



Board Meeting

Altavista Town Hall | Council Chambers

October 14th, 2021 @ 6:00 PM

A G E N D A

1. Welcome/Call to Order
2. Determination of a Quorum
3. Board Member Resignation Update
4. Approval of Consent Agenda
 - a. Meeting Minutes – September 9th, 2021
 - b. Monthly Financials – September 2021
5. Old Business
 - a. Giblet Jog
 - b. Christmas Ornaments
6. New Business
 - a. BBQ/Bourbon/Beer Festival - Debrief
7. Main Street Coordinator Updates
 - a. Spark Innovation Center
8. Additional Matters from the Board
9. Adjournment

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



Agenda Cover Sheet
AOT Board Meeting
October 14th, 2021

Agenda Item

Board Member Resignation Update

Agenda Location

#2

Description

On September 20th, Melinda Saunders notified the Board President and Main Street Coordinator that she would be stepping down from her position on the Board of Directors due to personal reasons.

The Board must vote to accept her resignation and then nominate a new Board member to serve as Vice-President for the remainder of her term (until June 2022).

Actions

- Accept Mrs. Saunders resignation and remove her from the roll
- Nominate a new Board member to serve as Vice-President

Attachments

- None.



Agenda Cover Sheet
AOT Board Meeting
October 14th, 2021

Agenda Item

Consent Agenda

Agenda Location

#4

Description

- Includes the following:
 - Meeting Minutes
 - September 9th, 2021
 - Monthly Financials
 - September 2021



Board Meeting

Town Council Chambers

September 9, 2021 @ 6 p.m.

A G E N D A

**Attendance: Board Members: Regina Adams, Katie Lane, Robert Pate, Melinda Saunders,
Jeremy Funderburk, Andria Smith**

Not Present: Ed Soto, Scott Lowman, Yolanda Stone, Kathy Davis

Town Employees: Sharon Williams

Ex- Officio: Councilman Reggie Bennet

Main St. Coordinator: George Sandridge

1. Welcome/Call to Order (Melinda Saunders)
2. Determination of a Quorum
3. Approval of Consenting Agenda (Melinda Saunders)
 - Committee Reports
 - Meeting Minutes – *August 2021*
 - Main Street Coordinator's Monthly Report
 - Monthly Financials (George Saunders)
 - Motion: Robert Pate
 - Second: Jeremy Funderburk
 - Vote: Approved
4. Old Business (George Sandridge)
 - Uncle Billy's BBQ/Bourbon/Beer Festival
 1. 107 tickets sold
 2. 15 Sponsors
 3. 15 BBQ Competitors
 4. 5 Dessert Vendors
 5. \$6,478 would be current loss – if no more tickets were sold
 6. Volunteers are needed from 8am to 9pm, if not a little bit before or after

- 11am is really the initial need time
- We would need about 40 volunteers
- 7. Commercials are currently running – Please Share
- By-Laws Revision (First Read)
 1. Received update from the Center for Non-Profit Excellency provide additional updates
 - First read tonight
 - We are encouraging everyone to read and we will vote at the next meeting
- 2021 Gibley Jog
 1. Committee finalized
 2. T-shirts, race course, will be finalized soon
- AOT Polos
 1. Moving to t-shirts instead of Polos
 2. George will send out t-shirt colors through email with deadline
- Retainer Proposal – Simply Branding
 1. Prices available for yearly retainer through Simply Branding
 2. Table item for the future to save money
- 5. New Business
 - Approval of Façade Grant Application – Three Into One Community
 1. Youth Engagement – Terry Austin
 2. 50/50 Grant for reimbursement for \$205.78
 - Motion: Andria Smith
 - Second: Jeremy Funderburk
 - Approved
 - 2021 Christmas Ornaments
 1. Purchase 150 ornaments sold at \$10 an ornament
 2. Move forward with recommendation to purchase 150 ornaments and approve image
 - Approved
- 6. Main Street Coordinator Update
 - Allison Heyes – Heavenly Hair Salon Update
 1. Approved at June meeting for \$10,000 from Economic Vitality Committee
 - Future Questions for Grants:
 1. Do we want to consider certain questions to help with how our money is invested in future Altavista businesses?
 - Credit score, business plan, what should be needed?
 - Learn from previous grants
 - English Park will be closed from sundown the Friday before to the end of the event on Saturday for the Blue Ridge BBQ Event.
- 7. Additional Matters from the Board
 - None
- 8. Adjournment

