



*Rev. Ed Soto, President
Regina Adams, Vice-President
Katie Lane, Secretary
Andria Smith, Treasurer*

*Kathy Davis
Jeremy Funderburk
Dr. Scott Lowman
Yolanda Stone
Robert Pate*

*Vice-Mayor Reggie Bennett, Ex-Officio
Sharon D. Williams, AICP – Ex-Officio
George T. Sandridge – Main Street Coordinator*

AGENDA

Thursday, December 9, 2021 at 6:00 PM

Town Hall – Large Conference Room

1. Welcome/Call to Order
2. Determination of a Quorum
3. Approval of Consent Agenda
 - a. Meeting Minutes – November 11th, 2021
 - b. Monthly Financials – November 2021
4. Old Business
 - a. Gibley Jog
 - b. Spring Festival
5. New Business
 - a. Interior Grant Program
6. Main Street Coordinator Updates
 - a. Spark Innovation Center
7. Additional Matters from the Board
8. Adjournment

Next meeting: January 13th, 2021 @ 6:00 PM



Agenda Cover Sheet
AOT Board Meeting
December 9, 2021

Agenda Item

Consent Agenda

Agenda Location

#3

Description

- Includes the following:
 - a. Meeting Minutes
 - November 11, 2021
 - b. Monthly Financials
 - November 2021



Agenda Cover Sheet
AOT Board Meeting
December 9, 2021

Agenda Item
Consent Agenda

Agenda Location
#3b

Description

	<i>This Month</i>	<i>YTD</i>
<i>Revenue</i>	\$21,396.97	\$85,508.82
<i>Expense</i>	\$10,572.27	\$91,276.48
Total	\$10,824.70	\$5,767.66

**Altavista On Track
FY 2022 Revenue Report**

	THIS	YEAR TO	APPROVED	BUDGET
REVENUE	MONTH	DATE	2021-2022	REMAINING
<u>SAVINGS ACCOUNT</u>				
SAVING INTEREST	\$0.00	\$0.00	\$25.00	\$25.00
SUBTOTAL :	\$0.00	\$0.00	\$25.00	\$25.00
<u>DONATIONS</u>				
CORPORATE	\$0.00	\$0.00	\$0.00	\$0.00
INDIVIDUAL	\$0.00	\$0.00	\$250.00	\$250.00
SUBTOTAL:	\$0.00	\$0.00	\$250.00	\$250.00
<u>TOWN OF ALTAVISTA</u>				
ANNUAL ALLOCATION	\$0.00	\$2,500.00	\$5,000.00	\$2,500.00
SUBTOTAL:	\$0.00	\$2,500.00	\$5,000.00	\$2,500.00
<u>GRANTS</u>				
FEDERAL	\$0.00	\$0.00	\$0.00	\$0.00
STATE	\$10,000.00	\$15,000.00	\$0.00	-\$15,000.00
PRIVATE	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$10,000.00	\$15,000.00	\$0.00	-\$15,000.00
<u>UNCLE BILLY'S BBQ FESTIVAL</u>				
SPONSORSHIP	\$0.00	\$12,500.00	\$12,000.00	-\$500.00
TICKET SALES	-\$713.49	\$25,369.19	\$24,000.00	-\$1,369.19
COMPETITOR FEES	\$0.00	\$725.63	\$1,125.00	\$399.37
VENDOR FEES	\$0.00	\$411.16	\$500.00	\$88.84
ALCOHOL (GROSS REVENUE)	\$0.00	\$10,590.12	\$12,000.00	\$1,409.88
TOWN ALLOCATION			\$10,000.00	
SUBTOTAL:	-\$713.49	\$49,596.10	\$59,625.00	\$28.90
<u>ECONOMIC VITALITY</u>				
DBI GRANT	\$4,480.00	\$7,235.88	\$0.00	-\$7,235.88
FAÇADE GRANT	\$1,166.46	\$1,166.46	\$0.00	-\$1,166.46
SUBTOTAL:	\$5,646.46	\$8,402.34	\$0.00	-\$8,402.34
<u>GIBLET JOG</u>				
SPONSORSHIP	\$4,625.00	\$6,000.00	\$7,500.00	\$1,500.00
PARTICIPATION	\$1,733.09	\$1,906.47	\$5,000.00	\$3,093.53
SUBTOTAL:	\$6,358.09	\$7,906.47	\$12,500.00	\$4,593.53
<u>GOLF TOURNAMENT</u>				
SPONSORSHIP	\$0.00	\$1,125.00	\$500.00	-\$625.00
PARTICIPATION	\$0.00	\$873.00	\$5,400.00	\$4,527.00
SUBTOTAL:	\$0.00	\$1,998.00	\$5,900.00	\$3,902.00
<u>CHRISTMAS ORNAMENTS</u>				
CHRISTMAS ORNAMENTS	\$105.91	\$105.91	\$750.00	\$644.09
SUBTOTAL:	\$105.91	\$105.91	\$750.00	\$644.09
TOTAL REVENUE:	\$21,396.97	\$85,508.82	\$84,050.00	-\$1,458.82

