



Community Development Committee

MEETING AGENDA

Berryville-Clarke County Government Center

101 Chalmers Court, Second Floor

Main Meeting Room

Regular Session

September 28, 2020

9:00 AM

Item

Page

1. Call to Order

2. Approval of Agenda

3. Unfinished Business

Discussion: Memorandum of Understanding on Economic Development 3

Update: Branding 7

4. New Business

Discussion: Blight Abatement 35

Update: Clarke County Director of Economic Development and Tourism

Discussion: Street Trees 59

5. Other

6. **Closed Session**

7. **Adjourn**

Community Development Committee Agenda Item Report Summary

September 28, 2020

Item Title

Memorandum of Understanding Priorities

Prepared By

Christy Dunkle

Background/History/General Information

The Town and County have updated a Memorandum of Understanding (MOU) Between the Town of Berryville and Clarke County Regarding Economic Development and Tourism. A committee was created of representatives from Town Council (Mayor Arnold and Ms. Rodriguez) and Board of Supervisors (Chairman Weiss and Doug Lawrence).

Items discussed at the July 17, 2020 meeting include:

- Accommodation (hotels and Airbnb were specifically addressed)
- Grant programs offering financial assistance from Lord Fairfax Small Business Development Center
- Berryville Main Street activity and business participation
- Social media sites operated by the County for two target audiences, economic development and tourism
- Engaging realtors and offer input from government staff

The following goals were set at the meeting:

- Convene a group of hospitality owners/operators to discuss items such as Transient Occupancy Tax, short-term rentals, civil war tourism
- Engage stakeholders on the feasibility of a hotel in Berryville
- Continue efforts on small business attraction and retention including assistance, seminars, promotions
- Engage property owners of vacant buildings and developable land to spur economic activity
- Evaluate Berryville Main Street's needs and determine viability of the organization
- Formalize the County's web site and social media strategies for economic development
- Establish training for realtors in the area
- Develop and implement a County incentive program using the CARES funding

Findings/Current Activity

The Committee met on September 18, 2020 and discussed the following items:

- A meeting of hospitality owners and operators met and discussed Transient Occupancy Tax in the County, short-term rentals, and other tourism items. The group indicated that TOT would not be welcomed in Clarke County however further discussion will occur.
- Hotel efforts have been discussed but no action taken.
- Continue efforts on small business attraction and retention including assistance, seminars, promotions.
- Evaluate Berryville Main Street's needs and determine viability of the organization
- Formalize the County's web site and social media strategies for economic development
- Establish training for realtors in the area
- County incentive program using the CARES funding has been implemented, 30 applications were received from local businesses.

Town and County staff have set a meeting with Berryville Main Street for September 23 to discuss the status of the organization and any holiday plans. The Town has agreed to manage the parking meter contest this year as this is likely the only "event" that can occur due to COVID-19 concerns.

Financial Considerations

N/A

Schedule/Deadlines

The next MOU Committee meeting date is November 20, 2020.

Other Considerations

N/A

Recommendation

Discuss at the meeting.

Attachment: MOU

**Memorandum of Understanding (MOU)
Between The Town of Berryville and Clarke County
Regarding Economic Development and Tourism**

WHEREAS, the Town of Berryville and Clarke County have previously entered into a MOU regarding economic development and tourism and now wish to update that document; and

WHEREAS, the Town of Berryville and Clarke County over the past four decades have worked cooperatively to promote a unique and highly successful land use philosophy that focuses growth and development within the Town while preserving the County's natural, historical, and agricultural resources; and

WHEREAS, the County's small land area, close proximity to four surrounding urban growth areas, and limited access to public water and sewer capacity make the sharing of Economic Development resources a necessity; and

WHEREAS, the future of economic development – including business, retail, industry, agriculture, and Tourism – in Clarke County is dependent upon effective collaboration and cooperation between the Town and County;

AND WHEREAS, the Town and the County recognize that combining resources and creating unified points of contact for Economic Development and Tourism will enable our communities to more efficiently address the needs of new and existing businesses, streamline regulations and regulatory processes, and more effectively market our unique assets.

NOW THEREFORE, BE IT RESOLVED THAT the Town of Berryville and Clarke County agree to work cooperatively to implement the following action items:

1. **Joint Management of Economic Development and Tourism.** The Town and County shall jointly manage the Economic Development and Tourism efforts in Clarke County and the Town of Berryville on an ongoing basis.
2. **Single Points of Contact for Economic Development and Tourism.** Both the Town and County agree that it would be best if the business community dealt with a single point of contact for Economic Development and Tourism. The point of contact will be the Clarke County Director of Economic Development & Tourism. The Town Director of Community Development will serve as the primary liaison to the County Director of Economic Development & Tourism for economic and tourism activities in the Town.
3. **Joint Committee for Economic Development and Tourism.** The Berryville/Clarke County Joint Committee for Economic Development and Tourism shall consist of two members of the Board of Supervisors and two members of the Town Council. The Committee shall elect a Chair and Vice Chair annually, rotating between the Town and County. For example, when the Chair position is held by an elected representative of the Town, the Vice Chair position shall be held by an elected official of the County. In the following year the Chair position would be held by an elected official of the County and the Vice Chair position held by an elected official of the Town. The Committee shall

Community Development Committee Agenda Item Report Summary

September 28, 2020

Item Title

Branding Update

Prepared By

Christy Dunkle

Background/History/General Information

Town staff has received the Berryville BrandTouch Manual from Arnett Muldrow which is included in this packet. The document is based on roundtable participant feed back as well as a number of additional extensions.

Findings/Current Activity

The Berryville BrandTouch Manual will be updated as the consultants continue to work on sign designs, police car rendering, and process all of the variations.

Financial Considerations

No financial considerations have been determined at this time.

Schedule/Deadlines

N/A

Other Considerations

N/A

Recommendation

Discuss at the meeting.

Attachment: Berryville BrandTouch Manual



Berryville, Virginia BrandTouch™ Manual

Order comes from simplicity. Inside, you will find the simple rules that guide the Berryville Brand, and will help create equity as we tell others about Genuine Virginia.

PREPARED BY



ARNETT MULDROW

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Greenville, SC 29609

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arnettmuldrow.com



The Brand Manual
is essentially a set
of rules that explain
how your
brand works.

Brand guidelines should be flexible enough for your community to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media platforms.

1.0

Brand

2.0

Logo

3.0

Color Palette

4.0

Typography

5.0

Expansion

1.1 Brand Statement

The core values define the company's strengths and how it needs to behave to achieve its vision.

We are Berryville, and we are pure Virginia. This is embodied in the jaw-dropping natural beauty you find traveling through the rolling hills and pastures that surround us. With vistas of farmland and livestock and the beautiful Blue Ridge Mountains, our landscape provides a tranquil canvas to our colorful community.

Our heritage is rooted in agricultural, and it is as tangible today as ever thanks to the growers at the Clarke County Farmers' Market, our farm supply store, and family-owned produce markets. Our heritage is who we are, and while other nearby communities have dramatically changed, we have remained true to our roots.

Berryville is your jumping-off point for true adventure. We are known as a place to relax and enjoy. Locals and visitors alike hike the Appalachian Trail or float along the Shenandoah River. They bike along town streets and country roads, or play Little League games at Chet Hobert Park.

We are a place to have a great time. People gather to enjoy world-class music and art at the Barns of Rose Hill, a performance venue dedicated to celebrating our culture and creativity. They come to experience a slice of small town America at the Clarke County Fair, where beauty queens wear cowboy boots, proud children show their prized livestock, and bakers vie for blue ribbons. Whenever people discover Berryville, they are surprised at all it has to offer, and our community keeps giving them reasons to come back.

Berryville is a genuine place like no other in all of Northern Virginia. Berryville began as a crossroads settlement in the 18th century, and architecture along Main and Church streets stands tall today as it has for more than two centuries. Downtown buildings still show our history, while Josephine School Community Museum and historical association museums tell the stories of our people.

Even with its rich history, our Berryville is alive and vibrant with a variety of restaurants, unique shops, and independently owned businesses. The pace of life here is different from "over the mountain," and we have become a sanctuary for those who want to escape the grind and tempo of the D.C. metro. People come here to exhale and find what we have known all along, and Berryville quickly becomes their hometown, too.

Above all, we are a kind people who greet you with a wave and a smile. Our sense of community is best illustrated by the fire department's alarm – an exclamation as well as a testament to who we are. When it goes off, it tells us someone needs help. We lift up a prayer and the community goes to aid someone. We pull together here and love who we are. We are proud we have preserved the values we have long held dear.

We invite you to discover Berryville, Virginia: **Genuine Virginia.**

1.2 Brand Message

The primary message used to express the brand promise. This reflects the desired position of the brand.

TAGLINE

Your tagline should give people an idea of what you offer and provide some sort of hook to stimulate interest. For example, "a boutique PR agency that specializes in launching hot emerging tech companies" or "an accounting firm that deals exclusively with small-business audits."

Once you've got your tagline, go back through your marketing copy and make sure these simple messages come through loud and clear. You can also use the tagline itself in your marketing materials, on your web site and social media properties, and in conversations with customers and prospects.

Berryville:
Genuine
Virginia

2.0 Logo

2.1 Logo Elements

Your community already has a personality. The job of the brand is to preserve that personality while helping the community realize its vision of its future.

A. LOGOMARK

A logomark is an identifying mark or symbol that doesn't contain the business name. Think of the Nike 'swoosh', Shell, WWF, Mercedes or Adidas.

B. WORDMARK

A wordmark refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay or Google.

C. LOGO

The logo is the combination of the logomark and logotype along with the tagline to graphically convey the identity of the community.



2.2 Logo Variants

By utilizing your brand's color palette and typefaces, you reinforce its appeal and functionality. These extensions should be unique, but tie directly back to the primary identity.

