

MICHAEL D. DUNLAP
CHAIRMAN

MATTHEW JORGENSON
VICE CHAIRMAN
TIFFANY DUNLAP
STACEY EVANS
MICHELLE MCINTYRE
KAARIN NELSON
MATTHEW SCHILLING



NATE FONTAINE, MAYOR
EX OFFICIO MEMBER

HARRIET WEST
ASSISTANT TOWN MANAGER

Lovettsville Town Council
Commerce and Business Development
Committee
6 East Pennsylvania Avenue
Lovettsville, VA 20180

(540) 822-5788
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Meeting Agenda
Lovettsville Commerce and Business Development Committee
April 8, 2019

- 1. Call to order**
- 2. Adjustments to the Agenda**
- 3. Public Comment**
 - A. Members of the public may comment and shall have three (3) minutes; the Chair reserves the right to further limit comments due to other time constraints.
- 4. Information Items**
- 5. Town Staff Updates**
 - A. Harriet West
 - i. Business directory
- 6. Minutes**
 - A. July 16, 2018
 - B. August 13, 2018
 - C. September 10, 2018
 - D. October 8, 2018
 - E. November 11, 2018 (pending final draft)
 - F. February 11, 2019
 - G. March 11, 2019 (pending final draft)
- 7. Old Business**
 - A. LOVE sign working group update
 - B. Mayfest Booth – Volunteers?
 - C. Business Workshop – Finalize date and location
 - D. Business Directory
 - E. Communications Plan Update
 - F. June 29 Town Event Staffing
 - G. Pedestrian Safety – Crossings
 - H. Walkabout Grant Update
 - I. Small Business Week Proclamation (for submission to Town Council 4/25/19)
- 8. New Business**
 - A. Town Ethics Policy Review
- 9. Action Items**
 - A. Appointment of Stacey Evans to the position of Secretary
- 10. Adjourn**

TOWN OF LOVETTSVILLE

BUSINESS, MARKETING, PUBLIC RELATIONS AND INFORMATION FLOW COMMITTEE

Minutes of the July 16, 2018

Circulated for Approval April 8, 2019

1. Call to order

Chairman Mike Dunlap called the meeting to order at 7:30 pm, the meeting was held at the Lovettsville Town Hall, 6 E. Pennsylvania Avenue, Lovettsville, VA

Committee Members Present

- Chairman Mike Dunlap
- Councilman Toni Quintana
- Commissioner Stacey Evans
- Jacob Adams
- Matt Jorgenson

Committee Members Absent

None

Welcome & Introductions

Attendees were welcomed by Mike Dunlap

Additions/Deletions/Modifications to the Agenda No additions/deletions/modifications were made to the agenda

Additional Attendees

- Mayor Nate Fontaine
- Tiffany Dunlap
- Harriett West

Presentation: Rick Morris, Business Development Officer, Loudoun Economic Development,

- Economic Development Advisory commission meeting had Chauvon McFadden (Rural Economic Development) who pointed out that western Loudoun and eastern need to be two complimentary forces.
- How can the county's upcoming schools fiber plan be an asset for development? In Loudoun County is spearheading the fiber program in the
- At their web site it shows available web site, which our 35 acre site is listed on. They can complement our efforts with networking opportunities, incubators.
- Co-working space is popular at this time and LED will help us develop this. These are small business' that want out of their homes and in a professional environment; where they can share experiences with others. Mainly in 3 categories on a monthly lease: dedicated office, dedicated desk, flexible desk as needed or sign up, shared coffee area to chat. Flexible terms.
- They also offer programming that is informative and networking: SCORE and George Mason Enterprise Center low cost or no cost. We have approximately 80 home businesses, and we have a first Thursday's group that does much of this. There are additional outside the town limits. Local winery with co-working space.
- Loudounbusiness.gov has a calendar that shows the events. They have an Entrepreneurial Officer. The site has Lovettsville and local site contact. Harriet is our POC.
- When starting up may be a non-profit. Have programs to build a strong and growth area.
- There is also an Agricultural Development officer – Kelly Hinkle.

TOWN OF LOVETTSVILLE

BUSINESS, MARKETING, PUBLIC RELATIONS AND INFORMATION FLOW COMMITTEE

Minutes of the July 16, 2018

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- 4 • How do we determine what level will garner developers interest. Most developers want a viable
5 forecast.
- 6 • 35 acre tract, typically, it's a developer that sets up the space. Recommends we locate an "anchor
7 tenants". Recommends we look at Baltimore and Under Armor. Something with a business and broader
8 benefit. Harriet will make information as a link.
- 9 • Discussions on phase 2. We would like a grocery store, and have reached out to a couple without
0 success (Aldi, Lidl). Their Lidl US expansion hasn't been as robust as they thought it would be.
1 Pharmacy is also on the "wish list", they are more difficult.
- 2 • The LED is views themselves as a "match maker". They want to have an on-going dialog and share
3 ideas/possibilities over timer.
- 4 • Part of what we need to do is discover what proactive moves have we done for the 35 acres. He
5 recommends something around Oktoberfest.
- 6 • Rick also suggested Facebook.

