

TOWN OF BOWLING GREEN
TOWN COUNCIL MEETING
MINUTES

July 2, 2015

MEMBERS PRESENT: Mayor David Storke, Vice-Mayor Glenn McDearmon, Mary Frances Coleman, Jean Davis, Matt Rowe, and Otis Wright.

MEMBERS ABSENT: Daniel Webb and Jason Satterwhite

OTHERS PRESENT: Town Attorney Andrea Erard, Town Manager Stephen Manster, Town Clerk Melissa Lewis, Police Chief Steve Hoskins, and Public Works Operator Jonathan Ketterman.

AUDIENCE: Greg Glassner – The Caroline Progress, Jo-Elsa Jordan, John Mahoney

The Mayor called the meeting to order at 7:30 P.M. and led the group in the Pledge of Allegiance to the Flag of the United States of America. Council Member Glenn McDearmon followed with the invocation.

DELEGATIONS/PUBLIC COMMENTS:

The Mayor called for public comments.

Jo-Elsa Jordan, Town Events Coordinator – Ms. Jordan presented Council with an after action report detailing the First Annual John Cephas Piedmont Blues Festival. She noted total revenue of \$7656.20 and total expenses of \$11,090.22. She informed Council that revenue totals were subject to increase as meals tax from food vendors was submitted and online donations from the website GoFundMe.org were finalized. She said that for being the event's first year, she thought it was extremely successful and received outstanding press coverage both before and after the event. Ms. Jordan said the press coverage put the Town in a great position to build on the event and gives the Town a branding opportunity. She said she would like to build on the momentum of the John Cephas Blues Festival and go straight into rebuilding the Town's website so as not to miss out on the opportunity of relating the Piedmont Blues with the Town of Bowling Green. She said that she is currently looking into various vendors to help with the rebuilding of the website.

Ms. Jordan informed Council that 1,317 people turned out for the casting call for the Loving movie held on June 25th and added that restaurants saw an increase in business due the number of people in town for the day. She commended Town Staff for their hard work in ensuring everything ran smoothly.

Ms. Jordan told council that she was fully focusing on the Harvest Festival and that this year's theme would be the Haunted Harvest Festival. She said that she was reaching out to local non-profit groups to run a haunted house as a fundraiser and was working with a graphic artist to design graphics for the Festival.

Ms. Jordan said that this year less money would be spent on print advertising for Music on the Green and instead she would use social media to promote the events. She reminded Council that Music on the Green begins July 24th and will be held each Friday through August 28th.

The Mayor stated that unlike past events, the John Cephas Blues Festival brought a large number of visitors from out of town. He said that he'd like to see the Town capitalize on Bowling Green being "the home of Piedmont Blues" and make the Piedmont Blues Festival a signature event for the Town. He asked Ms. Jordan if a date had been set for the second annual John Cephas Blues Festival. Ms. Jordan said it had been set for June 11, 2016. Mr. McDearmon commended Ms. Jordan on her efforts to gain publicity for the event and the follow up after action report she presented to Council. In response to a question from Mr. McDearmon regarding the events initial

budget, Ms. Jordan said that she only utilized \$11,000 of the \$17,000 budgeted for the event. Mr. McDearmon advised that next year he'd like to see the budget tightened down and questioned whether payment of the entertainer's lodging was part of the original budget. Ms. Jordan said that the entertainer's lodging was an unforeseen expense but that considering the Town was only paying the nationally renowned artists \$200 each to play at the Blues Festival it was a reasonable request from the artists to ask that their hotel expenses be covered by the Town. Mr. McDearmon noted that had it not been for the cost of the entertainer's hotel stay the event would not have lost money. Ms. Jordan said that next year she would focus on bring in more revenue to meet the necessary expenses. The Mayor said that he had heard that attendees to the Blues Festival were surprised that admission was free. Ms. Jordan said being that this was the first year of the event they wanted to ensure the venue was appropriate and the area could be secured before selling tickets to Festival goers. Mr. McDearmon stated that he and Council are held accountable for money spent on events by the Town. Mr. Rowe asked Ms. Jordan if she had received feedback from the musicians. Ms. Jordan said she had received great feedback from the musicians that expressed their appreciation for being able to play in honor of John Cephas and look forward to coming back next year. The Mayor asked how many other Piedmont Blues Festivals are held around the country. Ms. Jordan said that she did not know but according to the reporter of the Living Blues Magazine it is the largest of its kind. The Mayor suggested that the Town lay claim to the Piedmont Blues Festival and use it to brand the Town. Ms. Jordan, hearing no other questions from Council, returned to her seat.

The Mayor acknowledged the presence of John Mahoney in the audience and informed Council that Mr. Mahoney is running for Commonwealth's Attorney for Caroline County. He thanked Mr. Mahoney for attending and assured him that Bowling Green is a wonderful place to live and work.