LOGO USAGE

As much as possible, the color you choose should set you apart, work with your industry and image, and tie to your brand promise. It should also take into account color psychology, which is fairly complex. Colors can mean different things depending on the culture, situation and industry.

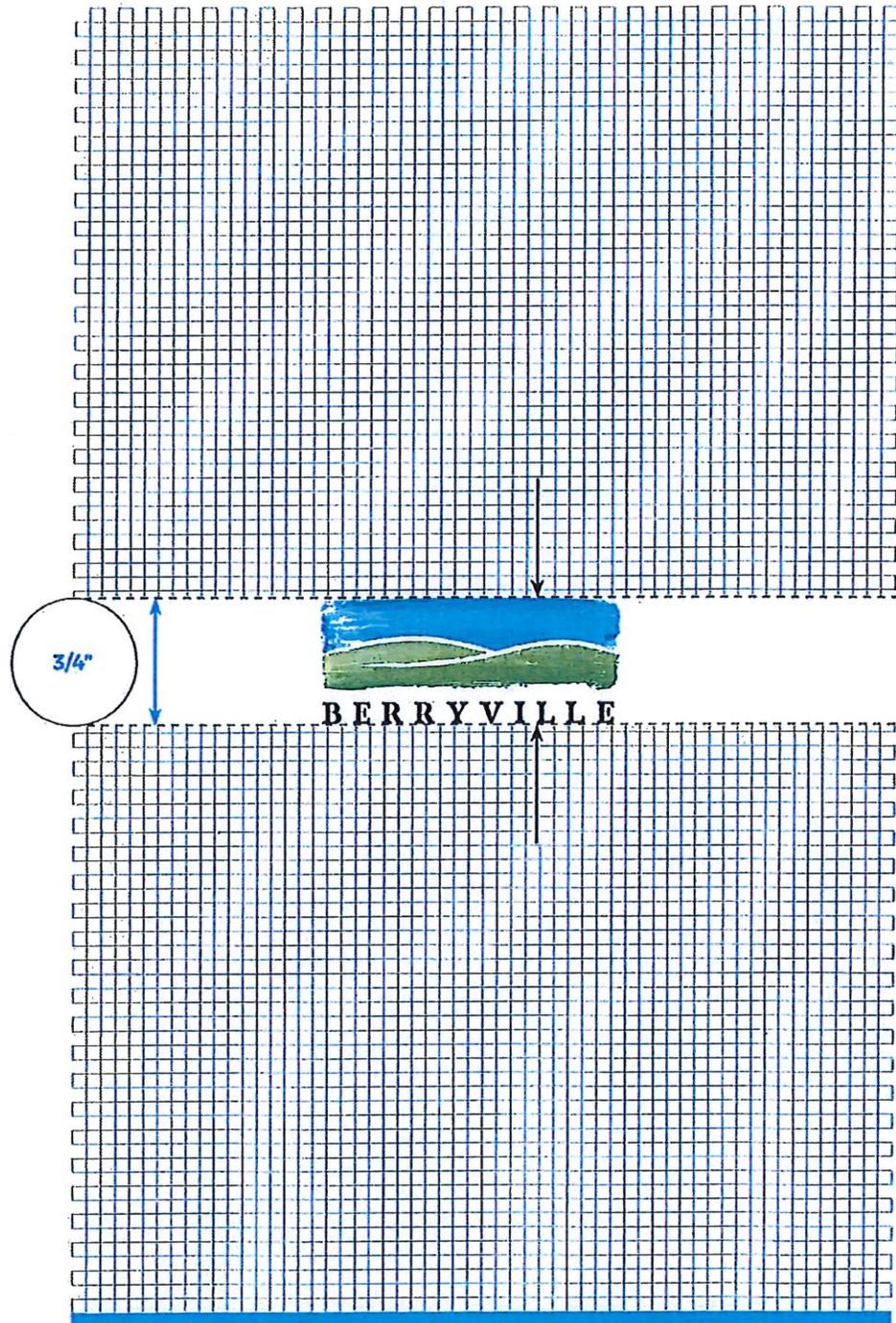


2.3 Logo Sizing

A logo lockup refers to the formalized position/relationship of the brand's logo (symbol) and its wordmark (logotype).

A. MINIMUM SIZE

Smaller than about 3/4 of an inch, and most logos become ineffective. It doesn't mean you can't make them smaller, you just have to know the rule before you break the rule.

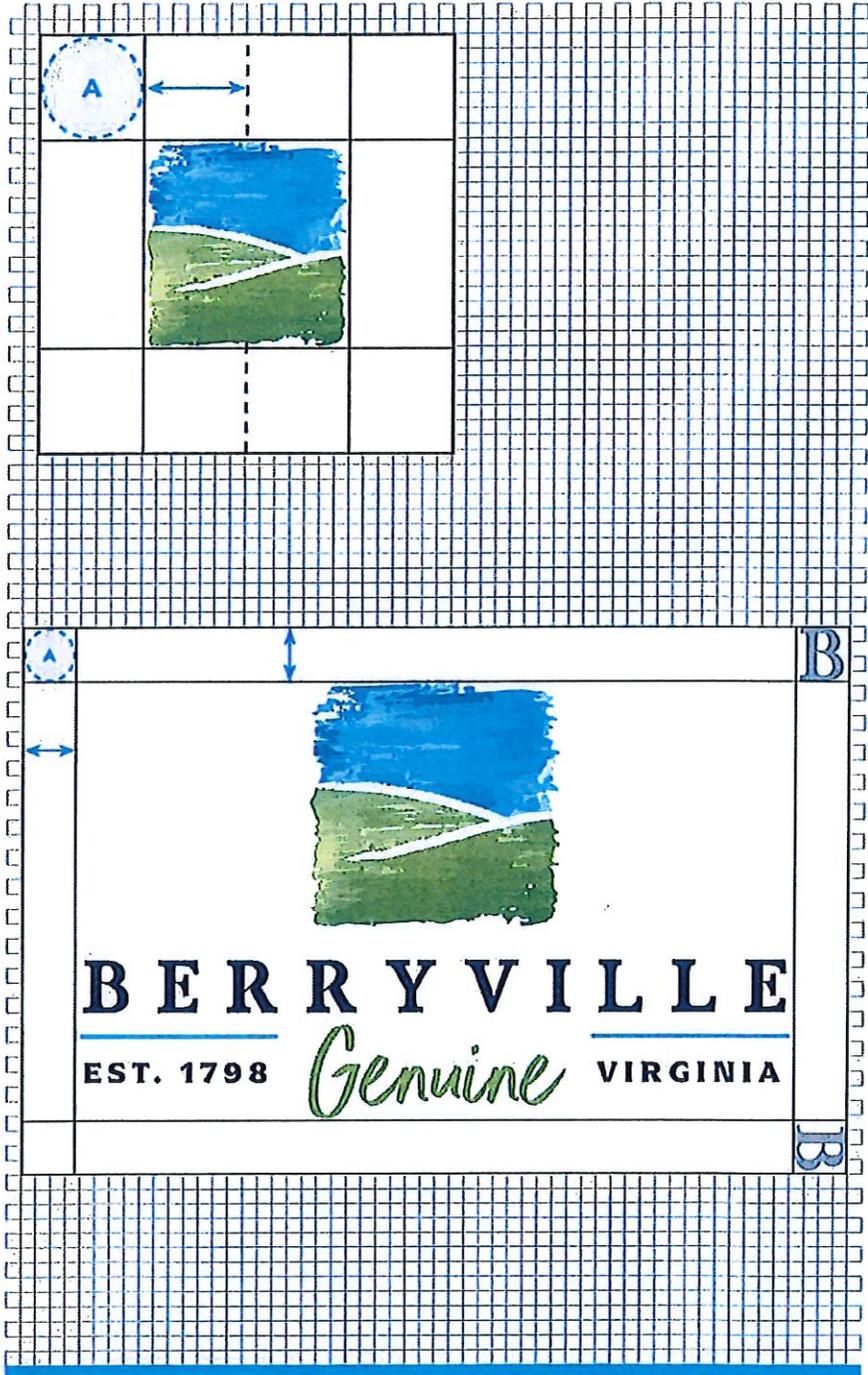


2.4 Logo Spacing

WHAT IS CLEARSPACE

The area that surrounds the logo is as important as the logo itself. The minimum area of A, known as "clear space," provides breathing room to the logo and eliminates visual clutter (text, graphic elements or other logos) that can compete with logo legibility - thereby diminishing the effectiveness of the logo.

The area that surrounds the logo known as "clear space" is as important as the logo itself.



Color choices are used to differentiate items, create depth, add emphasis, and help organize information.

COLOR THEORY

Every time a consumer interacts with a brand, an opportunity exists for the company to influence their audiences' perceptions. It is up to the marketer to decipher which design and colors will influence the consumer to purchase. By educating oneself on the psychology behind color theory, marketers can further tap into branding techniques and better connect with their market, leading to a stronger brand-consumer relationship and increased profit.

Color Swatches

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Typography plays a crucial role in the design of your brand identity. The typography in your logo can be as impactful as a graphic.

SWATCHES

Typography is the visual component of the written word.

Text is any combination of letters, numbers, or other characters. Text stays the same no matter how it's rendered. Consider the sentence "I like pizza." I can print that text on a piece of paper, or read it aloud, or save it in a file on my laptop. It'll be the same text, just rendered different ways—visually, audibly, digitally.

But when "I like pizza" is printed, typography gets involved. All visually displayed text involves typography—whether it's on paper, a computer screen, or a billboard.

Don't infer from the highway-sign example that typography is another word for font. Fonts are part of typography, but typography goes beyond fonts.

www.practicaltypography.com/what-is-typography.html

Do not think
of type as
something
that should
be merely
readable.
It should
be beautiful.