**Altavista On Track
FY 2022 Expense Report**

EXPENSE	THIS MONTH	YEAR TO DATE	APPROVED 2021-2022	BUDGET REMAINING
CREDIT CARD				
VISA 0089	\$4,247.31	\$4,247.31	\$0.00	-\$4,247.31
SUBTOTAL:	\$4,247.31	\$4,247.31	\$0.00	-\$4,247.31
UNCLE BILLY'S BBQ FESTIVAL				
BBQ COMPETITION PRIZES	\$0.00	\$2,600.00	\$2,600.00	\$0.00
ADVERTISING	\$1,246.36	\$12,835.32	\$7,000.00	-\$5,835.32
SUPPLIES	\$0.00	\$5,510.56	\$5,000.00	-\$510.56
EVENT GLASSES/TOKENS	\$0.00	\$2,406.86	\$1,250.00	-\$1,156.86
MUSIC & SOUND	\$0.00	\$6,800.00	\$3,400.00	-\$3,400.00
ALCOHOL (GROSS EXPENSE)	\$745.00	\$9,818.87	\$6,000.00	-\$3,818.87
LIGHTING	\$0.00	\$792.00	\$750.00	-\$42.00
SECURITY	\$0.00	\$1,260.00	\$1,500.00	\$240.00
EVENT INSURANCE	\$0.00	\$800.00	\$800.00	\$0.00
TRASH REMOVAL	\$0.00	\$309.16	\$525.00	\$215.84
BATHROOMS/SINK STATIONS	\$0.00	\$836.94	\$950.00	\$113.06
CHILDREN'S ENTERTAINMENT	\$0.00	\$4,505.00	\$2,000.00	-\$2,505.00
FIREWORKS	\$0.00	\$7,525.00	\$7,500.00	-\$25.00
BBQ MEALS	\$0.00	\$6,777.00	\$6,000.00	-\$777.00
SUBTOTAL:	\$1,991.36	\$62,776.71	\$45,275.00	-\$17,501.71
ADVERTISING/MARKETING				
RADIO/TV	\$0.00	\$0.00	\$800.00	\$800.00
PRINT	\$0.00	\$0.00	\$200.00	\$200.00
DIGITAL	\$187.00	\$419.05	\$500.00	\$80.95
SUBTOTAL:	\$187.00	\$419.05	\$1,500.00	\$1,080.95
BANK CHARGES				
BANK CHARGES	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$0.00	\$0.00	\$0.00	\$0.00
CHARITABLE DONATIONS				
CHARITABLE DONATIONS	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$0.00	\$0.00	\$0.00	\$0.00
COMMUNITY SUPPORT				
COMMUNITY SUPPORT	\$0.00	\$84.80	\$500.00	\$415.20
SUBTOTAL:	\$0.00	\$84.80	\$500.00	\$415.20

