



## **Board Meeting**

Altavista Town Hall | Council Chambers

**July 8<sup>th</sup>, 2021 @ 5:15 p.m.**

### **A G E N D A**

1. Welcome/Call to Order
2. Election of 2021-2022 Officers
3. Discussion and Approval of New Board Members
4. Approval of Consent Agenda
  - a. Meeting Minutes – June 10<sup>th</sup>, 2021
  - b. Monthly Financials – June 2021
5. Old Business
  - a. Block Party
  - b. Golf Tournament
  - c. Uncle Billy's BBQ/Bourbon/Beer Festival
  - d. Website Redesign
6. New Business
  - a. Marketing Intern – Town/AOT
  - b. Parklet Design
  - c. Community Transformation Workshop
  - d. Retainer Fee – Simply Branding
7. Main Street Coordinator Updates
8. Additional Matters from the Board
9. Adjournment

***Next meeting:*** August 12<sup>th</sup>, 2021 @ 5:15 PM



**Agenda Cover Sheet**  
**AOT Board Meeting**  
**July 8<sup>th</sup>, 2021**

**Agenda Item**

Election of 2021-2022 Officers

**Agenda Location**

#2

**Description**

The AOT by-laws states that each officer shall be elected by majority vote of the Directors present at the regular June meeting. Each officer serves a term of one year, starting in July and ending the following June. Board members may choose to reappoint the current officers to their respective positions or nominate a new Board member to serve.

The current officer slate is as follows:

- **President:** Rev. Ed Soto
- **Vice-President:** Regina Adams
- **Treasurer:** Yolanda Stone
- **Secretary:** Katie Lane

This item was tabled from the June 10<sup>th</sup> board meeting.

**Potential Actions**

- The Board may:
  - Vote to re-appoint the current officers
  - Vote to nominate new officers for the stated positions

**Attachments**

- None



**Agenda Cover Sheet**  
**AOT Board Meeting**  
**July 8<sup>th</sup>, 2021**

**Agenda Item**

Discussion/Approval of New Board Members

**Agenda Location**

#3

**Description**

Pursuant to the AOT by-laws, the Board of Directors is required to maintain at least 11 directors on the Board at one time. Recently, Kathy Davis (Davis Home Senior Care) expressed a desire to join the Board. The Main Street Coordinator and Board President have discussed the position with Ms. Davis, and both have submitted an application.

**Potential Actions**

- The Board may:
  - Vote to approve or disapprove Kathy Davis' application

**Attachments**

- Davis Application



## Altavista On Track Board Member Application

### PROFILE

Applicant Name: Kathy Davis Organization: DAVIS Home  
Phone Number: 434-229-8333 Email: daddy041131@gmail.com  
Mailing Address: 2402 main St. City: Hurt State: VA Zip: 24563  
Website: \_\_\_\_\_ Business Facebook: \_\_\_\_\_

### EXPERIENCE *(use a blank page if necessary)*

Describe your business/organization: DAVIS Home is a Senior care home that provides care to the elderly and Hospice patients

List any boards committees you have served on or currently serve on:

Board of Directors for Chamber of Commerce  
National Night Out - Planning Committee  
Motelodge member

Explain your motivation/intent to serve on the AOT Board:

I want to be active in our community | helping in any way that I can to make our town a great place to live & for others to visit.

In addition to attending board meetings, how will you contribute to AOT?

By being positive and showing support to others & volunteering my time

### COMMITTEES

Please Indicate which committees you would be interested in participating in:

- |   |   |
|---|---|
| <input type="checkbox"/> Organization/Development | <input type="checkbox"/> Promotion/Marketing/Events |
| <input type="checkbox"/> Economic Vitality        | <input type="checkbox"/> Downtown Design            |

## AOT Board Candidate Agreement

I request my name be submitted for consideration for possible election to the Altavista On Track board of directors. If elected, I agree to do the following:

1. Attend all regular board meetings held on the second Thursday of every month and special meetings as deemed necessary
2. Attend AOT monthly meetings as often as available
3. Attend the AOT Annual Meeting with the Altavista Town Council
4. Support AOT and downtown events through volunteering, promotion, and attendance. Events include; Scarecrow Stroll, Giblet Jog, and Small Business Saturday
5. Actively participate in at least one AOT committee
6. Positively represent AOT in the community
7. Support the development of AOT through a direct or indirect financial or other contribution (contribute yourself, recruit a member or sponsor, cultivate a donor relationship, etc.)

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*Signature verifies that the applicant understands this application and all information is true and correct.*

Kathy Davis

Signature

7-1-21

Date



**Agenda Cover Sheet**  
**AOT Board Meeting**  
**July 8<sup>th</sup>, 2021**

**Agenda Item**

Consent Agenda

**Agenda Location**

#4

**Description**

- Includes the following:
  - Meeting Minutes
    - June 10<sup>th</sup>, 2021
  - Monthly Financials
    - June 2021

## Altavista On Track Board of Directors Meeting June 10, 2021

A regularly scheduled meeting for the Altavista On Track Board of Directors was held in Council Chambers of the J.R. Burgess Municipal Building, 510 Seventh Street, on June 10, 2021 at 5:15 PM.

Board Members

Present:

Rev. Ed Soto, President  
Yolanda Stone, Treasurer (*via phone*)  
Jeremy Funderburk  
Melinda Saunders  
Andria Smith

Board Members

Absent:

Regina Adams, Vice-President  
Katie Lane, Secretary  
Dr. Scott Lowman  
Robert Pate

Ex-Officio Members

Present:

Reggie Bennett, Vice-Mayor  
Sharon D. Williams, Community Development Director

Staff Present:

George Sandridge, Main Street Coordinator

Others:

Kimberly Cottle

### 1. Welcome and Call to Order

AOT President Rev. Ed Soto called the meeting to order at 5:17 PM.

### 2. Election of 2021-2022 Officers

Main Street Coordinator George Sandridge informed the Board of the requirements stated in the AOT by-laws pertaining to election of officers, which states that “elections shall be by majority vote of the Directors present at the regular June meeting.” He informed the board members that the current officer slate may be re-elected, or new officers may be elected to the various positions.

Rev. Soto stated that since several of the officers were not present, the item should be tabled to a future meeting.

Motion was made by Mrs. Saunders and seconded by Mr. Funderburk to table the election of officers to the July meeting.

VOTE:

Jeremy Funderburk – AYE





## Altavista On Track Board of Directors Meeting June 10, 2021

### c. Uncle Billy's BBQ/Bourbon/Beer Festival

Mr. Sandridge informed the Board that AOT's Special Event permit request was approved by Town Council at the June 8<sup>th</sup> regular session meeting. The request to Town Council for \$10,000 was also approved at the same meeting. Mr. Sandridge stated that due to the projected size and scale of the event, the park would be closed starting on Friday, October 1<sup>st</sup> at 7:00 PM and extending through Saturday, October 2<sup>nd</sup>.

Rev. Soto stated that the previous BBQ competition at the Trade Lot hosted by the Band Boosters did not attract as many competitors as anticipated. He asked what steps AOT was taking to ensure this did not occur at festival.

Mr. Funderburk stated that communication regarding the event was a key factor, and that competitors would be regularly contacted with updates and information.

Sharon D. Williams, Community Development Director, reminded the Board that Town Council provided \$10,000 in seed money to help get the event started. She then informed the Board that the Chamber of Commerce would no longer be hosting Uncle Billy's Day. Ms. Williams also thanked Vice-Mayor Bennett for his vocal support of AOT's request at the June 8<sup>th</sup> Town Council meeting.

Rev. Soto asked if tickets would be set aside to give away.

Mr. Sandridge stated that tickets would be made available for various individuals/groups, including Town officials/dignitaries and corporate sponsors.

