtowns. Whether it is helping Big Stone Gap grow their cultural and recreational assets focusing on new business, or working with the Town of Pound to restore their dilapidated buildings, our work has focused on capacity building and implementation, key to these small quaint towns with limited resources.



**Economic Vitality:** All of our master plans in the region are rooted in creating economic restructuring strategies to help these communities realize their true potential. Understand local market limitations, and looking to leverage each community's cultural and outdoor recreation assets has been key to the future of the entire region. Projects like the Outdoor Recreation Economic Framework for the Mount Rogers Region looked to merge tourism and economic development, to create small business and entrepreneurial opportunities focusing on the area's natural assets.

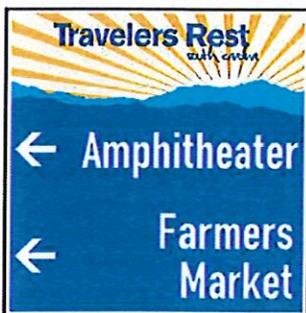
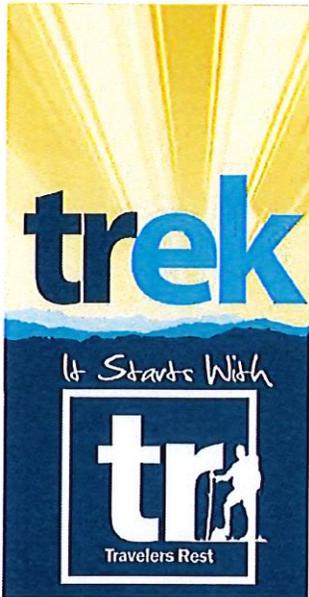
**Market Positioning:** Much of our Southwest Virginia work has included creating brand identities and marketing strategies for the small towns and character regions within the area. This has included graphic identities, market positions, and marketing strategies to help promote these communities as destinations, while positioning them for growth and development.



**Regional Branding:** All of this work has culminated in the creation of branding and marketing strategy for the entire nineteen county Southwest Virginia region, as designated by the Commonwealth of Virginia and the Virginia Tourism Corporation. The brand, deployed at [www.brandswva.com](http://www.brandswva.com) is a coordinated, open-source brand system that seeks to capitalize on the region's small downtowns, music heritage, craft heritage, and outdoor recreation to position it as a world-class visitor destination.

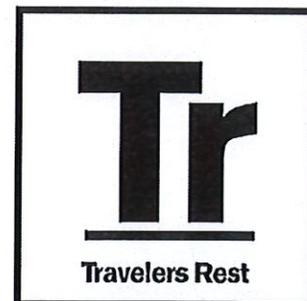
# Travelers Rest, South Carolina

Client Contact Dianna Gracely  
Former City Administrator  
City of Travelers Rest  
Dianna@simpsonville.com



Travelers Rest gained notoriety as a stopover for weary travelers and livestock drovers, but today the area offers much more, including a unique variety of antique and specialty shops, restaurants, national and regional chain stores, churches, and leisure activities. Enscorced in South Carolina's northern Greenville County at the intersection of Highways 25 and 276, Travelers Rest sits at the feet of the Blue Ridge Mountains, yet is only a few hours from the Atlantic Ocean.

Following the completion of the community branding strategy with Arnett Muldrow In 2012, Travelers Rest has been able to capitalize on its unique assets and location with three blocks of streetscape improvements and investments from over twenty new businesses on Main Street. Additionally, they are implementing unique wayfinding signage, which resulted from an ongoing partnership with Arnett Muldrow after the branding strategy.



*Get in Your Element*

# Hernando, Mississippi

**Client Contact**

Randy Wilson, former  
Director of Design Services,  
Mississippi Main Street  
803.240.9050.  
randy@communitydesignso-  
lutions.com

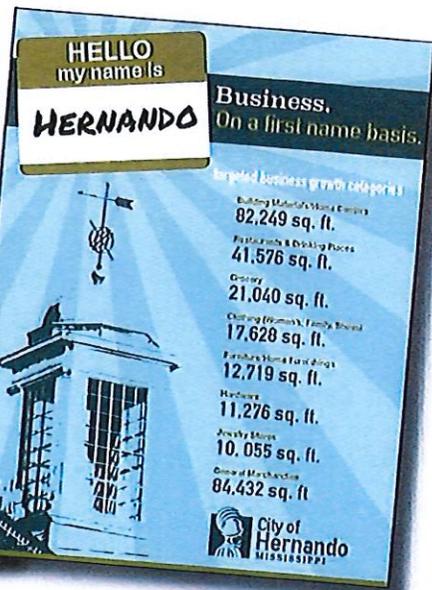
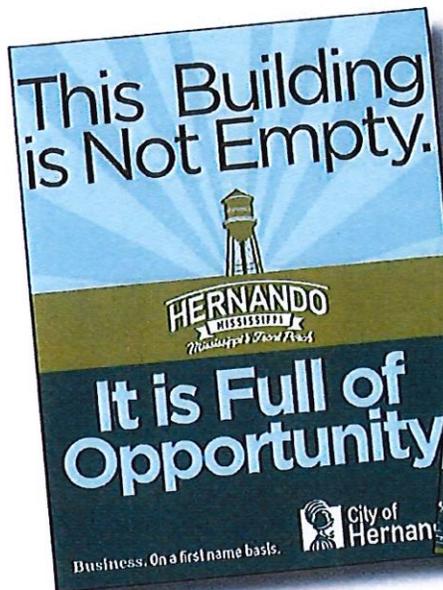


In 2015, Arnett Muldrow conducted a market assessment and economic development study and developed a community branding strategy for Hernando, Mississippi.

Funded by an EPA Brownfields Redevelopment grant, the project

culminated in a three day charette with community leaders, business owners and residents.

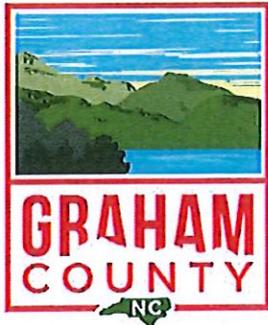
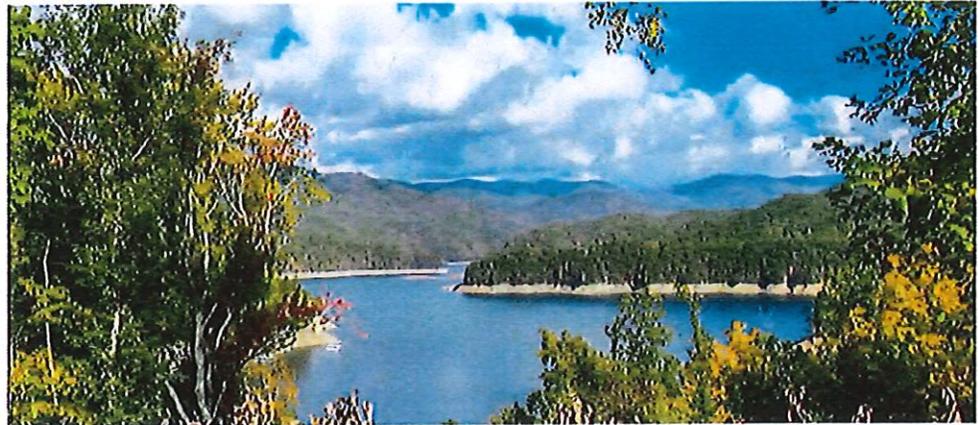
The Mississippi Main Street team consisted of Arnett Muldrow, Mahan Rykiel Associates, and Community Design Solutions.



# Graham County North Carolina

**Client Contact**

Rick Davis, Executive Director  
G.R.E.A.T (Graham Revitalization Economic Action Team)  
828.479.9008  
GREAT@dnet.net



Arnett Muldrow was commissioned by the Graham Revitalization Economic Action Team to develop a destination-based brand for Graham County, North Carolina. Working with a committee of tourism and destination stakeholders, Arnett Muldrow led a public process to create a primary brand for Graham

County that could be extended to various communities, destinations and events, resulting in a cohesive identity across the county. The brand graphics and market position focused on the unique heritage of the County, striking natural views, and unrivaled outdoor recreation resources.



## Aaron Arnett, AICP

### Principal



Aaron Arnett has over twenty years experience in a variety of planning areas including economic development, downtown planning, neighborhood planning, and historic preservation. His focus has been on helping communities realize their true economic potential through urban planning and design.

Aaron has worked at all levels of local government including municipal, county, and regional planning organizations. He has created economic development strategic plans and market studies for communities across the country, and has worked extensively on downtown master plans, comprehensive planning, tourism development, and marketing plans.

Aaron is a skilled presenter having addressed various community interest groups and organizations. He has presented at the NC Institute of Government's Summer Planning Institute, NC Main Street Conferences, SC Main Street Managers' workshop, Southwest Virginia Creative Economy Conference, NCDDA Planning Workshop, and lectured at both Clemson University and the University of Georgia.

Aaron enjoys living in Greenville, SC and served his community in various planning capacities including chairing the Design and Preservation Commission for downtown and its historic neighborhoods, as well as a being a committee member for the Plan-It Greenville Comprehensive Plan.

#### Education

Bachelor of Science in Design, Clemson University (1993)

Master of City and Regional Planning, Clemson University (1996)

#### Experience

2002-Present - Arnett Muldrow & Associates  
Principal/Business Manager, Greenville, SC  
Performs downtown and community master planning with specialization in historic preservation and economic development.

2001-2002 - MCA Urban Planning  
Urban Planner, Greenville, SC  
Project manager for a variety of planning projects in the areas of economic development and historic preservation.

1997-2001 - City of Salisbury, NC  
Senior Planner, Salisbury, NC  
Managed the City's historic preservation, neighborhood improvement, and annexation activities. Served as staff planner for comprehensive plan, downtown master plan implementation team, and various corridor studies.

1996 - London Planning Advisory Committee (LPAC)  
Planning Technician, London, England  
Performed planning services of LPAC, the statutory transportation and planning committee for London's 33 Burroughs, and the London Walking Forum to design, assemble, and market a 2000km network of green walking routes throughout greater London.

#### Professional Memberships

American Planning Association

American Institute of Certified Planners

National Trust for Historic Preservation

## Ben Muldrow

### Partner



Ben Muldrow is a pioneer. In the field of community branding and a downtown innovator who has spent the last 18 years assisting communities develop identities that attract investors and encourage private and public organizations to commit to community development projects that lead to economic vitality, environmental stewardship and social advancement.

As a partner at Arnett Muldrow & Associates, Ben has designed creative branding and marketing systems in nearly 600 communities across 40 states and 5 countries, making him a true global leader in placebranding and cementing his ability to combine strategic planning, brand development, interactive marketing, public relations and social media capabilities to preserve and promote the power of place.

#### Education

Bachelor of Arts, University of South Carolina (2000)

#### Speaking Engagements

2019 Missouri Main Street Conference Keynote Speaker  
2019 National Main Street Conference  
2018 North Carolina Main Street Conference Keynote Speaker  
2018 Iowa Downtown Summit Keynote Speaker  
2017 Florida Main Street Conference Keynote Speaker  
2017 National Main Street Conference  
2015 National Main Street Conference Speaker  
2015 Technology for Rural Tourism Keynote Speaker  
2015 Mississippi Backstage Pass Keynote Speaker  
2014 Destination Downtown- Ocean Springs Mississippi  
2013 Revitalize Washington Keynote  
2013 Maryland Economic Development Association Keynote  
2013 Oregon Main Street Conference  
2013 Virginia Tourism Conference  
2013 Oklahoma Main Street Training  
2013 National Main Street Conference  
2012 Destination Downtown Keynote  
2012 AL/MS Rural Tourism Conference  
2011 National Main Street Conference  
2011 AL/MS Rural Tourism Conference  
2010 North Carolina Main Street Conference  
2010 National Main Street Conference  
2009 Iowa Downtown Summit  
2009 National Main Street Conference  
2008 Destination Downtown- Louisiana, Mississippi, Arkansas  
2007 National Main Street Conference  
2007 Illinois Main Street Conference  
2007 Mississippi Main Street Training  
2005 Louisiana Main Street Training  
2004 National Main Street Conference

#### Experience

**2002-Present - Arnett Muldrow & Associates**  
Principal/Community Branding Specialist, Greenville, SC  
Provides graphic design, community branding, and economic development marketing strategies for Arnett Muldrow & Associates and their clients.

**April 2001-April 2002 - ShowCase Marketing**  
Art Director, Greenville, SC  
Developed City Marketing Department, Directed Minor League Sports Marketing Program Maintained Creative Department Archiving System Created collateral for 17 clients in continuous relationships.

**April 2001-Nov 2001- NewSouth Communications Strategic**  
Strategic Branding Manager, Greenville, SC  
Managed the City's historic preservation, neighborhood improvement, and annexation activities. Served as staff planner for comprehensive plan, downtown master plan implementation team, and various corridor studies.

**October 1999- May 2000-Gillespie Agency**  
Art Director, Greenville, SC  
Produced Ads for Bellsouth Mobility, Ducane Grills, and twelve other clients. Kept track of external expenses, File Preparation for external outputs, Photo Shoot management and prop selection

## Shawn Terpack

### Art Director



Shawn Terpack has been honing his design skills for over 20 years. From his early days as the Advertising Design Director of an international textile manufacturer to being the Senior Production Designer of a national real estate publisher and most recently the Creative Designer for The Greenville News, Shawn has a vast understanding of design, branding, and marketing. He has worked with hundreds of clients over the past two decades of every size and specialty. He brings with him a strong sense of curiosity and eager drive to solve problems.

Since joining Arnett Muldrow in 2014, Shawn has been involved in nearly 40 branding and wayfinding projects. His work has been recognized by the South Carolina Association of Counties and North Carolina Main Street.

#### Education

Associates in Graphic Communication,  
Piedmont Technical College (2001)

#### Speaking Engagements

2015 North Carolina Main Street Conference

#### Experience

2014-Present – Arnett Muldrow & Associates  
Art Director, Greenville, SC  
Design marketing collateral and branding materials for communities.  
Streamline workflow and file management.

2011-2014 The Greenville News  
Creative Designer, Greenville, SC  
Created custom advertisements for existing and potential clients across a broad range of media to maintain and increase sales revenue.

2002-2010 - Homes & Land Magazine  
Senior Graphic Designer / Production Manager, Greenville, SC  
Crafted advertisements and marketing collateral for local and national clients for numerous magazines across the country.

2000-2002 - The Rug Barn  
Advertising Design Director, Abbeville, SC  
Designed advertising campaigns and marketing materials. Oversaw product photography and catalog production.