<u>DUES & SUBSCRIPTIONS</u>				
DUES & SUBSCRIPTIONS	\$382.50	\$1,255.04	\$2,500.00	\$1,244.96
SUBTOTAL:	\$382.50	\$1,255.04	\$2,500.00	\$1,244.96
<u>EMPLOYEE BENEFITS</u>				
PROFESSIONAL DEVELOPMENT	\$0.00	\$382.71	\$750.00	\$367.29
INTERN SERVICES	\$0.00	\$0.00	\$2,500.00	\$2,500.00
SUBTOTAL:	\$0.00	\$382.71	\$3,250.00	\$2,867.29
<u>INSURANCE</u>				
DIRECTORS/OFFICERS	\$0.00	\$0.00	\$700.00	\$700.00
LIABILITY	\$0.00	\$0.00	\$1,350.00	\$1,350.00
ANNUAL SURETY	\$0.00	\$326.03	\$330.00	\$3.97
SUBTOTAL	\$0.00	\$326.03	\$2,380.00	\$2,053.97
<u>LICENSES/PERMITS</u>				
LICENSES/PERMITS	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$0.00	\$0.00	\$0.00	\$0.00
<u>MEALS</u>				
MEALS	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$0.00	\$0.00	\$0.00	\$0.00
<u>MEETING EXPENSES</u>				
MEETING EXPENSES	\$0.00	\$0.00	\$100.00	\$100.00
SUBTOTAL:	\$0.00	\$0.00	\$100.00	\$100.00
<u>OFFICE SUPPLIES</u>				
OFFICE SUPPLIES	\$765.07	\$843.58	\$250.00	-\$593.58
SUBTOTAL:	\$765.07	\$843.58	\$250.00	-\$593.58
<u>POSTAGE</u>				
POSTAGE	\$0.00	\$375.85	\$500.00	\$124.15
SUBTOTAL:	\$0.00	\$375.85	\$500.00	\$124.15
<u>PROFESSIONAL FEES</u>				
ATTORNEY	\$0.00	\$75.00	\$0.00	-\$75.00
BOOKKEEPING	\$75.00	\$690.92	\$1,800.00	\$1,109.08
CONSULTING	\$0.00	\$0.00	\$0.00	\$0.00
TAXES	\$0.00	\$0.00	\$0.00	\$0.00
AUDIT	\$0.00	\$0.00	\$1,500.00	\$1,500.00
SUBTOTAL:	\$75.00	\$765.92	\$3,300.00	\$2,534.08
<u>TRAVEL</u>				

AIRFARE	\$0.00	\$0.00	\$0.00	\$0.00
LOCAL TRAVEL	\$40.90	\$40.90	\$100.00	\$59.10
LODGING	\$0.00	\$0.00	\$0.00	\$0.00
MEALS	\$26.45	\$26.45	\$0.00	-\$26.45
TRANSPORTATION/PARKING	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$67.35	\$67.35	\$100.00	\$32.65
<u>UNCATEGORIZED EXPENSES</u>				
UNCATEGORIZED EXPENSES	\$0.00	\$587.09	\$575.00	-\$12.09
SUBTOTAL:	\$0.00	\$587.09	\$575.00	-\$12.09
<u>PETTY CASH</u>				
PETTY CASH	\$575.00	\$575.00	\$0.00	-\$575.00
SUBTOTAL:	\$575.00	\$575.00	\$0.00	-\$575.00
<u>PROJECTS</u>				
FUTURE PROJECTS	\$0.00	\$6,773.33	\$6,500.00	-\$273.33
SUBTOTAL:	\$0.00	\$6,773.33	\$6,500.00	-\$273.33
<u>WEBSITE</u>				
WEBSITE HOSTING	\$246.14	\$246.14	\$150.00	-\$96.14
WEBSITE REDESIGN	\$0.00	\$1,925.00	\$2,250.00	\$325.00
SUBTOTAL:	\$246.14	\$2,171.14	\$2,400.00	\$228.86
<u>ECONOMIC VITALITY</u>				
DBI GRANT	\$975.00	\$4,065.70	\$10,000.00	\$5,934.30
FAÇADE GRANT	\$59.49	\$1,106.97	\$0.00	-\$1,106.97
LUNCH & LEARN	\$0.00	\$0.00	\$100.00	\$100.00
SUBTOTAL:	\$1,034.49	\$5,172.67	\$10,100.00	\$4,927.33
<u>GIBLET JOG</u>				
AWARDS	\$98.74	\$98.74	\$250.00	\$151.26
ADVERTISING	\$381.46	\$1,006.46	\$2,000.00	\$993.54
SHIRTS	\$0.00	\$0.00	\$1,500.00	\$1,500.00
EVENTS COORDINATOR	\$0.00	\$0.00	\$1,250.00	\$1,250.00
SUPPLIES	\$40.54	\$40.54	\$100.00	\$59.46
SUBTOTAL:	\$520.74	\$1,145.74	\$5,100.00	\$3,954.26
<u>GOLF TOURNAMENT</u>				
GOLF TOURNAMENT	\$0.00	\$818.44	\$2,500.00	\$1,681.56
SUBTOTAL:	\$0.00	\$818.44	\$2,500.00	\$1,681.56
<u>SCARECROW STROLL</u>				
AWARDS	\$0.00	\$0.00	\$50.00	\$50.00

