



Board Meeting

Altavista Presbyterian Church

November 11th, 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 – October 14th, 2021
 - b. Monthly Financials – October 2021
4. Old Business
 - a. Gibley Jog
 - b. Christmas Ornaments
 - c. 2022 Vista BBQ Festival
5. New Business
 - a. 2022 Spring Festival
6. Main Street Coordinator Updates
 - a. Spark Innovation Center
7. Additional Matters from the Board
8. Adjournment

Next meeting: November 11th, 2021 @ 6:00 PM



Agenda Cover Sheet
AOT Board Meeting
November 11th, 2021

Agenda Item

Consent Agenda

Agenda Location

#3

Description

- Includes the following:
 - a. Meeting Minutes
 - October 14th, 2021
 - b. Monthly Financials
 - October 2021



Board Meeting

Altavista Town Hall | Council Chambers

*Moved to Altavista Presbyterian Church

October 14th, 2021 @ 6:00 PM

A G E N D A

In Attendance:

AOT Members: Regina Adams, Kathy Davis, Jeremy Funderburk, Katie Lane, Andria Smith, Ed Soto

On the Phone: Sharon Williams

Main St. Coordinator: George Sandridge

Additional People In-Person: Natalie Orsini

1. Welcome/Call to Order (Ed Soto)
2. Determination of a Quorum (Ed Soto)
 - a. Yes
3. Board Member Resignation Update (Ed Soto)
 - a. Melinda Saunders resignation
 1. Motion: Regina Adams
 2. Second: Katie Lane
 3. Approved
 - b. Regina Adams Nomination as Vice President
 1. Motion: Andria Smith
 2. Second: Kathy Davis
 3. Approved
4. Approval of Consent Agenda
 - a. Meeting Minutes – September 9th, 2021
 - Approved without monthly Financials
 - b. Monthly Financials – September 2021
 - Move to Business
 - Motion: Katie Lane
 - Second: Andria Smith
 - Approved
5. Old Business (George Sandridge)
 - a. Giblet Jog
 - a. Race course will stay the same
 - b. Full Armor Custom Apparel (less cost than last year)
 - c. Starts at 8:30am on November 25th
 - i. Registration might be starting at 7am at the Booker Building
 - d. The Standard is the title Sponsor/Gold Sponsor, Moore's Electrical as Silver, Southside Electric as a Bronze
 - e. Registration price depends on when you purchase ticket and age
 - f. Committee has decided that participants get a t-shirt, water bottle, and AOT branded Chapstick

- i. We need to make it clear that you are only guaranteed a shirt if you pre-register by Nov. 15th
 - g. Committee has decided to move forward with medals for the top 3 women and men
 - h. Blue Ridge Timing will take the time
 - i. Booker Building will host the award ceremony
 - i. Will need microphone and speaker
 - ii. Tables are already in the building
 - j. Race packets will be packed at the Y
 - k. The Committee will follow up with George for additional logistics
 - l. Volunteers are needed
 - b. Christmas Ornaments
 - a. Vista Theater will be the image on the ornament
 - b. 150 Ornaments are arriving 10/15
 - c. Where to sell? Ideas:
 - i. Setup table at the Giblet Jog
 - 1. First ___ amount of ornaments can go towards first registration of Giblet Jog registrations
 - ii. May setup at parade, Shop Small, Tree Lighting
6. New Business (George Sandridge)
 - a. BBQ/Bourbon/Beer Festival – Debrief
 - 1. Financials will line up in the November meeting
 - 2. Approve Financials
 - Motion: Regina Adams
 - Second: Jeremy Funderburk
 - Approved
 - b. Around 1100 to 1500 people in attendance
 - 1. Around 900 tickets were sold online
 - 2. Around 200+ at the gate
 - c. Net Profit: \$10,328
 - d. Split BBQ into two events? Three events total in the future?
 - 1. May 7th, 2022 – Spring Festival?
 - Tabled until next month
 - 2. October 1st, 2022 – Beer/Bourbon/Wine BBQ Festival
 - Should we name it Vista BBQ?
 - 1> Motion to Approve Sept 30, 2022/Oct 1, 2022 for one BBQ festival and to table Spring Event
 - i. Motion: Andria Smith
 - ii. Second: Jeremy Funderburk
 - iii. Approved
 - e. Appointed Festival Committee:
 - 1. Colin Adams, Regina Adams, Jeremy Funderburk, Katie Lane, Natalie Orsini
7. Main Street Coordinator Updates (Sharon Williams)
 - a. Spark Innovation Center – Spring of 2022
 - 1. Still on track
8. Additional Matters from the Board
9. Adjournment