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



Agenda Cover Sheet
AOT Board Meeting
October 14th, 2021

Agenda Item

Consent Agenda

Agenda Location

#4b

Description

	<i>This Month</i>	<i>YTD</i>
<i>Revenue</i>	\$14,454.55	\$31,909.22
<i>Expense</i>	\$9,494.36	\$23,985.24
<i>Total</i>	<i>\$4,960.19</i>	<i>\$7,923.98</i>

**Altavista On Track
FY 2022 Revenue Report**

	THIS	YEAR TO	APPROVED	BUDGET
REVENUE	MONTH	DATE	2021-2022	REMAINING
<u>SAVINGS ACCOUNT</u>				
SAVING INTEREST	\$0.00	\$0.00	\$25.00	\$25.00
SUBTOTAL :	\$0.00	\$0.00	\$25.00	\$25.00
<u>DONATIONS</u>				
CORPORATE	\$0.00	\$0.00	\$0.00	\$0.00
INDIVIDUAL	\$0.00	\$0.00	\$250.00	\$250.00
SUBTOTAL:	\$0.00	\$0.00	\$250.00	\$250.00
<u>TOWN OF ALTAVISTA</u>				
ANNUAL ALLOCATION	\$0.00	\$1,250.00	\$5,000.00	\$3,750.00
SUBTOTAL:	\$0.00	\$1,250.00	\$5,000.00	\$3,750.00
<u>GRANTS</u>				
FEDERAL	\$0.00	\$0.00	\$0.00	\$0.00
STATE	\$0.00	\$0.00	\$0.00	\$0.00
PRIVATE	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$0.00	\$0.00	\$0.00	\$0.00
<u>UNCLE BILLY'S BBQ FESTIVAL</u>				
SPONSORSHIP	\$4,000.00	\$12,500.00	\$12,000.00	-\$500.00
TICKET SALES	\$9,090.57	\$11,146.41	\$24,000.00	\$12,853.59
COMPETITOR FEES	\$145.04	\$725.63	\$1,125.00	\$399.37
VENDOR FEES	\$96.80	\$411.16	\$500.00	\$88.84
ALCOHOL (GROSS REVENUE)	\$0.00	\$0.00	\$12,000.00	\$12,000.00
TOWN APPROPRIATION	\$0.00	\$0.00	\$0.00	\$0.00

SUBTOTAL:	\$13,332.41	\$24,783.20	\$59,625.00	\$34,841.80
<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	\$0.00	\$0.00	\$7,500.00	\$7,500.00
PARTICIPATION	\$46.78	\$46.78	\$5,000.00	\$4,953.22
SUBTOTAL:	\$46.78	\$46.78	\$12,500.00	\$12,453.22
<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:	\$13,379.19	\$30,833.86	\$84,050.00	\$53,216.14

**Altavista On Track
FY 2022 Expense Report**

	THIS	YEAR TO	APPROVED	BUDGET
EXPENSE	MONTH	DATE	2021-2022	REMAINING
UNCLE BILLY'S BBQ FESTIVAL				
BBQ COMPETITION PRIZES	\$2,600.00	\$2,600.00	\$2,600.00	\$0.00
ADVERTISING	\$0.00	\$0.00	\$7,000.00	\$7,000.00
SUPPLIES	\$2,232.61	\$2,708.51	\$3,500.00	\$791.49
EVENT GLASSES/TOKENS	\$0.00	\$0.00	\$1,250.00	\$1,250.00
MUSIC & SOUND	\$6,100.00	\$6,800.00	\$3,400.00	-\$3,400.00
ALCOHOL (GROSS EXPENSE)	\$1,325.70	\$1,500.70	\$6,000.00	\$4,499.30
LIGHTING	\$0.00	\$0.00	\$750.00	\$750.00
SECURITY	\$0.00	\$0.00	\$1,500.00	\$1,500.00
EVENT INSURANCE	\$0.00	\$800.00	\$800.00	\$0.00
TRASH REMOVAL	\$0.00	\$0.00	\$525.00	\$525.00
BATHROOMS/SINK STATIONS	\$0.00	\$0.00	\$950.00	\$950.00
CHILDREN'S ENTERTAINMENT	\$2,325.00	\$4,774.00	\$2,000.00	-\$2,774.00
FIREWORKS	\$3,775.00	\$7,525.00	\$7,500.00	-\$25.00
BBQ MEALS	\$0.00	\$0.00	\$6,000.00	\$6,000.00
SUBTOTAL:	\$18,358.31	\$26,708.21	\$43,775.00	\$17,066.79
ADVERTISING/MARKETING				
RADIO/TV	\$0.00	\$0.00	\$800.00	\$800.00
PRINT	\$0.00	\$0.00	\$200.00	\$200.00
DIGITAL	\$40.00	\$232.05	\$500.00	\$267.95
SUBTOTAL:	\$40.00	\$232.05	\$1,500.00	\$1,267.95
BANK CHARGES				
BANK CHARGES	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$0.00	\$0.00	\$0.00	\$0.00