ADVERTISING	\$0.00	\$0.00	\$50.00	\$50.00
SUPPLIES	\$0.00	\$0.00	\$50.00	\$50.00
SUBTOTAL:	\$0.00	\$0.00	\$150.00	\$150.00
<u>CHALK FEST</u>				
CHALK FEST	\$0.00	\$0.00	\$250.00	\$250.00
SUBTOTAL:	\$0.00	\$0.00	\$250.00	\$250.00
<u>FOOD TRUCKS</u>				
FOOD TRUCKS	\$0.00	\$0.00	\$250.00	\$250.00
SUBTOTAL:	\$0.00	\$0.00	\$250.00	\$250.00
<u>CHRISTMAS ORNAMENTS</u>				
CHRISTMAS ORNAMENTS	\$0.00	\$756.34	\$500.00	-\$256.34
SUBTOTAL:	\$0.00	\$756.34	\$500.00	-\$256.34
<u>BLOCK PARTY</u>				
BLOCK PARTY	\$0.00	\$300.00	\$500.00	\$200.00
SUBTOTAL:	\$0.00	\$300.00	\$500.00	\$200.00
<u>MURALS</u>				
MURALS	\$0.00	\$0.00	\$5,000.00	\$5,000.00
SUBTOTAL:	\$0.00	\$0.00	\$5,000.00	\$5,000.00
TOTAL EXPENSE:	\$10,572.27	\$91,276.48	\$93,480.00	\$2,203.52

Altavista On Track Board of Directors Meeting

November 11, 2021

A regularly scheduled meeting for the Altavista On Track Board of Directors was held at the Altavista Presbyterian Church on November 11, 2021 at 6:00 PM.

Board Members Present: Rev. Ed Soto, President
Regina Adams, Vice-President
Yolanda Stone
Jeremy Funderburk

Board Members Absent: Katie Lane, Secretary
Andria Smith, Treasurer
Kathy Davis
Dr. Scott Lowman
Robert Pate

Ex-Officio Members Present: Reggie Bennett, Vice-Mayor

Ex-Officio Members Absent: Sharon D. Williams, Community Development Director

Staff Present: George T. Sandridge, Main Street Coordinator

Others: *None*

1. Welcome and Call to Order

AOT President Rev. Ed Soto called the meeting to order at 6:00 PM.

2. Determination of a Quorum

Rev. Soto confirmed there was a quorum present.

3. Consent Agenda

Motion was made by Mrs. Adams and seconded by Mrs. Stone to approve the consent agenda as presented.

VOTE: Regina Adams – AYE
Jeremy Funderburk – AYE
Rev. Ed Soto – AYE
Yolanda Stone – AYE

4. Old Business

a. 2021 Giblet Jog

Mr. Sandridge provided an update on the 2021 Giblet Jog, scheduled to take place on Thursday, November 25th (Thanksgiving Day). He stated that as of November 1st, there were 114 runners signed up to participate. AOT also secured the sponsorships of 12 businesses totaling \$5,875.

Rev. Soto asked if there were any additional comments or questions from the Board, which there were none.

b. 2022 Vista BBQ Festival

Mr. Sandridge informed the Board that the special event permit for the 2022 Vista BBQ Festival was approved at the November 9th Town Council meeting. The event is scheduled for Saturday, October 1st from 12:00 PM to 8:30 PM at English Park. Mr. Sandridge also stated that AOT's application to the Kansas City Barbecue Society (KCBS) for a sanctioned BBQ competition was approved.