- a. Motion: Katie Lane
- b. Second: Kathy Davis

Next meeting: November 11th, 2021 @ 6:00 PM

**Altavista On Track
FY 2022 Revenue Report**

	THIS	YEAR TO	APPROVED	BUDGET
REVENUE	MONTH	DATE	2021-2022	REMAINING
<u>SAVINGS ACCOUNT</u>				
SAVING INTEREST	\$0.00	\$0.00	\$25.00	\$25.00
SUBTOTAL :	\$0.00	\$0.00	\$25.00	\$25.00
<u>DONATIONS</u>				
CORPORATE	\$0.00	\$0.00	\$0.00	\$0.00
INDIVIDUAL	\$0.00	\$0.00	\$250.00	\$250.00
SUBTOTAL:	\$0.00	\$0.00	\$250.00	\$250.00
<u>TOWN OF ALTAVISTA</u>				
ANNUAL ALLOCATION	\$1,250.00	\$2,500.00	\$5,000.00	\$2,500.00
SUBTOTAL:	\$1,250.00	\$2,500.00	\$5,000.00	\$2,500.00
<u>GRANTS</u>				
FEDERAL	\$0.00	\$0.00	\$0.00	\$0.00
STATE	\$5,000.00	\$5,000.00	\$0.00	-\$5,000.00
PRIVATE	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$5,000.00	\$5,000.00	\$0.00	-\$5,000.00
<u>UNCLE BILLY'S BBQ FESTIVAL</u>				
SPONSORSHIP	\$0.00	\$12,500.00	\$12,000.00	-\$500.00
TICKET SALES	\$14,936.27	\$26,082.68	\$24,000.00	-\$2,082.68
COMPETITOR FEES	\$0.00	\$725.63	\$1,125.00	\$399.37
VENDOR FEES	\$0.00	\$411.16	\$500.00	\$88.84
ALCOHOL (GROSS REVENUE)	\$10,590.12	\$10,590.12	\$12,000.00	\$1,409.88
SUBTOTAL:	\$25,526.39	\$50,309.59	\$59,625.00	\$9,315.41
<u>ECONOMIC VITALITY</u>				
DBI GRANT	\$0.00	\$2,755.88	\$0.00	-\$2,755.88
FAÇADE GRANT	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$0.00	\$2,755.88	\$0.00	-\$2,755.88
<u>GIBLET JOG</u>				
SPONSORSHIP	\$1,375.00	\$1,375.00	\$7,500.00	\$6,125.00
PARTICIPATION	\$126.60	\$173.38	\$5,000.00	\$4,826.62
SUBTOTAL:	\$1,501.60	\$1,548.38	\$12,500.00	\$10,951.62
<u>GOLF TOURNAMENT</u>				
SPONSORSHIP	\$0.00	\$1,125.00	\$500.00	-\$625.00
PARTICIPATION	\$0.00	\$873.00	\$5,400.00	\$4,527.00
SUBTOTAL:	\$0.00	\$1,998.00	\$5,900.00	\$3,902.00
<u>CHRISTMAS ORNAMENTS</u>				
CHRISTMAS ORNAMENTS	\$0.00	\$0.00	\$750.00	\$750.00
SUBTOTAL:	\$0.00	\$0.00	\$750.00	\$750.00
TOTAL REVENUE:	\$33,277.99	\$64,111.85	\$84,050.00	\$19,938.15