2. Town Staff Updates – Harriet West, Interim Town Manager

- 9 a) **Website Update.** Staff has been migrating the information to the new site. The old site is locked down
0 and can't be modified until we switch over. We have the ability to make on-line payments now.
 - 1 b) **FOIA requirements:** The form is on-line and it's frequently just a matter of teaching people how to find
2 it. We are looking at updating to a better platform to follow FOIA
 - 3 c) **Social Media Pages** Facebook: Town Page, Events pages, Committee pages. They are limited who
4 can manage. There are FOIA requirements for FB maintenance of information. There is company that
5 goes back and captures the information for compliance. The cost is approximately \$ 5,000 a year.
 - 6 d) **E-Mail.** Discussed setting up e-mail address' for committees by committee name rather than per
7 person. There was discussion as to implementation. Whether they would be incoming only or both
8 incoming and outgoing.
 - 9 e) Upcoming conference by VML that has information on FOIA requirements.
 - 0 f) **Task:** We're tasked with updating it. The VML guidelines will be sent out to the group. We need to
1 compile a list of accounts that the town has on social media. . A suggestion of all e-mails automatically
2 goes to a central e-mail. We all need to learn the requirements. The committee is looking for guidance
3 on the requirements of threads. What are the storage duration requirements?
- 5 4. **Brainiacs** Grand opening in August 18, 10 am to 2 pm. Business Development is offering to come and
6 provide plaque. LED recommended we invite our Supervisor and other officials to Openings.
 - 7
 - 8 5. **Minutes** June 18, 2018 (pending final draft) they were too detailed and needed to be paired down.
 - 9

6. Discussion Items

- 1 a) Signs for businesses, tourism additional plans distributed. Staff is to reach out to other areas for signs
2 and pricing. Brief discussion on sign types. Concept discussions and areas. Need to coordinate with
3 infrastructure committee. There was more discussion on business' doing a cost share with new signs.
4 Purpose is to increase exposure to business
- 5 b) **Tiffany Dunlap update:** The LOVE sign is moving forward. There are several grant options. Brief
6 discussion on different lighting and payment options. 1 sign per town, and explain how it relates to the
7 town. Tourism will advertise for us, and we are required to keep the sign up. There will need to be a

TOWN OF LOVETTSVILLE

BUSINESS, MARKETING, PUBLIC RELATIONS AND INFORMATION FLOW COMMITTEE

Minutes of the July 16, 2018

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8 method to maintain the sign. Tiffany Dunlap, Michelle Macintyre, Jill, Scottie. We need to update the
9 Town Council. There are a lot of ideas being kicked around, that need to be worked out. Planning will
0 approve designs, 3 different design presentations. Will be presented at the August TC meeting.

- 1 c) Establishing a Loudoun/VA Tourism Center there seems to be criteria we need to find out. It could
2 make more Lovettsville accessible. Hopefully, near "love sign". So far it seems it could require hours
3 and certification. We need to look into for grant options, Park service and Loudoun Tourism
4 coordination. Think about ideas and options for Partnerships, cost, staffing, benefits
- 5 d) Meetings shall be held on the second Monday of each month. If a Federal Holiday could be moved to
6 the second Tuesday of each month. Additional meetings subject to the call of the Chair or by request of
7 a majority of the Members of the Committee.
- 8 e) Rules, Jurisdiction We have a draft document to review.
- 9 • Jurisdiction of this committee shall be to review and seek out business opportunities for the town.
0 Practice engaging in the right conversations and tying them into our available space.
 - 1 • Federal, State & local funds available to development and attract businesses.
 - 2 • Seeking examples of development partnerships of businesses for the commercial space.
 - 3 • Our Committee has taken the lead on "chartering" committee and getting the rules, obligations, etc.... to
4 standardize for all committees. Working on clarifying what we are working on for this.
 - 5 • For this Committee, the jurisdiction shall include: "Business development and retention; promotion of
6 the Town as a business destination; coordination with development organizations; promotion and
7 coordination of commercial development; tourism; branding and marketing of the Town and its
8 businesses; regulatory and legislative education; business tax policy; coordination of infrastructure
9 improvements for attracting commercial enterprises; improvement and amendments of Town codes
0 which impact business development and retention; coordination of business engagement in Town
1 events; engagement with local and regional chambers of commerce and related organizations; oversight
2 and coordination of Town engagement with County, State and Federal organizations; and promotion of
3 businesses generally.
 - 4 • Implementation of a comprehensive communications plan; crisis communications structure and plans;
5 authorities and responsibilities of Town officers and staff to speak with the public on matters pertaining
6 to the Town; social media policy and responsibilities; promotion of the Town; and public information
7 generally.
 - 8 • Oversight of records retention; FOIA compliance and implementation of best practices to meet State
9 requirements for capture and storage of essential records; information security; email systems; processes
0 for staff responses to the Mayor and Town Council; code of conduct for Town Officers, Employees and
1 Commissioners; and compliance generally with applicable regulations concerning open government and
2 transparency."