CONSENT AGENDA:

- A. Minutes – Town Council Meeting – June 4, 2015**
- B. Minutes – Town Council Special Meeting – June 18, 2015**
- C. Bills – June 2015**

A & M Home Center	522.68	Applied Industrial	624.94
Armstrong, Michelle	34.27	Best Promotional Products	975.00
Blue Tarp Financial	308.43	Bowling Green Auto Parts	152.14
Bowling Green Fire Dept	11,000.00	Bowling Green Rescue	1000.00
Brown-Peters, Brenda	30.17	Bud's Automotive	110.86
Caroline County Sheriff's Office	288.00	Caroline Garage	234.73
Caroline Relay for Life	1353.20	Cash (Petty Cash)	94.93
Cintas	574.94	Commonwealth Engineering	805.64
Dominion Chemical	334.50	Doug's Septic Service	200.00
Enviro Lab	1525.00	Erard, Andrea	1500.00
FFC Properties LLC	97.92	G & G Milford Farm Supply	282.35
GH Watts Const	3700.00	Grainger	691.20
Haun, Dawn	90.00	HD Supply Waterworks	2314.81
Huff, Jacquelyn	69.54	John, Allison	210.00
Johnson, Roland	150.00	Johnson's Exterminating	620.00
Local Services	480.00	McElroy	35.56
McGinley, Michelle	105.00	Memorable Moments	82.50
Mid Atlantic Lab	120.00	Minor and Assoc	900.00
Old Country Café	50.00	On Site PC	125.00
On Site Testing	40.00	Pacello, Kristin	245.00
Poster Compliance	79.00	Rowland, Tiarra	35.56
Rutherford	370.89	Sorrow, Tammy	600.00
SOSMetal	289.19	Stagemasters, Inc.	394.75
Stemmler Plumbing	9516.00	The Supply Room	258.60
The Ups Store	272.00	Treasurer of Virginia	28.00
USA Blue Book	275.04	Verizon Wireless	40.01
VSP Emerg. Relief Fund	1343.20	VUPS	24.15
Webber, Gregory	25.11	White Oak Electric	2245.35

Wiggins, Phil	400.00	Williams Mullen	4485.00
*City of Fredericksburg	100.00	*Country Inn & Suites	1399.16
*Cash (change for JCBF)	600.00	*Cisin, Willie	200.00
*Country Inn & Suites	1300.00	*Dominion VA Power	4871.89
*Ellis, Eleanor	200.00	*Flowers, Robert	200.00
*Franklin Frederick	200.00	*JF Fick Inc	1766.41
*Johnson, Clarence	600.00	*Jordan, Jo-Elsa	1535.00
*MSG Blues Trio	600.00	*Pessar, Marc	200.00
*Summerour, Jay	200.00	*Taylor, Brock	320.00
*The Caroline Progress	1367.50	*The Free Lance Star	315.00
*Treasurer of Virginia	791.80	*Turner, Valerie	600.00
*Visa	1212.61	*VML Insurance	5758.76
*Waste Management	84.00	*Wheeler, Cynthia	150.00
*Wiggins, Phil	200.00	*Williams, Warner	200.00
*Country Inn & Suites	108.64	*Creative Catering 4U	100.00
*Shell Fleet Plus	663.98	*Visa	75.96
*Jordan, Jo-Elsa	1535.00	*Price, Tracy	150.00
*Taylor, Brock	700.00	*Computer Plus	226.88

***Bills previously or separately authorized by Council.**

Upon reviewing the the June 2015 bills, Mr. McDearmon asked why the Bowling Green Fire Department was paid \$11,000. Mr. Manster informed Council that the Town contributed \$1000 and that the additional \$10,000 was grant money received and that the Town was a pass through entity in the transaction.

Upon Motion by Ms. Davis, with a second by Mr. Wright, Council voted to approve the Consent Agenda. Voting Aye: McDearmon, Wright, Davis, Coleman, and Rowe.

STAFF REPORTS: The following informational items were noted:

- A. Town Hall Rentals Report – June 2015
- B. Public Work’s Department Report – June 2015
- C. Treasurer’s Report – June 2015
- D. Town Clerk’s Report – June 2015

Upon reviewing the Town Hall Rentals report, Mr. Wright asked if the production team for the Loving Movie casting call was granted free use of Town Hall. Mr. Manster said that they had asked for free use of the facility as their budget did not allow for the extra cost of rental. He said that the short notice of the request did not allow enough time for him to bring the request to the Building and Grounds Committee and that he felt that the benefit from the number of people drawn to the Town because of the casting call justified permitting the free rental. Mr. Manster noted that the casting call was held during the day on a Thursday and did not detract from the rental revenue. Mr. Wright asked that in the future all requests for free use of Town Hall be brought to Council. Mr. Manster said that he would ask Council’s permission in the future.