Rev. Soto inquired about the responsibilities of the volunteers of the event.

Mr. Sandridge stated that the specific duties are still being formulated, but the general duties include the scanning of tickets, the collection of money, and traffic/parking controls.

Mrs. Saunders asked if access to the boat ramp would remain open to the public.

Ms. Williams stated that since Town Council authorized the closure of English Park for the event, there would be no boat ramp access from Friday night at 7:00 PM until the park re-opened and the barricades were removed from the boat ramp. Information would be placed on social media, as well as posted at the canoe launch in the weeks leading up to the event. As a courtesy, the Town would notify the Virginia Department of Wildlife Resources about the planned boat ramp closure.

Mrs. Saunders asked if there would be a classic car show at the event.







## **Altavista On Track Board of Directors Meeting June 10, 2021**

Rev. Ed Soto – AYE

Melinda Saunders – AYE

Andria Smith – AYE

Yolanda Stone – AYE

The meeting was adjourned at 5:29 PM.

Altavista On Track  
Daily Proof List

Altavista On Track

Account	Period	Description	Date	Source	Type	Reference	Debit	Credit	Balance
100-001-01001-11001	12	SAVING FIRST NATIONAL BANK	05/28/21	GJ	JE		6.28		
100-004-01001-11002	12	SAVINGS INTEREST	05/28/21	GJ	JE			6.28	
100-004-04013-40006	12	TOWN APPROPRIATION	06/28/21	GJ	GE	bbq fest		10,000.00	
100-004-04013-40002	12	COMPETITOR FEES	06/28/21	GJ	JE	BBQ		72.52	
100-001-01000-11000	12	CHECKING FIRST NATIONAL BANK	06/28/21	GJ	JE	BBQ	72.52		
100-001-01000-11000	12	CHECKING FIRST NATIONAL BANK	06/28/21	GJ	GE	DEP	10,000.00		
100-006-04012-14010	12	SPONSORSHIP	06/28/21	GJ	JE	GOLF		875.00	
100-001-01000-11000	12	CHECKING FIRST NATIONAL BANK	06/28/21	GJ	JE	GOLF	875.00		
100-005-67000-04000	12	DBI GRANT	06/02/21	AP	PJ	0000003	125.78		
100-005-05000-15004	12	DIGITAL	06/17/21	AP	PJ	0000004	65.00		
100-005-05400-15400	12	DUES AND SUBSCRIPTIONS	06/17/21	AP	PJ	0000004	65.96		
100-005-06000-16000	12	OFFICE SUPPLIES	06/17/21	AP	PJ	0000004	38.00		
100-005-06100-16100	12	POSTAGE	06/17/21	AP	PJ	0000004	110.00		
100-005-06400-16400	12	PURCHASES	06/17/21	AP	PJ	0000004	55.10		
100-005-67000-04000	12	DBI GRANT	06/17/21	AP	PJ	0000005	106.58		
100-001-01000-11000	12	CHECKING FIRST NATIONAL BANK	06/02/21	AP	CD	002544		125.78	
100-001-01000-11000	12	CHECKING FIRST NATIONAL BANK	06/17/21	AP	CD	002547		334.06	
100-001-01000-11000	12	CHECKING FIRST NATIONAL BANK	06/17/21	AP	CD	002549		106.58	
<b>**GRAND TOTAL</b>							<b>11,520.22</b>	<b>11,520.22</b>	<b>0.00</b>



**Agenda Cover Sheet**  
**AOT Board Meeting**  
**July 8<sup>th</sup>, 2021**

**Agenda Item**

Block Party

**Agenda Location**

#5a

**Description**

The Staunton River Memorial Library (SRML) hosts a back-to-school event each year in August for kids and families as they prepare for the start of the new school year. The event was last held in 2019 due to the COVID-19 pandemic.

AOT has identified the Block Party in their FY22 work plan as an event the organization wants to continue participating in. Since the event is hosted by SRML, it cannot be monetized. However, AOT is welcome to promote itself and sell items such as water, ice cream, etc.

It is the recommendation of staff to continue working with the Staunton River Memorial Library to host the 2021 Block Party.

**Potential Actions**

- Consensus from the Board to continue working with SRML on the annual Block Party event

**Attachments**

- None



**Agenda Cover Sheet**  
**AOT Board Meeting**  
**July 8<sup>th</sup>, 2021**

**Agenda Item**

Golf Tournament Update

**Agenda Location**

#5b

**Description**

The Main Street Coordinator is continuing to market and promote the upcoming Birdies for Businesses golf tournament at London Downs Golf Club on Wednesday, August 18<sup>th</sup>. As of July 1<sup>st</sup>, 4 teams have signed up. In addition, AOT has received 4 sponsors.

Several volunteers will be needed to assist in the registration process, as well as to collect payments made by teams. London Downs staff will handle scoring and rules decisions.

**Potential Actions**

- No Board action needed. Individual board members may volunteer to participate.

**Attachments**

- None



**Agenda Cover Sheet**  
**AOT Board Meeting**  
**July 8<sup>th</sup>, 2021**

**Agenda Item**

Uncle Billy's BBQ/Bourbon/Beer Festival

**Agenda Location**

#5c

**Description**

The Main Street Coordinator, Community Development Director and Jeremy Funderburk are continuing to prepare for the upcoming Uncle Billy's BBQ/Bourbon/Beer Festival on Saturday, October 2<sup>nd</sup>. The website and ticket site are currently live, and corporate sponsors are in the process of being solicited.

Volunteers will be needed at the event for numerous tasks, including collecting payments at the gate/vendor stations, scanning tickets, distributing wristbands, managing traffic/parking, etc. Further information will be provided at the meeting.

**Potential Actions**

- None at this time. Additional actions may be required depending on Board discussion

**Attachments**

- None



**Agenda Cover Sheet**  
**AOT Board Meeting**  
**July 8<sup>th</sup>, 2021**

**Agenda Item**

Website Redesign

**Agenda Location**

#5d

**Description**

At the May 2021 board meeting, the AOT Board of Directors approved the Main Street Coordinator's recommendation of utilizing Jonathan Mitchell with Simply Branding to redesign the organization's website. The redesign was recently completed and contains updated graphics and information. The URL stayed the same.

**Potential Actions**

- None. Action may be needed depending on Board discussion.

**Attachments**

- Marketing Plan

# BRANDING AND COMMUNICATIONS GOALS

Altavista on Track has secured more than \$12 million in funding to revitalize downtown Altavista. Yet the organization has been met with overwhelming indifference in the community and some degree of animosity in local government.

In order to change the perception about AOT, we need to gain a better understanding of why you exist, who your targeting, and how we can communicate your mission with laser focus.

## WHAT'S INCLUDED IN THIS WORKSHEET

Narrative Framework

One-Liner

Brand Script

Marketing Roadmap



# NARRATIVE FRAMEWORK

Most marketing doesn't work. It's vague, it's confusing, and it doesn't tell a story. The most successful marketing in the world tells a great story, using the 7 elements outlined below and defined for your organization on the next page. These are the basic building blocks of storytelling since the dawn of time, from ancient Greek philosophers to the best movies of our generation.

We can't get enough of a good story. However, we're becoming very good at ignoring advertisements. Thinking costs our brain energy, and thinking about ads becomes a huge waste of resources - especially now that the average American sees about 3,000 ads per day.

But when we hear a story being told, our brain bursts back into life. We are hardwired to engage with a story and we don't want to let go until the story line is resolved. We have to fight our brains to move our attention away.

So the best marketing doesn't use traditional sales pitches anymore. It uses stories. And suddenly our audience isn't tuning us out; instead, they *want* to stay engaged and participate in the story that's unfolding.

