



Board Meeting

Altavista Town Hall | Council Chambers

September 9th, 2021 @ 6:00 PM

A G E N D A

1. Welcome/Call to Order
2. Determination of a Quorum
3. Approval of Consent Agenda
 - a. Meeting Minutes – August 12th, 2021
 - b. Monthly Financials – August 2021
4. Old Business
 - a. Uncle Billy's BBQ/Bourbon/Beer Festival
 - b. By-Laws Revision (First Read)
 - c. 2021 Giblet Jog
 - d. AOT Polos
 - e. Retainer Proposal – Simply Branding
5. New Business
 - a. Approval of Façade Grant Application – **Three Into One Community**
 - b. 2021 Christmas Ornaments
6. Main Street Coordinator Update
7. Additional Matters from the Board
8. Adjournment

Next meeting: October 14th, 2021 @ 6:00 PM



Agenda Cover Sheet
AOT Board Meeting
September 9th, 2021

Agenda Item

Consent Agenda

Agenda Location

#3

Description

- Includes the following:
 - Meeting Minutes
 - August 12th, 2021
 - Monthly Financials
 - August 2021

Altavista On Track Board of Directors Meeting

August 12, 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 August 12, 2021 at 5:15 PM.

Board Members Present: Rev. Ed Soto, President
Melinda Saunders, Vice-President
Andria Smith, Treasurer
Regina Adams
Kathy Davis
Yolanda Stone
Jeremy Funderburk
Robert Pate

Board Members Absent: Katie Lane, Secretary
Dr. Scott Lowman

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

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

Staff Present: George Sandridge, Main Street Coordinator

Others: A.J. O’Leary

1. Welcome and Call to Order

AOT President Rev. Ed Soto called the meeting to order at 5:15 PM.

2. Determination of a Quorum

Rev. Soto confirmed there was a quorum present.

3. 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. This item was referred from the July meeting.

Mr. Sandridge stated that he has spoken with Melinda Saunders and Andria Smith about serving as Vice-President and Treasurer, respectively. He had also spoken to Rev. Soto and Katie Lane about remaining President and Secretary, respectively.

Rev. Soto asked if there were any objections to the officer slate as presented, which there was none.

President – Rev. Ed Soto
Vice-President – Melinda Saunders
Secretary – Katie Lane
Treasurer – Andria Smith

Motion was made by Mr. Pate and seconded by Mrs. Adams to approve the officer slate as presented.

VOTE: Regina Adams - AYE
Kathy Davis – AYE
Jeremy Funderburk – AYE
Robert Pate – AYE
Melinda Saunders – AYE
Andria Smith – AYE
Rev. Ed Soto – AYE
Yolanda Stone – AYE

4. Consent Agenda

Rev. Soto stated that the Design Committee report needed to be removed from the consent agenda and placed under New Business for discussion. Motion was made by Mrs. Adams and seconded by Mrs. Saunders to approve the consent agenda as amended.

VOTE: Regina Adams - AYE
Kathy Davis – AYE
Jeremy Funderburk – AYE
Robert Pate – AYE
Melinda Saunders – AYE
Andria Smith – AYE
Rev. Ed Soto – AYE
Yolanda Stone – AYE

5. Old Business

a. 2021 Block Party

Mr. Sandridge stated that the 2021 Block Party would be held on Friday, August 20th from 4:00 to 8:00 PM at the Staunton River Memorial Library. He stated that Katie Lane, AOT Secretary, had requested volunteers from AOT to assist with a variety of duties at the event. Mr. Sandridge stated that a volunteer sign-up sheet would be emailed to the full Board on August 13th.

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

b. Birdies for Businesses Golf Tournament

Mr. Sandridge informed the Board that the first annual Birdies for Businesses Golf Tournament would be held on Wednesday, August 18th at London Downs Golf Course in Forest, Virginia. He stated that 15 teams had signed up to participate in the tournament. Mr. Sandridge stated that 1-2 volunteers would be needed to assist at the registration table prior to the event, and that a volunteer sign-up sheet would be emailed to the full Board on August 13th.

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

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

Mr. Sandridge stated that preparations are still being made for the upcoming Uncle Billy's BBQ/Bourbon/Beer Festival on Saturday, October 2nd at English Park. He informed the Board that information regarding the festival was distributed at several in-town events, including TGIF (July 30th) and National Night Out (August 3rd). Mr. Sandridge asked that volunteers from AOT be present at the event to assist with various duties, including scanning tickets, checking ID's, serving alcohol, etc.

Mr. Funderburk asked how many BBQ competitors had signed up.

Mr. Sandridge stated that as of August 12th, there were 13 teams signed up.

Mrs. Adams asked about the policy in the event a COVID-related restriction was placed on the event.

Mr. Sandridge stated that after speaking to Campbell Insurance, any pandemic-related cancellation of the event would be covered under the event policy that was purchased. This included all ticket purchases, sponsorship donations, and entertainer contracts.

Mr. Sandridge stated that the Board would need to determine the number of VIP tickets that it would give away as complementary gifts to various organizations. He stated that 4

VIP tickets were given away in a contest at National Night Out, and that other contests were planned on AOT's social media page.

Ms. Williams stated that tickets for Town Council and Town staff would be given out as part of the Town's Emerald Sponsor package and would not be part of the complimentary VIP ticket number.

Rev. Soto asked if there were any other questions or comments regarding the maximum number of VIP tickets that AOT should give away, which there were none.

Motion was made by Mrs. Smith and seconded by Mrs. Adams to distribute no more than 20 complimentary VIP tickets for the festival.

VOTE:

- Regina Adams - AYE
- Kathy Davis – AYE
- Jeremy Funderburk – AYE
- Robert Pate – AYE
- Melinda Saunders – AYE
- Andria Smith – AYE
- Rev. Ed Soto – AYE
- Yolanda Stone – AYE

6. New Business

a. Modification of Monthly Meeting Time

Rev. Soto stated that the Board currently meets at 5:15 PM, but that several board members struggled to make the meeting on a monthly basis. He stated that a change to 6:00 PM would provide more time for board members to leave work and arrive at Town Hall on time.

Motion was made by Mr. Funderburk and seconded by Mr. Pate to move the meeting time to 6:00 PM effective at the September 9th board meeting.