4.1 Primary Typeface

RASOAV Regular

HELLO THIS IS:

RASOAV

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890

4.2 Secondary Typeface

Arpona Regular

Hello I'm:

Arpona

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

Arpona Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnpqrstuvwxyz

1234567890!@£\$%^&

4.3

Accent Typeface

Better Times Regular

Hello I'm:

Better Times

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

4.4 Type Hierarchy

LEADING

For legible body text that's comfortable to read, a general rule is that your leading value should be greater than the font size; from 1.25 to 1.5 times

TRACKING

The space between letters in a block of text. In CSS this is defined with the letter-spacing property

WIDOWS & ORPHANS

A single word at the end of a column is a widow and if it's at the top of a new column it's an orphan. They look bad and can be hard to read.

In order to guide the reader, then, headings are usually large, sub-headings are smaller, and body type is smaller still.

BERRYVILLE

H1

BERRYVILLE

H2

BERRYVILLE

H3

BERRYVILLE

H4

BERRYVILLE

BODY COPY

BERRYVILLE

CAPTION

BERRYVILLE

CC

5.1 Collateral

Now is the time to put your logo on everything.
AND WE MEAN EVERYTHING.

SHOPPING BAGS

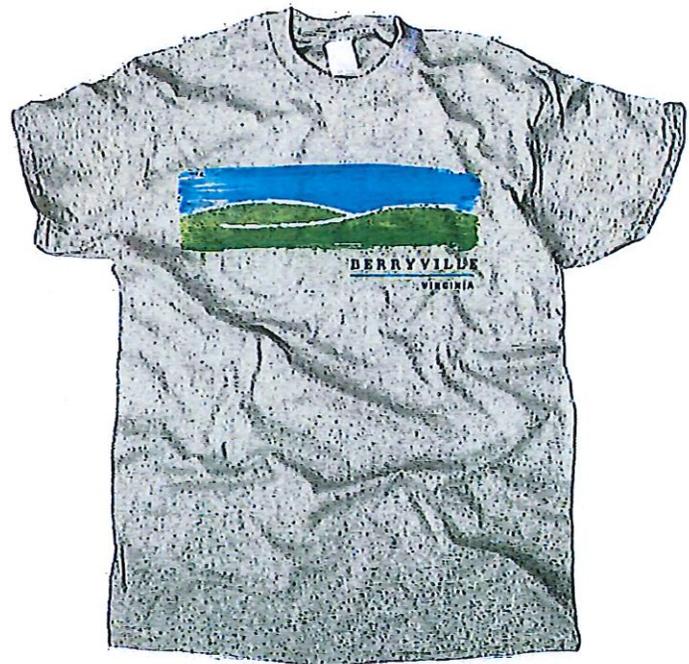
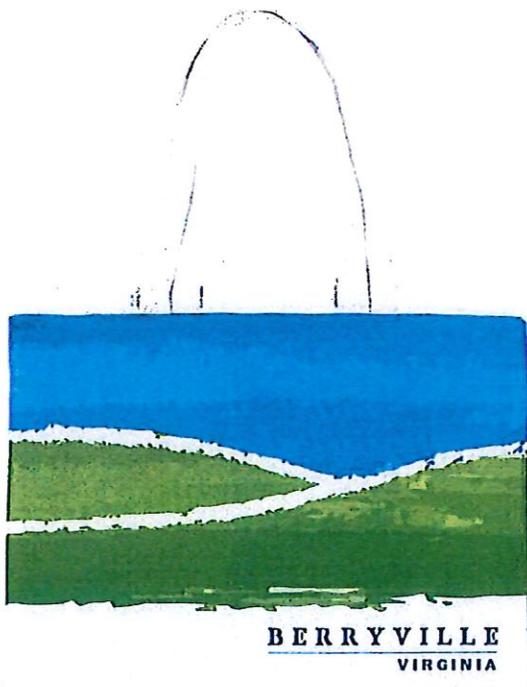
Perfect for local businesses to use to show that Berryville is a shopping destination.

BUSINESS CARDS

Above all else, a business card is a tangible object that you can use to provide your contact information to potential customers. Because of this, it's essential not to sacrifice clarity for design elements. Most business cards contain your business name, your name and title, your telephone number, an email address, and a street address.

FASHION MERCHANDISE

Customers and citizens deserve the opportunity to show their pride in their hometown with fashionable merch available from local organizations and locally owned business.



5.2 Advertising

The activity of attracting public attention to a community or event, by placing announcements in the print, broadcast, or electronic media

HEADLINES

The main headline may be the strongest element of the ad or it may be secondary to a strong visual. Some ads may have subheads and other title elements as well.

BODY

The copy is the main text of the ad. Some ads may take a minimalist approach, a line or two or a single paragraph. Other ads may be quite text-heavy with paragraphs of information, possibly arranged in columns newspaper style. While the words are the most important part of the copy, visual elements such as indentation, pull-quotes, bullet lists, and creative kerning and tracking can help to organize and emphasize the message of the body of the ad

ARTWORK

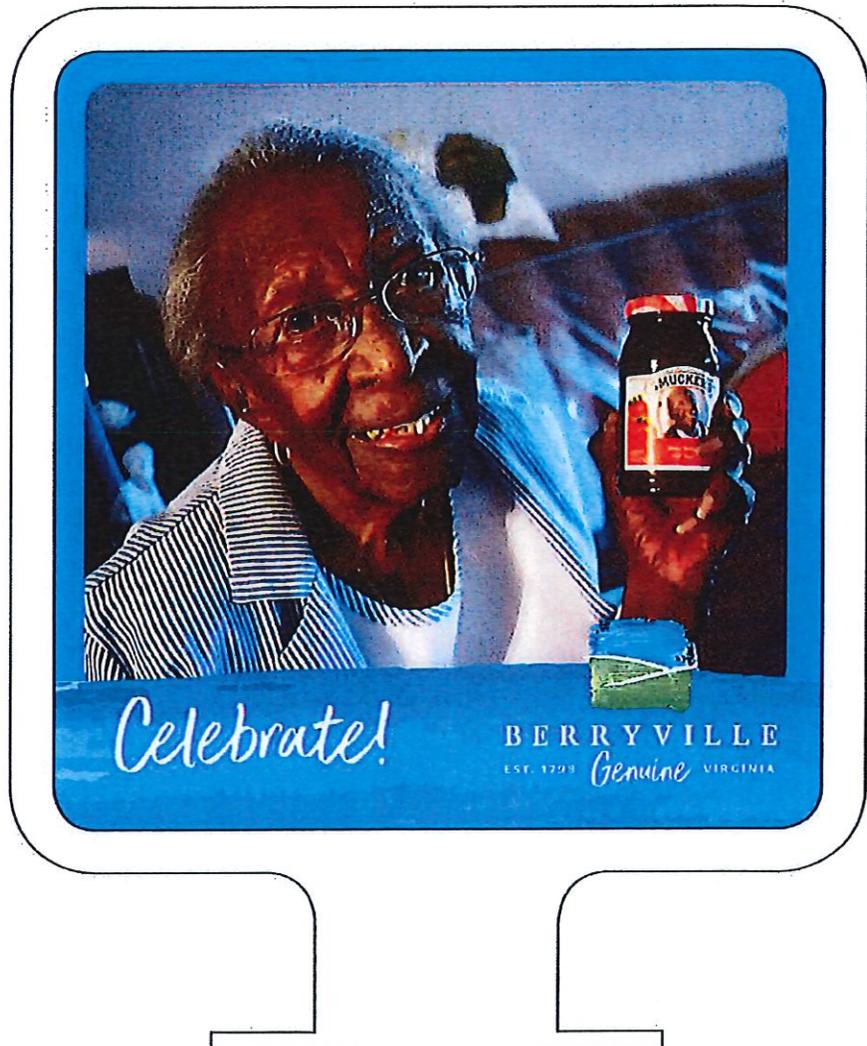
Photographs, drawings, and graphic embellishments are a key visual element of many types of ads. Some ads may have only a single visual while others might have several pictures. Even text-only ads might have some graphics in the form of decorative bullets or borders. When included with visuals the caption is one of the first things most readers look at after the visual.