## THE HERO CHARACTER

You're *not the hero* of this story. As a nonprofit, you are guiding two connected heroic characters: The character or entity that you're helping through your work, but you're also helping the listener (at right) become a hero through the story.

## THE PROBLEM

What challenges does Downtown Altavista have to overcome to succeed? Make sure it's a real problem *you are fixing*.

## THE GUIDE

Every hero, whether it's Luke Skywalker or Woody from Toy Story, needs a Guide to help them win. *This* is AOT's role in the story. Introduce yourself using authority, empathy, credibility and testimonials.

## THE PLAN OF ACTION

Show how easy it is for someone to get involved in your mission and help save Downtown.

## THE LISTENER IS CALLED INTO ACTION:

In normal stories, the Hero is the one who gets called into action. But for a nonprofit, it's the person listening to the story who's going to be asked to take action by coming alongside and supporting the mission - and that makes them a hero too.

## WHAT HAPPENS IF THE LISTENER TAKES ACTION:

You're on a mission to save Downtown. What are all the positive results that you can describe when you succeed?

## WHAT HAPPENS IF THE LISTENER FAILS TO TAKE ACTION:

What's at stake if AOT fails? People think you don't matter. Prove that you do.

## THE ASPIRATIONAL TRANSFORMATION:

A portrait of Downtown's transformation, from the challenges it started with to your vision of success 5 years from now.

## **THE HERO CHARACTER**

- Downtown Altavista and the small business owners, residents, tourists and patrons who comprise the district.
- Through your website in particular, you're also targeting entrepreneurs (artisan goods, upscale retail, dining) who are looking to open a business in the downtown district. They're likely to have young families and a sense of nostalgia or local pride.

## **THE PROBLEM**

- Our downtown is in danger of being neglected and abandoned.
- If we neglect our downtown, the quality of life for the entire community suffers because it has lost its economic core and cultural heartbeat.
- If we don't preserve our town's past, then we'll have nothing to build its future on.

## **THE GUIDE**

- AOT is dedicated to the entrepreneurial and cultural revitalization of our downtown.
- More than \$12 million in state, federal, and nonprofit funding.
- We grew up here / live here / do business here / worship here. The downtown district is near and dear to us and we're dedicated to it's success.

## **THE PLAN OF ACTION**

- Donate
- Volunteer
- Come to an event downtown
- Start your business downtown

## **THE LISTENER IS CALLED INTO ACTION:**

- Primary Call to Action (CTA) on the website: "Donate Now" button in the top right corner of the website.
- Secondary CTA: Newsletter signup

## **WHAT HAPPENS IF THE LISTENER TAKES ACTION:**

AOT continues to champion small businesses downtown; business owners get essential assistance; a healthy business district attracts more shoppers and new residents; downtown becomes a center for cultural development and fun events; beautification projects work to raise local pride in our historic downtown; it becomes the heartbeat of our community once again.

## **WHAT HAPPENS IF THE LISTENER FAILS TO TAKE ACTION:**

With no one to advocate for small businesses in the downtown district, our downtown continues to dry up and die. Outside investment, new economic opportunities and generations of residents will move elsewhere. Downtown vanishes and Altavista becomes a ghost town.

## **THE ASPIRATIONAL TRANSFORMATION:**

With the help of AOT and supporters, downtown Altavista is saved from becoming an industrial ghost town like so many other small towns. It's transformed into a vibrant, beautiful, and profitable downtown with a thriving small business community and a rich cultural scene.

# BRAND SCRIPT

Next, we use the narrative framework to craft a short story, or what we call a Brand Script. It incorporates all the key themes of your narrative framework into just 2-4 short paragraphs.

*Small towns like Altavista are vanishing all across America. When downtowns are neglected, it's not long before outside investors, new opportunities and generations of residents move elsewhere. A vibrant downtown community is critical to the health of the local economy. If we lose downtown Altavista, the future of our town and the surrounding communities are at stake. If we don't preserve our town's past, we have nothing to build its future on.*

*Altavista on Track is a nationally accredited nonprofit at the forefront of the efforts to revitalize our Downtown. We have already secured more than \$3.1 million in funding for the Downtown district. We use these resources in partnership with the Town of Altavista to provide startup assistance, financing and other critical support for small business owners; to spearhead beautification projects restoring our historic buildings, streetscapes and parks; and to organize family-friendly community events that will bring people downtown throughout the year.*

*But we can't do it alone. We need your help supporting our Downtown district, making it a place where entrepreneurs succeed and families are enriched. With your support, Altavista's downtown district will continue to be the economic core and cultural heartbeat of our community for generations to come.*

The script on the previous page ought to inform every communication moving forward. Every interview, board presentation, email, social media post, website content, press release, newspaper article, grant application, networking event, pitch meeting, and town council meeting - everything comes from the Brand Script.

Your brand is not negatively perceived by the general public. They just don't care that you exist. They don't realize that you have done anything to make their life better - and therefore you don't matter.

To begin fixing this indifference, the One-Liner distills your narrative into one short paragraph that you can practice and memorize until it becomes second nature to say. Then, get everyone else on your team to memorize it too.

It take a minimum of 8 times of someone hearing the message before it resonates and they remember it. If everyone is saying the same thing, it will help position AOT as a champion for our town's future.

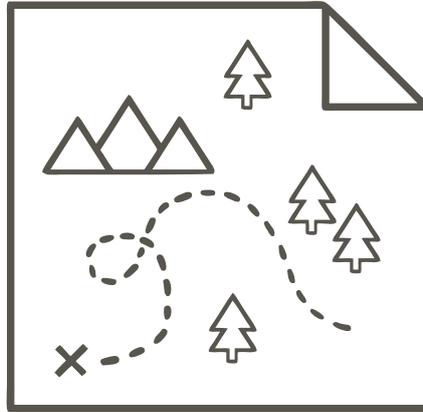
## ONE LINER

*"Small towns likes Altavista are vanishing all across America. When downtowns are neglected, it's not long before outside investors, new opportunities and generations of residents move elsewhere. A vibrant downtown community is critical to the health of the local economy.*

*Altavista on Track is a nationally accredited nonprofit that has already reinvested more than \$3.1 million into revitalizing our Downtown. Thanks to your support, today Downtown is seeing new businesses being opened, historic buildings being renovated and occupied, and family-friendly community events happening throughout the year. But we're just getting started. We need your help to continue to grow a thriving Downtown. Get involved and be a part of our Downtown revival!*

# MARKETING ROADMAP

## STEPS TO A SUCCESSFUL MARKETING PLAN



- ✓ Create a **Brand Script** to clarify your messaging and communications
- ✓ Create a **One-Liner** to distill your entire brand narrative into 4 clear, concise sentences.
- ✓ Create a **Website** to elaborate on that concise message and bring it to life with imagery and design. Invite people to sign up for email updates so that you can stay in touch through an email campaign.

Create an **Email Campaign** to nurture the relationship with your supporters, send event announcements, volunteer opportunities, project updates, special donation requests, and involve them in the work that AOT is doing behind the scenes.



**Agenda Cover Sheet**  
**AOT Board Meeting**  
**July 8<sup>th</sup>, 2021**

**Agenda Item**

Marketing Intern – Town/AOT

**Agenda Location**

#6a

**Description**

The Community Development Director and Main Street Coordinator met with staff from Liberty University’s Career Services Center to begin preliminary discussions on potential partnerships between Liberty University, the Town of Altavista, and Altavista On Track. One identified area of assistance was the use of student interns to assist the Town and AOT with various projects and day-to-day tasks. Following discussions with the AOT Board President, it was decided that a marketing intern would be beneficial to AOT, as well as the downtown businesses. The Town is also searching for a marketing intern, so it was decided that the cost of the intern would be split by both organizations.