Mr. Funderburk asked if the BBQ competitors would be allowed to set up on Friday, September 30th.

Mr. Sandridge stated that the competitors would be permitted to arrive on Friday to set up and begin the cooking process. He also stated that Town Council waived the camping restriction for the BBQ competitors, which will allow teams traveling from long distances to bring a camper. Mr. Sandridge stated that he would be working with Tom Fore, Public Services Director, to ensure all competitors have access to water and electricity.

Rev. Soto asked if there were any additional comments or questions from the Board, which there were none.

5. New Business

a. 2022 Spring Festival

Mr. Sandridge reminded the Board that at the October 14th Board meeting, AOT voted to explore a potential spring festival and organized a festival committee to begin the process. The committee (Regina Adams, Colin Adams, Katie Lane, Jeremy Funderburk, and Natalie Orsini) met with the Community Development Director and Main Street Coordinator on November 1st to discuss the details of a spring festival. The committee recommended that AOT pursue a spring festival on May 14th at English Park.

Mrs. Stone inquired about the details of the spring festival.

Mr. Sandridge stated that the spring festival will occur Saturday, May 14th from 12:00 to 6:00 at English Park, and will share some similarities with the Uncle Billy's BBQ Festival. Live music from various bands will be played on the Booker Building stage throughout the event. A variety of food/dessert trucks will be set up throughout the park, and alcohol vendors (breweries, distilleries, and wineries) will be present to sell to the public. Balloon twisting, face painting, caricature artist, and a petting zoo will be present to provide entertainment to the children. In addition, several high-end artisan vendors will be available to sell their wares to attendees.

Rev. Soto asked if there were any additional comments or questions from the Board, which there were none.

VOTE: Regina Adams – AYE
Jeremy Funderburk – AYE
Yolanda Stone – AYE
Rev. Ed Soto – AYE

6. Main Street Coordinator Updates

There were no additional updates from the Main Street Coordinator.

7. Additional Matters from the Board

There were no additional matters from the board members present.

8. Adjournment

Hearing no further discussion, Rev. Soto asked for a motion to adjourn the meeting. Motion was made by Mrs. Adams and seconded by Mrs. Stone.

VOTE: Regina Adams – AYE
Yolanda Stone – AYE
Rev. Ed Soto – AYE

The meeting was adjourned at 7:14 PM.



Agenda Cover Sheet
AOT Board Meeting
December 9, 2021

Agenda Item

2021 Giblet Jog

Agenda Location

#4a

Description

The 2021 Giblet Jog took place on November 25th at English Park and was well-attended. The final participant count was 335 runners, which was the high total ever recorded at the event. Between sponsorships, donations, and entry fees, AOT generated a gross revenue of **\$14,616**.

Potential Actions

- None at this time

Attachments

- None



Agenda Cover Sheet
AOT Board Meeting
December 9, 2021

Agenda Item

2022 Spring Festival

Agenda Location

#4b

Description

At the October 14th Board meeting, AOT voted to explore a potential spring festival and organized a festival committee to begin the process. The spring festival will occur Saturday, May 14th from 12:00 to 6:00 at English Park, and will share some similarities with the Uncle Billy's BBQ Festival. Live music from various bands will be played on the Booker Building stage throughout the event. A variety of food/dessert trucks will be set up throughout the park, and alcohol vendors (breweries, distilleries, and wineries) will be present to sell to the public. Balloon twisting, face painting, caricature artist, and a petting zoo will be present to provide entertainment to the children. In addition, several high-end artisan vendors will be available to sell their wares to attendees.

The special event permit will be discussed at the December 14th Town Council meeting.

Potential Actions

- None at this time

Attachments

- None



Agenda Cover Sheet
AOT Board Meeting
December 9, 2021

Agenda Item

Interior Grant Program

Agenda Location

#5a

Description

As AOT continues to explore methods of assisting the downtown businesses, a consistent request from several business owners is an interior renovation grant. Many businesses are interested in updating the interior of their store with new finishes like flooring or painting. In addition, some businesses are interested in remodeling different areas of their store, including new walls and demolition.

The proposed Interior Renovation Grant would provide funding to downtown business owners to undertake interior building renovations. It is the desire of AOT to prevent businesses from taking out loans to pursue these renovations.