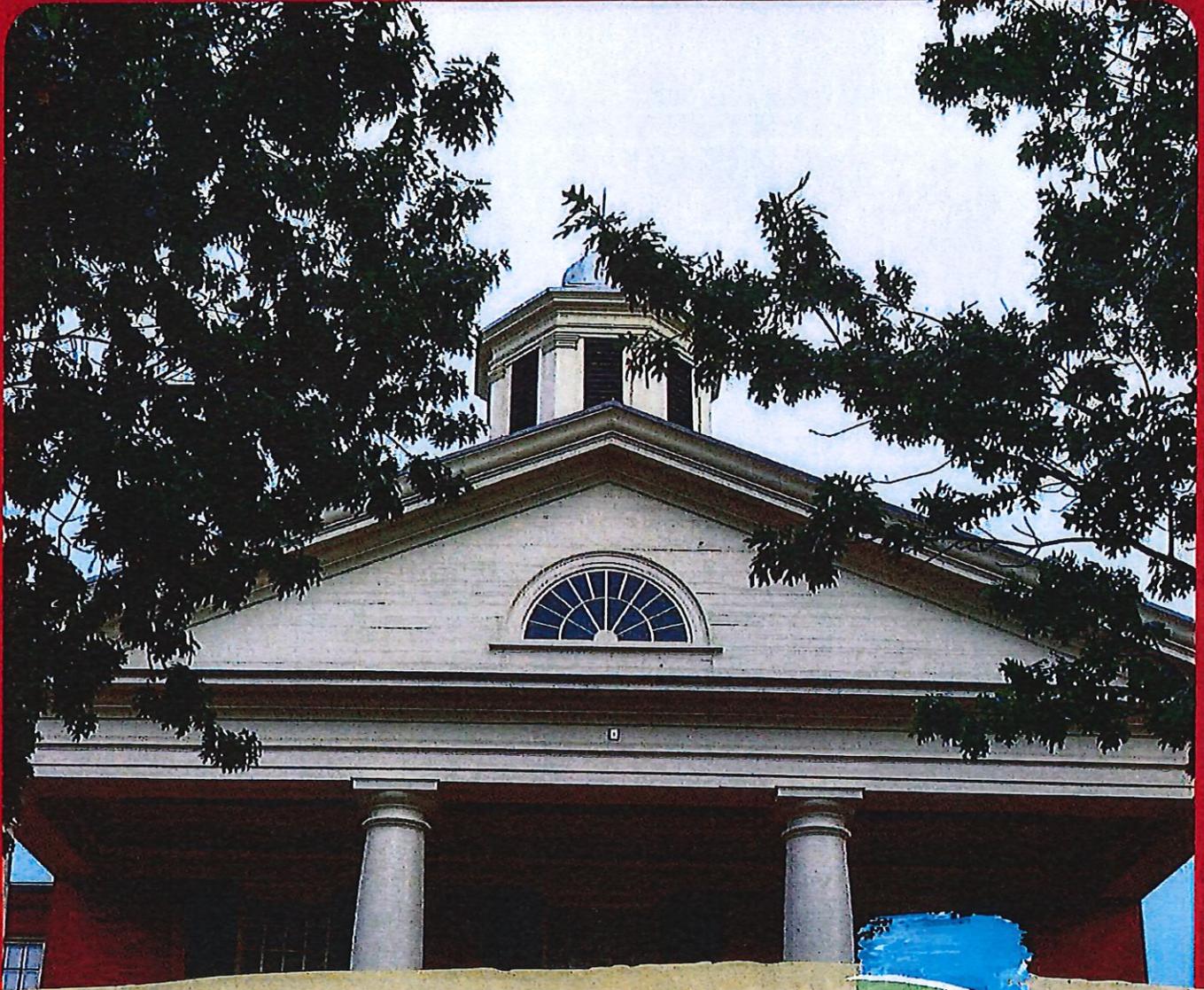
CONTACT

The contact or signature of an ad may appear anywhere in the ad although it is usually near the bottom. It consists of one or more of:

Logo, Advertiser Name, Address, Phone Number, Map or Driving Directions, Web Site Address, Extras.

Some print ads may have additional special elements such as an attached business reply envelope, tear-out portion with a coupon, lip sheet, product sample.





Historic



BERRYVILLE
ESTD. 1798 *Genuine* VIRGINIA



Festive!

BERRYVILLE
EST. 1798 *Genuine* VIRGINIA



Fresh!

BERRYVILLE
EST. 1798 *Genuine* VIRGINIA



Jammin'!



BERRYVILLE
EST. 1793 *Genuine* VIRGINIA



*We Scream
Community!*

BERRYVILLE
EST. 1798 *Genuine* VIRGINIA



Berryville Implementation Guide

PREPARED BY

 **ARNETT MULDROW**
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Adopt Brand

- Board Adoption

Technical Integration

- Install Fonts
- Copy Brand Folder to Local Drive
- Share Brand Link with Design Partners

Social Media

- Update Facebook Profile
- Update Instagram Profile
- Update Twitter Profile
- Update Pinterest Profile
- Load Photos as gallery in Facebook
- Create Pinterest Board with Brand Elements

Communication

- Update Email Signature
- Adopt Powerpoint Template
- Adopt Digital Letterhead
- Upload Brand Materials to Email Newsletter
- Adopt Envelope Template
- Printer Updated Business Cards

Online

- Update Colors on Webpage
- Add New Graphics
- Update Favicon
- Add Brand Statement to Website
- Add Styleguide Request
- Add Brand Resources Page

Collateral

- Share Brand Resources
- Share Merchandising Examples
- Share Brand Partner Idea List

Wayfinding

- Plan Strategic Banner Strategy
- Plan Event Banner Strategy
- Explore Partnering for Comprehensive Wayfinding System

Printing

- Shopping & Dining Guide
- Organization Brochure
- Parking Cards
- Partner Banners
- Visit Cards
- Hours Signs

Event Extension

- Logo Adoption
- Social Integration
- Marketing Integration
- Merchandise Expansion
- Signage
- Volunteer Swag

BrandLaunch Strategy Guide

This list is a pretty comprehensive list of implementation ideas. There is no proper order, but instead carving the path that is right based off your budget, resources, and current collection of communication tools.



BRANDTOUCH

Other



How to be a Brand Partner

From here, it's completely up to you, your community, your event, or your organization. There's no proper order, only the things that make sense for you!

Brand Merchandise

- Hats
- T-Shirts
- Coffee Cups
- Decals
- Bumper Stickers
- Bags
- Shopping Bags
- Cycling Jerseys
- Pint Glasses
- Guitar Picks
- Water Bottles
- Outdoor Gear
- Polo Shirts
- Climbing Chalk Bags
- Hiking Stick Medallions
- Rain Jackets
- Guitar Straps
- Koozies
- Socks
- Invent Something!

Brand your Digital Presence

- Add Logo to Website
- Add Logos to Facebook as a Gallery
- Link from Web to Community Website
- Use Hashtag
- Share Photos of Branded Items
- Tweet the Web Address
- Link Google Photo Galleries to Share
- Profile Pics
- Send Other Businesses and Organizations to the Web Address
- Instagram People Having Fun

Brand Your Place

- Request Interest Icons
- Look for Brand Extension Opportunities
- Organizational Logos
- Street Banners
- Wayfinding Signage
- Open Signs
- Store Hours Signs
- Shopping & Dining Guides
- Advertising
- Pocket Folders
- Visitor Guides
- Business Cards
- Brochures
- Annual Reports
- Maps
- Trail Guides
- Shopping Bags
- Loyalty Cards

Share with Us

We would love to hear from you about all the amazing things you come up with to do with the brand. Please share images and stories of the brand at work with us.

Share with You

On a quarterly basis, we'll share important information with you, like added resources, usage stats, exciting implementations, and a report of the growing brand equity!

Check off one of the suggestions, and you are a **Brand Partner!**

BRANDSCORE MAIN STREET

	Point Value	Your Score	Opportunity
Do You Have A Defined Typeface?	5 pts		
Do You Have A Color Palette?	5 pts		
Do You Have An Organization Logo?	5 pts		
Do You Have An Destination Logo?	5 pts		
Do Your Committes Have Logos?	2 pts		
Do You Have A Styleguide?	5 pts		
Do You Have An Org Branded Presentation Template?	2 pts		
Do You Have An Org Branded Business Card, Letterhead & Envelope?	2 pts/ 6 max		
Is Your Org Logo On Your Website?	5 pts		
Do You Have An Org Brochure?	5 pts		
Is Your Org Logo Your Facebook Profile?	3 pts		
Is Your Logo Your Instagram Profile?	3 pts		
Do You Know What Twitter Is For?	3 pts		
Do You Have A Traditional Or Electronic Newsletter?	2 pts		
Do You Have A Uniform Hashtag?	2 pts		
Do Our Events Amplify Our Brand?	5 pts/20 max		
Does Your Gateway Include Your Logo?	5 pts		
Your Street Banners Feature Your Destination Brand.	3 pts		
Do You Make Your Volunteers Feel Part Of The Brand?	5 pts		
Do You Address Parking With Your Brand?	5 pts		
Is There Logo Apparel?	2 pts		
Member Or Investor Benefits	2 pts		

BRANDACTION

Copyright Transfer Statement

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For the purpose of Community Branding.

This license, attested to by the parties effectively immediately shall serve as notice and agreement between the parties and may not be changed without written permission from Arnett Muldrow & Associates. Arnett Muldrow & Associates retains the right to use the created material to self market and self promote.

This signed agreement also includes the transfer of rights to any variations of the logo previously agreed and supplied as part of the Initial proposal.

Examples of these variations could include ; multiple color versions, size and dimensional variations - landscape and portrait, reversed out versions, social media profile images, favicon etc.



Arnett Muldrow & Associates
864.233.0950
ArnettMuldrow.com
316 West Stone Avenue
Greenville, SC 29609

Is there anything missing on this Copyright Transfer Form that was previously agreed upon? Let me know before accepting this statement. It is critical the information shared here is understood and accepted in whole.

Blight Abatement

Properties

Included with this report are photos of 8 properties in Berryville that should be reviewed to determine whether they are a danger to public safety or should be considered blighted.

The properties in question are (zoning designation):

25 Cattleman's Lane (L-1)	225 Josephine Street (DR-4)
12 First Street (L-1)	227 Josephine Street (DR-4)
112 Josephine Street (DR-4)	203 Josephine Street (DR-4)
114 Josephine Street (DR-4)	229 Josephine Street (DR-4)

Town Code

§5-3 – Removal, repair, etc., of buildings and other structures.

This section permits the Town Council to require a property owner to remove, repair or secure any structure which might endanger the public health or safety of residents of the Town. The section also permits the Town to take action to abate a danger if the owner refuses to do so. Costs incurred by the Town to abate the danger are charged to the owner(s). If that bill is not paid, then a tax lien is filed on the property.

§5-5 Spot blight abatement.

This section permits the Town to address issues with blighted property. This section outlines a lengthy required process that must be followed before the Town may abate the blight. The section also permits the Town to take action to abate blight if the owner refuses to do so. Costs incurred by the Town to abate blight are charged to the owner(s). If that bill is not paid, then a tax lien is filed on the property.

It is recommended that, if the Town Council determines that action to address conditions on a particular property needs to be taken, then the code section under which compliance is pursued should reflect the immediacy of the threat to the public. In other words, if the Council determines that a structure currently presents a risk to public health, then action under §5-3 would be warranted. If the threat to public health is not immediate, but the property is blighted, then action under §5-5 would be appropriate.

Attachments

- Packet containing maps and photos
- Chapter 5 of the Town Code

Recommendation

Review this matter and develop recommendations as to whether action should be taken by the Town to address the condition of the properties in question. The recommendation would be forwarded to the Town Council. The Town Council will make a determination as to whether to take action on any property under §5-3. Staff will seek guidance/direction regarding whether to take action on any properties under §5-5.

