

Town of Lovettsville

Town Council Minutes of the December 14, 2015 Special Meeting

Call to Order/Pledge of Allegiance

Mayor Robert Zoldos II called the Special Meeting of the Lovettsville Town Council to order at 7:38 p.m. on December 14, 2015 at the Lovettsville Town Hall, 6 East Pennsylvania Avenue, Lovettsville, VA.

Council Members Present

- Mayor Robert Zoldos II
- Council Member Kimberly Allar
- Council Member Tiffany Carder
- Council Member Rodney Gray
- Council Member Jennifer Jones
- Council Member James McIntyre

Council Members Absent

- Vice Mayor Michael Senate

Staff Present

- Town Manager Laszlo Palko
- Events & Tourism Coordinator Tiffany Ahalt
- Economic Development Coordinator Jonathon Rowles
- Town Clerk Harriet West

Mayor Zoldos recognized Planning Commission Chairman Frank McDonough who was in the audience.

Pledge of Allegiance

Mayor Zoldos led those assembled in the Pledge of Allegiance.

Action/Discussion Items

A. 2016 Events Management Focus Areas for Events & Tourism Coordinator

Town Manager Palko presented this item. The Council is being asked to discuss the current Town Events and the 2016 calendar year events strategy with the new Town Events & Tourism Coordinator. The Town Manager and Events & Tourism Coordinator reviewed and discussed recommendations for a consistent approach to all Town events based on the standardization of events management, leadership, volunteer management, marketing and tourism, public relationships, sponsorship and grants, procurement, supply management, events planning, and performance management. Manager Palko said the Events Coordinator's hours are limited and suggested that Mayfest and Oktoberfest may wish to work with her directly to provide additional support. Staff and the Council discussed recruiting and managing volunteers and tracking their hours.

B. Individual Review of Events

Manager Palko explained the event categories he developed – Quality of Life, Economic Development without Tourism, and Economic Development with Tourism. He then led a discussion with the Mayor and Council Members regarding the purpose, description, goals, and role of the Events Coordinator for the following events: Berserkle on the Squirkle, Business Expo, Volunteer Fest, the Small Business Breakfast, Eggstravaganza, Arbor Day, Baseball Opening Day, Mayfest, Memorial Day, Movies on the Green, Concerts on the Green, Business Mixer, July 3rd, Wild on the Green, Oktoberfest, Halloween, Veterans Day, Wintertainment Fest, and Light up Lovettsville.

Manager Palko then presented two for options for the 2016 Events Strategy. Option 1 included combining several events for greater impact so that there is generally one event per month, except for January. Manager Palko said he has budgeted 540 hours for Ms. Ahalt or roughly 10 hours per week to

provide general events support, marketing, and tourism. Option 2 includes fewer events; specifically, one Town event and one We're In event per quarter, and the three mandatory events on Arbor Day, Veterans Day, and Memorial Day. The events would be based on four seasons – spring, summer, fall, and holiday. He noted that the second option would provide 65 additional hours to focus on developing the investor tours and supporting other events.

Manager Palko said his long-term vision is to charter a nonprofit for many of the Town's general events and to create an Economic Development Corporation that would incorporate the We're In economic development events. The Town would continue to manage Arbor Day, Memorial Day, Veterans Day, and the Wintertainment Fest.

Council and staff discussed the pros and cons of each option, how to determine which events might be eliminated, how to measure success, how to make the events sustainable, and how to recruit and manage volunteers. Several Council Members indicated interest in Option 2 but agreed it would be difficult to determine what events to cut. Mayor Zoldos said the events bring people to the Town because there are not a lot of other driving factors for Lovettsville. Following further discussion, Mayor Zoldos said he would prefer to give the Events Coordinator and the current team a full year to work together before making any changes. Manager Palko suggested scheduling another workshop in a month to give the Council the opportunity to develop its own events strategy. He noted he has provided two options outlining what can be accomplished based on the resources that are available. Following further discussion, the Council agreed to schedule the next events workshop on January 21, 2016 at 7:30 p.m. and to conduct the Council Retreat on January 30, 2016 from 9:00 a.m. to 3:00 p.m.

Comments from the Mayor and Council

There were none.

Closed Session

There was no closed session.

Adjournment

There being no further business before the Council, the meeting was adjourned at 10:24 p.m.

Respectfully submitted,



Harriet West, Town Clerk

Date Approved: November 3, 2016

Attachments:

None