



TOWN COUNCIL
Special Meeting
Cape Charles Civic Center
September 29, 2016
Immediately Following Executive Session

At 7:07 p.m., Mayor George Proto, having established a quorum, called to order the Special Meeting of Town Council. In addition to Mayor Proto, present were Vice Mayor Bannon, Councilmen Bennett, Brown and Buchholz, and Councilwoman Sullivan. Councilwoman Natali was not in attendance. Also present were Town Manager Brent Manuel, Assistant Town Manager Bob Panek, Town Planner Larry DiRe, Treasurer Deborah Pocock and Town Clerk Libby Hume. There were two members of the public in attendance.

A. *Comprehensive Plan*

Mayor Proto noted that the agenda item was to set a date for a joint public hearing.

Larry DiRe stated that the Town's Comprehensive Plan had been reviewed by the Planning Commission as required by § 15.2-2230 of the Code of Virginia and the Commissioners voted unanimously to schedule a joint public hearing with the Town Council on Tuesday, November 1, 2016. A public hearing and majority vote of the Town Council was required before any amendment could be made to the Comprehensive Plan.

There was much discussion regarding additional changes as follows: i) A zoning change was made to property in the harbor area; ii) The Comprehensive Plan addressed future dredging but the dredging project was now complete; iii) Eastern Shore Eventacular, Inc. was included in § III.E. but was it still a viable organization; iv) A lot had changed in the Town over the last 7-8 months; v) The Town Council Priorities section had not been updated since 2009; and vi) The supporting documentation and references were 10-20 years old and in need of updating as well.

Motion made by Vice Mayor Bannon, seconded by Councilman Brown, to schedule a joint public hearing with the Planning Commission on November 1, 2016. The motion failed by majority vote, with Vice Mayor Bannon being the only affirmative vote.

Mayor Proto added that he understood that the Commission had worked on the Comprehensive Plan for a long time but that he wanted it to be correct. Mayor Proto urged Council to quickly submit their written comments to Larry DiRe so the Commission could make the necessary changes.

B. *Cape Charles Community Trail Master Plan*

Assistant Town Manager Bob Panek presented background information regarding the Cape Charles Community Trail Project as follows: i) Numerous workshops were held when developing the Master Plan which was approved in 2007; ii) The project was funded mostly by the Transportation Alternatives Program (TAP) through the Virginia Department of Transportation (VDOT). This was a highly leveraged program with grants and was one of the best returns on investment the Town could obtain through grants; iii) The current and future phases were reviewed; and iv) The Town experienced problems awarding the Phase 2 contract due to lack of funding and high bids. The Town submitted the Phase 3 application to VDOT, after Council adopted a resolution, for South Peach Street and any deferred portion of Phase 2. The application was approved by VDOT. The Town was awarded another \$248K of unexpended funding from another project to help cover the

Phase 2 shortfall. Phase 3 funds would become available October 1, 2016 and Phase 3 design could reasonably begin in January 2017. (Please see attached.)

If Council opted to revise Phase 3, a new TAP application would have to be submitted by November 1, 2016. The application could possibly be denied or the funding amount reduced depending on the scale of the project since an important factor for funding was trail connectivity. There was much discussion regarding possible scenarios. One of the future alternatives was continuation of the trail along Bay Avenue, for new lighting, with metered electrical outlets on the light posts, along the boardwalk and possible pavilions on the north and south end. Council reached a general consensus to continue on with Phase 3 as currently approved by VDOT. Council would meet to discuss future phases prior to making application to VDOT.

In regards to Phase 3 – South Peach Street, Mayor Proto expressed his concern regarding how to minimize the impact to the residents and business owners while the work was being done. Council was also concerned with future parking on South Peach Street. Bob Panek stated that the designers could develop alternatives to preserve parking at least on one side of the planned median.

C. *Parking Restriction Request – 1 Monroe Avenue*

Town Manager Brent Manuel stated that a letter was received from Mr. Stephen K. Fox requesting to mark the curb in front of his house with yellow paint. A photograph was included with the request. Mr. Fox would need to submit a request to VDOT for permission, but also requested Council support to include with his request to VDOT. Brent Manuel went on to state that, depending on Council's opinions, this item would be revisited at the October regular meeting to adopt a resolution to VDOT.

Motion made by Vice Mayor Bannon, seconded by Councilwoman Sullivan, to move this item forward to the October regular meeting for adoption of a resolution supporting Mr. Fox's request to VDOT. The motion was approved by unanimous vote.

D. *Virginia Tourism Corporation Marketing Leverage Program*

Mr. Hank Mayer addressed the Council regarding the Virginia Tourism Corporation Marketing Leverage Program which had an application deadline of November 30, 2016. Mr. Mayer gave Council the background of the previous grant which helped fund the "Our Town" program. (Please see attached.)

