

Town of Lovettsville

Town Council Minutes of the January 21, 2016 Special Meeting

Call to Order/Pledge of Allegiance

Mayor Robert Zoldos II called the Special Meeting of the Lovettsville Town Council to order at 7:30 p.m. on January 21, 2016 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

Pledge of Allegiance

Mayor Zoldos led those assembled in the Pledge of Allegiance.

Comments from the Public

Mayor Zoldos called for comments from the public. There were none.

Action/Discussion Items

A. 2016 Events Strategy

Town Manager Palko presented this item and noted that this is a continuation of the discussion from last month. He said there are two goals – to choose an events strategy and to allocate the Event & Tourism Coordinator's hours for each event. Manager Palko noted that staff will handle getting the permit for Baseball Opening Day and will work with the Lovettsville-Waterford Ruritans on Eggstravaganza.

Mayor Zoldos asked staff for their views on why the Council should consolidate some of the events as discussed at the last meeting.

Ms. Ahalt said Strategy 2 provides the opportunity to streamline the events process, frees up Council time, and brings in more volunteers. She said knowing the Council's expectations will help her do a good job.

Mr. Rowles said he supports Strategy 2 because it aligns processes for finances, coordination, and volunteers; however, it does not make much difference from his perspective which option the Council chooses because he can sell the Town either way.

Manager Palko said the Town has done an incredible job with events and staff will support either strategy. What he likes about Strategy 2 is the sustainability aspect so the events exist beyond the Council Members' terms and so they are able to attract and retain volunteers. Manager Palko encouraged the Council to consider other strategies and noted he just needs to be able to allocate staff hours for each event.

The Council and staff discussed the Town events and agreed to the following:

- Movies on the Green – There will be six movies between June and August. The movies will be on the second and fourth Friday.
- Concerts on the Green – There will be six concerts between June and August, including three military bands and three local bands. The concerts will be on the first and third Saturday.
- July 4th – The Town will continue to donate \$2,500 for this event and look into establishing a partnership with the Lovettsville Community Center Advisory Board.
- Budget – The Town Manager will look into costs for the additional bands, marketing, and supplies; as well as offsetting costs with sponsorships and grants.
- Beer and Wine Sales – Councilman McIntyre will look into getting a license for beer and wine sales at the movies and concerts.
- Business Fest – This will combine several We're In events into one day-long event and will include business networking with small business owners and a forum for showcasing the Town to developers.
- Halloween – No further Town support is required for this event.
- Wild on the Green – This event will be combined with one of the concerts.
- Arbor Day – This is a mandatory event that will continue to be coordinated by the Zoning Administrator.

Mayor Zoldos suggested reviewing each event one-by-one to determine: a) if they want to keep the event; and b) if they want to move the event to a different month. He noted that the Council should consider the impact each event has on bringing people to the Town and supporting local businesses.

- Berserkle on the Squirkle – Following discussion about the suggestion for moving this event to November, the Council agreed to leave the date the same (January 1) and to focus on nonprofits for pit row, rather than businesses; hence, the event will no longer be a We're In sponsored event.
- Eggstravaganza – The Town will continue its partnership with the Lovettsville-Waterford Ruritans on this event. Councilwoman Jones will serve as the liaison with the Ruritans.
- July 4th – Councilman Gray will serve as the liaison with the Lovettsville Community Center Advisory Committee.
- Business Expo – The event will be held on March 13, 2016 and Councilwoman Carder will provide coordination.
- Volunteerfest – This event will not be conducted as a separate event; however, information will be provided at other events, like Oktoberfest.
- Arbor Day – This event will be continued and coordinated by the Zoning Administrator with support from the Events Coordinator.
- MayFest – This event will be continued with support from the Events Coordinator.
- Memorial Day – This event will be continued. Councilwoman Allar requested help with compiling the binder and recruiting additional volunteers.
- Business Fest/Forum – Councilwoman Carder said this event includes business workshops and may be incorporated with the Brunswick Business Expo. Manager Palko recommended replacing Business Fest with an Investors' Tour that would focus on bringing Loudoun businesses and investors to showcase the Town. This suggestion was supported by Economic Development Coordinator Rowles. A discussion ensued about the purpose, target audience, and resources to coordinate the Business Forum and Investors' Tour. The Council agreed to continue the Business Forum as a separate event to be developed and conducted by the We're In Committee.
- July 4th – As noted previously, Councilman Gray will serve as the liaison with the Community Center. This event may require support from the Events Coordinator if a concert on the Town Green is added.
- Wild on the Green – This event will be merged with a concert. Councilwoman Allar will coordinate the event with support from the Lions Club.
- Oktoberfest – The Events Coordinator will provide 75 hours of support to this event, including assisting with developing a sponsorship packet and SOP (Standard Operating Procedures).
- Wintertainmentfest – Councilwoman Jones will coordinate this event, rather than the We're In Committee. The Council agreed not to merge Light up Lovettsville with Wintertainmentfest.

B. Events & Tourism Coordinator Allocation of Hours for Calendar Year 2016

Manager Palko presented several alternatives for the Events & Tourism Coordinator to provide general events support, marketing, tourism, and We're In support. Manager Palko modified the allocation of hours for the events based on feedback from the Council. A discussion ensued about the number of events and Councilwoman Jones noted they had added more events than they had taken away. Following further discussion, it was agreed that We're In would cut back on some of the Event Coordinator's hours.

Information Items

Mayor Zoldos discussed emergency preparedness for the Town over the next 24 hours due to the forecasted snow event. He noted the Town will have a full-time utility operator on staff around-the-clock throughout the snow event and that all of the emergency numbers have been provided through the Friday email and Alert Loudoun. The Mayor noted that the Town has been in touch with the state and county's emergency operations personnel.

Comments from the Mayor and Town Council

There were none.

Adjournment

There being no further business before the Council, the meeting was adjourned at 10:32 p.m.

Respectfully submitted, _____

A handwritten signature in black ink, appearing to read "Harriet West", written over a horizontal line.

Harriet West, Town Clerk

Date Approved: November 17, 2016

Attachments:
None