At this time, AOT has \$40,000 designated in the Town's general fund for the façade grant. If the Board approves the preliminary grant program, the Main Street Coordinator would ask Town Council to reappropriate half of the funding (\$20,000) for the interior grant. This request would occur at the January 11th Town Council regular session meeting. A final vote on the program would be required at the January 13th AOT meeting.

Suggested Action

Unless additional changes to the program guidelines are requested, it is recommended that the Board approve the guidelines for the program. It is also recommended that the Board allow the Main Street Coordinator to ask Town Council to reappropriate \$20,000 of the façade grant fund for the purpose of the interior grant program.

Attachments

- Preliminary guidelines

Downtown Interior Renovation Grant

This program is designed to provide greater funding to encourage more extensive building restorations. Interior renovations under this section only include renovations to floors, walls, and ceilings of the building. Grant funds are available on a first-come, first-served basis for the purpose of assisting in interior renovations. Approved applicants will be eligible to receive reimbursement of up to \$5,000 or 50% of interior renovation costs (whichever is less) after the project is completed and terms of the grant fund award are met. Only interior improvements will be considered under this program.

Interior renovation assistance is offered per building, and applicants may apply once every five (5) years. Interior renovation projects must commence within thirty (30) days of approval (unless otherwise approved by the Altavista On Track Board of Directors) and be completed within ninety (90) days after the project starts. An extension may be granted by the Board of Directors if the applicant submits a written request at least 14 days prior to the deadline. Grant funding will be awarded to the application upon inspection of the work performed and submittal of all related receipts. If the work is not completed within the approved time period, then the funding commitment will revert back to Altavista On Track for reallocation.

Eligibility Requirements and Restrictions:

1. Commercial building owners or business tenants in AOT's downtown district.
2. Tenants must have the owner's written permission attached to the application.
3. "Use" of the building (whether current or future) must be a "Permitted Use" within the applicable zoning district and conform to all zoning requirements. Non-conforming uses or those which have been grandfathered are not eligible under this program unless work included within this project will bring the building closer to conformity, unless approved by the Community Development Director.
4. Owners of vacant buildings shall be eligible if the owner's purpose is to rehabilitate the structure to attract eligible businesses. Expenses will be reimbursed only after proposed interior improvements have been completed and the building is identified and advertised as "For Sale/ For Lease".
5. All town taxes for a building where grant funds are requested must be current and paid in full. For any building with delinquent town taxes for years prior to the grant cycle year, the owner(s) must attach a receipt to show all taxes are current.

6. Grant reimbursements are available on a first-come, first-served basis for buildings located in AOT's downtown district. Funds are available once per building every five (5) years as grant funding is available.
7. All proposed rehabilitation work must comply with all code, ordinance, and policy requirements of the Town of Altavista, Campbell County and the Commonwealth of Virginia including but not limited to:
 - a. Building code requirements; and
 - b. Obtainment of necessary permits (proof of which may be required).

Eligible Projects may include:

1. Replacement or refurbishment of flooring, including, but not limited to, carpet, tile, and hardwood.
2. Interior painting.
3. Wall treatments such as painting, wall papering, paneling, wainscoting, and tiling.
4. Interior masonry repair or cleaning.
5. Ceiling treatments such as painting and tiling.
6. Restoration of vintage elements:
 - a. Removal of inappropriate flooring, wall, and ceiling treatments
 - b. Repair or restoration of original brick, woodwork, or metalwork.
7. New construction and remodeling, such as new walls and molding or interior demolition.
8. Materials and labor for work performed in association with above-mentioned improvements.

Ineligible Projects may include:

1. Expenses incurred prior to approval of the project.
2. Site plan and building permit fees.
3. Financing or loan fees.
4. Consultant fees including architectural, engineering, appraisal, attorney, design, or decorator fees.
5. Items taxed as personal property (i.e., equipment, vehicles, etc.).
6. Reusable or removable items.

7. Furniture such as lamps, desks, countertops, shelving, or displays.
8. Interior decorating fees and materials such as window treatments and standing or wall art.
9. Interior renovation of apartment space or portions of buildings used for residential purposes.