#### Professional Recognition

South Carolina Press Association  
1st Place - 2013 Advertising Awards  
2nd Place - 2013 Advertising Awards

The Greenville News  
1A Award for Outstanding Design

## PROPOSED SCOPE OF SERVICES

Our approach to the Berryville Branding project is detailed below.

### Task 1: Information Gathering & Background Review

Arnett Muldrow will review all existing marketing and communication efforts for Berryville including:

- **OVERALL:** This would include marketing or communication pieces used by the Town, visitor destinations, tourism partners, key attractions, and businesses.
- **EVENTS:** Any event related marketing materials, which might include logos, brochures, posters, etc. for festivals, events, tours, art walks, etc.
- **ECONOMIC DEVELOPMENT:** Economic development investment information, feasibility studies, brochures and similar material that may be used to recruit business.
- Pertinent web addresses related to the items listed above.
- Any other information that deemed important.

### Task 2: Pre-Brand Workshop Coordination

We will coordinate with the Town of Berryville to prepare for the branding visit to the community. This will include reviewing logistics for the workshop, Steering Committee meeting, and public engagement.

### Task 3: Online Survey

We will conduct a survey on Survey Monkey to gauge residents, visitors, and business owners' perspectives of Berryville and its assets. This will include questions related to community identity and character to help inform the branding process. Arnett Muldrow would design and host the survey and rely on Berryville to promote it via social media.

### Task 4: Branding Workshop

Modeled after a community design charrette, the branding resource visit will allow us to develop an effective conceptual branding program. We will engage the community in themed focus groups while developing the brand message and initial creative system. The workshop will involve a three-day process:

#### Days One and Two: Roundtable Input

The first two days will concentrate on a series of themed focus group meetings with community stakeholders. These could potentially include:

- Steering Committee
- Staff and Leadership of the Town of Berryville, Clarke County, etc.
- Berryville Main Street
- Shop, restaurants, lodging, and business owners
- Destinations/Tourism representatives such as Clarke County Tourism, VTC, etc.
- Economic development partners such as Clarke County, Top of Virginia Regional Chamber of Commerce, Shenandoah Valley Technology Council, etc.
- Event Organizers
- Museums/Cultural/Arts Organization representatives
- Community Youth

### **Day Two: Photography**

During the workshop, we will conduct photography of Berryville, downtown and the surrounding area. This stock of photos can be used in creating brochures, advertisements and reference materials for this project as well as future implementation.

### **Days Two and Three: Brand Concept Development:**

Throughout the process and leading up to the end of the third day, we will develop market positions and working brand concepts for the Berryville community.

Community branding is not just the creation of a simple logo. Rather, it is a position, graphic identity, tag line, and style set that presents the overall vision and values within the place. Ultimately it will be the foundation of a seamless system to market and promote the community and its tourism, business, and residential efforts. Elements of the brand system include:

- *Brand Position Statement* – This narrative connects the values and assets within the community and lays the foundation for the identity of the place, including the key messages and targets that will be addressed in the marketing strategies.
- *Graphic Identity* – This is the overall style set of the brand identity including typeface, color palette, and icon. The identity will be represented in graphic form, and the design elements that make up the logo will be used as the graphic foundation for the rest of the system.
- *Tag Line* - This is the phrase that presents the brand statement narrative as a concise description of the community's identity and market position.

### **Day Three: Concept Presentation**

All of the recommendations will be rolled out in a presentation to the steering committee at the end of the brand workshop on the third day. Depending on the wishes of the client, this presentation can be internal to the working group, or as an open public meeting. The goal will be for us to present the work and get creative input on the system.

This presentation will include our graphic marketing recommendations as well. While tailored to the needs of the individual community, these deliverables often include:

- Extension brand style to other logos for events, partner agencies, etc.
- Graphic recommendations for collateral such as banners, brochure templates, event posters, and incorporation of the brand into the community's various websites, etc.
- Concepts for incorporating the brand into wayfinding signage and gateways.
- Organizational tools such as letterhead, business cards, PowerPoint templates, and stationery.
- Recommendations for print and online advertising, social media, and other communication.

## ALTERNATIVE TO PHYSICAL BRANDING WORKSHOP

If necessary, Arnett Muldrow is fully capable of conducting this branding workshop through digital tools such as Zoom, GoToMeetings, Facebook Live, etc. We have utilized these tools for years and have had great success in garnering meaningful and dynamic input. In fact, as we have been dealing with COVID-19 as a country over the past several weeks, have found that they are effective in fostering more participation as citizens are becoming familiar with the tools while also wanting to participate in discussions about their community. This could include:

- **Staff and Steering Committee Meetings** – We could conduct these through GoToMeeting. Each member could attend independently via their respective home or office, and each attendee could participate via live video feed if desired. Screens can be shared seamlessly to show presentations, video and documentation.
- **Community Input Survey** – This would occur as currently scoped, and we would work with the client to actively promote the survey via local social media.
- **Roundtable Focus Groups** – These simple themed discussions typically involve about ten people in a roundtable discussion. They are facilitated to be conversational and can be conducted via Zoom Video Conferencing. Each participant could join remotely via computer or dial in. We rarely give presentations during these discussions but would have the ability to share screens if necessary.
- **Final Brand Reveal** – Typically, these meetings are in a public space with a programmed meeting, interaction and discussion. In a community the size of Berryville, they often have between 20 and 30 people attend. With our current environment of social distancing, these meetings could be conducted via Facebook Live + Zoom Video Conferencing. Even though remote, this meeting could be designed to be fully interactive incorporating all of the activities of an in-person meeting, including:
  - Having up to 100 participants simultaneously
  - Video streaming of presenter and PowerPoint presentations
  - Audio discussions, question and answers
  - Live commenting for those who prefer not to participate in the discussion

Any of these digital strategies would be recorded and added to the deliverables package as movie files.

Our goal is to provide flexibility while maximizing community input. We truly feel that these methods, if necessary, can achieve the same level of input, if not more. It is important to note that if this alternate strategy were chosen by the client, it would not change the overall process, nor the deliverables listed below.

### Task 5: Refinement of Brand Materials

After the brand workshop and presentation of the creative work, we will take a period of two weeks for Berryville to compile any input from those who attend the final presentation. If there are individuals who are not able to make it to this presentation, we will record the presentation and audio, and provide to the client to share with any stakeholder they wish. After the two-week input period has finished, the client will forward us any final input for us to further refine the create work and system.

### Task 6: Final Deliverables

After all brand refinements have been made, we will submit all deliverables to the Client, including:

- Logo and tagline designs for Berryville.
- Brand extension logos for events, partner organizations, etc. as desired by client.
- Graphic marketing recommendations depending on project needs. However, this often includes:
  - Custom banner designs
  - Wayfinding concept designs
  - Print collateral cover designs (brochures, visitor guides, etc.)
  - Digital media concepts including web-based recommendations, social media
  - Ad templates and concepts
  - Merchandising concepts – t-shirts, mugs, promotional, etc.
- All related photography in digital format
- Brand Style Guide for implementation.
- Brand presentation in PowerPoint
- All brand logos in a variety of file formats for implementation (.jpg, .pdf, .gif, .ai, & .eps)
- Digital package with all logos, graphic designs, photography
- Release granting ownership of all Arnett Muldrow's creative designs to client.

## TIMELINE

Arnett Muldrow is prepared to begin the project in May and anticipates a schedule of approximately three to four months from beginning until completion. This includes engagement, creative development, revisions and all deliverables, and could be completed well in advance of the December benchmark identified in the Branding RFP.

Final timeline and benchmarks will depend on coordinate with the client and can be finalized prior to entering into the contract phase.

## FEE SCHEDULE

Arnett Muldrow can provide the services above for a fee of \$14,230. A task by task breakdown is shown below.

Task Name	Total Fee
Tasks 1-3: Information Gathering & Background Review, Pre-Brand Workshop Coordination, & Online Survey	\$1,800
Task 4: Branding Workshop	\$5,400
Task 5: Refinement of Brand Materials	\$2,400
Task 6: Final Deliverables	\$2,100
Total Fee	\$12,700
Total Expenses	\$1,530
<b>TOTAL FEE + EXPENSE</b>	<b>\$14,230</b>

Please accept this proposal from Arnett Muldrow & Associates



Aaron H. Arnett, AICP  
Principal & Authorized Representative



TOWN OF BERRYVILLE  
GRAPHIC DESIGN, BRANDING SERVICES  
RFP 2020-02  
APRIL 8, 2020  
REDACTED COPY

---

Charles Ryan Associates  
1900-A East Franklin St.  
Richmond, VA 23223  
877-342-0161

April 8, 2020

Dear Heather DeHaven,

Thank you for giving Charles Ryan Associates (CRA) the opportunity to provide a brand proposal for the town of Berryville, Virginia. We believe we can help position Berryville as a desirable place for visitors as well as those who choose to live and work in the area.

With decades of experience providing integrated communications services to companies and organizations throughout the country, we are well equipped to effectively and efficiently manage all of your needs. We offer knowledge, experience and industry insight as well as comprehensive strategies and innovative creative, digital and web solutions to best meet your goals and garner results.

We look forward to the possible opportunity of working with you and your team. Please feel free to contact me at any time with questions.

*Alisha M. Maddox*

Alisha Maddox  
Chief Communications Officer  
Charles Ryan Associates  
amaddox@charlesryan.com  
(304) 419-0860

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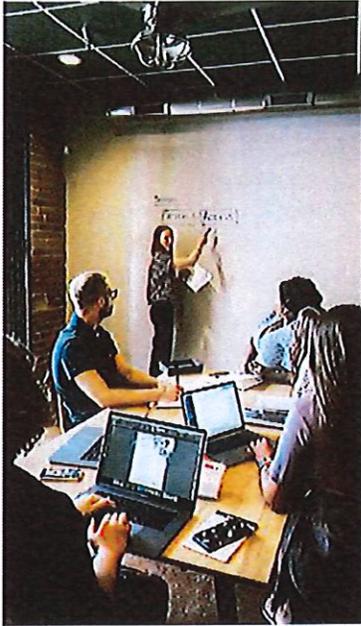


**HISTORY AND  
ORGANIZATION  
STRUCTURE**

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# WHO WE ARE

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Charles Ryan Associates (CRA) is a full-service brand communications firm. We've been in this business for 46 years — creating strategies and implementing solutions for hundreds of brands across dozens of industries. CRA has the capacity and capability to handle all of your strategic, creative, media, film production and digital needs in-house.

Our decades of experience have refined our approach to preparing communications plans, giving us a keen perspective on crafting brands, messaging and innovative solutions that we know drive results. When the right plan is combined with proven experience, it is more than just marketing, it is smart brand communications.

**SMART IS FOCUSED** — on your messages, on your audience, and on your goals. We immerse ourselves in your organization. We research your consumers, study your competition and collaborate to bring a constructive, new perspective to your brand.

**SMART IS PROVEN** — through experience, through expertise, and through a process that garners results. We blend the latest communication trends with a tradition of excellence built upon experience. We analyze. We optimize. We create. We commit to delivering the right message to the right audience at the right time.

**SMART IS BOLD** — bold ideas, bold leadership and an inherent tenacity that drives everything we do. In short — we're driven to learn what makes your audience care as much as we do. We are invested in and dedicated to your success.

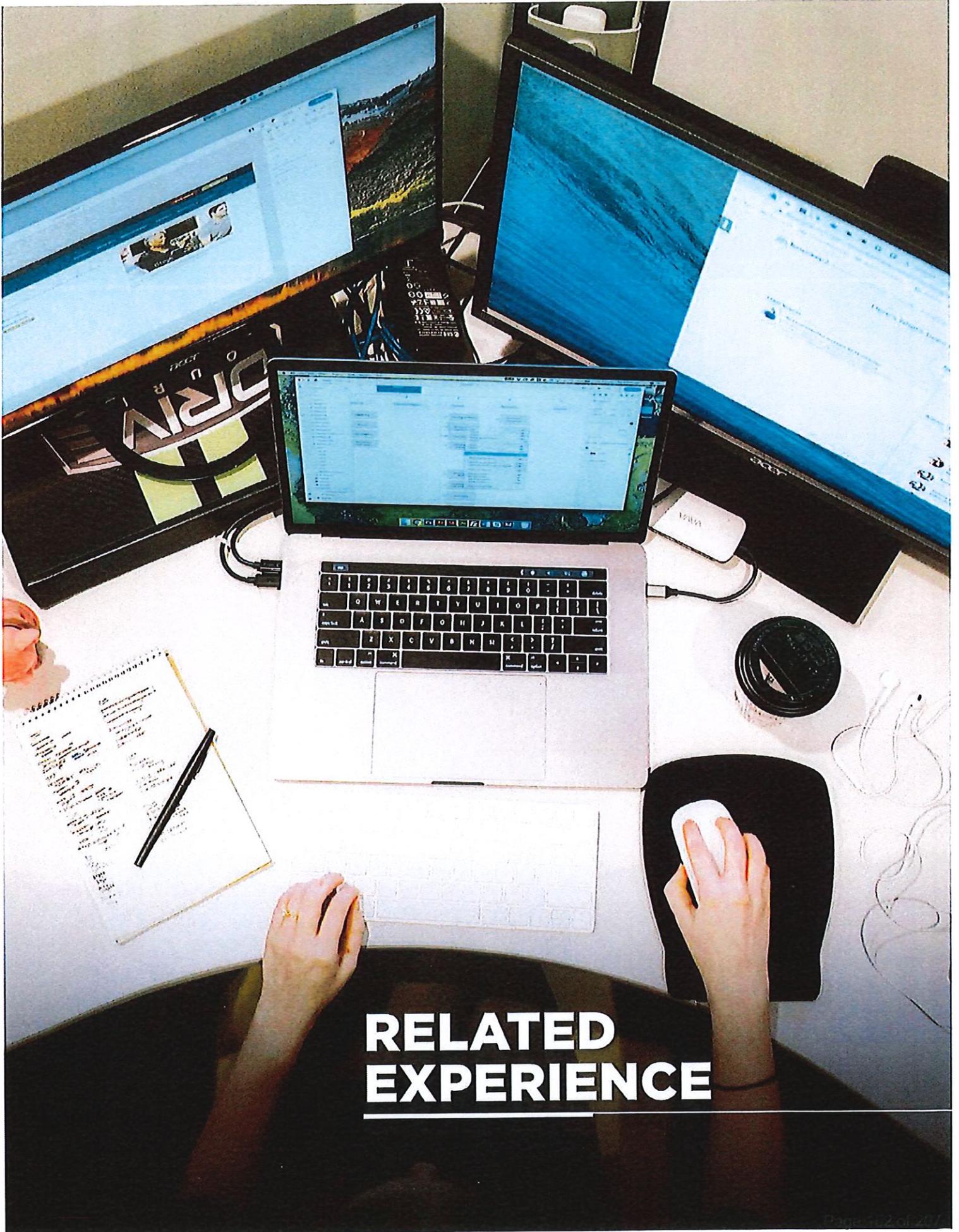
We are our experience. We are our partnerships that tend to be long and successful. We are experts and we look forward to working with you.