**Altavista On Track
FY 2022 Expense Report**

EXPENSE	THIS MONTH	YEAR TO DATE	APPROVED 2021-2022	BUDGET REMAINING
UNCLE BILLY'S BBQ FESTIVAL				
BBQ COMPETITION PRIZES	\$0.00	\$2,600.00	\$2,600.00	\$0.00
ADVERTISING	\$11,588.96	\$11,588.96	\$7,000.00	-\$4,588.96
SUPPLIES	\$2,802.05	\$5,510.56	\$3,500.00	-\$2,010.56
EVENT GLASSES/TOKENS	\$2,406.86	\$2,406.86	\$1,250.00	-\$1,156.86
MUSIC & SOUND	\$0.00	\$6,800.00	\$3,400.00	-\$3,400.00
ALCOHOL (GROSS EXPENSE)	\$7,573.17	\$9,073.87	\$6,000.00	-\$3,073.87
LIGHTING	\$792.00	\$792.00	\$750.00	-\$42.00
SECURITY	\$1,260.00	\$1,260.00	\$1,500.00	\$240.00
EVENT INSURANCE	\$0.00	\$800.00	\$800.00	\$0.00
TRASH REMOVAL	\$309.16	\$309.16	\$525.00	\$215.84
BATHROOMS/SINK STATIONS	\$836.94	\$836.94	\$950.00	\$113.06
CHILDREN'S ENTERTAINMENT	-\$269.00	\$4,505.00	\$2,000.00	-\$2,505.00
FIREWORKS	\$0.00	\$7,500.00	\$7,500.00	\$0.00
BBQ MEALS	\$6,777.00	\$6,777.00	\$6,000.00	-\$777.00
SUBTOTAL:	\$34,077.14	\$60,760.35	\$43,775.00	-\$16,985.35
ADVERTISING/MARKETING				
RADIO/TV	\$0.00	\$0.00	\$800.00	\$800.00
PRINT	\$0.00	\$0.00	\$200.00	\$200.00
DIGITAL	\$187.00	\$419.05	\$500.00	\$80.95
SUBTOTAL:	\$187.00	\$419.05	\$1,500.00	\$1,080.95
BANK CHARGES				
BANK CHARGES	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$0.00	\$0.00	\$0.00	\$0.00
CHARITABLE DONATIONS				
CHARITABLE DONATIONS	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$0.00	\$0.00	\$0.00	\$0.00
COMMUNITY SUPPORT				
COMMUNITY SUPPORT	\$0.00	\$84.80	\$500.00	\$415.20
SUBTOTAL:	\$0.00	\$84.80	\$500.00	\$415.20
DUES & SUBSCRIPTIONS				
DUES & SUBSCRIPTIONS	\$297.95	\$872.54	\$2,500.00	\$1,627.46
SUBTOTAL:	\$297.95	\$872.54	\$2,500.00	\$1,627.46

<u>EMPLOYEE BENEFITS</u>				
PROFESSIONAL DEVELOPMENT	\$382.71	\$382.71	\$750.00	\$367.29
INTERN SERVICES	\$0.00	\$0.00	\$2,500.00	\$2,500.00
SUBTOTAL:	\$382.71	\$382.71	\$3,250.00	\$2,867.29
<u>INSURANCE</u>				
DIRECTORS/OFFICERS	\$0.00	\$0.00	\$700.00	\$700.00
LIABILITY	\$0.00	\$0.00	\$1,350.00	\$1,350.00
ANNUAL SURETY	\$0.00	\$326.03	\$330.00	\$3.97
SUBTOTAL	\$0.00	\$326.03	\$2,380.00	\$2,053.97
<u>LICENSES/PERMITS</u>				
LICENSES/PERMITS	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$0.00	\$0.00	\$0.00	\$0.00
<u>MEALS</u>				
MEALS	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$0.00	\$0.00	\$0.00	\$0.00
<u>MEETING EXPENSES</u>				
MEETING EXPENSES	\$0.00	\$0.00	\$100.00	\$100.00
SUBTOTAL:	\$0.00	\$0.00	\$100.00	\$100.00
<u>OFFICE SUPPLIES</u>				
OFFICE SUPPLIES	\$765.07	\$843.58	\$250.00	-\$593.58
SUBTOTAL:	\$765.07	\$843.58	\$250.00	-\$593.58
<u>POSTAGE</u>				
POSTAGE	\$0.00	\$375.85	\$500.00	\$124.15
SUBTOTAL:	\$0.00	\$375.85	\$500.00	\$124.15
<u>PROFESSIONAL FEES</u>				
ATTORNEY	\$0.00	\$75.00	\$0.00	-\$75.00
BOOKKEEPING	\$76.99	\$615.92	\$1,800.00	\$1,184.08
CONSULTING	\$0.00	\$0.00	\$0.00	\$0.00
TAXES	\$0.00	\$0.00	\$0.00	\$0.00
AUDIT	\$0.00	\$0.00	\$1,500.00	\$1,500.00
SUBTOTAL:	\$76.99	\$690.92	\$3,300.00	\$2,609.08
<u>TRAVEL</u>				
AIRFARE	\$0.00	\$0.00	\$0.00	\$0.00
LOCAL TRAVEL	\$0.00	\$0.00	\$100.00	\$100.00
LODGING	\$0.00	\$0.00	\$0.00	\$0.00
MEALS	\$0.00	\$0.00	\$0.00	\$0.00