<u>CHARITABLE DONATIONS</u>				
CHARITABLE DONATIONS	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$0.00	\$0.00	\$0.00	\$0.00
<u>COMMUNITY SUPPORT</u>				
COMMUNITY SUPPORT	\$0.00	\$84.80	\$500.00	\$415.20
SUBTOTAL:	\$0.00	\$84.80	\$500.00	\$415.20
<u>DUES & SUBSCRIPTIONS</u>				
DUES & SUBSCRIPTIONS	\$0.00	\$574.59	\$2,500.00	\$1,925.41
SUBTOTAL:	\$0.00	\$574.59	\$2,500.00	\$1,925.41
<u>EMPLOYEE BENEFITS</u>				
PROFESSIONAL DEVELOPMENT	\$0.00	\$0.00	\$750.00	\$750.00
INTERN SERVICES	\$0.00	\$0.00	\$2,500.00	\$2,500.00
SUBTOTAL:	\$0.00	\$0.00	\$3,250.00	\$3,250.00
<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	\$0.00	\$78.51	\$250.00	\$171.49
SUBTOTAL:	\$0.00	\$78.51	\$250.00	\$171.49
<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	\$538.93	\$1,800.00	\$1,261.07
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	\$613.93	\$3,300.00	\$2,686.07
<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	\$0.00	\$0.00	\$6,500.00	\$6,500.00
SUBTOTAL:	\$0.00	\$0.00	\$6,500.00	\$6,500.00
<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	\$1,895.70	\$2,255.70	\$10,000.00	\$7,744.30
FAÇADE GRANT	\$765.80	\$1,047.48	\$0.00	-\$1,047.48
LUNCH & LEARN	\$0.00	\$0.00	\$100.00	\$100.00
SUBTOTAL:	\$2,661.50	\$3,303.18	\$10,100.00	\$6,796.82
<u>GIBLET JOG</u>				
AWARDS	\$0.00	\$0.00	\$250.00	\$250.00
ADVERTISING	\$0.00	\$0.00	\$1,500.00	\$1,500.00
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:	\$0.00	\$0.00	\$4,600.00	\$4,600.00
<u>GOLF TOURNAMENT</u>				
GOLF TOURNAMENT	\$0.00	\$518.44	\$2,500.00	\$1,981.56
SUBTOTAL:	\$0.00	\$518.44	\$2,500.00	\$1,981.56
<u>SCARECROW STROLL</u>				
AWARDS	\$0.00	\$0.00	\$50.00	\$50.00

ADVERTISING	\$0.00	\$0.00	\$50.00	\$50.00
SUPPLIES	\$0.00	\$0.00	\$50.00	\$50.00
SUBTOTAL:	\$0.00	\$0.00	\$150.00	\$150.00
<u>CHALK FEST</u>				
CHALK FEST	\$0.00	\$0.00	\$250.00	\$250.00
SUBTOTAL:	\$0.00	\$0.00	\$250.00	\$250.00
<u>FOOD TRUCKS</u>				
FOOD TRUCKS	\$0.00	\$0.00	\$250.00	\$250.00
SUBTOTAL:	\$0.00	\$0.00	\$250.00	\$250.00
<u>CHRISTMAS ORNAMENTS</u>				
CHRISTMAS ORNAMENTS	\$0.00	\$0.00	\$500.00	\$500.00
SUBTOTAL:	\$0.00	\$0.00	\$500.00	\$500.00
<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
<i>TOTAL EXPENSE:</i>				
	\$21,136.80	\$35,627.68	\$91,480.00	\$55,852.32



Agenda Cover Sheet
AOT Board Meeting
October 14th, 2021

Agenda Item

2021 Giblet Jog

Agenda Location

#5a

Description

The AOT Giblet Jog Committee met on September 15th to discuss 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
October 14th, 2021

Agenda Item

2021 Christmas Ornaments

Agenda Location

#5b

Description

At the September 9th AOT meeting, the Board voted to approve the design for the 2021 Christmas ornament fundraiser. The William Kendrick Company has sent the ornament into production and is estimated to arrive by October 22nd.