## **CRA IS...**

- one of the most experienced communications firms in the Mid-Atlantic region with offices in Columbus, Ohio; Charleston, West Virginia; Richmond, Virginia; and Philadelphia, Pennsylvania, and with experience working with clients across the country and internationally.
- a women-owned, small business certified by the U. S. Small Business Administration and the Women's Business Enterprise National Council — the most relied-upon certification of women-owned businesses and the largest third-party certifier of businesses owned, controlled and operated by women in the United States.
- one team comprising 35 highly talented and experienced account, media, digital, creative and video production professionals who have worked on local, regional and national award-winning projects for a wide variety of industries.
- a Google Partner and certified in all Google Platforms as well as Hubspot Inbound.
- active with the Southeast Tourism Society (STS) providing communications counsel and products for several years. CRA won the STS 2019 Chairman's Award — an honor recognizing our partnership and strategic and creative communications services.

## **CORE COMPETENCIES**

- Branding and Communications
- Strategy
- Advertising
- Public Relations
- Creative Services
- Digital Communications
- Social Media
- Media Planning, Buying and Optimization
- Marketing
- Event Planning
- Communications Training
- Video Production
- Website Development



**RELATED  
EXPERIENCE**

# OUR EXPERIENCE

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CRA is a smart brand communications and though our work experience is wide-ranging, we've been creating, adapting and optimizing brands for many decades.

We know your brand is your promise to the public. We create a strategic plan that includes message development, graphic design, content development and much more. Then we communicate your brand through various communications channels that we know work from experience. We monitor, track, optimize and report activities to ensure a successful campaign every time!

See results from some of our branding campaigns in your region. Additional work samples can be found at [www.charlesryan.com](http://www.charlesryan.com).





## GREENBRIER COUNTY CONVENTION & VISITORS BUREAU: "AMERICA'S COOLEST SMALL TOWN" INTEGRATED CAMPAIGN

The Greenbrier County Convention and Visitors Bureau (GCCVB) was seeking earned media opportunities to promote the Greenbrier Valley as a destination, including online competitions. The challenge? Finding unique and interesting ways to garner earned media attention and raise its social media profile in constant competition to other, similar destinations. In the end, the Greenbrier Valley would not only enter its town of Lewisburg into an online competition and be successful, but it also would boast the designation of "America's Coolest Small Town," and increase social media engagement by 550 percent, while garnering earned media coverage nationwide.



*The "America's Coolest Small Town" VOTE Lewisburg rally*

### The Results Are In...

We garnered more than \$250,000 in equivalent advertising dollars in exposure. We also:

- Acquired a surge in website traffic by more than 70 percent from unique visitors.
- Increased engaged social media users exponentially to more than five times the original number, and garnered more than 57,000 impressions per post throughout the life of the campaign.
- Developed a comprehensive, integrated outreach strategy that included social media, public relations, paid media and partner collaboration for the campaign with a limited budget. Most importantly, the "America's Coolest Small Town" effort was the most successful campaign for the GCCVB.
- Helped Greenbrier Valley's city of Lewisburg overcome a late push from Astoria, Oregon, a town nearly three times the size, to stake claim to the title of "America's Coolest Small Town" by nearly 11,000 votes.

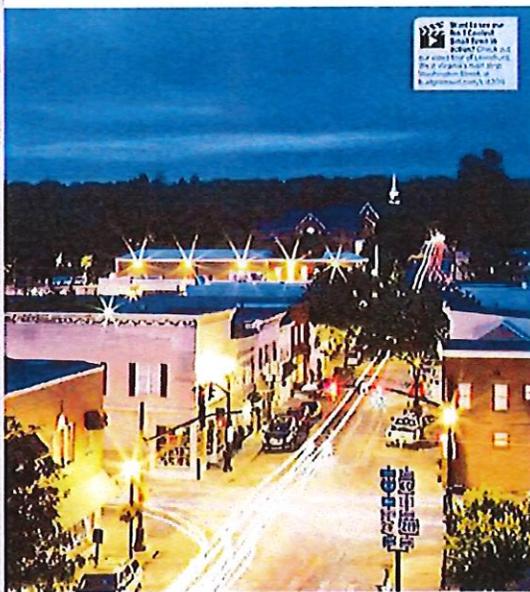
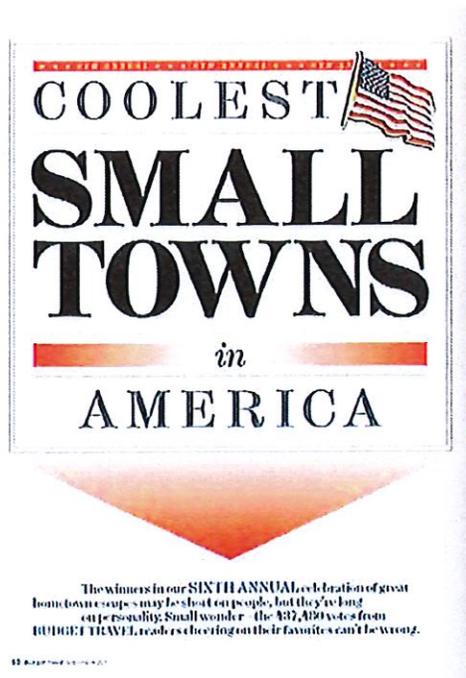
### How'd we do it?

CRA developed an integrated campaign that encouraged partners to engage groups and get people voting in the online contest to promote the destination. A variety of tactics were employed, including Facebook invitations to remind people to vote, hosting a rally to "get out the vote" and a media event to the "Countdown to a Cool Town" celebration as voting came to a close.

- **Earned Media** – We messaged and we conquered. From engaging local ambassadors to national coverage, we told the story of the Greenbrier Valley's historic gem of Lewisburg to a variety of outlets and sources.
- **Paid Media** – We implemented a strategic paid media plan for print and online to engage voters and drive them to the online contest.
- **Creative Services** – We created campaign materials, including advertisements and signage encouraging people to *VOTE! Lewisburg*.
- **Event Planning** – We assisted in the coordination and management of a variety of events related to the online competition, including the *VOTE! Lewisburg* rally and the "Countdown to a Cool Town" vote push. Finally, we coordinated the celebration of "America's Coolest Small Town," where we hosted state and local dignitaries, media and executives from Budget Travel.

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*Lewisburg featured as Budget Travel's "Coolest Small Town in America" for 2011.*



# ADDITIONAL GREENBRIER SAMPLES





## VIRGINIA CRAFT BREWERS GUILD

### VIRGINIA CRAFT BREWERS FEST

The Virginia Craft Brewers Fest (VCBF) needed an image makeover and a proper promotional plan to continue growing attendance. Encouraged by the growing popularity of Virginia craft beer and the previously successful VCBFs, the promoter and leadership at the Virginia Craft Brewers Guild agreed.

Armed with ideas and a bevy of experience, CRA took action.

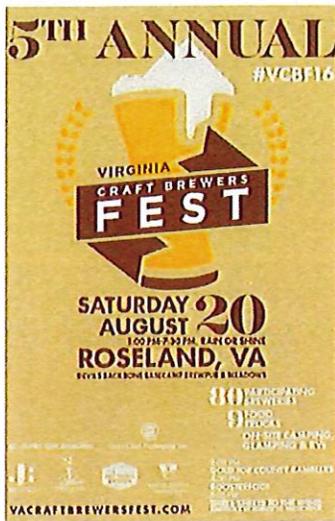
#### The Plan

- **Earned Media** – CRA targeted relevant local, regional and state publications to cover the VCBF. We reviewed and updated the previous year’s media list with new media. We then sent multiple media alerts with updates and notices and invited all media to the event, offering tickets and access to the WiFi-capable media tent. Media also had access to winners, brewers, judges, bands and staff.
- **Paid Media** – With a limited budget, CRA developed a media plan to maximize dollars. It included Facebook advertising and banner ads. Facebook ads reached more than 250,000 people and received 10,000 clicks in the four-week flight.



Event website [vacraftbrewersfest.com](http://vacraftbrewersfest.com)





Event poster

- Social Media — CRA developed a social media strategy that engaged the target audience using #vacraftbeer on Facebook. The strategy focused on starting a conversation with the audience by posting photos, giveaways, announcements and links. For two weeks leading up to VCBF, daily contests generated excitement and encouraged engagement.
- Creative Services – Each year, CRA develops a refreshed look for the upcoming Fest and designs the new poster announcing the event. In addition, we design credentials, info cards listing pour times for the VIP tent, a sponsor poster and the website.
- Website – CRA designed and developed a website that makes it easy to manage content and information about the VCBF. As tickets are only sold online, a seamless integration with Eventbrite was key to the design.
- Surveys – CRA performed two surveys for the 2014 event. The first survey was distributed before the event to people who purchased tickets in 2013 and 2012. The second went out after the event to patrons who attended in 2014. The goals of both surveys were to gather information and statistics that will help improve the overall VCBF experience and share information with our tourism partners (VTC and Nelson County).

#### The Results Are In...

- Working with Virginia Tourism Corporation, we were able to get the Governor to declare August as Virginia Craft Beer Month.
- We tracked social media numbers. Our hashtag, #vacraftbeer, demonstrated a reach of 76,256, which refers to unique followers, and nearly 160,000 impressions, which are times the posts were seen, on Twitter, Instagram and Facebook. From July 30 to Aug. 26, our social media campaign derived 873 new likes on Facebook.
- The event sold out prior to the day of the VCBF.
- More than 30 local, regional and national media outlets covered the event, including the Associated Press, Washington Post and Beer Advocate Magazine.



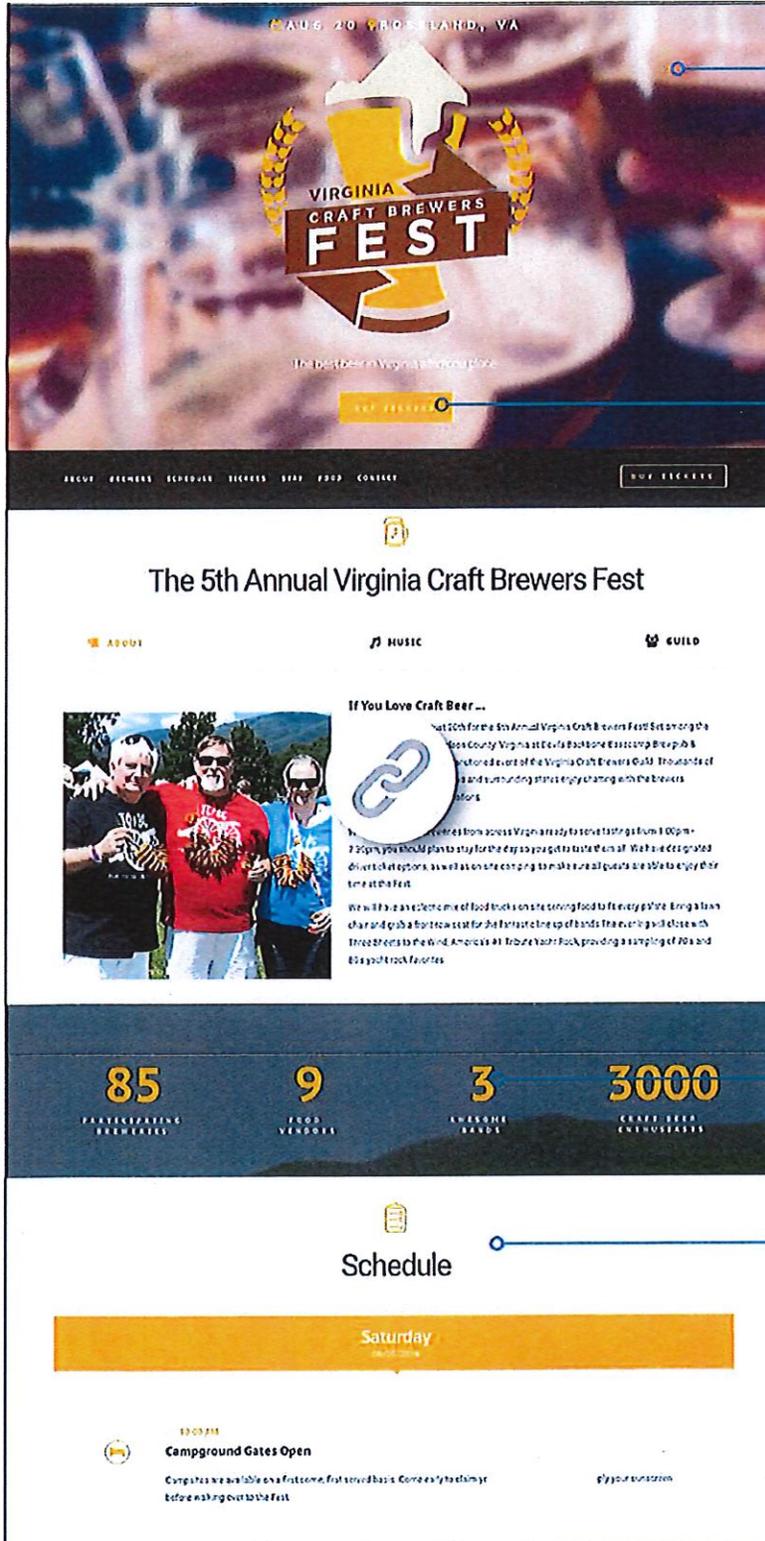
Branded tasting glass

## VIRGINIA CRAFT BREWERS FEST | BEFORE

The Virginia Craft Brewers Fest (Fest) was entering its third year and needed a new website to better represent the experience of the Fest. The purpose of the website was to educate patrons on participating craft brewers, overnight accommodation options and how to buy tickets as they were only available through online sales. In addition to giving the website a refresh, CRA worked with the ticket provider to offer a seamless transition from the Fest site to the ticket site as well as sending branded confirmation emails to ticket holders.