Blight Abatement

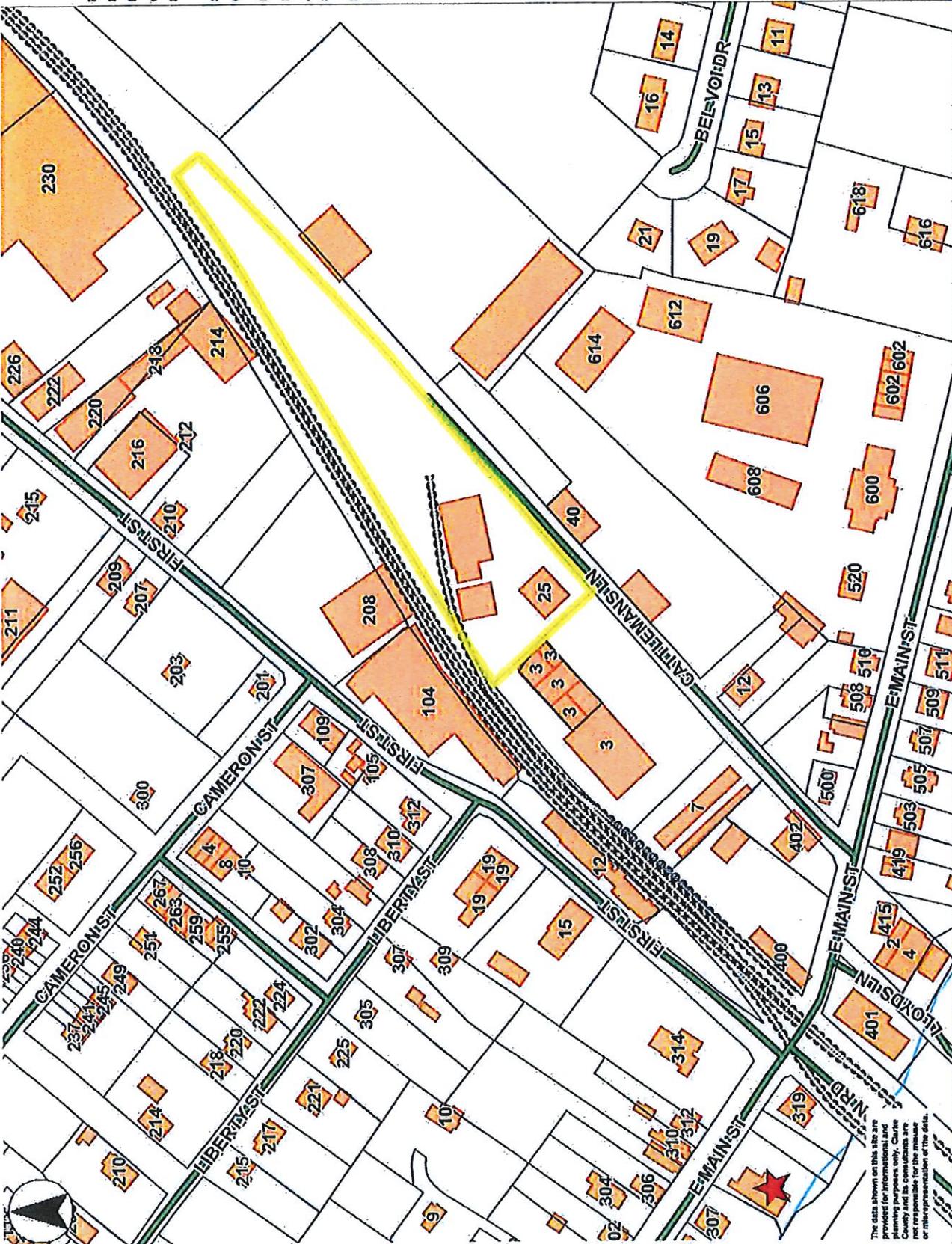
September, 2020

Properties identified:

- **25 Cattleman's Lane**
- **12 First Street**
- **112 Josephine Street**
- **114 Josephine Street**
- **203 Josephine Street**
- **225 Josephine Street**
- **227 Josephine Street**
- **229 Josephine Street**



- Public Points of Interest
- Parcels
- Clarke County Boundary
- Major Roads
- Interstate
- US Highway
- State Highway
- Surrounding Counties Open
- Clarke County Roads
- Private Roads
- Roads
- Rail
- Buildings
- Appalachian Trail
- Streams
- Perennial Streams
- Intermittent Streams
- Ponds
- Rivers



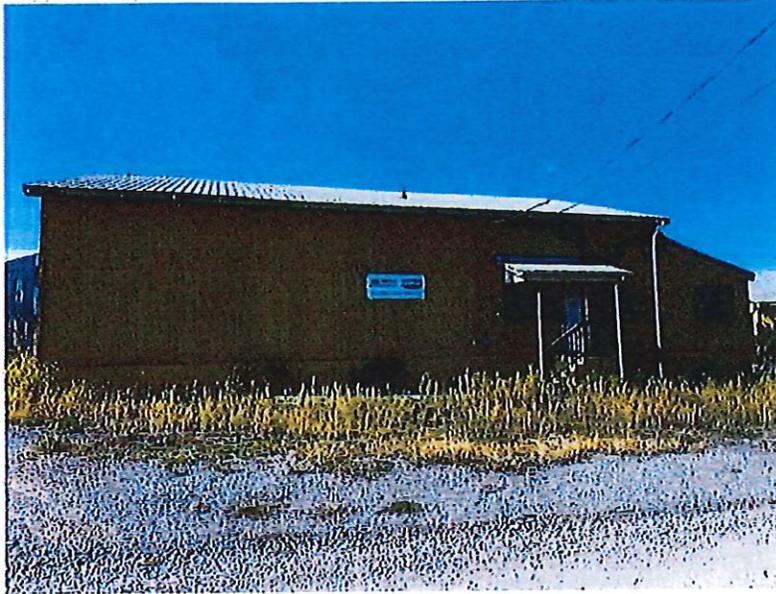
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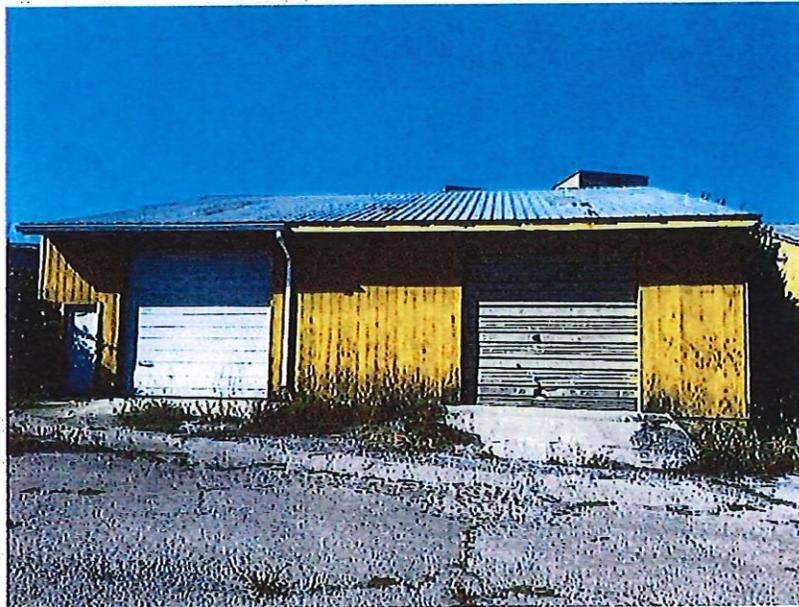
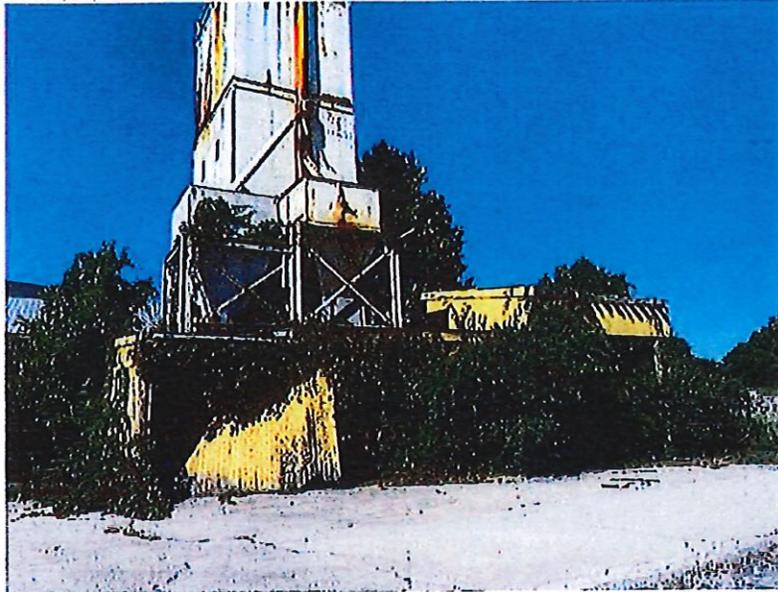
Clarke County MapsOnline