3 7. Name of the Committee was agreed to and voted on last meeting and will be proposed to council:

4 *Commerce and Business Development Committee*

5 8. Next Meeting: August 18, 2018

6 9. Adjourn

TOWN OF LOVETTSVILLE
COMMERCE & BUSINESS DEVELOPMENT SUB-COMMITTEE

Minutes of the August 13, 2018
Circulated for Approval April 8, 2019

1 Call to Order

2 Chairman Mike Dunlap called to order at 7:31 pm, the meeting was held at the Lovettsville Town Hall, 6 E.
3 Pennsylvania Avenue, Lovettsville, VA
4

5 Committee Members Present

- 6 • Chairman Mike Dunlap
- 7 • Councilman Matt Schilling
- 8 • Commissioner Stacey Evans
- 9 • Toni Quintana
- 0 • Matt Jorgenson
- 1 • Michelle Macintyre
- 2 • Mayor Nate Fontaine arrived at 7:40
- 3

4 Sub-Committee Members Absent

5 None
6

7 Welcome & Introductions

- 8 • New Committee Member Michelle Macintyre, former member of 'We're In.' She is now with
9 Economic Development Council, sub-Committee Rural Business Development Committee; focus of
0 both is promoting Western Loudoun.

1 Upcoming Events

- 2 • Brainiacs Lovettsville Grand opening 8/18/18 10-2 with Ribbon Cutting
- 3 • Meet with Engle Tract team, 8/20/18 Engle Team and Town Council meeting for clarity of visions and
4 plans.
- 5 • Lotus Yoga, Opening 9/1/18, Ribbon Cutting Tiffany Coons is owner, local from Lovettsville.
- 6 • Asian Bistro hasn't set opening date.
- 7 • Brunswick Business Expo they want 5 restaurants to provide free samples. Health Department permits
8 are difficult. The Town historically has a presence at the Expo. Local business promotions. It will be in
9 November. Michelle will take lead on coordinating.
- 0 • Brunswick is building a hotel and is considering movies at the train.

1 Staff Presentation

- 2 • Web-Site Update – soft launch with some minor modifications and a few items to add. Due to be up
3 before 8/6/18.
- 4 • E-mail servers – no updates.

5 Minutes

- 6 • Pending draft minutes

7 Discussion Items

- 8 • Signs – wants to make recommendations to Town Council before year end. Nothing is in the budget at
9 this time. Short discussion ensued regarding VDOT food sign outside town. Look at signs near stop
0 sign & entrance listing & direction. A lot of time was spent on logistics. Dropbox has the pictures;
1 Mike will update the link and send out map template.
- 2 • Budget

TOWN OF LOVETTSVILLE
COMMERCE & BUSINESS DEVELOPMENT SUB-COMMITTEE

Minutes of the August 13, 2018
Circulated for Approval April 8, 2019

- 3 • Love Sign They are measuring and finding a metal worker. Softball game fundraiser discussed for
4 9/9/18 1st annual.
- 5 • Social Media Policy no one has provided town with edits. Most of the bases are covered. Items to be
6 added are the rules and chairs should have be the same for other forms of social media, that advertising
7 should not need town manager approval – due to delays, have town manager have access to accounts.
8 Our web page should provide links to the town approved social media sites.
- 9 • Town Tourism Booth should there be an official booth. How broad, type, and possibilities.
- 0 • Business Opportunities what will attract business, the rents at the NV Retail space, Networking
1 opportunities and exposure. A small incubator business to work with SBA or GMU opportunity.

2 Action Items

- 3 • Vice-Chair. Matt Jorgensen nominated by Tiffany Dunlap. Seconded by _____? Some brief outlines:
4 run meeting in Chairman's absentee, can run social media page, take lead on items. All in favor, none
5 opposed one abstention which Matt....?.
- 6 • Charter changed public meetings and additional meetings as needed. It is missing a TC Representative.
7 Who elects the Vice-Chair? Covers the responsibilities of the committee. Wants to add meeting
8 criteria; and ad advertised public meeting criteria. Motion to approve w/changes as discussed and send
9 to TC. Matt Jorgensen moved, Matt Schilling seconded. All in favor, none opposed.