# VIRGINIA CRAFT BREWERS FEST | AFTER



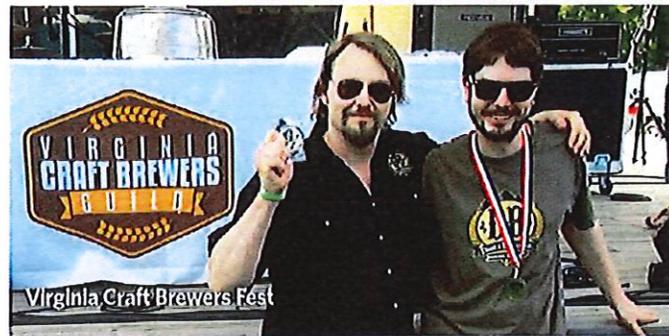
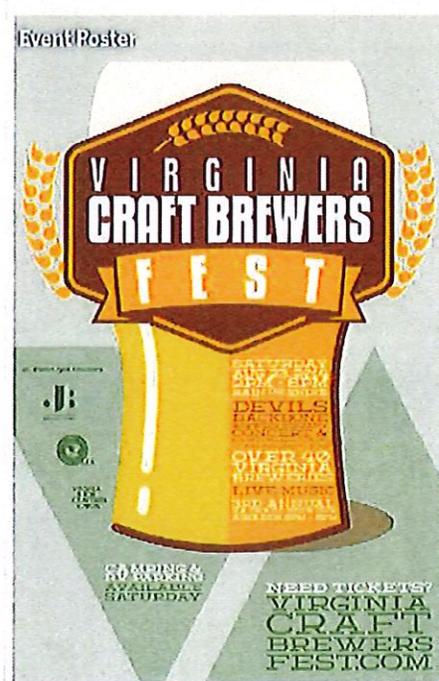
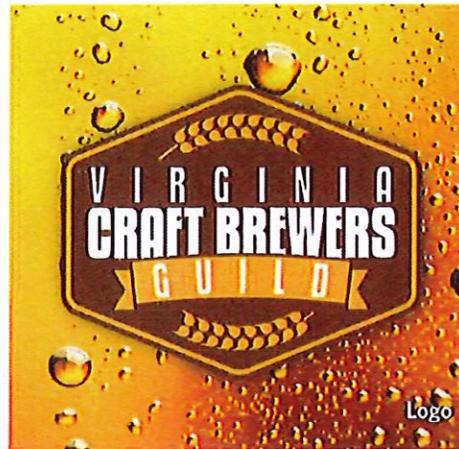
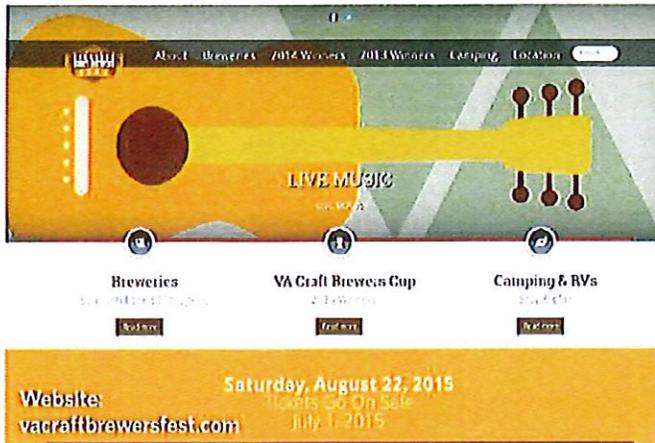
Clean, modern design that is mobile friendly and easily updated.

Prominent button encouraging visitors to purchase tickets.

Real time counter, highlighting pertinent information.

Detailed schedule of events for the day.

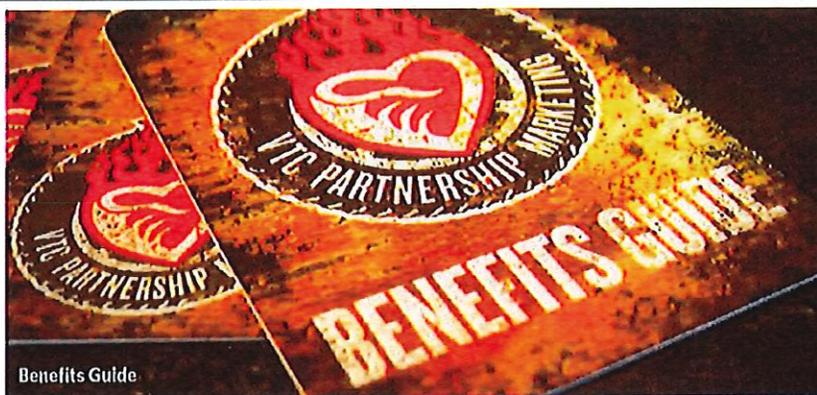
# ADDITIONAL VIRGINIA CRAFT BREWERS FEST SAMPLES



# VIRGINIA IS FOR LOVERS

## VIRGINIA TOURISM CORPORATION: PARTNERSHIP MARKETING

Partnership Marketing focuses on increasing visitor spending in Virginia through research, education and product development within the tourism industry. CRA has worked with destinations, communities and regions on everything from videos to collateral and research to product development.



Benefits Guide

**TOURISM DEVELOPMENT**

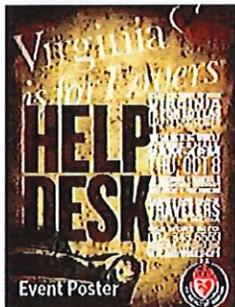
Start up loans for your B&B? Business plans for your attraction? Legal regulations for your restaurant? These questions are top-of-mind with anyone wanting to start a tourism business in Virginia. VTC can answer key questions and offer assistance in starting a tourism business or growing an existing one. We can help you work local and regional travel development, as well as The Crooked Road, The Virginia Coal Heritage Trail, Round the Mountain, Antique Trails and others. You will benefit your community in the right direction as you work through local strategic planning and community development.

Learn how to start, operate and grow tourism businesses by attending an Entrepreneurial Experts training session with VTC and the Department of Business Assistance.

Leverage heritage, arts and community related businesses and trails by partnering with VTC and your local tourism leadership.

Create and follow a Tourism Development Plan with your tourism community and leaders. Let VTC guide you in the process by facilitating community tourism assessments and planning.

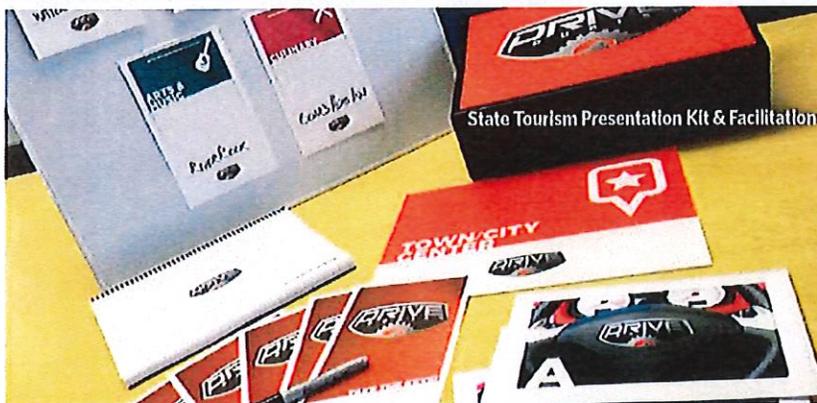
**STEVE GARRETT**  
Partnership Marketing Development Director  
604-545-5077  
sgarret@virginia.gov



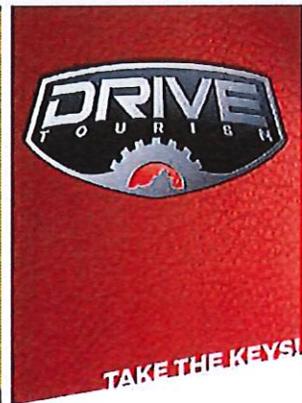
Event Poster



See the video at:  
[vimeo.com/crafilm/vtccceos](http://vimeo.com/crafilm/vtccceos)



State Tourism Presentation Kit & Facilitation



TAKE THE KEYS!

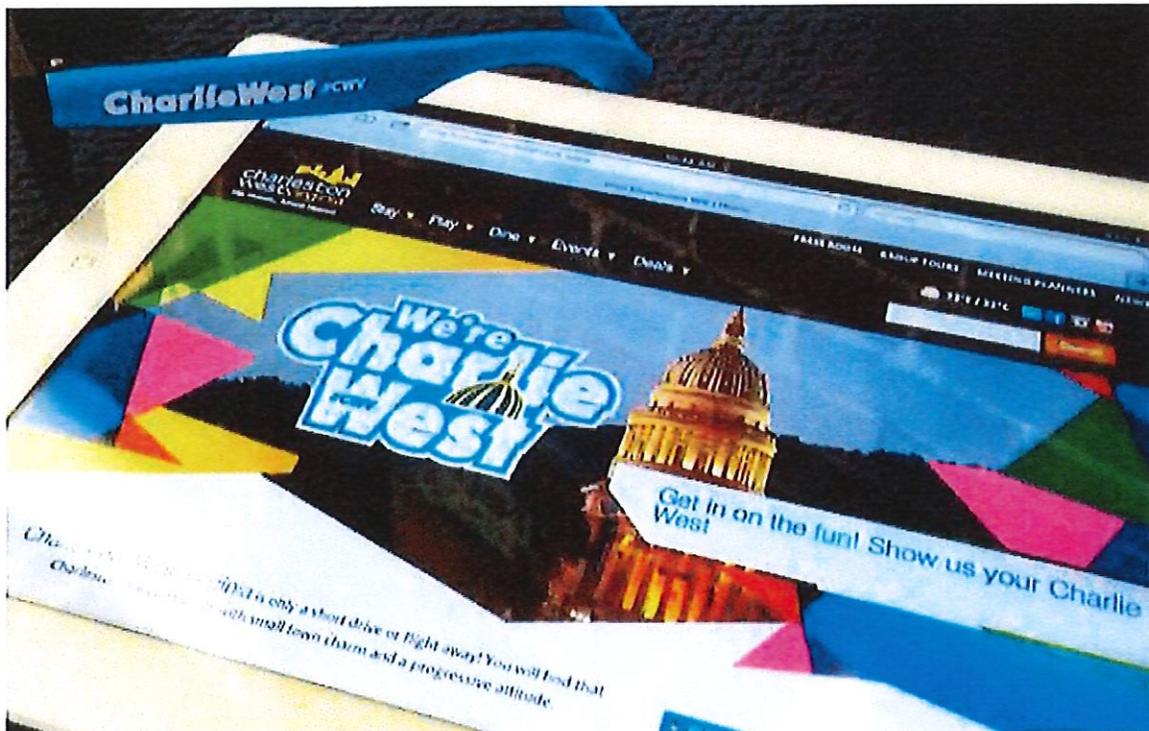


## CHARLESTON CONVENTION & VISITORS BUREAU "I'M CHARLIE WEST"

The Charleston Convention and Visitors Bureau (CCVB) enjoyed strong weekday occupancy rates due to a high volume of business travelers; however, weekend leisure visitation was lagging. CRA looked to research to determine the best way to implement a leisure-focused strategy to take advantage of the historic architecture and neighborhoods, independent restaurants, art galleries and retailers, and world-class musical performances.

What we found in the Longwood's International Day Visitor Study was that 52 percent of leisure travelers to the region were doing so to visit friends and relatives. Though this percentage of friends and family exceeds the national average by seven percent, something was amiss. We had a hunch, but needed to dig a little deeper. CRA developed and deployed an online survey to see what Charlestonians were doing while visiting friends and family. The survey concluded that Charlestonians had an identity problem! While they loved the city and were very positive about living there, they weren't giving positive feedback to friends and family. We were about to change that in a drastic way.

The revamped Charleston  
CVB website



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**CONCEPT:** CRA created a campaign to engage Charleston residents to help promote the city as a great place to visit as the target audience expanded to include leisure travelers by highlighting local business owners and focusing on the many activities in the city.

**RESULTS:**

 **78% INCREASE**  
IN UNIQUE VISITORS  
TO THE CCVB WEBSITE

 **383% INCREASE**  
IN TWITTER FOLLOWERS

 **83% INCREASE**  
IN INSTAGRAM FOLLOWERS



**266% INCREASE**  
IN FACEBOOK LIKES  
WITHIN A FEW MONTHS  
AND **79% INCREASE**  
IN OVERALL ENGAGEMENT

 **58%** OF PAGE LIKES  
ARE FROM THE  
TARGET AUDIENCE

ON AVERAGE  
**8,500 USERS**  
ARE REACHED BY EACH POST



A selection from the "I'm Charlie West" icon set

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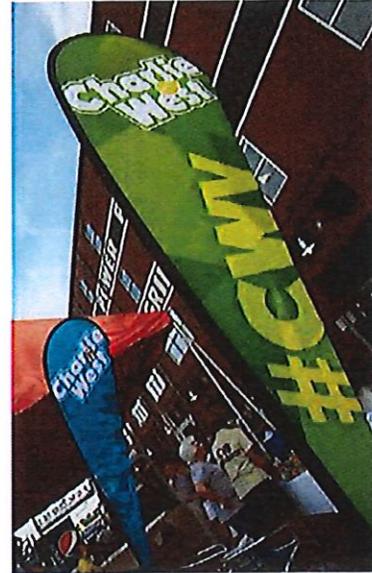
## The Plan

- Research - Research played a key role in obtaining the funding necessary to launch this campaign as it provided specific facts that allowed us to make a case identifying opportunities and actions.
- Website - CRA designed and launched a new website for Charleston CVB to create a more user-friendly experience and to provide solutions for the weaknesses and opportunities realized from the research. An eCRM program and partner portal were also a part of this effort.
- Earned media - CRA educated and trained the "Charlie West" ambassadors; which included the city mayor, musicians, restaurateurs, shop owners and business leaders; on the value of tourism to the city and scheduled media visits to promote culinary, music and heritage offerings from the area.
- Paid media - Print, radio, television, out-of-home and digital efforts launched together to blanket the community and surrounding area. Partners were included in a co-op program to combine efforts and cut costs. They were included in print ads and behaviorally targeted online ads based upon each partner's offerings. Added value was negotiated with the television and radio stations to have the campaign posted on their social media platforms and on station websites to help maximize the budget and increase the reach. All paid media was directed to the new website for tracking and engagement reporting.
- Social media - In addition to a robust content calendar spanning Facebook, Twitter, Instagram and Google+, Charleston social media "super sharers" were targeted. They were given Charlie West fun packs (t-shirts, sunglasses, stickers, VIP event passes) to encourage user-generated content that CCVB could then like and share to increase engagement. They instantly became Charlie West ambassadors and they loved sharing with friends and followers.
- Email marketing - CRA cleansed the existing database and then tagged those remaining subscribers by interest to better target for events and activities. This also was a great way to get the industry partners involved in a specific and meaningful way with all efforts directing back to the website for tracking and measurement.
- #cwv - This hashtag was added to all paid and social media efforts to track engagement and to promote excitement around the user-generated content that was produced. We were able to track posts and get involved with conversations in real time.