There was some discussion as follows: i) Concern was expressed with providing financial support for this project and not others. It was noted that this project was a partnership with three organizations, all contributing something for a common goal benefiting the town. The requests from other organizations were generally just requests for money with no direct beneficial impact to the town as a whole; ii) A written policy or guidelines needed to be developed and publicized listing the criteria for funding consideration for non-profits; iii) Town Council made a commitment to move forward with the Main Street program. In the future, this type of project could be funded under the Main Street program; iv) Several of the Council expressed their support for the Marketing Leverage Program and were in agreement of providing \$1,000 this fiscal year for the grant match provided it could be found in the budget. Treasurer Deborah Pocock stated that \$8,000 remained in the contingency for Main Street; and v) Funding for Fiscal Year 2017-2018 would be considered during next year's budget work sessions.

Motion made by Councilwoman Sullivan, seconded by Councilman Brown, to provide the \$1,000 grant match this fiscal year for the Virginia Tourism Corporation Marketing Leverage Program. The motion was approved by unanimous vote.

Motion made by Councilwoman Sullivan, seconded by Councilman Buchholz, to adjourn the Town Council Special Meeting. The motion was approved by unanimous vote.

The meeting adjourned at approximately 8:15 p.m.

Mayor Proto

Town Clerk

Harbor for the Arts Marketing Notes – Cape Charles Council Meeting

Hank Mayer

January 2012 Arts Enter, Citizens for Central Park (CCP) and the Town came together to draft and submit a \$75,000 grant proposal to the National Endowment for the Arts under its “Our Town” program.

Theme was that Cape Charles was a Harbor for the Arts.

Received \$50,000 grant and during 2012-2014 a total of more than \$200,000 was invested in creating:

- Art Walk Plan that was now part of the Town’s Community Trail Plan.
- Experimental Film Virginia which has grown into an independent global arts organization under the GEAR non-profit umbrella.
- Cape Charles by the Bay website and print media marketing program that the Town is continuing to support. The logo subtitle is Harbor for the Arts.
- Harbor for the Arts outdoor public entertainment program

2015 the Harbor for the Arts program was funded solely by the three partners and donations from several businesses. Town contributed \$7,000 and CCP paid costs of 2 of 4 bands to perform in Central Park.

2016 the Harbor for the Arts program disappeared. However, CCP offered a Concert in the Park series of 9 different groups that attracted 2,500 people. \$2,500 was received from the County but no financial support from the Town.

2 concerts were moved to the Palace Theatre because of weather and reminded that it is a great venue. Delmarvalous Dolls drew 150 people.

I am promoting the idea of Arts Enter and CCP reviving the multiple venue broader public entertainment program that was once Harbor for the Arts, and have offered to write a grant proposal to Virginia Tourism under its Marketing Leverage Program.

I would like to ask the Town to be our partner and commit to:

- \$1,000 match for this grant and support for leveraging of its existing websites and print media marketing program.
- \$5,000 toward the costs of a free public entertainment program next summer that would be collaboratively managed by the 3 partners.

We will probably request \$2,500 from the Virginia Tourism Corporation which would support a \$5,000 multi-media marketing effort in 2017. Only the \$1,000 would be needed from the Town before the start of the 2017-2018 fiscal year.

Cape Charles Community Trail Phase 3

Town Council Work Session
September 2016

Background

- Master Plan approved in 2007 after extensive community input.
- Established overall plan and priorities for initial phases (attached).
- Funded mostly by Transportation Alternatives Program (TAP) @ 80%.
- Current TAP allocations:
 - \$1.0M – Master Plan and Phase 1, Central Park
 - \$1.6M – Phase 2, north Peach Street and Washington Avenue
 - \$0.8M – Phase 3, south Peach Street and any Phase 2 shortfall

Phases

	<u>Plan</u>	<u>Now</u>
Central Park	1A	1
North Peach Street	1B	2
South Peach Street	1C	3
Gateway	2	Future
Washington Avenue	Future	2
Bay Avenue	Future	Future
Mason Avenue	Future	Future
Fig Street	Future	Future
Harbor Linkage	Future	1 & Future

Phases

- Some phases are more complex than others:
 - Existing conditions – ROW, utilities, storm water management, etc.
 - Road interfaces – crossings, medians, roundabouts, etc.
 - Private development – road frontage, zoning requirements, etc.
- Complexity drives cost.
- Some opportunity to leverage other development.

Phase 3

- Council adopted a Resolution on September 17, 2015 for "...Phase 3 – South Peach Street and any deferred portion of Phase 2 – North Peach Street and Washington Avenue..." (attached).
- TAP application was submitted on September 24, 2015 (attached).
- Commonwealth Transportation Board (CTB) approved \$817K for FY 2017 in June 2016.
- CTB previously approved \$248K for projected Phase 2 shortfall in April 2016 to allow award of construction contract.

Phase 3

- Phase 3 funds become available October 1, 2016.
- Phase 2 construction should be complete by December 2016.
- Phase 3 design can reasonably begin in January 2017; construction about a year later.
- If Council opts to revise Phase 3 content:
 - Develop cost estimate.
 - Adopt new Resolution.
 - Submit TAP application by November 1, 2016.
 - CTB action by June 2017.
 - Start design in July 2017.



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