Attached is the job description for the marketing intern. It is estimated that the internship would be 12 weeks long and encompass the fall semester. A specific project list has not been identified at this time, but it is expected that the intern would assist with marketing AOT’s various events (BBQ festival, golf tournament, Gibley Jog, etc.).

**Potential Actions**

- None at this time

**Funding Sources**

- AOT – “Intern Services” line item
- Town of Altavista

**Attachments**

- Marketing Intern Job Description

# **ALTAVISTA ON TRACK MARKETING INTERNSHIP**

## **Description**

Altavista On Track (AOT) is looking for a qualified intern to assist with marketing/advertising and outreach efforts.

## **General Internship Requirements**

An internship is related to an educational purpose and for the benefit of the intern as well as AOT and its members. There is no guarantee or expectation that the activity will result in employment. The following is expected from all interns if selected for an internship:

- Intern will demonstrate honesty, punctuality, courtesy, cooperative attitude, appropriate dress and a willingness to learn.
- Intern will maintain the confidentiality of information discussed, disseminated and/or overheard while in the performance of the internship. Any deliberate disclosure of confidential information will be considered as a violation of the spirit of the internship and the internship will be terminated.
- Intern will obey the policies, rules and regulations of AOT and comply with AOT's business practices and procedures.
- Intern will furnish his/her supervisor with all necessary information pertaining to internship, including related assignments and reports. The information will remain property of AOT.

## **Internship Responsibilities**

- Assist in the creation of signage, circulars, mock-ups, email campaigns, online promotion, etc.
- Assist in the distribution or delivery of marketing materials
- Assist with the preparation and delivery of materials
- Prepare presentations
- Provide support to social media efforts
- Monitor social media for trending topics to utilize on social media channels

## **Requirements**

- Student majoring in Business, Marketing, or Advertising
- Excellent verbal and written communication skills
- Extensive knowledge of marketing and social media
- Ability to take direction and multi-task
- Ability to work autonomously
- PowerPoint, Word and Excel and graphic design experience

**Benefits**

- Practical experience with current marketing and advertising techniques
- Opportunity to participate in networking events and company meetings
- Flexible schedule for students

For more information, please contact George Sandridge, Executive Director, Altavista On Track at [gtsandridge@altavistava.gov](mailto:gtsandridge@altavistava.gov) or via telephone at 434-369-5001 x 111.



**Agenda Cover Sheet**  
**AOT Board Meeting**  
**July 8<sup>th</sup>, 2021**

**Agenda Item**

Parklet Design

**Agenda Location**

#6b

**Description**

The Design Committee met in May and June to begin the design process for a proposed parklet. Committee members identified two potential designs that would be located in different areas in the downtown district. Attached are the two designs, along with proposed dimensions. The proposed location of the “plus-sign” parklet is outside the new Spark Innovation Center, and would allow any individual to utilize it regardless of their affiliation with the Center. The “parking space” parklet is designed to occupy 1-2 parking spaces on the side of the road. Both designs have been provided to the Town Manager for feedback and suggestions.

The Main Street Coordinator is pursuing a grant to fund the parklet and landscaping modifications outside of the Spark Innovation Center. No cost estimate has been provided for the parklet, and staff is continuing to research the cost for the other landscaping items.

**Potential Actions**

- Offer feedback and suggestions to the Main Street Coordinator regarding the designs

**Funding Sources**

- AOT - "Parklet" line item
- Town of Altavista
- State and/or Federal Grants

**Attachments**

- Design Committee Report
- Parklet Designs



# Altavista on Track Committee Report

Committee: Design

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Meeting Date: June 15, 2021

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Attendees: Meghan Bolling, Lauren Harris, Ed Soto, Sharon Williams

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## Updates:

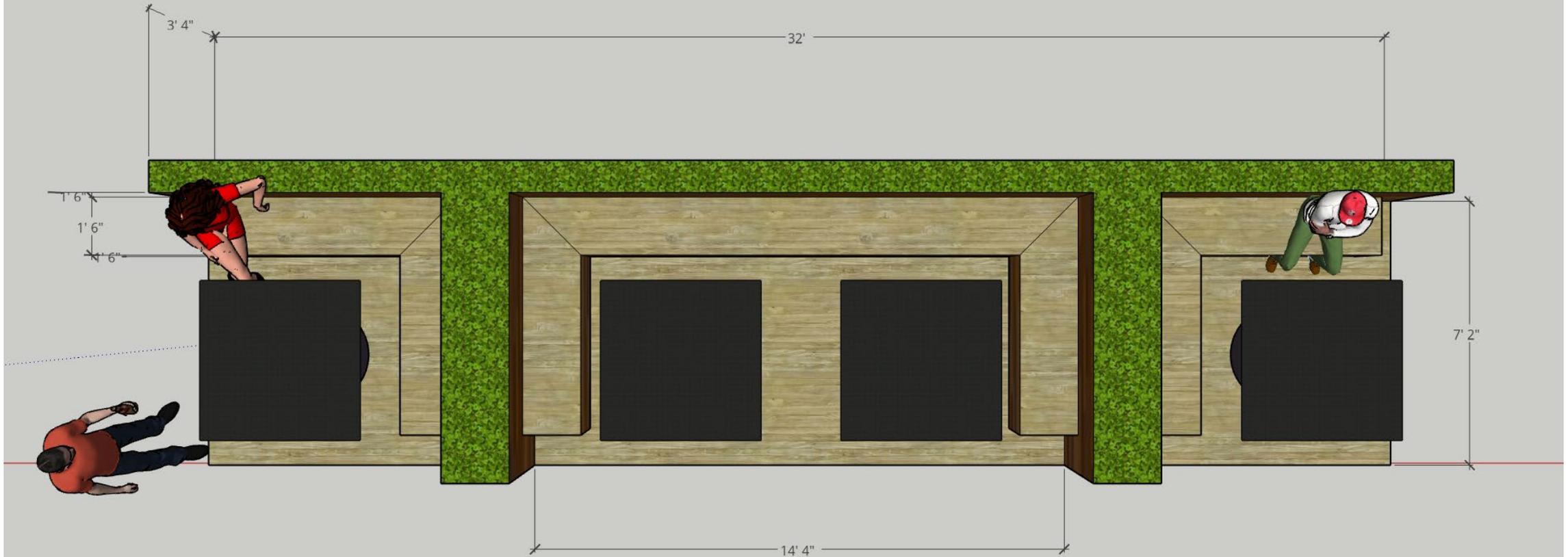
- *Roughly designed two parklet ideas. One for in front of Spark and another for parallel parking spot. See attached photos for details.*
- *Main Street Coordinator will seek out quotes for constructing parklet. At that time a recommendation will be submitted.*