TRANSPORTATION/PARKING	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$0.00	\$0.00	\$100.00	\$100.00
<u>UNCATEGORIZED EXPENSES</u>				
UNCATEGORIZED EXPENSES	\$0.00	\$587.09	\$575.00	-\$12.09
SUBTOTAL:	\$0.00	\$587.09	\$575.00	-\$12.09
<u>PROJECTS</u>				
FUTURE PROJECTS	\$6,773.33	\$6,773.33	\$6,500.00	-\$273.33
SUBTOTAL:	\$6,773.33	\$6,773.33	\$6,500.00	-\$273.33
<u>WEBSITE</u>				
WEBSITE HOSTING	\$0.00	\$0.00	\$150.00	\$150.00
WEBSITE DOMAIN	\$0.00	\$1,925.00	\$2,250.00	\$325.00
SUBTOTAL:	\$0.00	\$1,925.00	\$2,400.00	\$475.00
<u>ECONOMIC VITALITY</u>				
DBI GRANT	\$835.00	\$3,090.70	\$10,000.00	\$6,909.30
FAÇADE GRANT	\$0.00	\$1,047.48	\$0.00	-\$1,047.48
LUNCH & LEARN	\$0.00	\$0.00	\$100.00	\$100.00
SUBTOTAL:	\$835.00	\$4,138.18	\$10,100.00	\$5,961.82
<u>GIBLET JOG</u>				
AWARDS	\$0.00	\$0.00	\$250.00	\$250.00
ADVERTISING	\$625.00	\$625.00	\$1,500.00	\$875.00
SHIRTS	\$0.00	\$0.00	\$1,500.00	\$1,500.00
EVENTS COORDINATOR	\$0.00	\$0.00	\$1,250.00	\$1,250.00
SUPPLIES	\$0.00	\$0.00	\$100.00	\$100.00
SUBTOTAL:	\$625.00	\$625.00	\$4,600.00	\$3,975.00
<u>GOLF TOURNAMENT</u>				
GOLF TOURNAMENT	\$300.00	\$818.44	\$2,500.00	\$1,681.56
SUBTOTAL:	\$300.00	\$818.44	\$2,500.00	\$1,681.56
<u>SCARECROW STROLL</u>				
AWARDS	\$0.00	\$0.00	\$50.00	\$50.00
ADVERTISING	\$0.00	\$0.00	\$50.00	\$50.00
SUPPLIES	\$0.00	\$0.00	\$50.00	\$50.00
SUBTOTAL:	\$0.00	\$0.00	\$150.00	\$150.00
<u>CHALK FEST</u>				
CHALK FEST	\$0.00	\$0.00	\$250.00	\$250.00
SUBTOTAL:	\$0.00	\$0.00	\$250.00	\$250.00

<u>FOOD TRUCKS</u>				
FOOD TRUCKS	\$0.00	\$0.00	\$250.00	\$250.00
SUBTOTAL:	\$0.00	\$0.00	\$250.00	\$250.00
<u>CHRISTMAS ORNAMENTS</u>				
CHRISTMAS ORNAMENTS	\$756.34	\$756.34	\$500.00	-\$256.34
SUBTOTAL:	\$756.34	\$756.34	\$500.00	-\$256.34
<u>BLOCK PARTY</u>				
BLOCK PARTY	\$0.00	\$300.00	\$500.00	\$200.00
SUBTOTAL:	\$0.00	\$300.00	\$500.00	\$200.00
<u>MURALS</u>				
MURALS	\$0.00	\$0.00	\$5,000.00	\$5,000.00
SUBTOTAL:	\$0.00	\$0.00	\$5,000.00	\$5,000.00
TOTAL EXPENSE:	\$45,076.53	\$80,679.21	\$91,480.00	\$10,800.79



Agenda Cover Sheet
AOT Board Meeting
November 11th, 2021

Agenda Item

2021 Giblet Jog

Agenda Location

#4a

Description

The Main Street Coordinator continues to promote the 2021 Giblet Jog 5k, which is scheduled to take place Thanksgiving Day at English Park. As of November 1st, there have been 114 participants sign up. AOT has secured corporate sponsorships from 12 businesses totaling \$5,875.

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
November 11th, 2021

Agenda Item

2021 Christmas Ornaments

Agenda Location

#4b

Description

The ornaments have been delivered to Town Hall, and a press release has been issued. Ornaments are \$10 and can be purchased at the Altavista Town Hall located at 510 7th Street. Ornaments can also be purchased online and picked up at Town Hall by visiting www.altavistaontrack.org/events/christmasornaments. For those who did not purchase a 2020 Christmas ornament featuring the Staunton River Memorial Library, they will be on sale for \$3.