VOTE:

- Regina Adams - AYE
- Kathy Davis – AYE
- Jeremy Funderburk – AYE
- Robert Pate – AYE
- Melinda Saunders – AYE
- Andria Smith – AYE
- Rev. Ed Soto – AYE
- Yolanda Stone – AYE

b. Approval of Façade Grant Application

Mr. Sandridge informed the Board that Steve Dalton recently submitted a grant application to AOT for reimbursement of his newly-installed awning. He reminded the Board that in April 2021, the AOT Board of Directors and the Altavista Town Council jointly approved the modification of the façade program from a loan to a 50/50 matching grant. Mr. Sandridge showed the board a picture of the new awning and stated that Mr. Dalton was requesting reimbursement in the amount of \$281.68.

Motion was made by Mr. Funderburk and seconded by Mrs. Adams to approve the reimbursement request from Mr. Dalton in the amount of \$281.68.

VOTE:

- Regina Adams - AYE
- Kathy Davis – AYE
- Jeremy Funderburk – AYE
- Robert Pate – AYE
- Melinda Saunders – AYE
- Andria Smith – AYE
- Rev. Ed Soto – AYE

c. By-Laws Revision (First Read)

Rev. Soto stated that upon review of the AOT by-laws by himself and the Main Street Coordinator, there were several recommended changes that needed to be reviewed by the Board. Pursuant to the by-laws, there must be a first read prior to approving any changes to the by-laws.

Mr. Sandridge provided an overview of the following changes:

- **Article III, Section 1:** Removal of “on the second Thursday of each month” to give the Board more flexibility on the day of the meeting. The Board would now be required to hold at least one monthly meeting on a day of its choosing.
- **Article III, Section 2:** Inserted a sentence stating that the President may call a special meeting of the Board of Directors with at least a three (3) day notice.
- **Article III, Section 3:** Inserted a paragraph stating that the AOT Board of Directors shall meet with the Altavista Town Council annually to review the ongoing relationship between AOT and the Town.
- **Article III, Section 4:** Removed due to redundant details already stated in Article III, Section 2.
- **Article IV, Section 2:** Inserted a sentence providing for the combining of the following officer positions: Vice-President/Treasurer and Secretary/Treasurer.

- **Article IV, Section 4:** Inserted a sentence stating that the AOT President shall meet at least monthly with the Main Street Coordinator, and at least semi-monthly with the Main Street Coordinator and Community Development Director.

Rev. Soto asked if there were any questions or comments regarding the first read of the by-laws, which there were none.

d. 2021 Giblet Jog Logo

Mr. Sandridge informed the Board that the AOT Design Committee had met to discuss the proposed design for the 2021 Giblet Jog. The Committee's logo recommendation is as follows:

- Maroon or heather grey shirt
- Red/maroon, orange, brown, and white/light grey colors in the actual logo
- Have a turkey running
- Have **15th Annual** on the headband
- Keep 2021 in the word "Jog"
- Drop "Virtual" from above "Giblet Jog"

The committee's recommendation was provided to High Peak Sportswear for review and artist's rendition. Mr. Sandridge stated that High Peak had been the t-shirt company that had been used for numerous years prior, but that other options could be taken into consideration.

Ms. Williams informed the Board that AOT currently stores unused t-shirts in the attic at Town Hall, but that the Town would prefer not to store excess items anymore.

Rev. Soto stated that the selection of the t-shirt company should be delegated to a Giblet Jog committee. He asked if any Board members would be willing to volunteer to serve. Regina Adams and Andria Smith both stated that they would be willing to serve.

Mr. Sandridge stated that he would ask for a volunteer at the YMCA or another local organization.

Rev. Soto asked if there were any other comments or questions regarding the 2021 Giblet Jog, which there were none.

e. 2021 Christmas Ornaments

Mr. Sandridge stated that at the August meeting of the AOT Design Committee, the members selected the Vista Theatre as the design for the 2021 ornament.

Rev. Soto asked if there were any objections to using the Vista Theatre as the design, which there were none.

VOTE: Regina Adams - AYE
Kathy Davis – AYE
Jeremy Funderburk – AYE
Robert Pate – AYE
Melinda Saunders – AYE
Andria Smith – AYE
Rev. Ed Soto – AYE

Mr. Sandridge stated that the Board needed to determine a set number of ornaments to order.

Motion was made by Mrs. Adams and seconded by Mr. Funderburk to order 150 ornaments.

VOTE: Regina Adams - AYE
Kathy Davis – AYE
Jeremy Funderburk – AYE
Robert Pate – AYE
Melinda Saunders – AYE
Andria Smith – AYE
Rev. Ed Soto – AYE

7. Main Street Coordinator Updates

There were no additional updates from the Main Street Coordinator.

8. Additional Matters from the Board

There were no additional matters from the board members present.

9. Adjournment

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

VOTE: Regina Adams - AYE
Kathy Davis – AYE
Jeremy Funderburk – AYE
Robert Pate – AYE
Melinda Saunders – AYE

Altavista On Track Board of Directors Meeting

August 12, 2021

Andria Smith – AYE
Rev. Ed Soto – AYE

The meeting was adjourned at 6:24 PM.



Agenda Cover Sheet
AOT Board Meeting
September 9th, 2021

Agenda Item
Consent Agenda

Agenda Location
#3

Description

	<i>This Month</i>	<i>YTD</i>
<i>Revenue</i>	\$8,479.29	\$17,454.67
<i>Expense</i>	\$7,336.63	\$14,490.88
<i>Total</i>	<i>\$1,142.66</i>	<i>\$2,963.79</i>