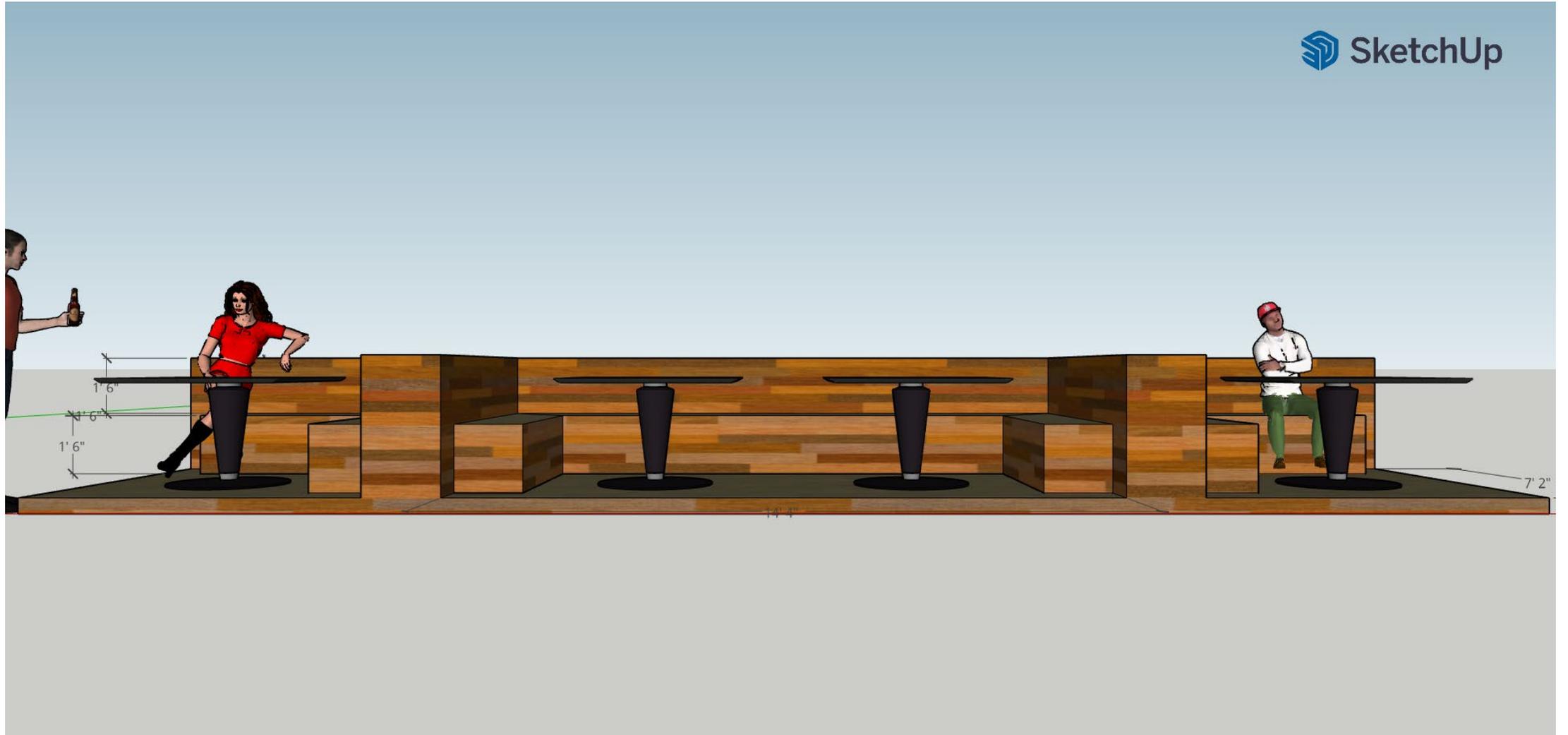
## Recommendations:

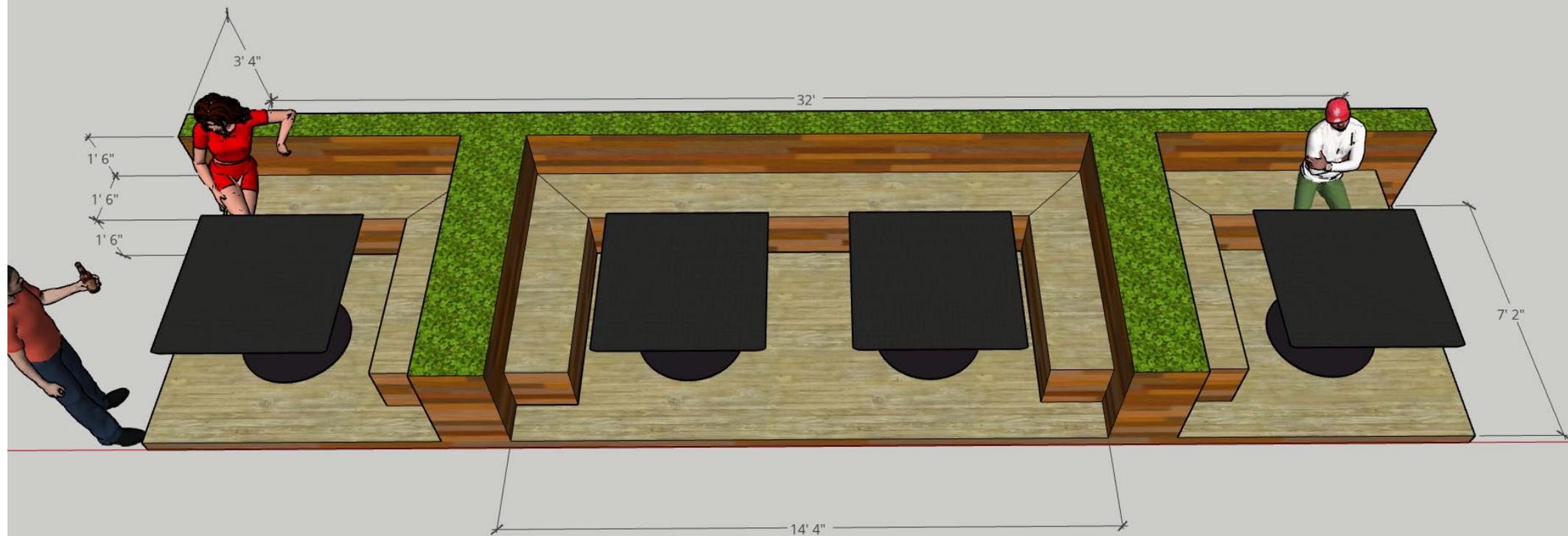
*n/a*

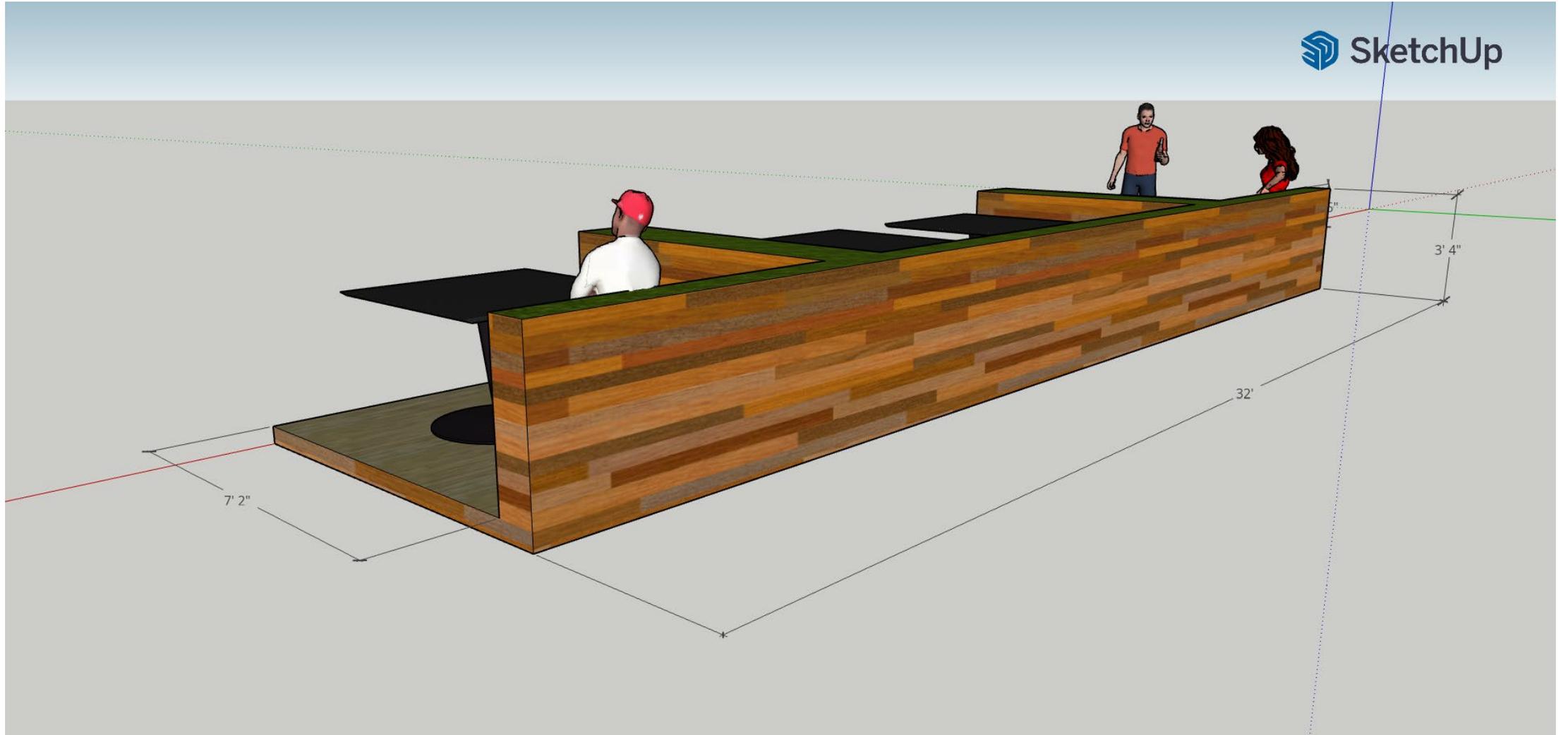
## Information:

*n/a*

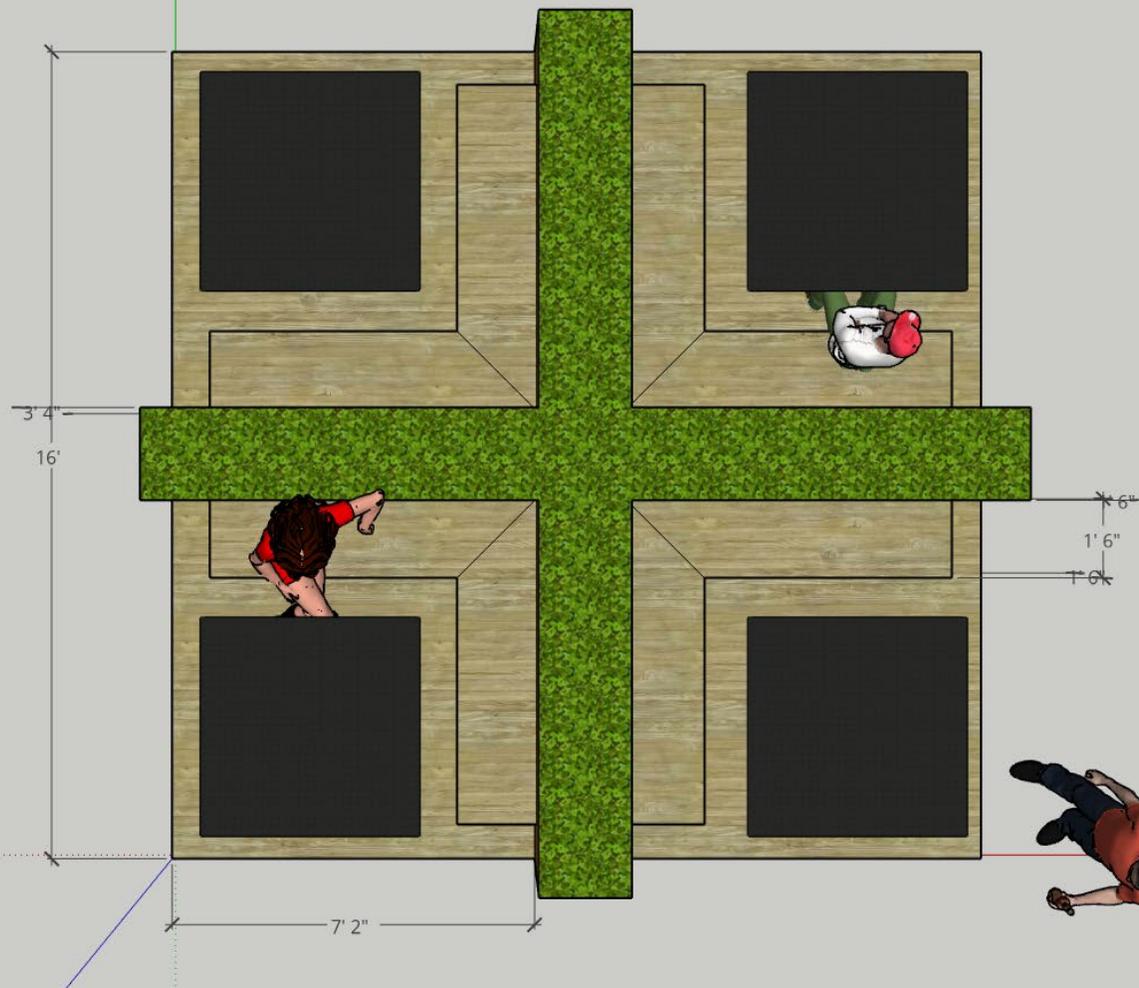


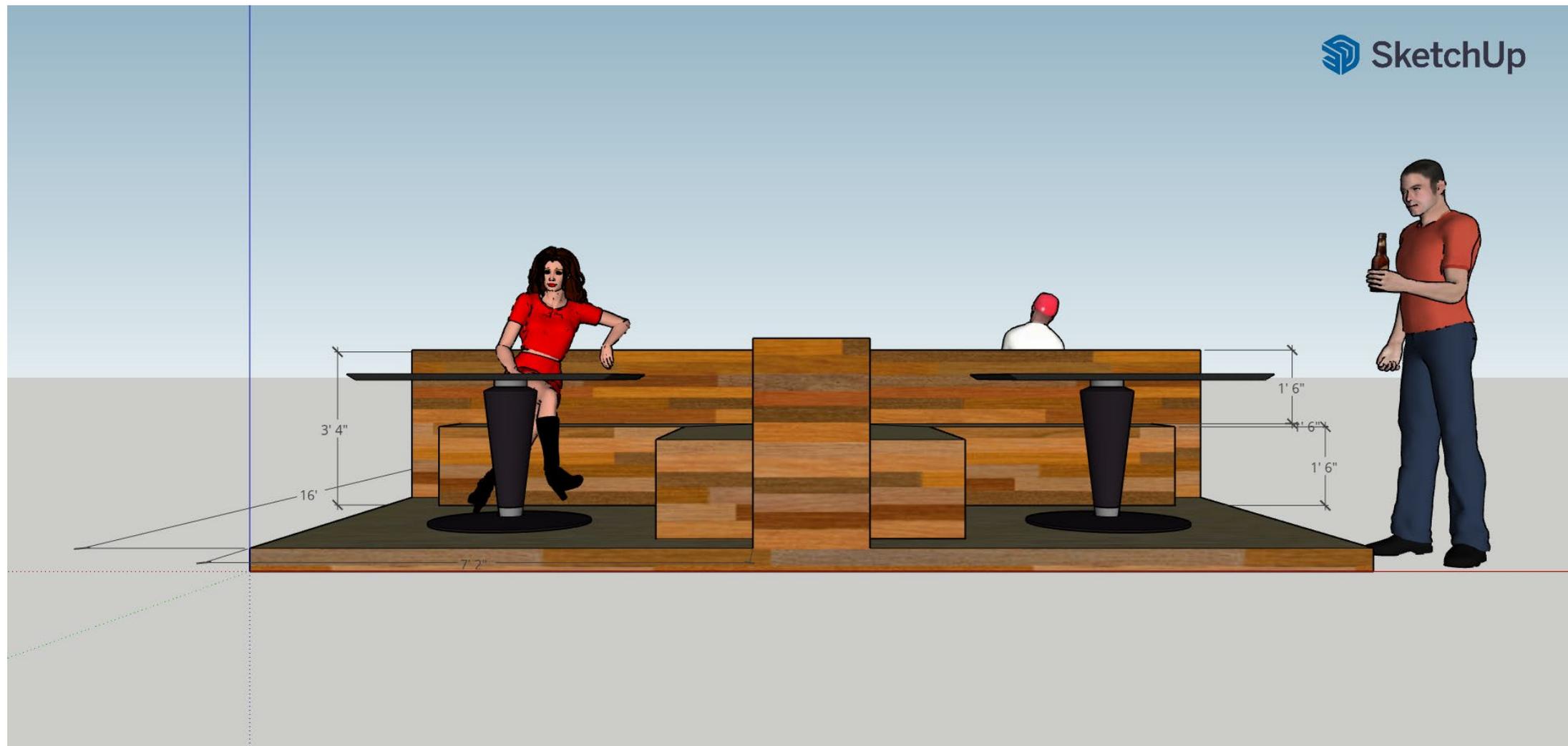


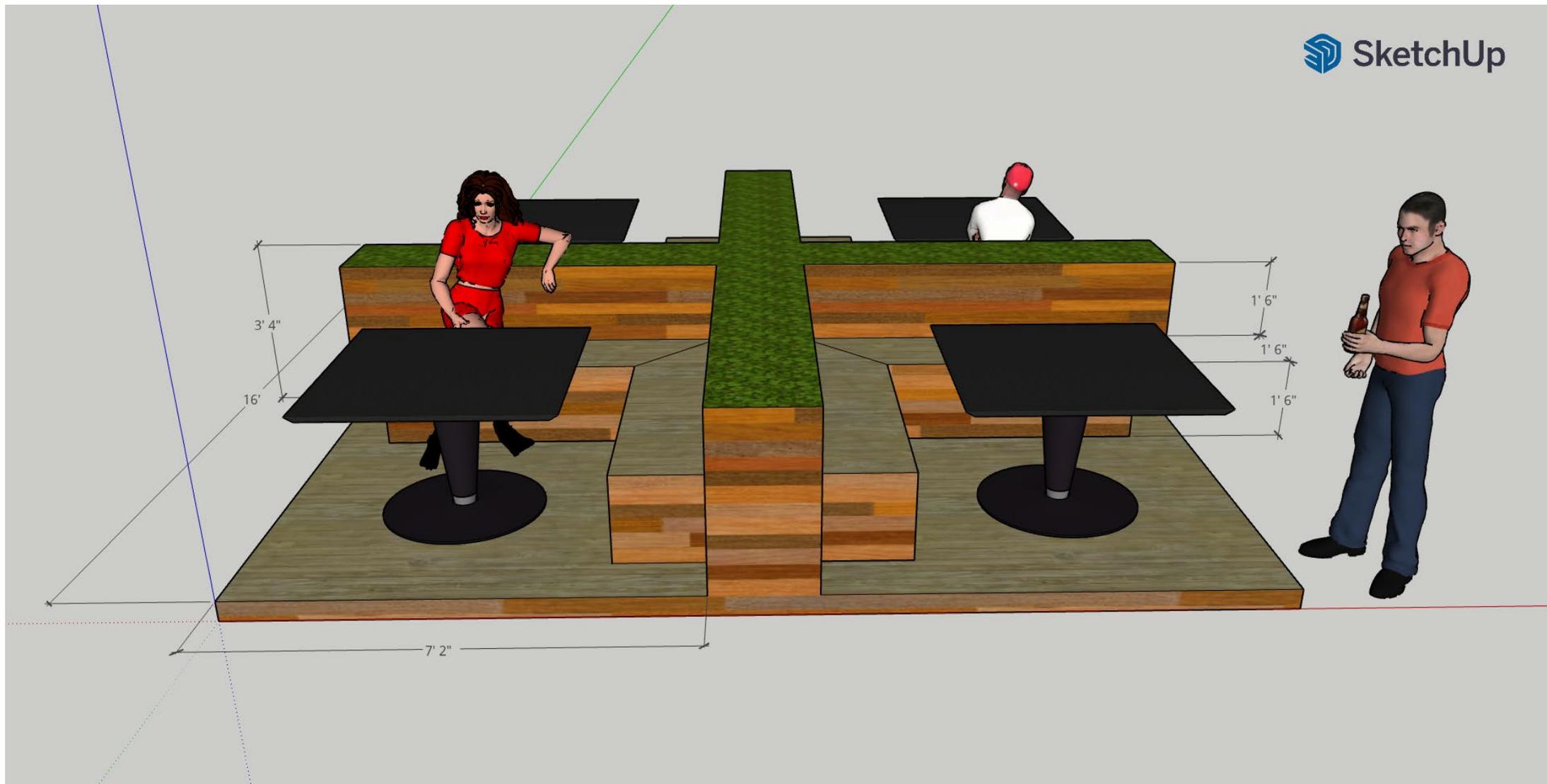


















**Agenda Cover Sheet**  
**AOT Board Meeting**  
**July 8<sup>th</sup>, 2021**

**Agenda Item**

Community Transformation Workshop

**Agenda Location**

#6c

**Description**

Based on AOT's 2021-2022 AVMS Service Plan, Virginia Main Street is prepared to assist the Main Street Coordinator complete coursework through the Main Street America Institute (MSAI). This would result in the awarding of the Main Street America Revitalization Program (MSARP) certification. Joy Rumley, Program Manager for Virginia Main Street, recently informed the Main Street Coordinator that VMS will offer scholarship to attend a three-day Community Transformation Workshop that will be held in Cheyenne, Wyoming on September 15-17, 2021. This in-person workshop is offered once a year and is required as part of the MSARP certificate program. AOT would not be responsible for the registration cost, but would be responsible for other expenses (travel, hotel, meals, etc.).

**Potential Actions**

- None at this time. For informational purposes only.

**Funding Sources**

- "Professional Development" line item

**Attachments**

- Workshop Description

# Community Transformation Workshop

The Community Transformation Workshop is an essential component of the Main Street America Institute. An intensive, interactive three-day experience, the workshop will be filled with educational sessions and exercises aimed to provide participants with advanced tools and strategies to address complex revitalization projects and initiatives. Through the lens of the refreshed Main Street Approach, and with a strong emphasis on Economic Vitality, the workshop will also provide specific attention to Main Street recovery from the COVID-19 pandemic.

The workshop will include instructional sessions led by experts in the field and hands-on projects and assignments showcasing communities implementing strategic approaches to Main Street revitalization, including a focus on upper-level development. Emphasizing the importance of partnerships and collaboration, this format provides a learning environment that draws upon the experience and expertise of both the instructors and the participants. Case studies and networking activities will be offered to enhance the participants' overall learning experience



**Agenda Cover Sheet**  
**AOT Board Meeting**  
**July 8<sup>th</sup>, 2021**

**Agenda Item**

Retainer Fee – Simply Branding

**Agenda Location**

#6d

**Description**

Jonathan Mitchell with Simply Branding recently completed AOT’s website redesign. He has also assisted the Town with the Spark Innovation Center website and AOT with the Uncle Billy’s BBQ/Bourbon/Beer Festival website. Mr. Mitchell approached the Main Street Coordinator and offered his services under a retainer fee structure to ensure staff is not overburdened with tasks. These services include website updates, graphic design, and photography among others. There are three levels of assistance.