The Board must decide the best methods to sell all 150 ornaments prior to Christmas. Last year, AOT sold the ornaments on Shop Small Saturday, and then placed several in Town Hall, the Staunton River Memorial Library, Cyclin' Nutz, and Main Street Shoppes.

Potential Actions

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

Attachments

- None.



Agenda Cover Sheet
AOT Board Meeting
October 14th, 2021

Agenda Item

BBQ/Bourbon/Beer Festival

Agenda Location

#6

Description

On Saturday, October 2nd, Altavista On Track hosted the first annual Uncle Billy's BBQ/Bourbon/Beer Festival. The event was widely attended, with unofficial estimates placing the attendance between 1,100-1,500 people. Positive feedback has been received by several people associated with the event, and many individuals are excited about next year's potential event.

AOT must evaluate the festival's performance to see what areas worked and what areas need improvement. This discussion will be informal and free-flowing to better assist the Board in preparing for next year.

It is recommended that AOT pursue two festivals in 2022, with one in the spring and one in the fall. The proposed dates are **May 7th, 2022** and **October 8th, 2022**. It is also recommended that AOT nominate a committee to assist with the festival planning process.

Potential Actions

- BBQ Festival Debrief:
 - None at this time. Additional actions may be required depending on Board discussion.

- Future Festival Dates:
 - Approve the recommended dates and nominate a committee to assist with the planning process
 - Recommend different dates for the two festivals
 - Table the item to a future meeting
 - Take no action

Attachments

- None.



Agenda Cover Sheet
AOT Board Meeting
October 14th, 2021

Agenda Item

Main Street Coordinator Updates

Agenda Location

#7

Description

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

Potential Actions

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

Attachments

- September Monthly Report



Main Street Coordinator Monthly Report September 2021

Businesses Visited/Contacted

- Airabella's
- Blum Skincare
- Clipperz Kutz
- Cottle Multimedia
- Cyclin' Nutz
- Crystal Bay Pools
- Dr. Charles West
- 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
- Steve's Florist
- Styling Boutique
- The Portrait Place
- Three Into One Community Project
- Vista Fitness
- Village Barber Shop
- Watts Petroleum

The Main Street Coordinator continued to promote AOT's Downtown Business Investment Grant. As of September 30th, two businesses have completed the grant program (Clipperz Kutz and Heavenly Hair). Two additional businesses (Miss Lee's Dance Expressions and Cottle Multimedia) are currently enrolled in the 3-month program.

The Main Street Coordinator distributed information on the Scarecrow Stroll to downtown businesses. Voting will begin on October 4th and run until Halloween, and voting can be found on the AOT website, by scanning QR codes at each scarecrow, or via paper ballots in Town Hall, the Staunton River Memorial Library, and Main Street Café. As of September 30th, eight (8) businesses have signed up to participate.

The Main Street Coordinator assisted B&F Leasing Company in obtaining funding through the Town's Revolving Loan Fund. The group, which owns 507-521 Main Street, is seeking funding through the loan program to replace the aging roof on their building. The loan application was reviewed by the Loan Review Committee on September 24th and was approved by the Altavista Economic Development Authority (AEDA) at their September 28th monthly meeting.

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

Altavista On Track continued 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 September 30th, seventeen (17) BBQ competitors have signed up to compete in the event. AOT has also secured sponsorships from twenty (20) businesses totaling \$14,500.

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

The AOT Giblet Jog committee met to begin planning the annual 5K race on Thanksgiving Day. Since the event is in-person again, AOT expects 200-300 participants. Runners can register for the race by visiting www.runsignup.com/Race/VA/Altavista/gibletjog.

The Main Street Coordinator attended a meeting between Frazier Associates and Lisa Moore, owner of the General Store & Inn (534 Main Street) and Main Street Café (600 Main Street). Mrs. Moore will be pursuing AOT's façade grant program upon receipt of the façade renderings.

The Main Street Coordinator participated in several on-camera interviews with regional news organizations to promote the Scarecrow Stroll and Uncle Billy's BBQ Festival.

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

Town Social Media Activities

- **Page Likes:** 2,320 (+30 during September)
- **Page Followers:** 2,591 (+42 during September)
- **Post Reach:** 10,633
- **Total Posts:** 22 posts
- **Most Popular Post:** Avoca Museum Director Opening (September 13th) – 1,501 reached

AOT Social Media Activities

- **Page Likes:** 1,826 (+97 during September)
- **Page Followers:** 1,793 (+71 during September)
- **Post Reach:** 21,967
- **Total Posts:** 12 posts
- **Most Popular Post:** BBQ Festival Tickets (September 13th) – 15,063 reached