NEW BUSINESS:

Police Department Report – June 2015– Police Chief Hoskins reported that there had been two reportable crimes (domestic and larceny) that had occurred in the Town of Bowling Green for the month of June. There were 17 calls reported for the month, one of which (missing juvenile) required investigation. All others were routine. Chief Hoskins reported that the State Police website had been checked and no new sex offenders had been registered as residing in the Town. He stated that the Town Officers had given five warnings and eight summonses for speeding. Deputies gave four warnings and six summons in Town this month. There was a no speed log conducted for the month. Town Officers had no arrests for the month. There were 8 paid regular deputy hours for the month of June (John Cephas Blues Festival).

The Police Chief said it had come to his attention that there was an attempted

abduction of a juvenile that he will work with the CCSO to investigate. The Mayor thanked the Chief for his hard work in parking and crowd management during the Loving Movie casting call. The Chief said it was possible due to the team work of his officers and Public Works staff.

The Mayor noted that due to the casting call, Town Hall had a line running down both Butler Street and Courthouse Lane and Main Street had high volumes of foot traffic which was great for the Town. He reminded Council that the Events Coordinator had been asked to offer the use of Town Hall at no charge during week so as to bring business to Town, a goal that the casting call fulfilled.

Town Manager's Report – June 2015:

Mr. Manster noted the many of the items on his report had already been covered earlier in the meeting. He said that an interim report on Town Hall revenue and expense prepared by Ms. Gifford had been set in front of Council and that once the final FY15 bills came in a final report would be prepared and presented to Council. Mr. Manster noted that the report shows a net profit of \$1622.04 and that he expects the final report to show a positive figure as well.

Mr. Manster told Council that staff was working hard to ensure a smooth transition to the new trash schedule and has been giving info and answering questions to keep the public informed.

Mr. Manster asked Council to review the Town Clerk's report included in their packets and asked if Council would like to make appointments and recommendations to fill the vacancies and expired terms on the Board of Zoning Appeals, Economic Development Authority, and Arts Commission. The Town Attorney noted that although the EDA members' terms had expired, state code allows the members to continue to serve until which time their term is renewed or filled by a new appointee.

Upon Motion by Mr. McDearmon, with a second by Mr. Rowe, Council voted to re-appoint T. Hardy Dunnington and Glenn McDearmon to the Economic Development Authority, re-appoint Robyn Sieg and Jay Johnson to the Arts Commission, and recommend to the Circuit Court judge that Carroll Schools, Jean Young, and Gene Self be re-appointed to the Board of Zoning Appeals. Voting Aye: McDearmon, Davis, Coleman, and Rowe. Not Voting: Wright

R-2015-003 – FY16 Depository Designation and R-2015-004 – Recurring Expenses -

There was no discussion upon review of the Resolutions. The Mayor asked that Council include in their motion the setting of the official time and date of regularly scheduled Town Council meetings.

Upon Motion by Mr. Wright, with a second by Mr. McDearmon, Council voted to approve R-2015-003 – FY16 Depository Designation and R-2015-004 – Recurring Expenses, and set the first Thursday of each month at 7:30 p.m. as the official date and time of the regularly scheduled Town Council meetings Voting Aye: McDearmon, Wright, Davis, Coleman, and Rowe.

Planning Commission Appointment – The Mayor noted that the final item on the agenda was the appointment of a Planning Commission member to fill the vacancy left by Mr. Rowe and asked Council how they would like to proceed. A discussion ensued on increasing the number of members to serve on the Planning Commission. The Town Attorney said that Council could take that action by changing the Ordinance. Mr. Rowe said that in his experience most decisions receive a unanimous vote and he did not think that going from an odd number of members to an even number would cause any problems when voting. The Mayor reminded Council that the three candidates interviewed were William Thornton, Valarie Coyle, and Mark Gaines. He suggested that enlarging the Planning Commission may create a problem when re-election comes up and Council cannot find enough candidates to fill the increased number of seats.

Upon Motion by Mr. Rowe, with a second by Ms. Davis, Council voted to appoint

Valarie Coyle of 214 Maury Avenue to the remaining term of the Planning Commission seat left vacant by Mr. Rowe. Voting Aye: Wright, Davis, Coleman, and Rowe. Abstaining: McDearmon, due to his absence from candidates' interviews.

REPORT OF COUNCIL COMMITTEES/MEMBER COMMENTS:

- A. Public Health, Safety and Personnel – There was no report from the Public Health, Safety and Personnel Committee.
- B. Water, Sewer and Trash – There was no report from the Water, Sewer, and Trash Committee.
- C. Ordinance, Licenses, and Permits – There was no report from the Ordinances, Licenses and Permits Committee.
- D. Streets and Sidewalks – There was no report from the Streets and Sidewalks Committee.
- E. Buildings and Grounds – There was no report from the Buildings and Grounds Committee.
- F. Economic Development, Activities and Tourism – There was no report from the Economic Development, Activities, and Tourism Committee.
- G. Budget – There was no report from the Budget Committee.

OLD BUSINESS:

There was no Old Business to be discussed.

ADJOURNMENT:

There was a motion made by Mr. McDearmon, seconded by Mr. Rowe to adjourn at 8:19 P.M. Voting Aye: Wright, McDearmon, Davis, Coleman, and Rowe.