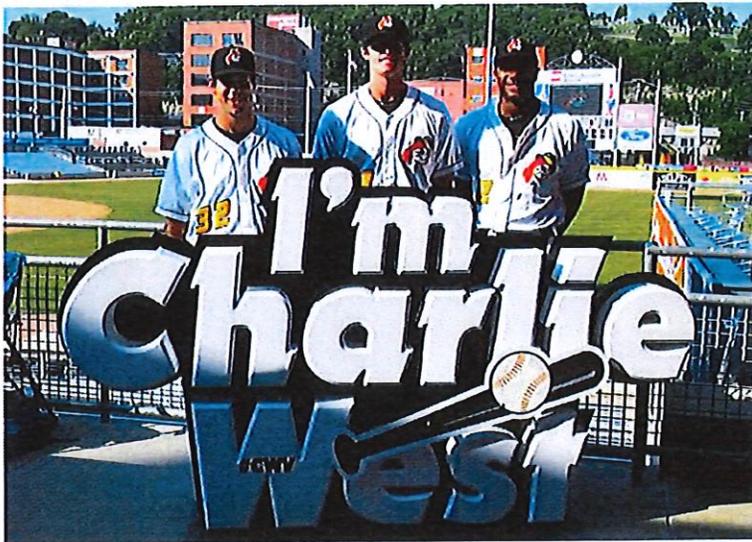
### The Results Are In...

The CCVB achieved impressive results with the launch of the "I'm Charlie West" campaign. Unique visitors to the CCVB's website increased 78 percent from the previous year. In addition, social media metrics significantly increased as broken down by social media platforms:

- Facebook – Charleston, West Virginia Convention & Visitors Bureau saw a 79 percent increase in overall engagement.
  - Social media target audience accounted for 58 percent of total page likes.
  - Overall reach was 162,581 Facebook users (includes paid, organic and viral views).
  - On average, 8,500 users were reached by each post.
- Twitter – @CharlestonWV had a 151 percent increase in Twitter followers including 109 mentions and 52 retweets.
- Instagram – @CharlestonWV had an 83 percent increase in Instagram followers.
- YouTube – Charleston, West Virginia saw a 12 percent increase in overall video views.



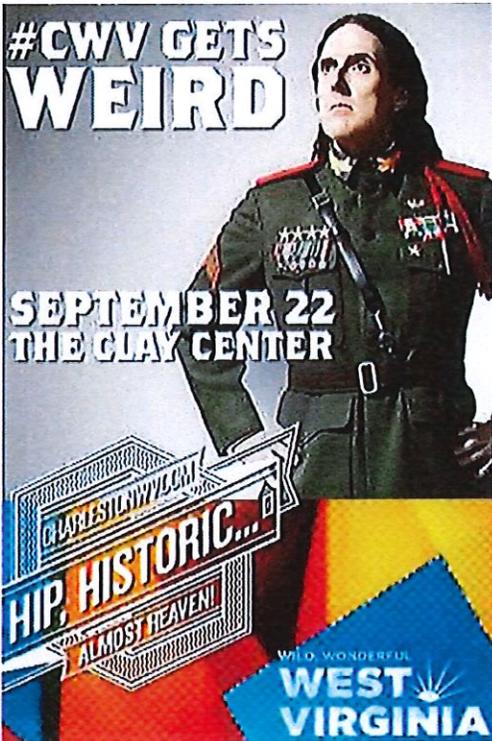
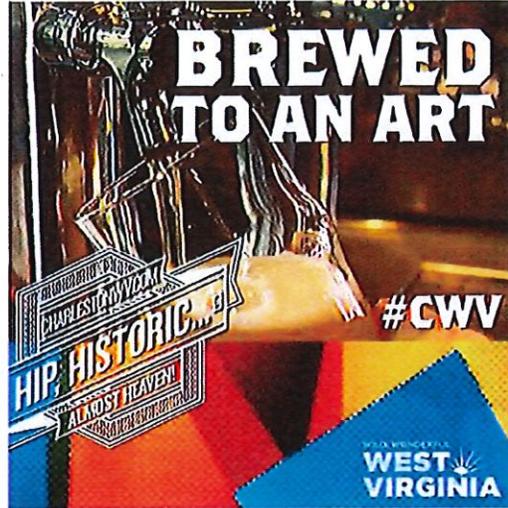
*Hashtag event banners*

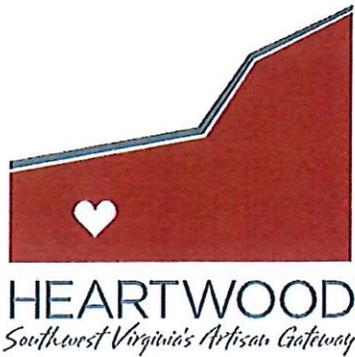


*"I'm Charlie West" photo-op sign with hashtag and changeable icons*



**CHARLESTON CVB WEB BANNER CAMPAIGN**





**SOUTHWEST VIRGINIA  
CULTURAL HERITAGE COMMISSION  
HEARTWOOD**

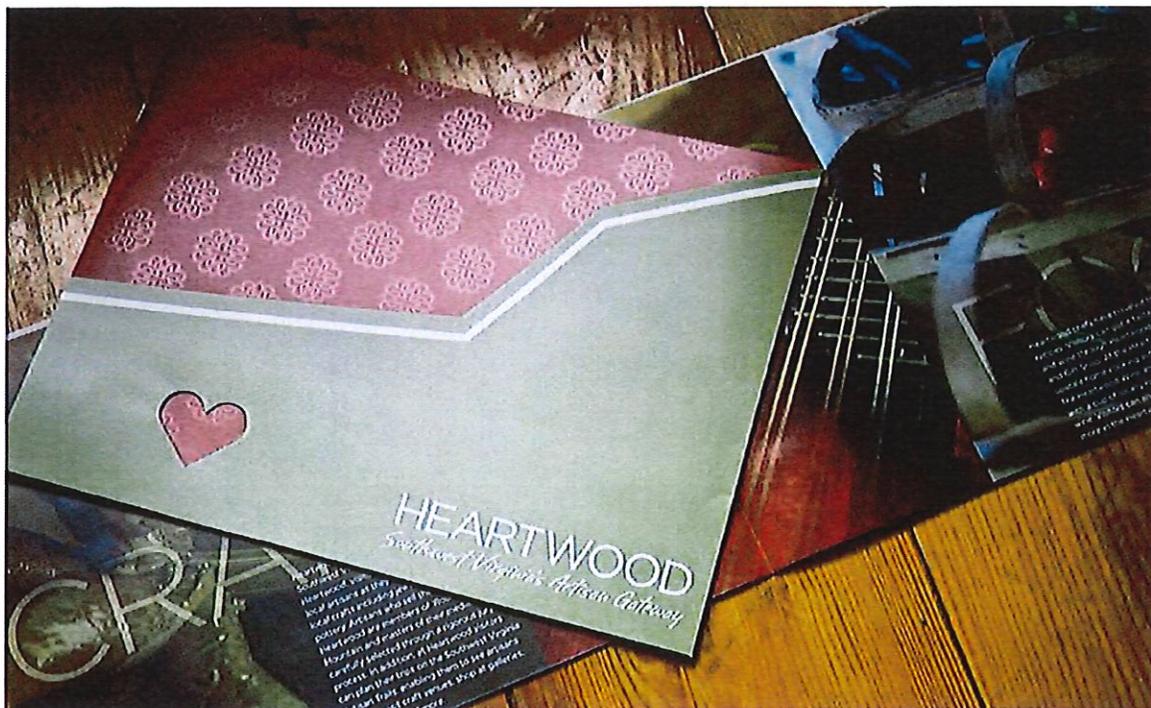
The Southwest Virginia Cultural Heritage Commission hired CRA to create and develop a brand for Heartwood: Southwest Virginia's Artisan Gateway. That brand would highlight the cultural heritage and natural resources of the 19 county, four city region and establish it as a destination for those wanting an authentic experience related to music, craft and food.

The Crooked Road: Virginia's Heritage Music Trail and 'Round the Mountain: Southwest Virginia's Artisan Trail' were existing brand assets for the region that would be used to promote the local musician and artisans in the region. With local, state, federal and private money funding the initiative, the pressure was on to make the launch a success while also laying the groundwork for sustainable marketing and economic development in the region.

CRA worked with the Southwest Virginia Cultural Heritage Commission to establish benchmarks for performance, messaging for state and local elected officials, metrics for federal grants and fundraising efforts, and brand standards for Southwest Virginia, Heartwood, The Crooked Road and 'Round the Mountain.

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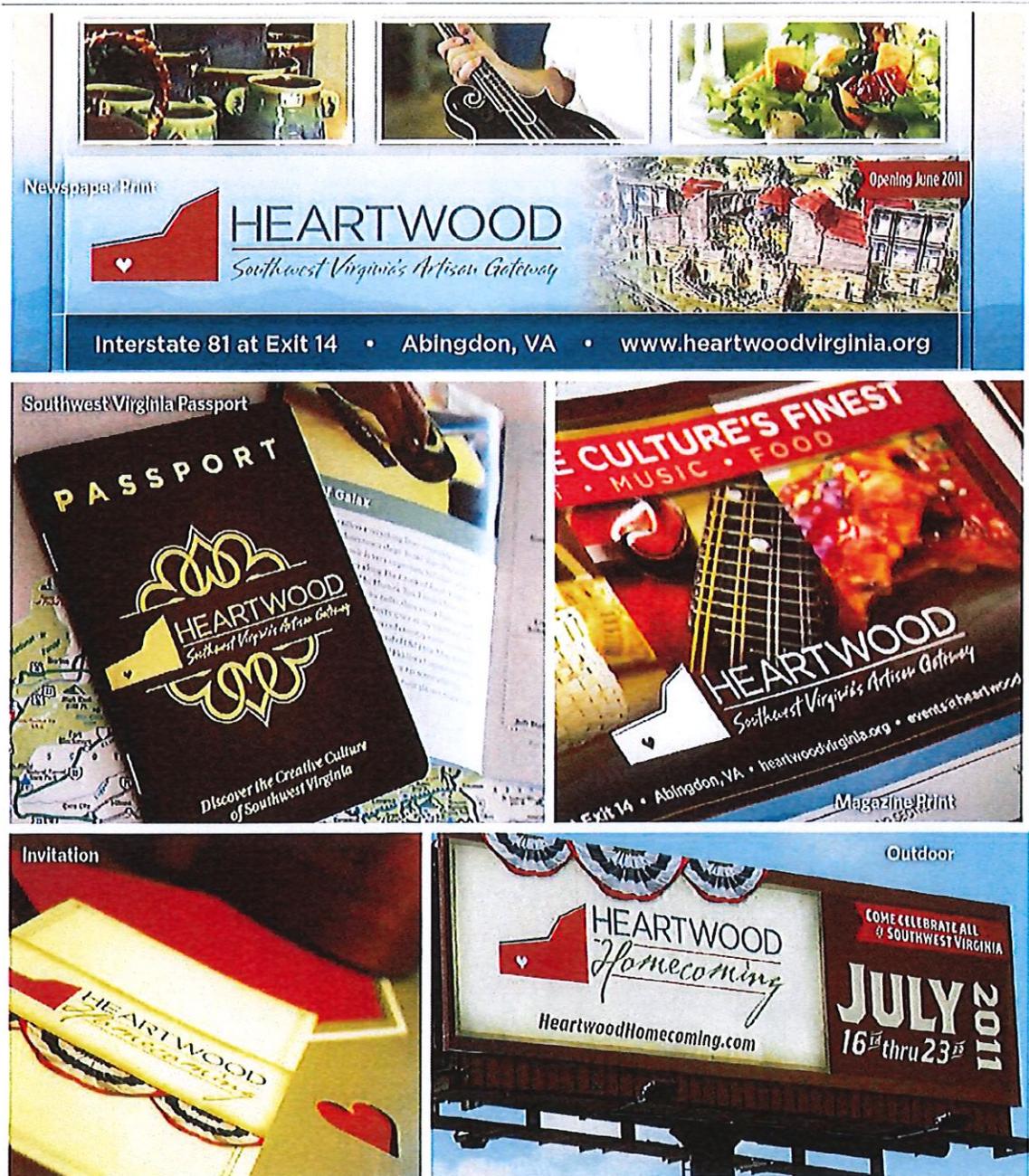
*Heartwood media kit*



## The Concept

CRA created and implemented a grand-opening concept, the Heartwood Homecoming, which would help brand and introduce the attraction to its local and regional target audiences through earned, paid and social media efforts.

*Heartwood campaign materials*



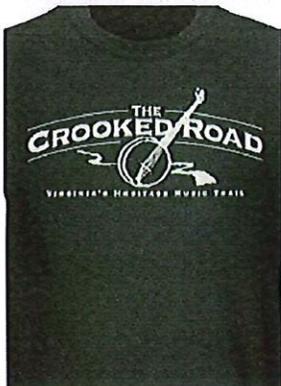
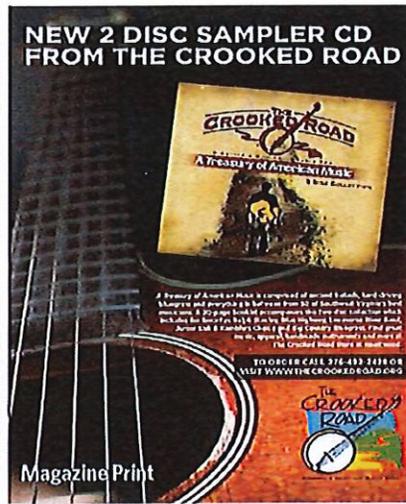
**The Plan...**

**Earned media** – We worked with numerous tourism officials statewide and regionally, developed core messages, created media kits and launched an online pressroom. We hosted FAM (familiarization) tours with the media prior to opening and during Homecoming as well as developed and launched a multimedia news release announcing the events.