Revenue Report

Level 4 Summary for August 2022

Accounts	Budget Appropriation	Supplemental Appropriation	Adjusted Budget	Current Pd Revenue	Curr Pct	Year To Date Revenue	YTD Pct	Budget Balance
100 GENERAL FUND								
004 REVENUE								
01001 SAVING								
11002 SAVINGS INTEREST	\$25.00	\$0.00	\$25.00	\$0.00	0	\$0.00	0	\$25.00
Total Saving	\$25.00	\$0.00	\$25.00	\$0.00	0	\$0.00	0	\$25.00
04000 DONATIONS								
14000 CORPORATE	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00
14001 INDIVIDUAL	\$250.00	\$0.00	\$250.00	\$0.00	0	\$0.00	0	\$250.00
Total Donations	\$250.00	\$0.00	\$250.00	\$0.00	0	\$0.00	0	\$250.00
04002 TOWN OF ALTAVISTA								
14002 ANNUAL ALLOCATION	\$5,000.00	\$0.00	\$5,000.00	\$0.00	0	\$1,250.00	25	\$3,750.00
Total Town Of Altavista	\$5,000.00	\$0.00	\$5,000.00	\$0.00	0	\$1,250.00	25	\$3,750.00
04003 GRANTS								
14004 FEDERAL	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00
14005 STATE	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00
14006 LOCAL	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00
Total Grants	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00
04013 UNCLE BILLY'S BBQ/BOURBON/BEER								
14010 SPONSORSHIP	\$12,000.00	\$0.00	\$12,000.00	\$7,000.00	58	\$8,500.00	71	\$3,500.00
40000 TICKET SALES	\$24,000.00	\$0.00	\$24,000.00	\$1,043.74	4	\$2,055.84	9	\$21,944.16
40002 COMPETITOR FEES	\$1,125.00	\$0.00	\$1,125.00	\$435.55	39	\$580.59	52	\$544.41
40003 VENDOR FEES	\$500.00	\$0.00	\$500.00	\$0.00	0	\$314.36	63	\$185.64
40004 ALCOHOL (GROSS REVENUE)	\$12,000.00	\$0.00	\$12,000.00	\$0.00	0	\$0.00	0	\$12,000.00
40005 EVENT GLASSES	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00
40006 TOWN APPROPRIATION	\$10,000.00	\$0.00	\$10,000.00	\$0.00	0	\$0.00	0	\$10,000.00
Total Uncle Billy'S Bbq/Bourbon/Beer	\$59,625.00	\$0.00	\$59,625.00	\$8,479.29	14	\$11,450.79	19	\$48,174.21

100 GENERAL FUND
 004 REVENUE
 67000 ECONOMIC VITALITY

Altavista On Track
 Revenue Report
 Level 4 Summary for August 2022

Accounts	Budget Appropriation	Supplemental Appropriation	Adjusted Budget	Current Pd Revenue	Curr Pct	Year To Date Revenue	YTD Pct	Budget Balance
67000 ECONOMIC VITALITY								
04000 DBI GRANT	\$0.00	\$0.00	\$0.00	\$0.00	0	\$2,755.88	0	(\$2,755.88)
05000 FACADE GRANT	\$0.00	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00
Total Economic Vitality	\$0.00	\$0.00	\$0.00	\$0.00	0	\$2,755.88	0	(\$2,755.88)
Total REVENUE	\$64,900.00	\$0.00	\$64,900.00	\$8,479.29	13	\$15,456.67	24	\$49,443.33
006 ORGANIZATION COMMITTEE								
04010 GIBLET JOG								
14010 SPONSORSHIP	\$7,500.00	\$0.00	\$7,500.00	\$0.00	0	\$0.00	0	\$7,500.00
14011 PARTICIPATION	\$5,000.00	\$0.00	\$5,000.00	\$0.00	0	\$0.00	0	\$5,000.00
Total Giblet Jog	\$12,500.00	\$0.00	\$12,500.00	\$0.00	0	\$0.00	0	\$12,500.00
04011 RAFFLES								
14014 RAFFLES	\$1,000.00	\$0.00	\$1,000.00	\$0.00	0	\$0.00	0	\$1,000.00
Total Raffles	\$1,000.00	\$0.00	\$1,000.00	\$0.00	0	\$0.00	0	\$1,000.00
04012 GOLF TOURNAMENT								
14010 SPONSORSHIP	\$500.00	\$0.00	\$500.00	\$0.00	0	\$1,125.00	225	(\$625.00)
14011 PARTICIPATION	\$5,400.00	\$0.00	\$5,400.00	\$291.00	5	\$873.00	16	\$4,527.00
14015 MISCELLANEOUS	\$500.00	\$0.00	\$500.00	\$0.00	0	\$0.00	0	\$500.00
Total Golf Tournament	\$6,400.00	\$0.00	\$6,400.00	\$291.00	5	\$1,998.00	31	\$4,402.00
Total ORGANIZATION COMMITTEE	\$19,900.00	\$0.00	\$19,900.00	\$291.00	1	\$1,998.00	10	\$17,902.00
007 PROMOTION COMMITTEE								
04022 CHRISTMAS ORNAMENTS								
14022 CHRISTMAS ORNAMENTS	\$750.00	\$0.00	\$750.00	\$0.00	0	\$0.00	0	\$750.00
Total Christmas Ornaments	\$750.00	\$0.00	\$750.00	\$0.00	0	\$0.00	0	\$750.00
Total PROMOTION COMMITTEE	\$750.00	\$0.00	\$750.00	\$0.00	0	\$0.00	0	\$750.00
Total GENERAL FUND	\$85,550.00	\$0.00	\$85,550.00	\$8,770.29	10	\$17,454.67	20	\$68,095.33
TOTAL ALL FUNDS	\$85,550.00	\$0.00	\$85,550.00	\$8,770.29	10	\$17,454.67	20	\$68,095.33