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270 540 ft

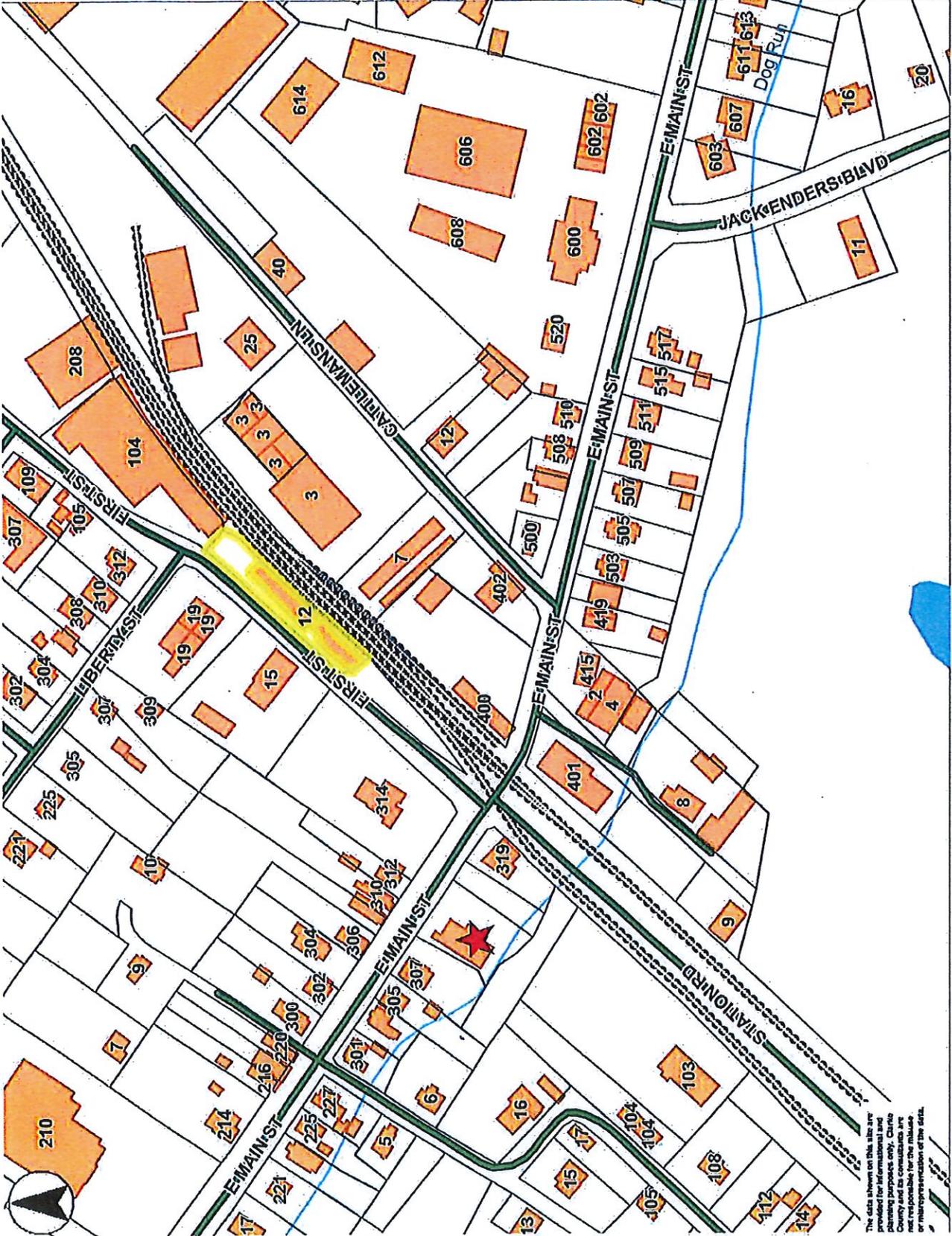
25 Cattleman's Lane







- Public
- Points of Interest
- Points
- Private
- Clarke County Boundary
- Major Roads
- Interstate
- US Highway
- State Primary
- Surrounding Counties
- Clarke County Roads
- Private Roads
- Trail
- Buildings
- Agassizian Trail
- Stream
- Perennial Stream
- Intermittent Stream
- Ponds
- Rivers



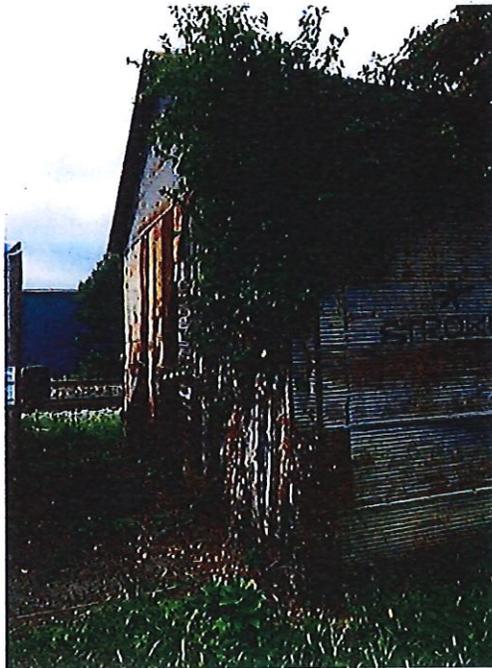
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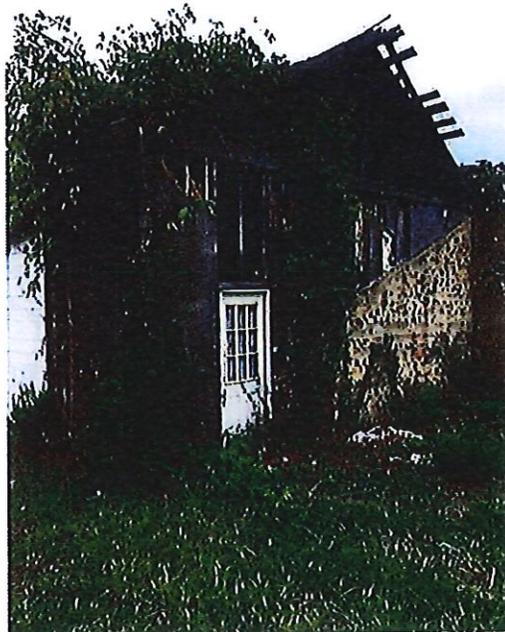
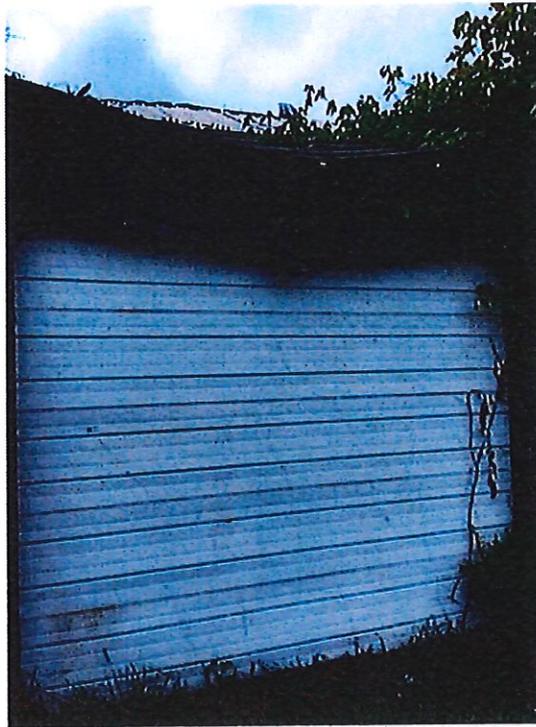
Clarke County MapsOnline

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540 ft
270

12 First Street







- Public
- Point of Interest
- Parcels
- Clarke County Boundary
- Major Roads
- Interstates
- US Highway
- State Highway
- Surrounding Counties Ops
- Clarke County Roads
- Private Roads
- Rail
- Buildings
- Appalachian Trail
- Streams
- Perennial Streams
- Intermittent Streams
- Ponds
- Rivers



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530 1060 ft

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112 Josephine Street





- Public
- Point of Interest
- Parcels
- Clarke County Boundary
- Major Roads
- Interstate
- US Highway
- State Highway
- Surrounding Counties Ops
- Clarke County Roads
- Local Roads
- Roads
- Rail
- Buildings
- Agricultural Trail
- Streams
- Perennial Streams
- Intermittent Streams
- Ponds
- Rivers