**Paid media** – We planned, negotiated and purchased paid media including outdoor, radio, TV, print and online advertisements. Local, regional and national media worked with us to provide a 3 for 1 added value to the buy.

**Social media** – Both live and scheduled content for Facebook included photos, giveaways, announcements, events and links to the site reminding users to invite their friends and family to the Heartwood Homecoming. Simultaneously, we were building engagement on The Crooked Road page with the activities surrounding the release of The Crooked Road sample cd that would launch during the Homecoming.

*Additional promotion and event materials for Southwest Virginia*



facebook

Henderson Guitar Facebook Promotion

Heartwood: Southwest Virginia's Artisan Gateway Welcome

BID ON A ONE-OF-A-KIND HENDERSON GUITAR

TO ORDER CALL 518-483-3818 OR VISIT WWW.THECROOKEDROAD.ORG

### The Results Are In...

Our 18 month goal of \$1 million in earned media was achieved in seven months! Publications such as Huffington Post Travel, The Washington Post, New York Times Travel Section, Virginia Living, Virginia Business, Roanoke Times, Blue Ridge Country, Richmond Times-Dispatch, Bristol Courier, USA Today and Group Travel Leader featured articles and news stories on the region.

We had 100 percent participation from the region for the Homecoming, with 143 musicians, 88 artisans, 11 farms, 14 wineries, one brewery, 5 coffee roasters, 11 authors for book signings, 31 tourism representatives, 12 outfitters and 13 attractions across the 10 days!

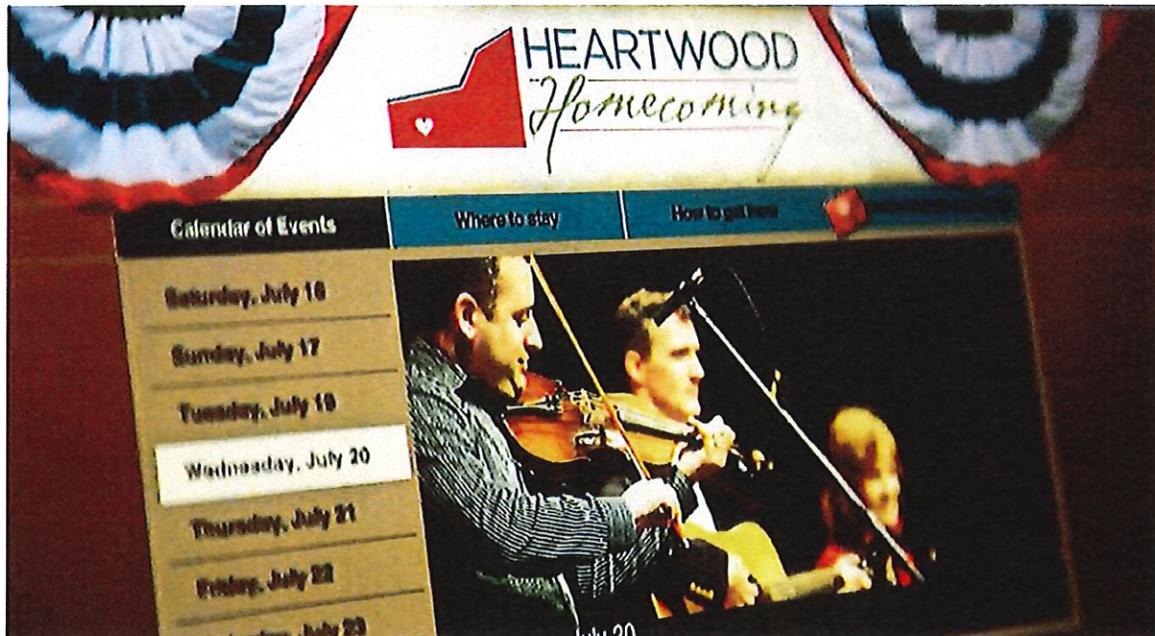
Thousands attended the event. Specifically, we had 4,204 come through the doors during the eight-day period including dignitaries such as (then) Governor Bob McDonnell, Senator Mark Warner, Senator William Wampler, Jr. and Dr. Ralph Stanely.

Facebook was used to drive traffic both to the site and to the Homecoming events through user engagement, photos, giveaways and event information. Users liked what they saw and the Facebook page received more than 1,000 likes in 20 days through organic efforts.

Through a comprehensive and targeted email campaign we were able to build a qualified database of more than 20,000 in less than 45 days.

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*Heartwood Homecoming  
landing page*

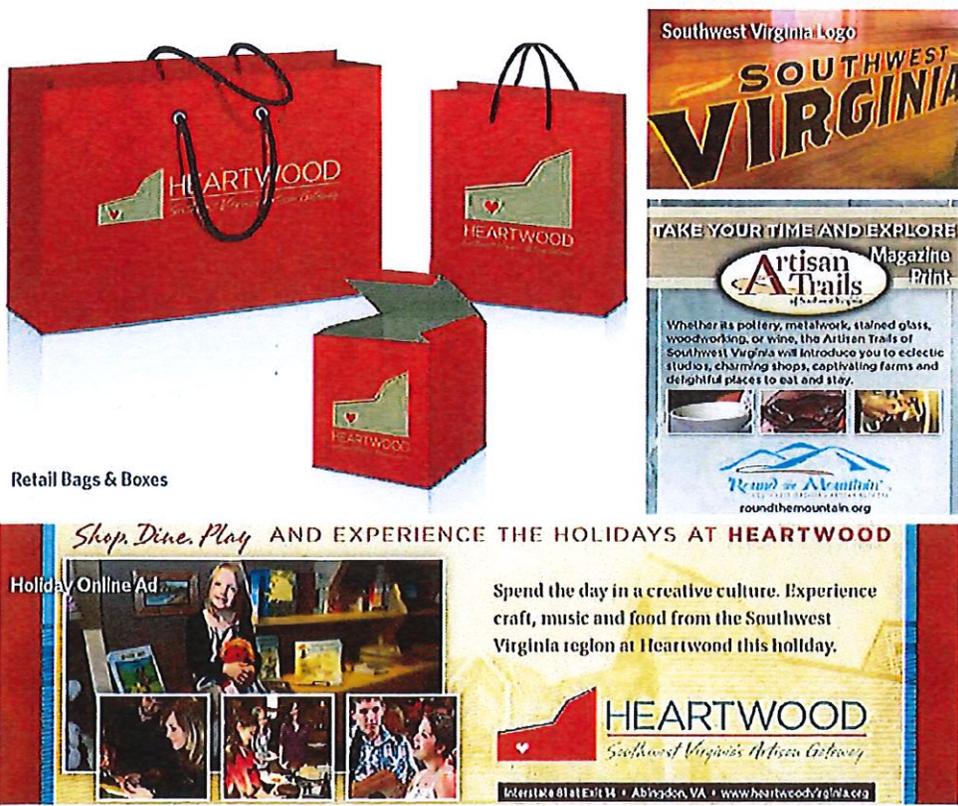


Creative services – Collateral pieces for Heartwood included brochures, rack cards, paid media advertisements, flyers, event posters, the Heartwood Passport (a guide for visitors) as well as the retail and merchandising plan prior to opening. T-shirt designs, wayfinding and a user friendly interface for trip planning in the region highlight the multitude of creative services.

Interactive services – A custom-built electronic customer relationship management system was built to gather leads and communicate through the use of e-mail templates and a comprehensive website dedicated to the Heartwood Homecoming. Site visitors also could send a branded invite to friends and family.

Event planning – We managed and coordinated the Heartwood Homecoming events including the community days, The Crooked Road, Virginia's Heritage Music Trail, sampler CD release party and concert and the official ribbon-cutting ceremony with Governor Bob McDonnell. Some of our unofficial duties included parking cars, working the visitor/information desk, selling CD's and helping clear tables.

*Heartwood retail materials, ads and additional Southwest Virginia brand elements.*



Retail Bags & Boxes

Holiday Online Ad

# CLIENT LOGO EXAMPLES

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Logo development is an important component to the overall brand of an agency or company. Specific to tourism, below are a few samples of our work in the past 24 months that highlight our design and creative talent.



## MOUNTAIN STAGE

CRA worked with West Virginia Public Broadcasting and Milton, WV based Blenko Glass Company to commemorate 33 years of Mountain Stage with a limited edition, hand blown glass record with a classic design. We wanted this design to represent and celebrate the rich tradition of Mountain Stage. We studied popular LP label designs from vinyl's heyday and put together something that's fun, unique and a little bit funky.



## CHARLESTON MAIN STREETS

CRA developed a new visual identity for Charleston Main Streets. In this design, the darker blue shapes represent Charleston's West Side, Downtown and East End. The lighter blue stripe at the bottom left represents the Kanawha River, and the stripes between the darker blue shapes represent Leon Sullivan Parkway (dividing the East End from Downtown) and the Elk River (dividing Downtown from the West Side). An icon of Charleston's Capitol Building's dome sits on the "map" roughly where the building is located in Charleston. The design is both timeless and bold.



## WEST SIDE MAIN STREET

The Charleston West Side logo has a contemporary design, but it also has a retro feel. It exudes the area's diversity and character.

The "W" exemplifies the intersecting and converging roadways, belief systems, traditions and cultures. One might even view the blue portion as the river and the other three portions as streets. But they also represent ideas and districts. The West Side includes so much variety, but they come together to form one West Side. Paths cross, and the resulting experiences, histories and accomplishments form the West Side's vibe.

# CLIENT LOGO EXAMPLES

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Below are additional examples of our recent tourism-related logo work.



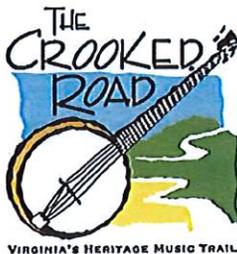
# ADDITIONAL TOURISM EXPERIENCE

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## CHARLESTON WEST VIRGINIA CONVENTION AND VISITORS BUREAU

**Services Provided:** Database Development; CMS; Content Strategy and Creation; Social Media Strategy and Management; Social Media Metrics and Dashboard; Media Planning and Buying; Constant Contact Integration; Design and Develop Partner Portal; SEO Strategy; Develop and Manage Promotions; Public Relations and Marketing; Promotional Website Design and Development; Develop and Produce Videos for Website; Website Development; Website Strategy and Maintenance; Website Analytics



## THE CROOKED ROAD

**Services Provided:** Custom CMS; Database Development; Develop and Manage Promotions; Promotional Website Design and Development; Media Planning and Buying; Public Relations and Marketing; Social Media Strategy and Management; Campaign Analytics



## FREDERICKSBURG REGIONAL TOURISM PARTNERSHIP

**Services Provided:** Content Strategy and Creation; Database Development; Promotional Website Development; Integration with ResLogic; Website Analytics



## HEARTWOOD

**Services Provided:** Campaign Analytics; Custom CMS; Database Development; Develop and Manage Promotions; Develop eCRM System; Keyword Analysis; Promotional Website Design and Development; Social Media Strategy and Management; Website Strategy and Maintenance; Website Analytics; Public Relations and Marketing



### THE LOST COLONY

**Services Provided:** Content Strategy; Database Development; Keyword Analysis; SEO Audit; Social Media Audit; Social Media Metrics and Dashboard; Social Media Strategic Planning; Website Strategy



### MARDI GRAS CASINO & RESORT

**Services Provided:** Content Creation; Database Development; Manage Online Promotions; Public Relations and Marketing; Develop eCRM System; Social Media Strategy; Website Strategy; Promotional Email Analysis and Reporting



### NEVADA COMMISSION ON TOURISM

**Services Provided:** Concept and Produce Online Golf Guide; Concept and Produce Golf Emails and eNewsletters; Email/eNewsletter Analysis and Reporting; Concept, Develop and Launch New Travel Nevada Website



### 'ROUND THE MOUNTAIN

**Services Provided:** Database Development; eNewsletter Development and Dissemination; Social Media Strategy and Management; Social Media Metrics and Reporting; Promotional Website Design and Development; Sweepstakes Development and Management; Campaign Analytics; Constant Contact Integration



### SOUTHWEST VIRGINIA CULTURAL HERITAGE COMMISSION

**Services Provided:** Database Development; Develop Custom eCRM System; eNewsletter Development and Dissemination; Logo Development; Social Media Strategy; Concept and Design Print Ads; Special Event Planning; Creative Support; eNewsletter Development and Dissemination; Public Relations and Marketing



### SPEARHEAD TRAILS

**Services Provided:** Website Design and Development; Custom CMS; Mail Chimp Integration; eCommerce Platform Development and Integration



#### **TOWN OF ABINGDON**

**Services Provided:** Promotional Website Design and Development; Media Planning and Buying; Campaign Analytics and Performance Reporting; eCommerce Integration



#### **VIRGINIA CRAFT BREWERS GUILD**

**Services Provided:** WordPress Website Design and Development; Content Strategy and Development; Keyword Analysis, SEO Strategy and Maintenance; Eventbrite Integration; Develop, Disseminate and Analysis of Pre- and Post-Event Customer Survey; Promotional Development; Social Media Strategy and Maintenance; Social Media Metrics and Dashboard; Website Analytics; Campaign Analytics and Performance Reporting



#### **VIRGINIA WAR MEMORIAL EDUCATIONAL FOUNDATION**

**Services Provided:** Social Media Strategy; Website Strategy and Maintenance



#### **WEST VIRGINIA DIVISION OF TOURISM**

**Services Provided:** Account Strategy; Brand Management; Content Strategy and Creation; Concept and Develop Print, Radio, TV, Billboard and Online Advertisements; Concept and Produce Interest Based Mini-Site Network; Develop and Execute Promotions; Develop, Execute and Manage Lead Generation Program; Event Coordination and Management; Feeder Market Media Relations Strategy and Implementation; Manage State's Cooperative Advertising Program; Manage Pay Per Click and Pay Per Inquiry Campaigns; Media Planning and Buying; Public Relations; Website Analytics



#### **WINSHAPE RETREAT**

**Services Provided:** Keyword Analysis; Website Strategy and Design



### GREENBRIER COUNTY CONVENTION AND VISITORS BUREAU

**Services Provided:** Brand Revise; Account Strategy; Concept and Develop Print, Radio and Online Advertisements; Media Planning and Buying; Event Coordination and Management; Develop, Design and Print Visitor's Guide; Develop, Design and Produce Destination Planning Guide; Develop and Execute Promotions; Design and Execute Lead Generation Program; Website Strategy and Promotion; Media Relations; Social Media Strategy; Public Relations; Crisis Communications; Message Development