Expenditure Report

Level 4 Summary for August 2022

Accounts	Budget Appropriation	Supplemental Appropriation	Current Pd Expenditures	Curr Pct	Year To Date Expenditures	YTD Pct	Encumbered Balance	Unencumbered Balance	Une Pct
100 GENERAL FUND									
005 EXPENSE									
04013 UNCLE BILLY'S BBQ/BOURBON/BEER									
16200 PRIZES AND AWARDS	\$2,600.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$2,600.00	100
20001 ADVERTISING	\$6,000.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$6,000.00	100
20004 SUPPLIES	\$3,500.00	\$0.00	\$475.90	14	\$475.90	14	\$0.00	\$3,024.10	86
20006 MISCELLANEOUS	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$0.00	0
40005 EVENT GLASSES	\$1,250.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$1,250.00	100
40100 MUSIC	\$3,400.00	\$0.00	\$0.00	0	\$700.00	21	\$0.00	\$2,700.00	79
40101 ALCOHOL (GROSS EXPENSE)	\$6,000.00	\$0.00	\$0.00	0	\$175.00	3	\$0.00	\$5,825.00	97
40103 LIGHTING	\$750.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$750.00	100
40104 SECURITY	\$2,700.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$2,700.00	100
40105 EVENT INSURANCE	\$800.00	\$0.00	\$0.00	0	\$800.00	100	\$0.00	\$0.00	0
40106 TRASH REMOVAL	\$525.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$525.00	100
40107 BATHROOMS/SINK STATIONS	\$950.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$950.00	100
40108 CHILDREN ENTERTAINMENT	\$2,000.00	\$0.00	\$800.00	40	\$2,449.00	122	\$0.00	(\$449.00)	(22)
40109 SHUTTLE BUS	\$100.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$100.00	100
40110 FIREWORKS	\$7,000.00	\$0.00	\$3,750.00	54	\$3,750.00	54	\$0.00	\$3,250.00	46
Total Uncle Billy'S Bbq/Bourbon/Beer	\$37,575.00	\$0.00	\$5,025.90	13	\$8,349.90	22	\$0.00	\$29,225.10	78
05000 ADVERTISING/MARKETING									
15001 RADIO/TV	\$800.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$800.00	100
15002 PRINT	\$200.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$200.00	100
15004 DIGITAL	\$500.00	\$0.00	\$42.05	8	\$192.05	38	\$0.00	\$307.95	62
Total Advertising/Marketing	\$1,500.00	\$0.00	\$42.05	3	\$192.05	13	\$0.00	\$1,307.95	87
05100 BANK CHARGES									
15100 BANK CHARGES	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$0.00	0

Altavista On Track
 Expenditure Report
 Level 4 Summary for August 2022

Accounts	Budget Appropriation	Supplemental Appropriation	Current Pd Expenditures	Curr Pct	Year To Date Expenditures	YTD Pct	Encumbered Balance	Unencumbered Balance	Une Pct
Total Bank Charges	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$0.00	0
05200 CHARITABLE DONATIONS									
15200 CHARITABLE DONATIONS	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$0.00	0
Total Charitable Donations	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$0.00	0
05300 COMMUNITY SUPPORT									
15300 COMMUNITY SUPPORT	\$500.00	\$0.00	\$0.00	0	\$84.80	17	\$0.00	\$415.20	83
Total Community Support	\$500.00	\$0.00	\$0.00	0	\$84.80	17	\$0.00	\$415.20	83
05400 DUES AND SUBSCRIPTIONS									
15400 DUES AND SUBSCRIPTIONS	\$2,500.00	\$0.00	\$310.22	12	\$574.59	23	\$0.00	\$1,925.41	77
Total Dues And Subscriptions	\$2,500.00	\$0.00	\$310.22	12	\$574.59	23	\$0.00	\$1,925.41	77
05500 EMPLOYEE BENEFITS									
15500 PROFESSIONAL DEVELOPMENT	\$750.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$750.00	100
15501 INTERN SERVICES	\$2,500.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$2,500.00	100
Total Employee Benefits	\$3,250.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$3,250.00	100
05600 INSURANCE									
15600 DIRECTORS/OFFICERS	\$700.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$700.00	100
15601 LIABILITY	\$1,350.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$1,350.00	100
15602 ANNUAL SURETY	\$330.00	\$0.00	\$0.00	0	\$326.03	99	\$0.00	\$3.97	1
Total Insurance	\$2,380.00	\$0.00	\$0.00	0	\$326.03	14	\$0.00	\$2,053.97	86
05700 LICENSES/PERMITS									
15700 LICENSES/PERMITS	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$0.00	0
Total Licenses/Permits	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$0.00	0
05800 MEALS									
15800 MEALS	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$0.00	0
Total Meals	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$0.00	0
05900 MEETING EXPENSES									
15900 MEETING EXPENSES	\$100.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$100.00	100
Total Meeting Expenses	\$100.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$100.00	100

100 GENERAL FUND
005 EXPENSE
05900 MEETING EXPENSES

Altavista On Track
Expenditure Report
Level 4 Summary for August 2022

Accounts	Budget Appropriation	Supplemental Appropriation	Current Pd Expenditures	Curr Pct	Year To Date Expenditures	YTD Pct	Encumbered Balance	Unencumbered Balance	Une Pct
06000 OFFICE SUPPLIES									
16000 OFFICE SUPPLIES	\$250.00	\$0.00	\$78.51	31	\$78.51	31	\$0.00	\$171.49	69
Total Office Supplies	\$250.00	\$0.00	\$78.51	31	\$78.51	31	\$0.00	\$171.49	69
06100 POSTAGE									
16100 POSTAGE	\$500.00	\$0.00	\$265.85	53	\$375.85	75	\$0.00	\$124.15	25
Total Postage	\$500.00	\$0.00	\$265.85	53	\$375.85	75	\$0.00	\$124.15	25
06200 PRIZES AND AWARDS									
16200 PRIZES AND AWARDS	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$0.00	0
Total Prizes And Awards	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$0.00	0
06300 PROFESSIONAL FEES									
16300 ATTORNEY	\$0.00	\$0.00	\$0.00	0	\$75.00	0	\$0.00	(\$75.00)	0
16301 BOOKKEEPING	\$1,800.00	\$0.00	\$153.98	9	\$461.94	26	\$0.00	\$1,338.06	74
16302 CONSULTING	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$0.00	0
16303 TAXES	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$0.00	0
16304 AUDIT	\$1,500.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$1,500.00	100
Total Professional Fees	\$3,300.00	\$0.00	\$153.98	5	\$536.94	16	\$0.00	\$2,763.06	84
06400 PURCHASES									
16400 PURCHASES	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$0.00	0
Total Purchases	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$0.00	0
06500 SQUARE FEES									
16500 SQUARE FEES	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$0.00	0
Total Square Fees	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$0.00	0
06600 SUPPLIES									
16600 SUPPLIES	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$0.00	0
Total Supplies	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$0.00	0
06700 TRAVEL									
16700 AIR FARE	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$0.00	0
16701 LOCAL TRAVEL	\$100.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$100.00	100