Potential Actions

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

Attachments

- None.



Agenda Cover Sheet
AOT Board Meeting
November 11th, 2021

Agenda Item

2022 Vista BBQ Festival

Agenda Location

#4c

Description

At the October 14th Board meeting, AOT voted to proceed with hosting the 2022 Vista BBQ Festival at English Park on Saturday, October 1st. This event would be similar to the 2021 event, and would feature live music, food/dessert vendors, alcohol vendors, children's entertainment, fire performers, and fireworks. The BBQ competition would take place once again and would be sanctioned by the Kansas City Barbeque Society (KCBS).

The Main Street Coordinator submitted the special event permit for review at the November 12th Town Council meeting. A festival committee has already been assembled, and planning for the fall event will occur in June 2022.

Potential Actions

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

Attachments

- None.



Agenda Cover Sheet
AOT Board Meeting
November 11th, 2021

Agenda Item

2022 Spring Festival

Agenda Location

#5a

Description

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

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

If approved, the special event permit will be submitted for discussion at the December 14th Town Council meeting.

Potential Actions

- The Board may:
 - Accept the Festival Committee's recommendation to host a spring festival on Saturday, May 14th at English Park
 - Suggest additional changes prior to accepting the committee's recommendation
 - Reject the committee's recommendation
 - Table the item to a future meeting

Attachments

- None.



Agenda Cover Sheet
AOT Board Meeting
November 11th, 2021

Agenda Item

Main Street Coordinator Updates

Agenda Location

#6

Description

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

Potential Actions

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

Attachments

- October Monthly Report



Main Street Coordinator Monthly Report October 2021

Businesses Visited/Contacted

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

On Saturday, October 2nd, Altavista On Track hosted the first annual Uncle Billy's BBQ/Bourbon/Beer Festival. The event was widely attended, with estimates placing the attendance between 1,100-1,500 people. Positive feedback has been provided by numerous people who attended the event. AOT raised over \$10,000 in revenue which will be reinvested back into the downtown district.

The AOT Board of Directors voted to proceed with the 2022 Vista BBQ Festival to be held on Saturday, October 1st at English Park. This event would be similar to the 2021 event and would also feature a KCBS-sanctioned BBQ competition.

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

Voting for the downtown Scarecrow Stroll began on October 4th and ran until Halloween. Eight (8) downtown businesses participated, and voting occurred online and via paper ballots. Danny's Village Barbershop was named the winner of the 2021 event.

The Main Street Coordinator continued to assist B&F Leasing Company in obtaining funding through the Town's Revolving Loan Fund. The group, which owns 507-521 Main Street, is seeking funding through the loan program to replace the aging roof on their building. Staff is working with USDA to ensure all required documents are submitted prior to funding being released.

An update was provided at the October 26th Altavista Economic Development Authority regarding the Altavista Advantage loan program. Since its inception in 2010, the Town has provided five (5) loans to

businesses totaling \$78,0000, with \$58,500 of that funding coming from USDA. There is \$41,000 remaining in USDA funding remaining in the program.

Information was distributed to two downtown businesses regarding AOT's façade grant program. Applications are available at Town Hall and on the AOT website.

The Main Street Coordinator met with Zachary Whitlow, Community Development Specialist with the Department of Housing and Community Development (DHCD) on October 15th for a site visit. Mr. Whitlow was given a tour of the downtown district, along with various amenities throughout the Town, such as English Park, Dalton's Landing Canoe Launch, and the Dearing Ford Industrial Park.

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

The AOT Giblet Jog committee continued to plan the annual 5K race on Thanksgiving Day. As of October 31st, 104 runners have signed up to participate. In addition, AOT has received \$5,875 in corporate sponsors. Runners can register for the race by visiting www.runsignup.com/Race/VA/Altavista/gibletjog.

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

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

Town Social Media Activities

- **Page Followers:** 2,625 (+34 during October)
- **Post Reach:** 6,322
- **Total Posts:** 17 posts
- **Most Popular Post:** Open Town Positions (October 25th) – 2,408 reached

AOT Social Media Activities

- **Page Followers:** 1,996 (+203 during October)
- **Post Reach:** 17,446
- **Total Posts:** 14 posts
- **Most Popular Post:** BBQ Competition Results (October 5th) – 5,299 reached