### RICHMOND BREWERIES UNITED

**Services Provided:** Communications Strategy



**SOUTHEAST  
TOURISM SOCIETY**

### SOUTHEAST TOURISM SOCIETY

**Services Provided:** Brand Strategy; Graphic Design; Collateral Materials; Message Development; Digital Strategy; Advertising; Member Relations



### VIRGINIA TOURISM CORPORATION

**Services Provided:** Develop and Facilitate Industry Readiness Training Program; Concept and Develop Print and TV Advertisements; Concept and Produce Industry Video and Collateral; Spokesperson Training; In-depth Interview Research; Website Development



### WEST VIRGINIA FILM OFFICE

**Services Provided:** Concept and Develop Print Advertisements; Media Planning and Placement



### WEST VIRGINIA STATE PARKS

**Services Provided:** Concept and Develop Print, Outdoor and Radio Advertisements; Media Planning and Buying; Special Event Planning; Public Relations

# CLIENT REFERENCES

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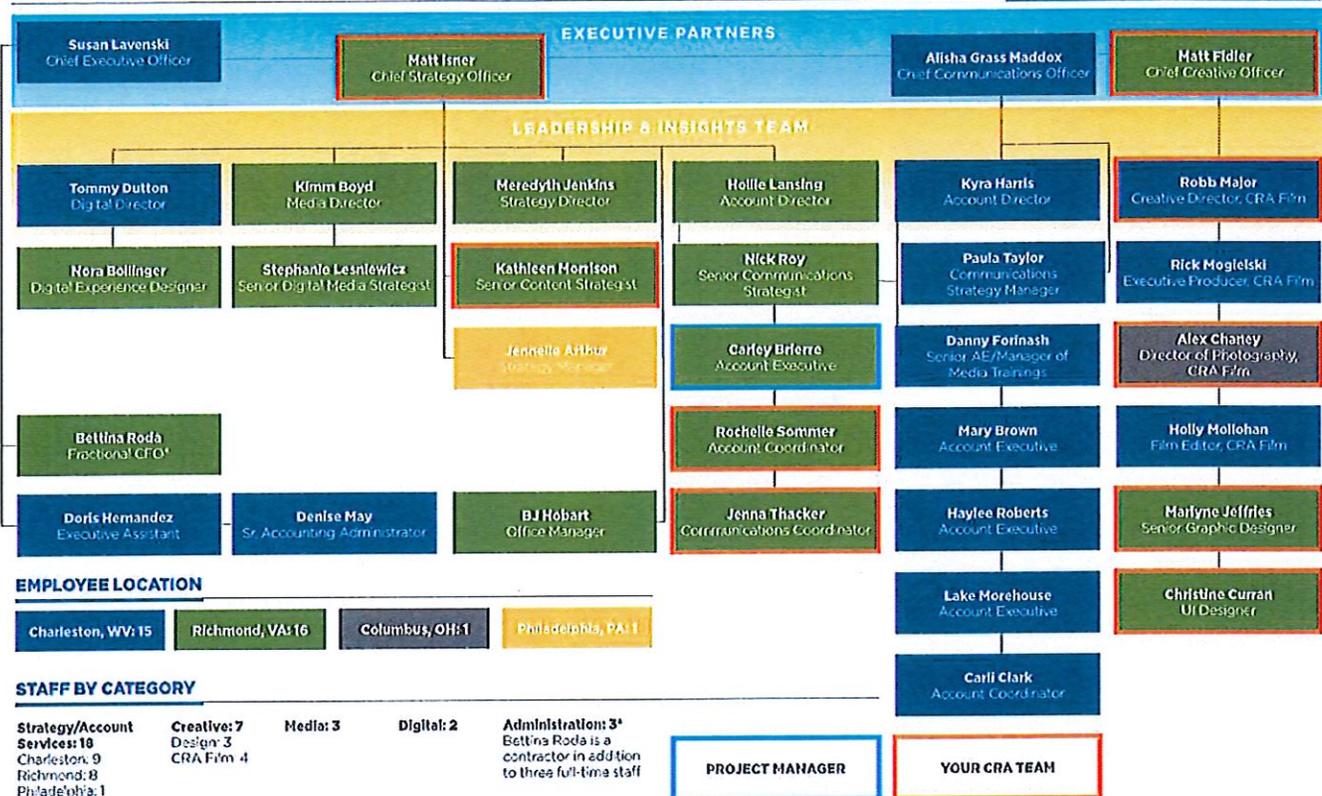


**TEAM**

# ORGANIZATIONAL CHART

Below is CRA's organizational chart. We've highlighted your CRA team members on the chart and provided their bios below.

## CRA ORGANIZATIONAL CHART



# CORE TEAM

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**CARLEY BRIERE**  
**PROJECT MANAGER**

Account Executive

Carley has been redefining client dedication at CRA since 2016. Our resident Question Queen, Carley brings a sense of curiosity to her work as an Account Executive that sets her apart. She loves to learn and gathers information until she knows her clients inside and out, from the needs of the CEO to the daily tasks of people at every level of the organization. She is a killer multitasker and a real leader on our tourism and transportation teams, setting high standards for her account service and exceeding them.

Before joining CRA, Carley earned a bachelor's degree from the University of Lynchburg and a master's in strategic public relations from VCU and applied her PR knowhow to a communications role at the U.S. House of Representatives, a Fortune 200 company and a trade association. Her expertise in a variety of situations and organizations makes her a valuable asset in forming connections and providing sound solutions regardless of situation.

Her areas of expertise include account management, advertising strategy, brand strategy and management, communications plan development, copywriting and content development, event planning and management, research, creative strategy and development, marketing strategy, message development, public involvement, social media monitoring and social media strategy, development and implementation.



## **MATT FIDLER**

Chief Creative Officer, Owner

Matt oversees the creative, CRA Film and Columbus teams at the firm. He leads these teams in developing unique solutions for all of our clients, and particularly, in the energy and manufacturing, transportation and insurance industries. His insight into branding, complemented with brilliant creative strategy and his artistic talent, ensures design and functionality work harmoniously to connect with our clients' target audiences and goals.

A graduate of West Virginia University, where he received a Bachelor of Fine Arts, Matt has worked at CRA for 20 years and has received numerous awards and accolades.

Matt has a wide range of expertise from advertising strategy, brand strategy and management, communications plan development, copywriting and content development, creative strategy and development, design and graphic design, marketing strategy, message development, print, collateral and online production, program strategy and implementation, public relations strategy and outreach, research and web development to web-based marketing.



## **MATT ISNER**

Chief Strategy Officer, Owner

Matt oversees CRA's client services and media teams in the Richmond and Philadelphia offices, as well as several of the largest clients at the firm. He has worked at CRA for 20 years and is a proven communications strategist — developing, communicating, executing and sustaining strategic initiatives for many of CRA's clients in the energy, manufacturing, transportation, insurance and tourism industries, primarily.

Matt is a graduate of Marshall University where he received a Bachelor of Arts degree in public relations. He also is a graduate of West Virginia University where he received a Master of Science degree in integrated marketing communications.

Matt has received multiple awards for his work and has served as a guest speaker to many college and university classes.

He has a wide range of expertise from account management, advertising strategy, audience profiling, brand strategy and management, communications plan development, community management, copywriting and content development, earned media strategy and outreach, event planning and management, marketing strategy, message development, media/spokesperson training, program strategy and implementation, public relations strategy and outreach, public involvement and education strategies, research, SEO/SEM, social media strategy, development and implementation, stakeholder engagement and management to tracking, analytics and measurement.



## **ROBB MAJOR**

Creative Director

Heading up CRA's in-house video production keeps Robb very busy, between organizing logistics, traveling for video shoots, scripting, editing and more — all while contributing to graphic design and animation as well. He has a knack for telling our clients' stories in an engaging, visually striking manner and loves bringing brands to life through video. He says his proudest moment was seeing a television spot that CRA conceived, shot, edited and completely produced running locally during the Super Bowl.

Robb has been with CRA since 2006, during which time he has touched every industry CRA has worked on, from travel and tourism to construction and transportation to education and politics. He is able to adapt his extensive skill set no matter the industry or the ask, delivering prizewinning work.

Robb is a Virginia Tech graduate with a Bachelor of Arts degree in communication studies.

He has a wide range of expertise from advertising strategy, animation, brand strategy and management, communications plan development, creative strategy and development, design and graphic design, marketing strategy, message development, print, collateral and online production, SEO/SEM, social media monitoring, social media strategy, development and implementation, video production and editing to web design.



## MARLYNE JEFFRIES

Senior Graphic Designer

In a world where everything is becoming digital, Marlyne brings a passion for old-school print and hands-on craft that really sets her work apart. She brings a distinct aesthetic to her designs, whether done by hand or using digital tools, and as our print production manager, Marlyne ensures that all printed collateral is executed to the highest standards for our clients.

A VCU grad, Marlyne joined CRA in 2016 and has become instrumental to our insurance, manufacturing and transportation teams. In that time, she has grown in the agency environment, and is a true self-starter, able to breeze through assignments independently and efficiently. She's organized and driven, often staying well ahead of deadlines when executing changes or designing new pieces.

She has a wide range of expertise including advertising strategy, brand strategy and management, communications plan development, creative strategy and development, design and graphic design, marketing strategy, message development, print, collateral and online production.



## CHRISTINE CURRAN

UI Designer

After working at CRA from 2013 to 2015, Christine rejoined the agency in 2018 (“I just couldn’t stay away,” she says). Christine is a graphic designer who supports our creative team with an eye towards UI/UX. She has experience in tech, transportation, insurance, energy and manufacturing, making her a vital asset to both our traditional creative team as well as our digital crew. She enjoys blending traditional graphic and experience design and working through the strategic challenges that come with each of them.

A proud JMU Duke, Christine holds a degree in Media Arts and Design. She has two very good boy pups who support her while she works on her favorite rebranding projects and other design work, or while she is sharpening her creative skills through DIY projects.

She has a wide range of expertise including advertising strategy, brand strategy and management, communications plan development, creative strategy and development, design and graphic design, marketing strategy, message development, print, collateral and online production.



## ALEX CHANEY

Director of Photography

Alex is the Spike Jonze of CRA, helping take CRA Film's brilliant footage to create remarkable pieces that showcase our clients. Alex has an extraordinary ability to visualize scenes before they're brought to life. He thrives under pressure and is proud of the CRA Film team's ability to maximize their individual talents and expertise to create quality content that looks like the work of a much larger team with a much larger budget.

Alex graduated from Marshall University, where he studied graphic design. He has a unique creative vision and is not afraid to take direction and initiative to produce out-of-this-world quality projects. Since coming to CRA in 2016, Alex has worked on projects for all sorts of industries and all kinds of clients, but has worked most frequently with Anthem, one of the largest health care insurance companies in the country.

He has a wide range of expertise from advertising strategy, animation, brand strategy and management, communications plan development, creative strategy and development, design and graphic design, elements of photography, marketing strategy, message development, print, collateral and online production, SEO/SEM, social media monitoring, social media strategy, development and implementation, video production and editing to web design.



## **KATHLEEN MORRISON**

Senior Content Strategist

Kathleen is CRA's word connoisseur. A content strategist who knows content is king. She's a chameleon who can develop messages and successfully manage content for our clients in various industries, while adapting tone, language and style to fit each of them and their audiences. An art of storytelling, she's able to bring our clients' brand stories to life through advertising, digital and social media campaigns, longform writing, websites, project landing pages, web blogs and more.

With an English degree from Millsaps College (in Jackson, Mississippi) and a master's in journalism from Boston University, Kathleen's background includes traditional journalism, digital writing and website and web content creation. She uses her experience to create content that is not only timeless and forward-thinking, but always appropriate for the channel being employed.

A three-year veteran at CRA, Kathleen's expertise ranges from strategy and management, content development and copyediting, message development, research, SEO/SEM, and social media monitoring to social media strategy, development and implementation, tracking, analytics and measurement.



## **ROCHELLE SOMMER**

Account Coordinator

Rochelle hails from James Madison University with a double bachelor's degree in advertising/communications and psychology. She brings a unique perspective to projects and strives to create strategies that lead to more meaningful interactions. Since starting in 2018, she has skillfully refined client initiatives, especially within our energy and transportation brands.

Rochelle has worked on some of our award-winning projects, including research and concepting, and always exceeds the initial goals. Her ability to keep calm in stressful situations makes her a strong aid on our account team. Outside of the office, she can be found on the volleyball court or snuggled up with her puppy and best friend, Isabelle.

Her areas of expertise include account management, advertising strategy, brand strategy and management, communications plan development, copywriting and content development, event planning and management, research, creative strategy and development, marketing strategy, message development, public involvement, social media monitoring and social media strategy, development and implementation.



## JENNA THACKER

Communications Coordinator

Jenna graduated in 2019 from Virginia Commonwealth University with a degree in creative/strategic advertising and began her career at CRA shortly thereafter.

A hybrid, she brings skills and expertise to both CRA's creative and client service teams. She's passionate with a personable demeanor and excellent written and verbal communication skills, which we think makes for a great coordinator and yet she often offers outside-the-box creative solutions.

A lover of all things creative, Jenna is inspired by designs, both old and new. Since joining CRA, she has brought her skillset to contribute in many ways which range from graphic design, event planning, website and landing webpage development to content development, digital and social media marketing and creative services. When she's not juggling tasks at the office, she can be found working with her hands making things, painting, collaging and reading.



**APPROACH**

# APPROACH

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## SO WHAT'S THE PLAN?

### IMMERSION SESSION

[Redacted text block]

STRATEGY & PLAN DEVELOPMENT

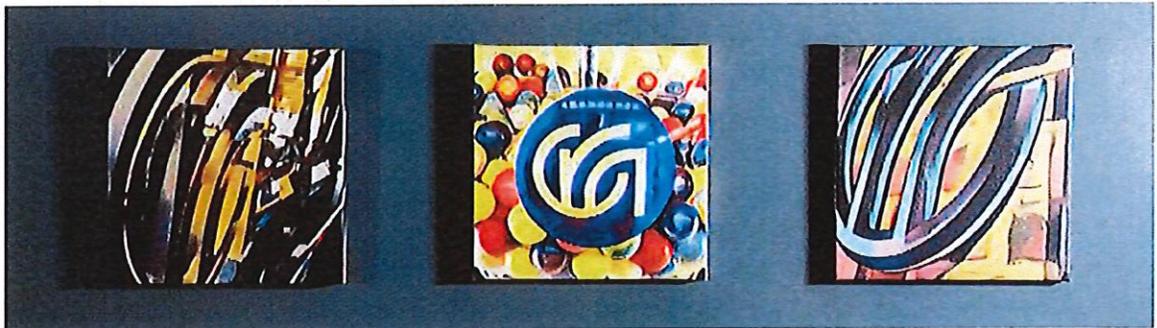
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GRAPHIC DESIGN/BRAND DEVELOPMENT

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IMPLEMENTATION & DELIVERY

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# TIMELINE

# TIMELINE

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Based on the timeline outlined in the RFP, we propose the following schedule. This is based on timely client reviews and approvals.