100 GENERAL FUND
005 EXPENSE
06700 TRAVEL

**Altavista On Track
Expenditure Report
Level 4 Summary for August 2022**

Accounts	Budget Appropriation	Supplemental Appropriation	Current Pd Expenditures	Curr Pct	Year To Date Expenditures	YTD Pct	Encumbered Balance	Unencumbered Balance	Une Pct
16702 LODGING	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$0.00	0
16703 MEALS	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$0.00	0
16704 TRANSPORTATION & PARKING	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$0.00	0
Total Travel	\$100.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$100.00	100
06800 UNCATEGORIZED EXPENSES									
16800 UNCATEGORIZED EXPENSES	\$575.00	\$0.00	\$0.00	0	\$587.09	102	\$0.00	(\$12.09)	(2)
Total Uncategorized Expenses	\$575.00	\$0.00	\$0.00	0	\$587.09	102	\$0.00	(\$12.09)	(2)
06900 PROJECTS									
16900 FUTURE PROJECTS	\$6,500.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$6,500.00	100
Total Projects	\$6,500.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$6,500.00	100
07000 WEBSITE									
30000 WEBSITE HOSTING	\$150.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$150.00	100
30001 WEBSITE REDESIGN	\$2,250.00	\$0.00	\$0.00	0	\$1,925.00	86	\$0.00	\$325.00	14
Total Website	\$2,400.00	\$0.00	\$0.00	0	\$1,925.00	80	\$0.00	\$475.00	20
67000 ECONOMIC VITALITY									
04000 DBI GRANT	\$10,000.00	\$0.00	\$360.00	4	\$360.00	4	\$0.00	\$9,640.00	96
05000 FACADE GRANT	\$0.00	\$0.00	\$281.68	0	\$281.68	0	\$0.00	(\$281.68)	0
Total Economic Vitality	\$10,000.00	\$0.00	\$641.68	6	\$641.68	6	\$0.00	\$9,358.32	94
Total EXPENSE	\$71,430.00	\$0.00	\$6,518.19	9	\$13,672.44	19	\$0.00	\$57,757.56	81
009 ECONOMIC VITALITY									
04024 LUNCH AND LEARN									
14024 LUNCH AND LEARN	\$100.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$100.00	100
Total Lunch And Learn	\$100.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$100.00	100
Total ECONOMIC VITALITY	\$100.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$100.00	100
010 ORGANIZATION COMMITTEE									
04010 GIBLET JOG									
20000 AWARDS	\$250.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$250.00	100
20001 ADVERTISING	\$800.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$800.00	100

Altavista On Track
Expenditure Report
Level 4 Summary for August 2022

Accounts	Budget Appropriation	Supplemental Appropriation	Current Pd Expenditures	Curr Pct	Year To Date Expenditures	YTD Pct	Encumbered Balance	Unencumbered Balance	Une Pct
20002 SHIRTS	\$1,500.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$1,500.00	100
20003 EVENTS COORDINATOR	\$1,250.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$1,250.00	100
20004 SUPPLIES	\$100.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$100.00	100
20006 MISCELLANEOUS	\$0.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$0.00	0
Total Giblet Jog	\$3,900.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$3,900.00	100
04011 RAFFLES									
14014 RAFFLES	\$250.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$250.00	100
Total Raffles	\$250.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$250.00	100
04012 GOLF TOURNAMENT									
21000 GOLF TOURNAMENT	\$2,500.00	\$0.00	\$518.44	21	\$518.44	21	\$0.00	\$1,981.56	79
Total Golf Tournament	\$2,500.00	\$0.00	\$518.44	21	\$518.44	21	\$0.00	\$1,981.56	79
Total ORGANIZATION COMMITTEE	\$6,650.00	\$0.00	\$518.44	8	\$518.44	8	\$0.00	\$6,131.56	92
011 PROMOTION COMMITTEE									
04020 SCARECROW STROLL									
20000 AWARDS	\$50.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$50.00	100
20001 ADVERTISING	\$50.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$50.00	100
20004 SUPPLIES	\$50.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$50.00	100
Total Scarecrow Stroll	\$150.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$150.00	100
65000 CHALK FEST									
22000 CHALK FEST	\$250.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$250.00	100
Total Chalk Fest	\$250.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$250.00	100
65001 FOOD TRUCKS									
22001 FOOD TRUCKS	\$250.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$250.00	100
Total Food Trucks	\$250.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$250.00	100
65002 CHRISTMAS ORNAMENTS									
22002 CHRISTMAS ORNAMENTS	\$500.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$500.00	100
Total Christmas Ornaments	\$500.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$500.00	100

100 GENERAL FUND
 011 PROMOTION COMMITTEE
 65003 BLOCK PARTY

Altavista On Track
 Expenditure Report
 Level 4 Summary for August 2022

Accounts	Budget Appropriation	Supplemental Appropriation	Current Pd Expenditures	Curr Pct	Year To Date Expenditures	YTD Pct	Encumbered Balance	Unencumbered Balance	Une Pct
65003 BLOCK PARTY									
22003 BLOCK PARTY	\$500.00	\$0.00	\$300.00	60	\$300.00	60	\$0.00	\$200.00	40
Total Block Party	\$500.00	\$0.00	\$300.00	60	\$300.00	60	\$0.00	\$200.00	40
Total PROMOTION COMMITTEE	\$1,650.00	\$0.00	\$300.00	18	\$300.00	18	\$0.00	\$1,350.00	82
012 DESIGN COMMITTEE									
66000 MURALS									
24000 MURALS	\$5,000.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$5,000.00	100
Total Murals	\$5,000.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$5,000.00	100
Total DESIGN COMMITTEE	\$5,000.00	\$0.00	\$0.00	0	\$0.00	0	\$0.00	\$5,000.00	100
Total GENERAL FUND	\$84,830.00	\$0.00	\$7,336.63	9	\$14,490.88	17	\$0.00	\$70,339.12	83
TOTAL ALL FUNDS	\$84,830.00	\$0.00	\$7,336.63	9	\$14,490.88	17	\$0.00	\$70,339.12	83



Agenda Cover Sheet
AOT Board Meeting
September 9th, 2021

Agenda Item

Uncle Billy's BBQ/Bourbon/Beer Festival

Agenda Location

#4a

Description

AOT is continuing to prepare for the upcoming Uncle Billy's BBQ/Bourbon/Beer Festival on Saturday, October 2nd. Staff is advertising the event on WDBJ7, WFXR, KD Country, Altavista Journal, and News & Advance. Volunteers from AOT and the public are still needed to assist with the event. A breakdown of the current event details (ticket sales, sponsorship funds, etc.) 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
September 9th, 2021

Agenda Item

By-Laws Revision

Agenda Location

#4b

Description

At the August 12th AOT meeting, the Board reviewed the initial changes to the by-laws as suggested by the Board President and Main Street Coordinator. Additional comments were sought from the Center for Non-Profit Excellency, which were provided on August 17th. These suggested changes are incorporated into the new document.