It is recommended that AOT start with the “Basic” option, which is \$160 per month. Additional details can be found in the attached proposal.

**Potential Actions**

- The Board may:
  - Vote to accept Simply Branding’s proposal and place Mr. Mitchell on a monthly retainer
  - Table the item to a future meeting
  - Take no action

**Funding Sources**

- No specific line item exists for this item. It is recommended to re-allocate funding from the “Special Projects” line item into a new line item.

**Attachments**

- Simply Branding Proposal

## RETAINER OVERVIEW

AOT has a big mission to achieve, and it's hard to do big mission work when you're stuck doing minor website updates, designing flyers, writing copy, and a dozen other *urgent* things that are keeping you from doing *important* things.

Our goal is to give you an adaptive retainer model in which you can pick and choose the services that you need from month to month. The services below are my best estimate at what I think you will consistently need throughout the year, and the pricing tiers at the bottom of the page offer you some options on how much, or how little, you want me to be involved.

## AVAILABLE SERVICES

**Photography** - Up to 1 hour on location per month. Unlimited usage and printing rights included.

**Website Updates** - Up to 4 updates per month. Updates can include uploading new graphics and adding or updating text blocks. New pages or major design changes will be quoted separately.

**In-Person Strategy Session** - Up to 1 hour per month. Topics may include email campaigns, social media calendars, a marketing push for a specific event, or other pieces of your marketing funnel.

**Copywriting** - Up to 2 press releases, flyers, email blasts, etc. per month. Send a rough draft of what you need to say and who you're saying it to; I will deliver you a final document that's strategically positioned and on brand.

**Graphic Design** - Up to 1 poster, flyer, banner, social media ad, or newspaper ad, etc. per month.

## CHOOSE YOUR LEVEL OF SERVICE

### BASIC

- Choose 1 service every month
- \$1,920 annually, billed at \$160/mo
- Save up to 20%

### HELPER

- Choose 2 services every month
- BONUS Quarterly website review
- \$3,600 annually, billed at \$300/mo
- Save up to 40%

### PRO

- Choose 3 services every month
- BONUS Quarterly website review
- \$5,400 annually, billed at \$450/mo
- Save up to 50%





**Agenda Cover Sheet**  
**AOT Board Meeting**  
**July 8<sup>th</sup>, 2021**

**Agenda Item**

Main Street Coordinator Updates

**Agenda Location**

#7

**Description**

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

**Potential Actions**

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

**Attachments**

- June Monthly Report



## Main Street Coordinator Monthly Report June 2021

### Businesses Visited/Contacted

- Airabella's
- Backwoods Auction
- Blum Skincare
- Clipperz Kutz
- Cyclin' Nutz
- Crystal Bay Pools
- Danny's Village Barber Shop
- Dr. Charles West, DDS
- Edward Jones Investments
- English Auto
- Fellers Chevrolet
- First National Bank
- General Store & Inn
- Lori Watkins – State Farm
- Main Street Café
- Main Street Shoppes
- Parker Productions
- Proving What's Possible
- Rountrey Hardware
- Scoops
- Sew Savanna
- SPT Salon
- Steve's Florist
- Styling Boutique
- Sweet Izzy's
- The Portrait Place
- Vista Fitness
- Vital Edge Nutrition
- Watts Petroleum

The Main Street Coordinator continued to meet with staff from Publiq Accounting to develop the new accounting software. The software is currently operational, and trainings will continue to take place.

The Main Street Coordinator continued to promote the new Distrx app to downtown businesses. Several businesses reached out to the Main Street Coordinator for assistance in setting the app up and running promotions.

Marketing is still underway for AOT's Downtown Business Investment Grant. As of June 30<sup>th</sup>, one individual has completed the grant program (Clipperz Kutz). In addition, one business (Heavenly Hair LLC) is preparing to begin their business. Since the program was instituted in November 2020, the Main Street Coordinator has received approximately 20 inquiries about the grant program. Applications are available at Town Hall and on the AOT website.

The Main Street Coordinator assisted Allison Heyes in completing her application for the Altavista Advantage revolving loan fund. The Main Street Coordinator also attended a meeting with the Assistant Town Manager, Community Development Director, Councilman Wayne Mitchell, and Mr. Shawn Stone to review Mrs. Heyes' loan application. Her application was approved by the Altavista Economic Development Authority at their June 22<sup>nd</sup> monthly meeting.

AOT is currently awaiting further information on DHCD's Downtown Investment Grant that it applied for. The Downtown Investment Grant is \$20,000 and would allow AOT to offer six businesses up to \$5,000 in grant funding. Each business will have access to a maximum of: \$1,000/month in rent assistance for 3

months, \$250/month in utility assistance for 3 months, \$250 in permitting reimbursements, and \$1,000 in marketing assistance for a new website and/or for radio/print ads.

The Main Street Coordinator met the Community Development Director, Rev. Ed Soto, AOT Secretary Katie Lane, and Jonathan Mitchell with Simply Branding to discuss the proposed changes to the AOT website. The team provided Mr. Mitchell additional insight into AOT and its mission and vision for the downtown district. The tentative date for the new website is July 12<sup>th</sup>.

The Main Street Coordinator distributed information to three existing businesses and one potential business regarding AOT's new downtown façade grant program. Applications are available at Town Hall and on the AOT website.

Andria Smith, Branch Manager at First National Bank, was approved as a new Board member at the June 10<sup>th</sup> meeting. AOT still has one more vacancy to fill on the Board, which is expected to be filled by the July meeting.

The Main Street Coordinator continued to promote the upcoming Birdies for Businesses Golf Tournament at London Downs Golf Club on Wednesday, August 18<sup>th</sup>. As of July 1<sup>st</sup>, five teams have signed up, with additional teams expected to sign up by the end of the month.

Altavista On Track continues to work on the upcoming Uncle Billy's BBQ/Bourbon/Beer Festival on Saturday, October 2<sup>nd</sup> at English Park. The information has been shared to Facebook and the AOT website, and the initial reaction amongst the public is very positive. Many have expressed their excitement about a new festival in Town.

The Town Manager, Assistant Town Manager, Community Development Director, Public Works Director, and Main Street Coordinator continued to meet with the engineering team to discuss the renovations for the Spark Innovation Center.

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

The Town Manager, Assistant Town Manager, Community Development Director, and Main Street Coordinator continued to discuss potential interns for the Town and AOT. Staff has been working to develop job descriptions and project lists for the interns.

The Community Development Director and Main Street Coordinator participated in several meetings with individuals around the Commonwealth to identify programming for the new Spark Innovation Center. This included Sandy Ratliff (Virginia Community Capital), Lauren Mathena (SOVA Innovation Hub) and Kalen Hunter and Shannon Blevins (UVA-Wise).

The Main Street Coordinator participated in several on-camera interviews with local/regional news organizations regarding AOT's new façade grant program, as well as regarding the Uncle Billy's BBQ/Bourbon/Beer Festival.

### Town Social Media Activities

- **Page Likes:** 2,147 (+35 during June)
- **Page Followers:** 2,220 (+190 during June)
- **Post Reach:** 10,090 (-68% compared to May)
- **Total Posts:** 25 posts
- **Most Popular Post:** Dalton's Landing Ribbon Cutting (June 25<sup>th</sup>) – 5,664 reached

### AOT Social Media Activities

- **Page Likes:** 1,705 (+29 during June)
- **Page Followers:** 1,837 (+27 during June)
- **Post Reach:** 6,057 (+14% compared to May)
- **Total Posts:** 6 posts
- **Most Popular Post:** Clipperz Kutz Ribbon Cutting (June 1<sup>st</sup>) – 878 reached