## JUNE

- Immersion Session

## JUNE - SEPTEMBER

- Strategy & Plan Development
- Graphic Design/Brand Development

## OCTOBER

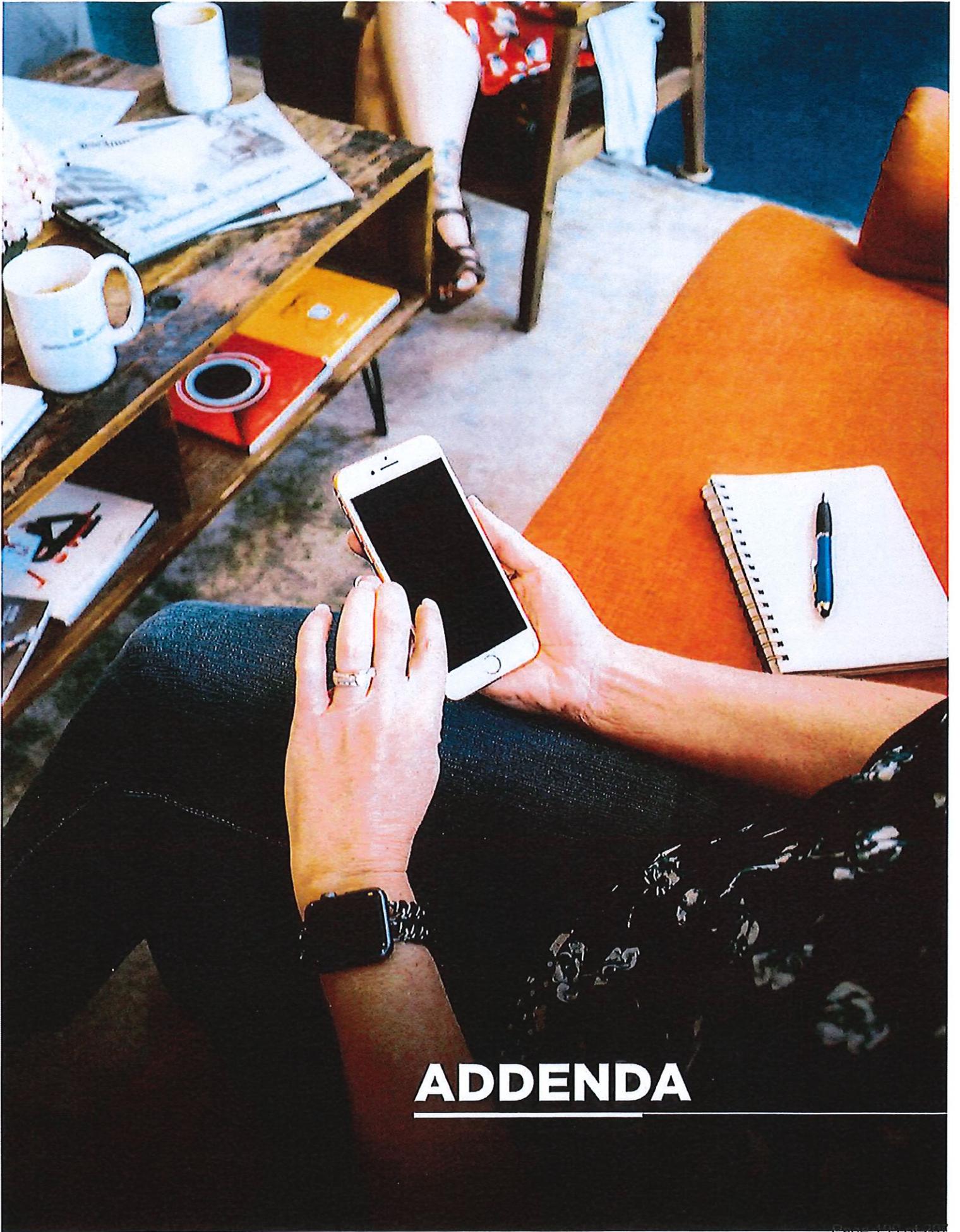
- Implementation & Delivery





**COST ESTIMATE  
AND FEE SCHEDULE**





# ADDENDA

TOWN OF BERRYVILLE  
Addendum 1 for RFP #2020-02  
Proposal Clarifications

Questions:

What is the anticipated budget?

\$15,000. The budget for the branding phase is \$15,000. This money has been appropriated and is available for this FY ending June 30. While this will obviously extend beyond that date, funding will carry over from the current year.

When was the last time a rebranding project took place for Berryville?

We have not done a specific rebranding before. We did a logo update in approximately 2004.

Do you currently work with a consultant/firm?

We do not currently work with a consultant or firm.

Please provide clarification on the insurance requirements for the awarded vendor for this contract. As listed on page 7 of the RFP, the minimum insurance coverages and limits required for most contracts:

*Professional Services Contracts*

- \$1 million Each Occurrence (Bodily Injury and Property Damage)
- \$3 million General Aggregate that applies on a per project basis
- \$3 million Products/Completed Operations Aggregate
- \$1 million Per Person or Organization (Personal and Advertising Injury)

*Owned and/or Non-Owned Automobile Liability - \$1,000,000 each accident*

*Employers Liability - \$100,000 Bodily Injury each accident/\$100,000 Bodily Injury Disease*

*Each Employee / \$500,000 Bodily Injury Disease policy limit*

*Professional Liability (Errors and Omissions) - \$2,000,000 each wrongful act /\$3,000,000 annual policy claims aggregate (effective date same as contract date with one-three year extended reporting period).*

*Cyber or Identity Breach liability - \$1,000,000 each identity breach*

*Excess Liability - \$2,000,000 each (CGL/AL/EL) occurrence/\$3,000,000 Annual Policy Aggregate*

My question revolves around the necessity of the Cyber or Identity Breach liability, given the scope of work for this particular RFP - is this required?

The Town can waive that requirement.

*Alisha Maddox*

☎ | charles ryan associates 54

Also, I am working with a client who has \$1,000,000 per occurrence limit for his Excess Liability (umbrella) - is the limit above (\$2,000,000/\$3,000,000) set in stone?

The ones that you have listed are general guidelines of what we typically see from other vendors doing similar work throughout the state. The Town could lower the limit of the excess(umbrella) policy from \$2m down to \$1m provided the other coverages requested are satisfied.

Would the Town like to see an individual cost per initiative or a total cost bucket of hours?

The RFP requests a cost estimate for services identified in the RFP and a fee schedule. As I am not sure what a "cost bucket" is, I will leave that up to you for interpretation.

Page 1, Scope of Services: "*Development of a brand concept to include a message, tagline, and logo adaptable for a wide range of applications (e.g., tourism, business, residential)*" and "*Concepts and designs will be used in a number of ways and must be adaptable to use on printed material, wayfinding signage, website design, and social media.*" May we assume from this language that the Town is not looking for the execution of the brand concept, but solely the development of the brand concept?

The result of this effort will be a brand that includes the items identified above.

Page 1, Scope of Services: "*The Town of Berryville reserves the right to extend the contract for additional branding and marketing needs beyond the initial contract.*" Will there be a separate budget for additional branding and marketing needs beyond the initial contract?

Yes.

Will there be 1 or 2 people who are serving as a day-to-day point of contacts and decision makers at the Town of Berryville to manage the project? We would imagine that this person(s) would handle things like internal communications, approvals at key waypoints, and collecting internal feedback during proofing rounds.

Christina Dunkle, Community Development Director, will be the point of contact for the project.

What level of coordination for this project and the brand direction is anticipated from other governing/coordinating bodies like regional tourism partnerships (SVTP) or Clarke County?

Clarke County staff, SVTC (Shenandoah Valley Technology Council), and perhaps VTC (Virginia Tourism Corporation) would be coordinating organizations with this effort.

*Alisha Maddox*

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Who are the stakeholders (i.e. town council, staff, citizens) who will ultimately be approving the new brand identity? What will that approval process look like?

Berryville Town Council, Town staff, and residents, also Clarke County staff and Berryville Main Street representatives.

In this article from the Winchester Star, there is discussion about a brand and marketing study, has that marketing research study already happened, or would the selected firm be providing those services as well?

The Town Council Community Development Committee decided to get the branding done as the first phase and then roll into the marketing study.

*Alisha Maddox*

TOWN OF BERRYVILLE  
Addendum 2 for RFP #2020-02  
Proposal Clarifications

Questions:

The RFP suggests that feasibility studies will be provided.

Two studies have been completed. They will be made available to the consultant and will be posted on the state procurement website <http://eva.virginia.gov/> and the Town's website <https://www.berryvilleva.gov/2211/Bid-Procurement-Opportunities>.

Do the studies *include input from local stakeholders including residents, business owners, community organizations, elected and appointed officials, and staff*, or are you looking for the branding agency to develop input and conduct primary research?

The intention is that the branding effort should include those stakeholders identified in the RFP.

Will we have access to a few of those key individuals for some primary research (In-person or phone Interviews)?

Yes, we will have key stakeholders available.

If the offeror's insurance carrier denies all requests to carry out an additional insured, will this disqualify the offeror from being considered?

The additional insured language is a standard request and most insurance carriers can easily add the Town as an additional insured on the contractor's general liability policy. It is important for the offeror to provide the requested additional insured and a copy of the additional insured endorsement.

Does this project have an estimated budget for the time of the contract (estimated 6-9 months)? If there is a budget range, we would like to propose different pricing packages.

The budget identified by Town Council for this project is \$15,000.

The wording on the RFP seems to request only brand services (logo and brand guideline), will there be a separate RFP for the execution of the printed material design and printing, signage design and production, website design and development, and social media management?

The RFP includes the development of a brand concept to include a message, tagline, and logo.

Will the scope of the brand concept include color palette, design assets, photo treatments, and fonts?

The selected concepts and designs must be adaptable to use on printed material, wayfinding signage, website design, and social media. We are not anticipating that an RFP will be issued for the execution of the items you have listed below. The submission should include color palette and fonts.

*Alisha Maddox*

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Are you open to working with agencies outside of Berryville, VA?  
Yes.

Does this contract require on-site? Can meeting be help via skype?  
We do not have any requirements concerning on-site meetings.

Will you be awarding one or multiple companies?  
Likely one company.

Are you only looking for branding services?  
Yes.

Can you give examples of other graphic services you may need?  
Print, social media.

Will you need printing services?  
Likely in the future.

Is this a contract with option for renewal?  
Unknown at this time.

It says the RFP must be signed but there is no signature page. What exactly should be signed?  
The proposal.

Would you like a price breakdown of all services offered or just the branding proposal?  
Branding proposal please.

Have the two feasibility studies included specific brand-related questions?  
If you mean the identification of hotel flags, yes.

What research methodologies were used - quantitative, qualitative, both?  
Both.

Were all stakeholder segments included in the study?  
Yes.

Was the data determined to be statistically reliable?  
Yes.

With regards to messaging, could you please provide more clarity?  
I cannot. We wanted to leave it up to the consultant.

For the brand concept, are you looking for a mood board or style guide?  
We would like a logo that can be used in print, web, and social media applications.

Do you have tourism/visitor data and research and if so, can it be made available to us?  
We do not. That would be up to the consultant.

*Alisha Maddox*

What are the recreational and historic assets in Berryville?

The consultant would identify these assets.

Who/what entity will manage this project and how many people are involved? Can you describe the anticipated decision process?

Town Council would make the ultimate decision after vetting through the Community Development Committee.

As this is an informal RFP process, will you be sharing all submitted questions and your responses publicly? If so, when will those be made available? If not, may we request to review other submitted questions and your answers?

Finance Clerk Heather DeHaven will be posting addenda on the town web site

[www.berryvilleva.gov](http://www.berryvilleva.gov)

Please confirm you are still pursuing this RFP, and that no changes had been announced given the situation with COVID-19.

We continue to pursue the RFP. Any changes will be posted on our web site [berryvilleva.gov](http://berryvilleva.gov).

Will the offices be open to receive UPS packages for the foreseeable future?

Our offices are open for the foreseeable future. Our offices remain staffed and at this point the RFP is still on track.

*Alisha Maddox*

TOWN OF BERRYVILLE  
Addendum 3 for RFP #2020-02  
Proposal Clarifications

Modifications:

Page 2 of 3 of the RFP; Review and Award; Paragraph 2;

Please submit responses electronically via email to [financeclerk@berryvilleva.gov](mailto:financeclerk@berryvilleva.gov), no later than 5:00 p.m. (EST) on Wednesday, April 8, 2020.

Page 3 of 3 of the RFP;

Previous requirement of physical receipt of proposal has been removed.

Comments:

This addendum, Addendum 3, will be the final modification of RFP #2020-02. Therefore, any further questions or comments will not be acknowledged. Please review the original Request for Proposal and all addenda (3) for clarification.

Questions:

Do you anticipate extending the bid due date?

The Town of Berryville has not and does not anticipate any changes to the "Timeline and Submissions" schedule.

Was this bid posted to the nationwide free bid notification website at [www.mygovwatch.com](http://www.mygovwatch.com)?

No.

Other than your own website, where was this bid posted?

Virginia State Procurement website, [eva.virginia.gov](http://eva.virginia.gov).

Is there an incumbent? If so, who is the incumbent?

No.

*Alisha Maddox*

Approximately how many hours a month do you anticipate the use of vendor graphic design services?

Determined by the consultant.

Please confirm if all work may be performed at contractor facility in Northern Virginia?

No geographic stipulations.

What is the anticipated start date for graphic design services?

Early fall 2020.

Will vendor receive payments on a Net 30, after receipt of an approved invoice?

Will determine with selected consultant.

Can vendors email RFQ responses or must responses be hand delivered by a courier service?

Please submit responses electronically via email to [financeclerk@berryvilleva.gov](mailto:financeclerk@berryvilleva.gov).

If responses can be emailed to Ms. Heather DeHaven, can we email to her [financeclerk@berryvilleva.gov](mailto:financeclerk@berryvilleva.gov), address listed on the Town of Berryville Staff Directory/Administration website?

Yes.

*Alisha Maddox*