Since there were additional changes since the previous meeting, the September 9th meeting will serve as the “first read” pursuant to AOT’s by-laws.

Potential Actions

- No action is required at this time. The Board may offer additional modifications or suggestions.

Attachments

- Draft by-laws

BY-LAWS OF ALTAVISTA COMMUNITY DEVELOPMENT COMMITTEE CORP.

ARTICLE I- NAME

Section 1

This organization shall be known as the Altavista Community Development Committee Corporation of Altavista, Virginia, 24517 and composed of its initial Board of Directors consisting of its eleven (11) initial Directors as listed in its Charter dated July 28, 2004 effective as of August 11, 2004 by the Virginia State Corporation Commission. The corporation has adopted an assumed name of "Altavista On Track".

ARTICLE II- Purpose of Organization

Section 1

Altavista Community Development Committee Corp. (ACDCC) is organized to operate exclusively for charitable and educational purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code of 1986 (or corresponding provision of any future United States Internal Revenue law) ~~and more specifically:~~

- ~~a) To develop a unique plan for redevelopment that builds on existing assets, distinguishing Altavista's downtown from competitive regional environments, using such strategies as a guiding element for physical improvements and literature promoting Altavista's attractions and its friendly, small town atmosphere;~~
- ~~b) To promote the services and opportunities offered by the Virginia Main Street program, Virginia Department of Housing and Community Development, and National Main Street Center.~~
- ~~c) To stabilize and expand the downtown area's service and retail base by establishing new businesses in the area and improving overall consumer attitudes toward the area;~~
- ~~d) To take remedial actions to eliminate the physical, economic, and social deterioration of the ACDCC's traditional downtown area and thereby promote the Town of Altavista's historic preservation and contribute to its community betterment while lessening the burdens of the Town of Altavista's government;~~
- ~~e) To apply for and receive private and public investments to further the purpose of the organization, including grants, loans, and donations;~~
- ~~f) To disseminate information concerning and promote interest in the preservation, history, culture, architecture, and public use of the Town of Altavista's traditional downtown area;~~
- ~~g) To hold meetings, seminars, and other activities for the instruction of members and the public in those activities such as building rehabilitation and design, economic restructuring, and planning management that foster the preservation of the Town of Altavista's traditional downtown area and enhance the understanding and appreciation of its history, culture, and architecture;~~
- ~~h) To aid, work with, and participate in the activities of other organizations, individuals, and public & private entities located within and outside the Town of Altavista that are engaged~~

- ~~in similar purposes;~~
- ~~i) To acquire, hold, receive, sell, convey, mortgage, pledge, exchange, transfer, and otherwise dispose of and deal in, by any lawful means, real or personal property of whatsoever character or description, wheresoever located, to further the purpose of the organization and to provide for economic development and revitalization efforts;~~
 - ~~j) To exercise all such powers and authority that may be necessary to carry out the purposes and objectives above specified.~~

ARTICLE III- Meetings

Section 1

The Board of Directors shall hold at least one meeting ~~on the second Thursday of~~ each month. All Directors will be expected to attend. Directors participating in various committee meetings and other committee members shall strive to have one regular meeting each month prior to the regular Board Meeting.

Section 2

Committees shall be subject to special called meetings at the discretion of its Chairman. The Board of Directors shall be subject to special called meetings at the discretion of two Board Members and/or the President. A three (3) day notice shall be given for all special called meetings of the Board of Directors.

Section 3

There shall be an annual meeting with the Altavista Town Council to discuss the ongoing relationship between the Town and AOT ~~on the second Thursday of June of each year.~~ The President and Main Street Coordinator shall consult with the Town Manager and Mayor to identify the best time, date, and location for the joint meeting.

Section 4

Any meeting of directors may be conducted solely by one or more means of remote communication through which all directors may participate in the meeting, if notice of the meeting is given as described in Section 3 and if the number participating is sufficient to constitute a quorum as described in Section 6. Remote communication includes but is not limited to telephone, video, the Internet, or such other means by which persons may communicate with each other on a substantially simultaneous basis. Participation in a meeting by any of the above-mentioned means constitutes attendance at a meeting. ~~The President may at his/her discretion call meetings at any time and at any place for whatever stated purpose he deems necessary by giving a three (3) day notice.~~

ARTICLE IV- Officers

Section 1

The Corporation shall elect all officers for the ensuing year by written ballot. Nominations shall be made by a nominating committee composed of three members of the Board appointed by the President at the regular business meeting in May of each year. The committee shall submit a slate of nominations ~~list of one nominee for each office~~, but the nominations by the committee shall not preclude nominations from the floor which are both desirable and expected. Elections shall be by majority vote of the Directors present at the regular June meeting.

Section 2

All officers must be Directors or Employees of the Corporation ~~and no Director or Employee shall be elected to hold more than one elective office~~. If each office is unable to be filled, then following offices may be doubled: Vice-President/Treasurer and Secretary/Treasurer.

Section 3

The officers of the Corporation shall be as follows and shall be elected in the following order:

1. President
2. Vice President
3. Secretary
4. Treasurer

Section 4

The President shall perform the following duties:

- Preside at all Board meetings.
- Assist in the creation of meeting agendas.
- Appoint committees and committee chairs.
- Serve as the primary contact for the Board.
- Sets goals and objectives for the Board.
- Hold members accountable for attending meetings.
- Meet with the Main Street Coordinator at least monthly and may meet semi-monthly or as needed. He/she shall also meet with the Main Street Coordinator and Community Development Director at least semi-annually.