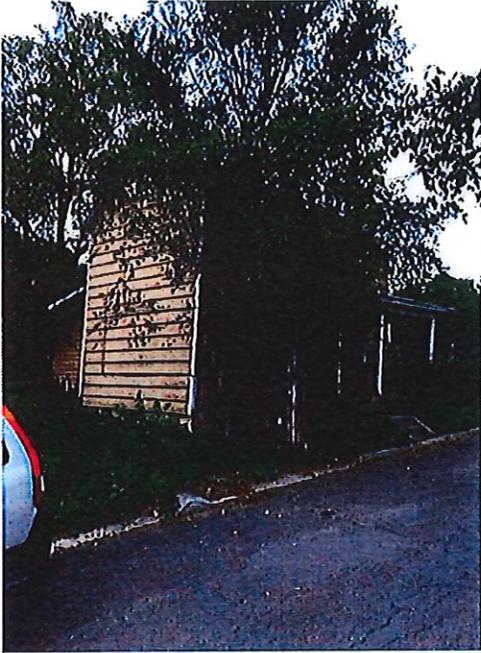


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530 1060 ft

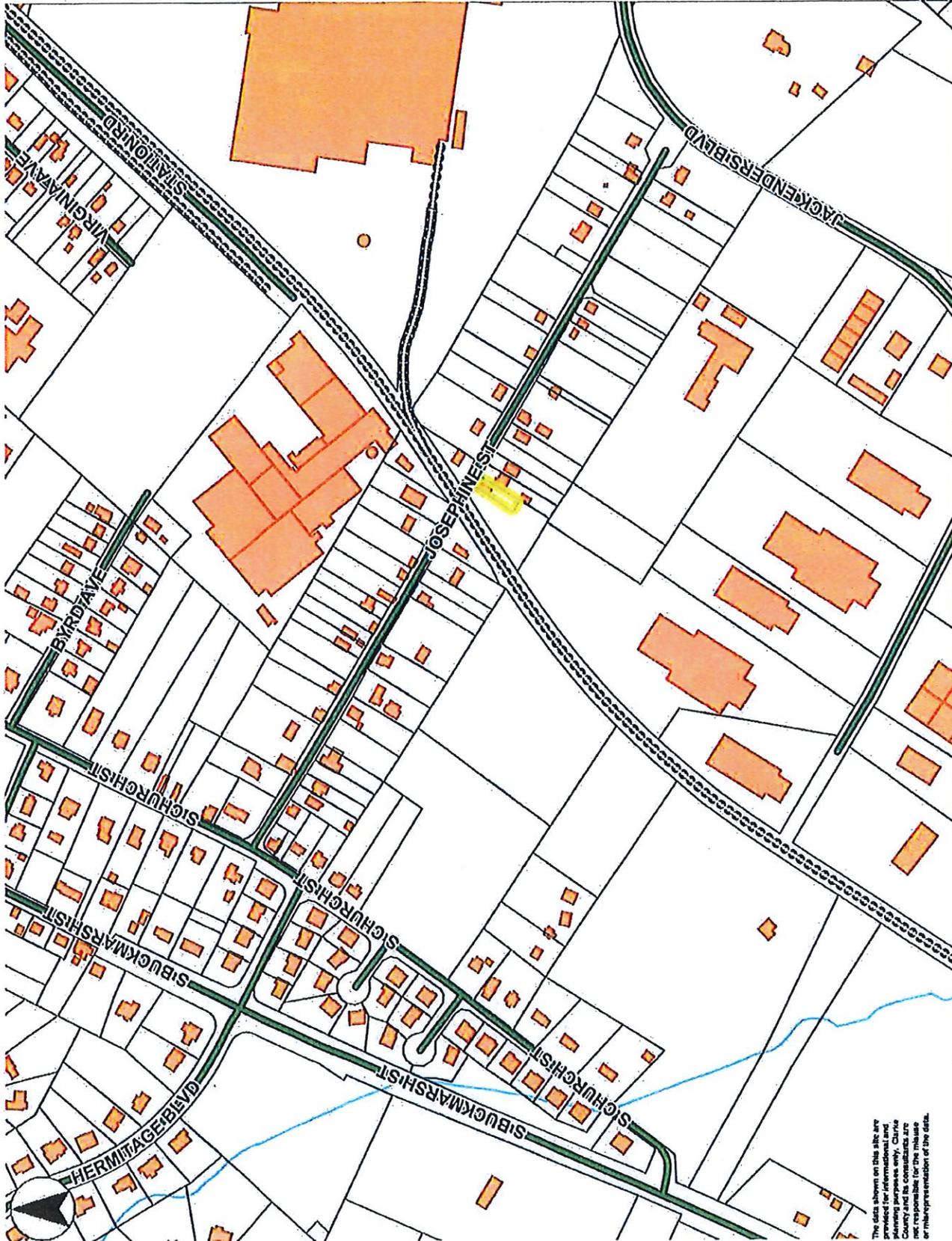
114 Josephine Street





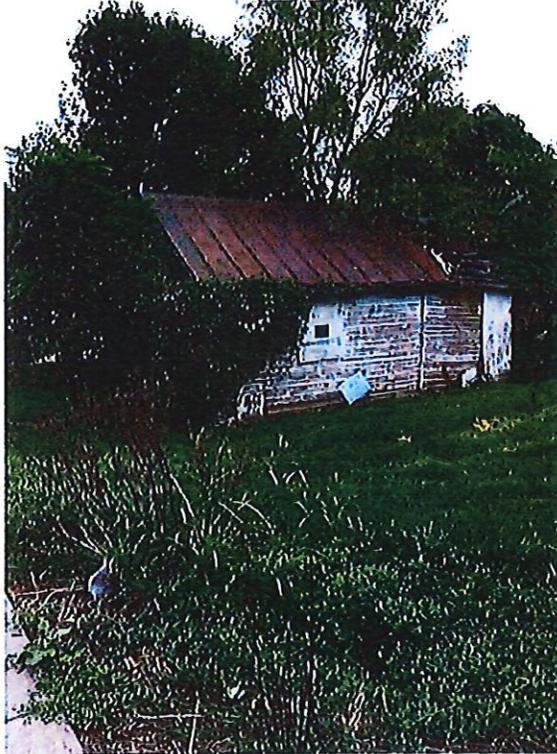


- Public Points of Interest
- Parcels
- Clarke County Boundary
- Major Roads:
 - Interstates
 - US Highway
 - State Highway
- Surrounding Counties Ops
- Clarke County Roads:
 - County Road
 - Roads
- Rail
- Buildings
- Abandonment Trail
- Streams:
 - Potential Streams
 - Intermittent Streams
- Ponds
- Rivers



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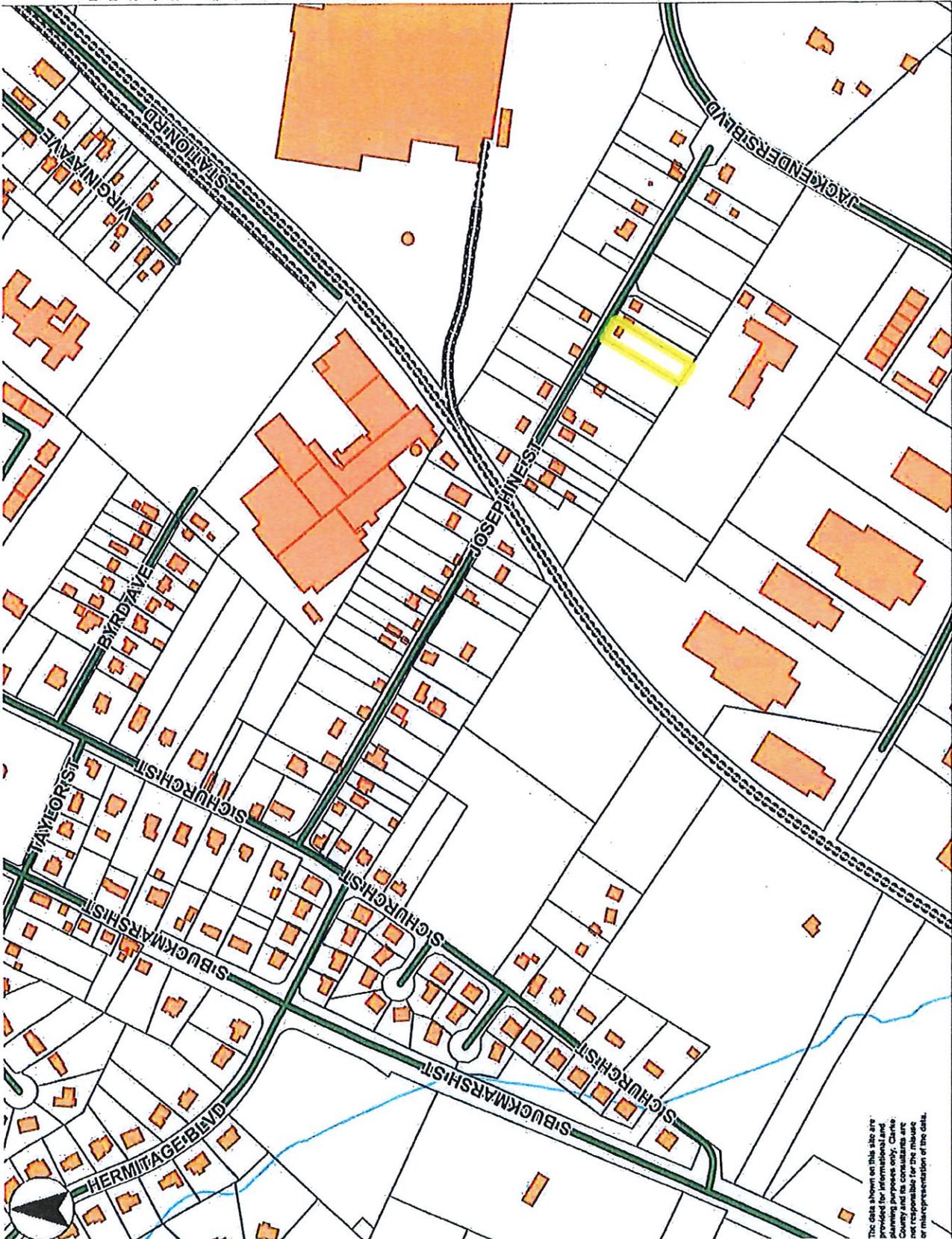
203 Josephine Street







- Public
- Points of Interest
- Parcels
- Change County Boundary
- Major Roads
- US Highway
- State Highway
- Surrounding Counties Ops
- Clarke County Roads
- Private Roads
- Rail
- Buildings
- Appalachian Trail
- Streams
- Potential Streams
- Intermittent Streams
- Ponds
- Rivers