Grant Award Amount:

Based on the availability of funds, applications approved for an Interior Renovation Grant will be eligible to receive reimbursements of up to \$5,000 or 50% of renovation costs (whichever is less) after the project is completed and terms of the grant fund award are met. This is a 50/50 match grant.



Agenda Cover Sheet
AOT Board Meeting
December 9, 2021

Agenda Item

Main Street Coordinator Updates

Agenda Location

#6

Description

Attached is the Main Street Coordinator's monthly report for the month of November.

Potential Actions

- None. Additional action may be required depending on Board conversation.

Attachments

- November Monthly Report
- Spark Innovation Center – Pictures



Main Street Coordinator Monthly Report November 2021

Businesses Visited/Contacted

- Airabella's
- Clipperz Kutz
- Cottle Multimedia
- Cyclin' Nutz
- Crystal Bay Pools
- Dr. Charles West
- English Auto
- Fellers Chevrolet
- First National Bank
- General Store & Inn
- Heavenly Hair, LLC.
- Lori Watkins - State Farm
- Main Street Café
- Main Street Shoppes
- Miller's Jewelry
- Miss Lee's Dance Expression
- Napa Auto Parts
- Proving What's Possible
- Sew Savanna
- Steve's Florist
- Styling Boutique
- The Portrait Place
- Three Into One Community Project
- Village Barber Shop
- Watts Petroleum

Several businesses are currently being impacted by the ongoing supply chain issues exacerbated by the COVID-19 pandemic. Businesses either cannot receive inventory or are forced to pay more for necessary supplies. For example, Danny Barbour with Village Barbershop stated that the price of metal razors has increased by \$15 per pack since this time last year.

AOT hosted the 15th Annual Giblet Jog 5K at English Park on Thanksgiving Day. The race was attended by 335 runners, which set a new record for the number of signups. AOT also received 18 corporate sponsorships totaling \$7,250. Noah Tindale from Lynchburg placed first in the male category and Rachel Steffen from Athens, GA, placed first in the female category. The complete breakdown of the results can be found at www.aotgibletjog.com.

The Main Street Coordinator continued to promote AOT's Downtown Business Investment Grant (DBIG). As of October 31st, four businesses have completed the grant program (Clipperz Kutz, Heavenly Hair, Miss Lee's Dance Expressions, and Cottle Multimedia). Two additional businesses are currently in the application phase of the program. As of December 1st, AOT has awarded **\$6,760** in DBIG funding to downtown businesses.

AOT's Festival Committee met on November 1st to begin planning the 2nd Annual Vista BBQ Festival on October 1st at English Park. The committee also discussed a potential spring food truck festival that would be held on May 14th at English Park. This festival was approved at the November 11th AOT meeting and the special event permit will be discussed at the December 14th Town Council regular session meeting.

The Main Street Coordinator continued to assist B&F Leasing Company in obtaining funding through the Town's Revolving Loan Fund. The group, which owns 507-521 Main Street, is seeking funding through the

loan program to replace the aging roof on their building. The funding from USDA was received on November 15th and was given to B&F Leasing Company on November 24th.

An update was provided at the November 23rd Altavista Economic Development Authority regarding the Altavista Advantage loan program. Since its inception in 2010, the Town has provided five (5) loans to businesses totaling \$78,000, with \$58,500 of that funding coming from USDA. There is \$41,000 remaining in USDA funding remaining in the program.

Staff continued to meet with the design team to discuss the renovations for the Spark Innovation Center. The Main Street Coordinator continued to meet with staff from Proximity Software to finalize the space management software.

AOT continued to promote the Christmas ornament fundraiser via social media and at Town Hall. The ornaments are \$10 and feature the Vista Theatre on the front.

The Main Street Coordinator participated in several on-camera interviews with regional news organizations to promote the 2021 Giblet Jog and the Christmas ornament fundraiser.

AOT hosted a ribbon cutting for Burke's Outlet alongside the Altavista Area Chamber of Commerce on November 18th.

The Main Street Coordinator attended the monthly meetings of the Altavista Planning Commission and Altavista Economic Development Authority.



Framing for Conference Rooms



Framing for Conference Rooms



Framing for Offices



Framing for Offices