Section 5

The Vice President shall perform the following duties:

- Preside at all Board meetings in the absence of the President.
- Assist the President in executing duties.
- Serve on committees to learn Board operations.

Section 6

The Secretary shall be under the supervision and direction of the President. The Secretary shall, with the assistance of staff, keep the corporate records, including minutes of all corporate meetings, committee appointments, and attendance records. He/she shall be held directly responsible for all books and papers in his/her care and transfer all records in good condition to his/her successor. The Secretary shall send notices of all regular and called meetings to the Directors and committees.

Section 7

It shall be, with the assistance of staff, the duty of the Treasurer to keep a correct account of all monies received by the Corporation, make prompt payment of all approved invoices, submit a financial report to the Board at each monthly meeting or at any other time requested by the President. The Treasurer's records and accounts are to be audited at least once each year by a committee to be appointed by the Board or a Certified Public Accountant appointed by the Board.

Section 8

The Executive Director shall be the Main Street Coordinator of the Town of Altavista or another designee as appointed by the Board. The executive director has day-to-day responsibilities for the organization, including carrying out the organization's goals and policies. The executive director will attend all board meetings, report on the progress of the organization, answer questions of the board members and carry out the duties described in the job description. The board can designate other duties as necessary.

Section 9

The Board of Directors shall be responsible for basic policy making for the Corporation and for employing the staff within the financial capability of the Corporation.

Article V – Directors

Section 1

The number of Directors serving on the Board shall not be less than 11 or greater than 15. ~~shall be eleven (11), thirteen (13) or fifteen (15).~~ There shall be an additional two Director positions reserved for a member of Town Council and an employee of the Town of Altavista, both of which shall serve in a non-voting ex-officio capacity. The Mayor shall appoint the Director representing Town Council. The Director representing the Town shall be appointed by the Town Manager.

Section 2

The term of service for new Directors, who are not completing the term of a previous Director, will be three years. After the initial term, each Director will have the opportunity to be re-elected to additional three-year terms. The Director representing Town Council shall serve at the discretion of the Town Council and shall not be subject to term limits. The Director representing the Town of Altavista shall serve at the discretion of the Town Manager and shall not be subject to term limits.

Section 3

In case of death, resignation or removal of any elected Director, the Board shall at the next regular meeting fill the vacancy by majority vote of those directors' present.

Section 4

All officers and directors shall fulfill their respective duties faithfully

ARTICLE VI- Committees

Section 1

All committees shall be appointed by the President. The first member appointed on any committee shall be chairman of same, unless otherwise designated by the President. All committees shall report at each regular meeting until their duties are fully discharged.

Section 2

All committees shall keep accurate minutes of their meetings. All minutes should be sent to the Secretary of the Board of Directors prior to each monthly meeting.

Section 3

Current officers shall constitute an Executive Committee, which shall also include the immediate past President for a period of one year. The duties of the Executive Committee shall include personnel actions and any other business referred to the Executive Committee by the full Board of Directors. A quorum of the Executive Committee shall be 75 percent of the officers.

Section 4

There shall be a nominating committee of the Board consisting of three members. The members of the committee shall be elected by the Board at the January meeting each year and shall serve at the pleasure of the Board. The chair of the committee shall be elected by the Board. A vacancy in the committee may be filled by the Board at any meeting. The nominating committee shall be

responsible for recommending board members for officer positions at the May meeting each year.

ARTICLE VII- Quorum

Section 1

One-third of the Board Members on roll, rounded to the next whole number, shall constitute a quorum. At least one officer must be present at the meeting.

ARTICLE VIII- Attendance

Section 1

Any Director or Committee member who has three unexcused absences from the regular meetings within each elected fiscal year shall be reported by the Secretary to the Board of Directors and may be removed and replaced by the Board.

ARTICLE IX- Rules of Order

Section 1

Roberts Rules of Order, Revised, shall be the accepted Parliamentary law for this organization.

ARTICLE X- Changes, Deletions or Additions

Section 1

Any subject not covered in these By-Laws may be added or any By-Law may be altered by the following procedure:

- A. Any addition or change shall be brought to the floor in a regular meeting of the Board. No action shall be taken, or any addition or change made until the next regular meeting of the Board.
- B. A two-thirds (2/3) vote of the Board members on roll is required to amend the By Laws.



Agenda Cover Sheet
AOT Board Meeting
September 9th, 2021

Agenda Item

2021 Giblet Jog

Agenda Location

#4c

Description

The AOT Giblet Jog Committee has been finalized and consists of the following individuals:

- Regina Adams (AOT)
- Andria Smith (AOT)
- Justin Kopanko (YMCA)

The first meeting is currently being scheduled. Committee members will be discussing the following items:

- Selection of a t-shirt company
- Review of racecourse through English Park
- Identification of potential sponsors and donors
- Finalize registration prices

Potential Actions

- None at this time. Additional action may be required depending on Committee recommendations or Board discussion.

Attachments

- None.



Agenda Cover Sheet
AOT Board Meeting
September 9th, 2021

Agenda Item

AOT Polos

Agenda Location

#4d

Description

At the August 12th meeting, the Board of Directors asked the Main Street Coordinator to research polos that could be worn by AOT members at various functions. These polos would feature the AOT logo embroidered on the left-hand side of the polo. After researching several companies, UniFirst has been identified as the lowest-priced option.

If the Board takes action on this item, a Google Doc will be sent out asking individuals for their preferred color and size.

Potential Actions

- The Board may:
 - Proceed with UniFirst as the polo provider
 - Utilize another company for the polos
 - Table the item to a future meeting
 - Take no action

Attachments

- None. *Price breakdown shown on screen.*



Agenda Cover Sheet
AOT Board Meeting
September 9th, 2021

Agenda Item

Retainer Fee – Simply Branding

Agenda Location

#4e

Description

At the July 8th AOT meeting, the Main Street Coordinator presented a monthly retainer proposal from Jonathan Mitchell with Simply Branding. The price ranged from \$160 a month to \$450 a month, each with varying levels of services. Now that the AOT website is fully operational, it is recommended that the AOT Board utilize the \$160 a month option.

This item was tabled from the July 2021 meeting.