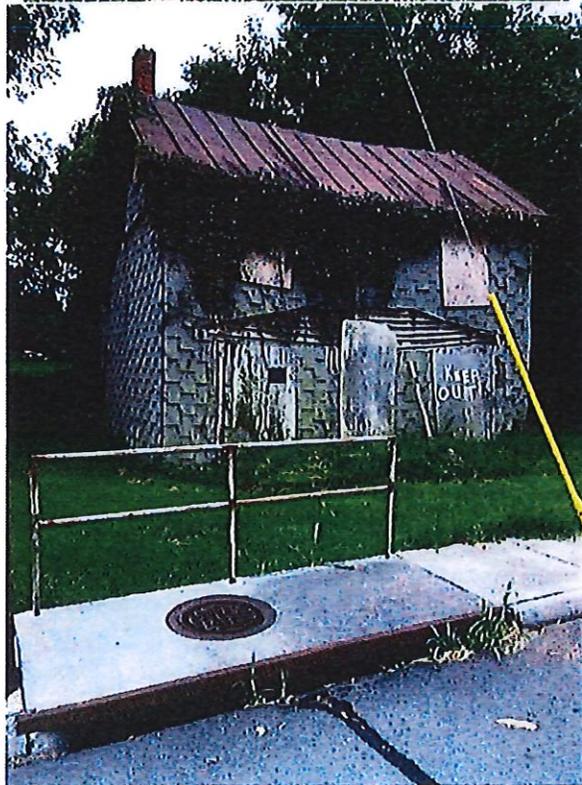
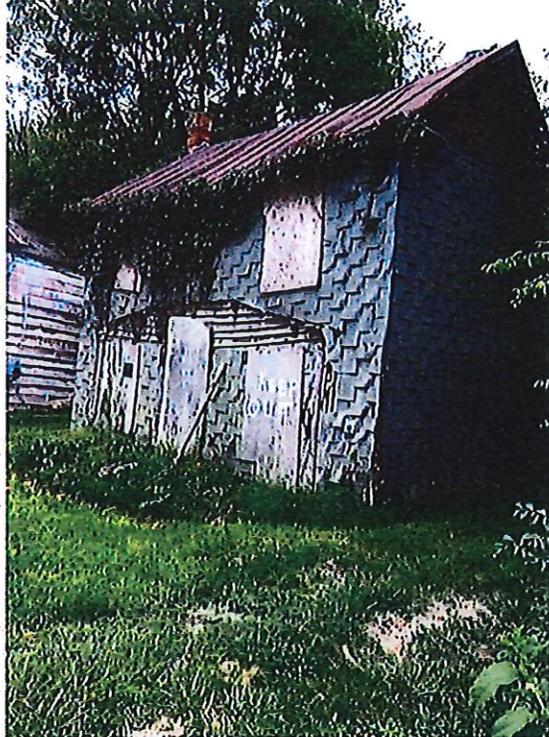


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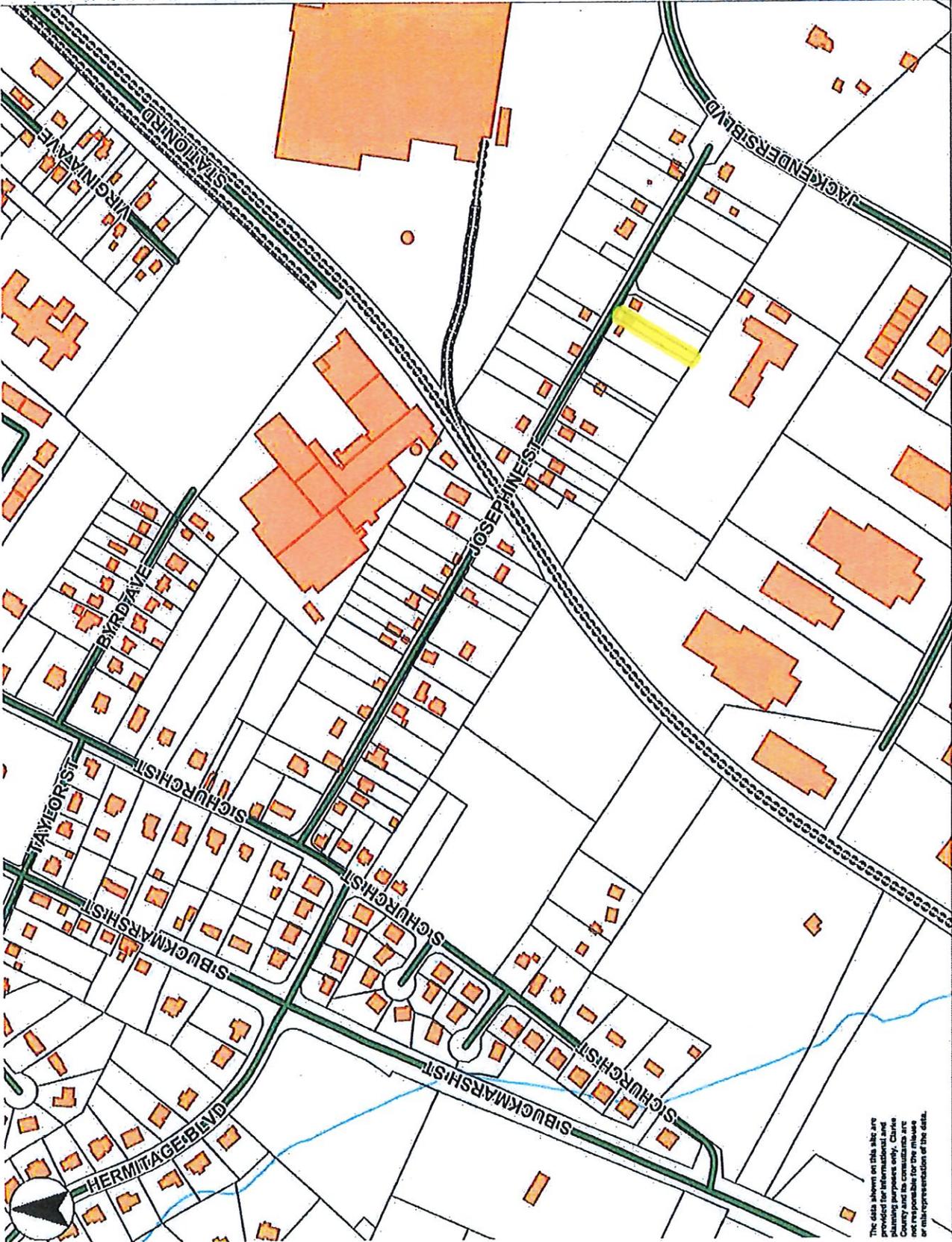
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225 Josephine Street





- Public
- Point of Interest
- Parcels
- Clarke County Boundary
- Major Roads
- Interstates
- US Highway
- State Highway
- Surrounding Counties Ops
- Clarke County Roads
- Local Roads
- Rail
- Buildings
- Appalachian Trail
- Streams
- Perennial Streams
- Intermittent Streams
- Ponds
- Rivers



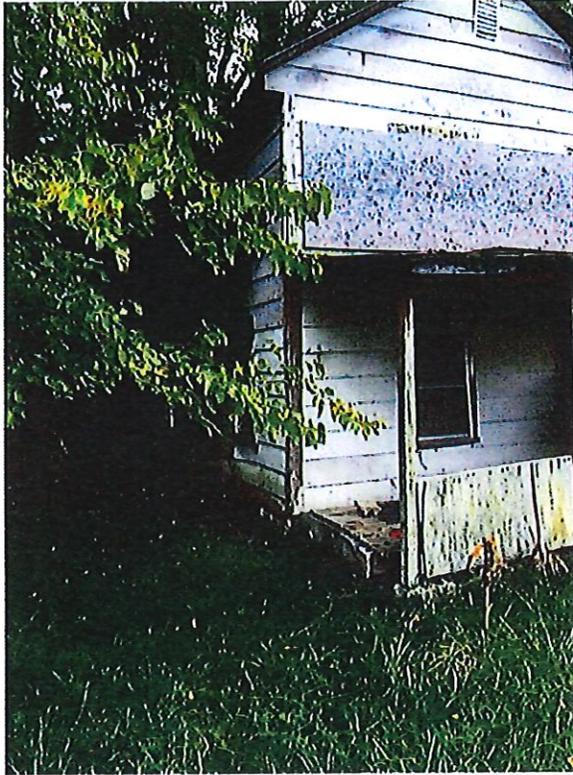
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530 1060 ft

227 Josephine Street





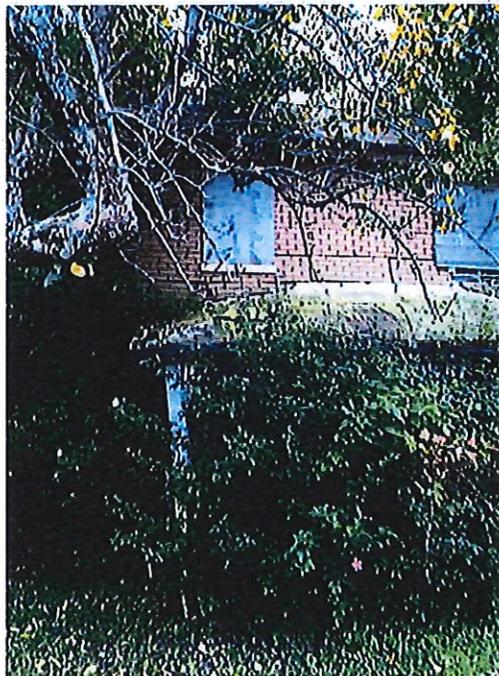


- Public
- Point of Interest
- Parks
- Clarke County Boundary
- Major Roads
- Interstate
- US Highway
- State Highway
- Surrounding Counties Ops
- Clarke County Roads
- Local Roads
- Rail
- Buildings
- Archaeological Trail
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- Intermittent Streams
- Ponds
- Rivers



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229 Josephine Street





Community Development Committee Agenda Item Report Summary
September 28, 2020

Item Title
Street Trees

Prepared By
Christy Dunkle

Background/History/General Information

Berryville Main Street, then known as Downtown Berryville, Incorporated, raised money and planted street trees along Main and Buckmarsh streets in the early 1990's. While the Town purchased the grates, the organization agreed to maintain the trees and did so for many years. BMS is no longer maintaining the trees and staff is requesting a discussion about where to go from here.

Findings/Current Activity

Staff has discussed this concern with several Town Council members. Options include:

- Have the Town take over maintenance of the existing trees (change mulch, trim as needed) and remove the trees as needed.
- Remove the trees at one time and fill the existing pits.
- Due to the anticipated 2021 cicada emergence, it is not recommended that new trees be planted at this time.
- Other recommendations as discussed at the meeting.

Financial Considerations

No financial considerations have been determined at this time.

Schedule/Deadlines

N/A

Other Considerations

N/A

Recommendation

Discuss at the meeting.