Potential Actions

- The Board may:
 - Approve the \$160/month retainer proposal from Simply Branding
 - Utilize a different retainer option
 - Table the item to a future meeting
 - Take no action

Attachments

- Retainer 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. Unlimited usage and printing rights included. *(Add-on rate: \$200/hr)*

Website Updates - Up to 4 updates per month. Updates can include uploading new graphics and adding or updating text blocks. New pages and design changes will be quoted separately. *(Add-on rate: \$175/mo)*

In-Person Strategy Session - Up to 1 hour. Topics may include email campaigns, social media calendars, a marketing push for a specific event, or other pieces of your marketing funnel. *(Add-on rate: \$250/ea)*

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. *(Add-on rate: \$200/mo)*

Graphic Design - Up to 1 poster, flyer, banner, social media ad, or newspaper ad professionally designed per month. *(Add-on rate: \$160/mo)*

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
September 9th, 2021

Agenda Item

Façade Grant Application Review

Agenda Location

#5a

Description

Terry Austin with Three Into One Community Project at 624 Main Street submitted a façade grant application in August for the painting of the exterior façade of his building. Pursuant to the program guidelines, the grant is a 50/50 reimbursement grant that will be distributed upon submittal of receipts and approval by the AOT Board of Directors.

The grant application, along with the receipts, are included in the packet.

Potential Actions

- It is recommended that AOT approve the façade grant application submitted by Mr. Austin

Attachments

- Façade Grant Application
- Exterior Pictures

THREE INTO ONE COMMUNITY

624 MAIN STREET
ALTAVISTA, VA 24517
CELL TERRY AUSTIN 434-534-2875



Item Description	Amount
PAID RONNIE WOODRUFF CASH	
PAINTED BUILDING 624 Main Street	
<i>[Signature]</i>	\$ 375.00

8-8-21

Subtotal
Tax Rate
Other Costs
Total Cost



Agenda Cover Sheet
AOT Board Meeting
September 9th, 2021

Agenda Item

2021 Christmas Ornaments

Agenda Location

#5b

Description

At the August 12th AOT meeting, the Board voted to approve the Design Committee's recommendation to use the Vista Theatre as the design for the 2021 Christmas ornament fundraiser. The committee has worked with the William Kendrick Company to finalize a draft rendering of the theatre design. Once approved by the Board, the ornament will go into production, with an estimated lead time of 4-5 weeks.

Potential Actions

- The Board may:
 - Approve the design as presented by the Design Committee
 - Suggest changes to be made to the design and authorize an email vote to finalize the new design

Attachments

- Ornament design



VISTA THEATRE

Altavista, Virginia

2021



Agenda Cover Sheet
AOT Board Meeting
September 9th, 2021

Agenda Item

Main Street Coordinator Updates

Agenda Location

#6

Description

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

Potential Actions

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

Attachments

- August Monthly Report



Main Street Coordinator Monthly Report August 2021

Businesses Visited/Contacted

- Airabella's
- Blum Skincare
- Clipperz Kutz
- Cottle Multi-Media
- Cyclin' Nutz
- Crystal Bay Pools
- Village Barber Shop
- Dr. Charles West
- Edward Jones Investments
- English Auto
- Fellers Chevrolet
- First National Bank
- General Store & Inn
- 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
- RadioShack
- Scoops
- Steve's Florist
- Styling Boutique
- The Portrait Place
- Vista Fitness
- Watts Petroleum

The Main Street Coordinator continued to promote AOT's Downtown Business Investment Grant. As of August 31st, one individual has completed the grant program (Clipperz Kutz). In addition, one business (Heavenly Hair, LLC) is currently enrolled in the program while another (Miss Lee's Dance Expressions) is set to begin the program in September.

The Main Street Coordinator continued to assist Allison Heyes in obtaining funding through the Town's Revolving Loan Fund. Mrs. Heyes will be opening Heavenly Hair, LLC at 517 Main Street. The Main Street Coordinator is working with the Town Attorney to ensure Mrs. Heyes completes all the necessary requirements prior to disbursement of the loan.

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

The Birdies for Businesses Golf Tournament at London Downs Golf Club scheduled for Wednesday, August 18th was postponed due to the threat of rain from Tropical Storm Fred. April 2022 has been identified as the rescheduled target date.

The Main Street Coordinator attended a marketing workshop at the Virginian Hotel in Lynchburg. The event was hosted by iHeartMedia and was geared towards the benefits of marketing on various platforms (radio, television, print).

Altavista On Track continues to plan the upcoming Uncle Billy's BBQ/Bourbon/Beer Festival on Saturday, October 2nd at English Park. This family-friendly event will feature live music, a BBQ competition, children's entertainment, lawn games, fire performers, and a fireworks show. AOT will also offer samples from local

breweries and distilleries. As of August 31st, thirteen (13) BBQ competitors have signed up to compete in the event. AOT has also secured sponsorships from fourteen (14) businesses totaling \$9,500.

The Main Street Coordinator attended a ribbon cutting ceremony for Airabella's, located at 815 Main Street.

Staff continued to meet with the design team to discuss the renovations for the Spark Innovation Center.

Altavista On Track and the Chamber of Commerce hosted a ribbon cutting ceremony for Miss Lee's Dance Expressions, located at 519 Main Street. The owner, LeAnn Yeatts, was recently approved for a Downtown Business Investment Grant through AOT.

The Main Street Coordinator attended a meeting between Lisa Moore and staff from Frazier Associates to discuss façade renderings for the General Store & Inn (534 Main Street) and Main Street Café (600 Main Street). Mrs. Moore would like to pursue AOT's façade grant program upon receipt of the façade renderings.

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

Town Social Media Activities

- **Page Likes:** 2,290 (+24 during August)
- **Page Followers:** 2,549 (+329 during August)
- **Post Reach:** 16,213
- **Total Posts:** 24 posts
- **Most Popular Post:** Laurel Lane Stop Sign (August 20th) – 4,039 reached

AOT Social Media Activities

- **Page Likes:** 1,729 (+26 during August)
- **Page Followers:** 1,879 (+42 during August)
- **Post Reach:** 10,946
- **Total Posts:** 10 posts
- **Most Popular Post:** LOVE Sign & Splash Pad Dedication (August 2nd) – 1,138 reached