0 Follow-Up Items

- 1 • For signs we should look at what we are suggesting, placement, quantity, styles.
- 2 • For Social Media get edit suggestions into office so they can be consolidated and discussed.
- 3 • Think about options for Town Tourism Booth
- 4 • Direction what are we doing to increase business and how do we envision the group going.

5
6 Next Meeting: in the trailer 9/10/18

7 Adjourn: 9:30

TOWN OF LOVETTSVILLE
COMMERCE & BUSINESS DEVELOPMENT COMMITTEE

Minutes of September 10, 2018
Circulated for Approval April 8, 2019

1. Call to order

Chairman Mike Dunlap called the meeting to order at 7:30 pm, the meeting was held at the Lovettsville Town Hall Annex, 6 E. Pennsylvania Avenue, Lovettsville, VA

Committee Members Present

- Chairman Mike Dunlap
- Councilman Matt Schilling
- Commissioner Stacey Evans
- Tony Quintana
- Matt Jorgenson
- Michelle McIntyre

Sub-Committee Members Absent

None

Welcome & Introductions

Upcoming Events

- Asian Bistro has not set opening date.
- Brunswick Business Expo they want 5 restaurants to provide free samples. Health Department permits are difficult. The Town historically has a presence at the Expo. Local business promotions. It will be in November. Michelle will take lead on coordinating.

Staff Presentations

- Harriet West, Assistant Town Manager provided an update on email server/retention and social media archiving

Minutes

- Pending for June, July & August

Discussion Items

- LOVE sign working group update
- For signs we should look at what we are suggesting, placement, quantity, styles.
- For Social Media get edit suggestions into office so they can be consolidated and discussed.
- Think about options for Town Tourism Booth
- Direction what are we doing to increase business and how do we envision the group going.
-

Action Items

Follow-Up Items

Adjourn

LOVETTSVILLE COMMERCE AND BUSINESS DEVELOPMENT COMMITTEE

Meeting Minutes

October 8, 2018 7:30PM

Town Hall Annex

Circulated for approval April 8, 2019

1. Chairman Mike Dunlap called the meeting to order at 7:33 PM

Committee Members Present

- Chairman Mike Dunlap
- Councilman Matt Schilling
- Commissioner Stacey Evans
- Tiffany Dunlap
- Tony Quintana
- Matt Jorgenson
- Michelle McIntyre

Committee Members Absent

- None

Town Staff Present

Harriet West, Assistant Town Manager

1. Information Items

VML Sessions SE copy documents covering FOA & Social Media.

2. Town Staff Updates – Harriet West, Assistant Town Manager

- A. Website launch - August was launched, bring forward items that are needed, it's still being worked out. Some links that weren't working are being fixed. All encouraged to look around and comment. There isn't as much space on new site for edits on the home page in a future rendition.
- B. Planning on putting documents for committees on separate location and access. Most of the packets are on the AV Capture site now. Financials currently go out to public. Future plans are to put in a separate section with audits and quarterly, past future and projected budgets. Put in a budget process page, proposed by Mike.
- C. Working on Mobile issues. The contract is to be mobile optimizing at a point down the road.
- D. Good response to Media Request for Oktoberfest. The town was responsive to media requests.
- E. Social Media archive follow up to last meeting. 21 sites without method to archive presently. There are two companies that were looked into, one appears easier to search and provide information.
 - i. Page Freezer and Archive Social are close to a price point switch, if we add a few more media accounts the savings switches. Handouts provided. Leesburg is using Smarsh.
 - ii. Possibly work with the local towns with getting an archive firm. Currently Round Hill & Purcellville don't have a system. Try reaching out through CULT.
 - iii. Neither have a redaction capability. We can load it to adobe and redact from there. Not certain if redaction is required in the case of social media.
 - iv. There isn't anything in the budget for this archive service. We are hoping to make a recommendation by year end.

3. Recommendations for Social Media Archive Contract.

- A. Recommend to move forward with Archive Social to present to the town council.
- B. **Motion by:** Matt Schilling
- C. **Seconded by:** Tony Quintana
- D. All in favor, none opposed, no abstentions.
- E. Email server/retention update –
 - i. One of the archive services we are looking at for social media also does web site and e-mail archive capabilities.

LOVETTSVILLE COMMERCE AND BUSINESS DEVELOPMENT COMMITTEE

Meeting Minutes

October 8, 2018 7:30PM

Town Hall Annex

Circulated for approval April 8, 2019

- 38 ii. IT and Staff still meeting. Update we currently back up our server presently, AWS daily. Steven
39 is researching the services.
40 iii. Accounts \$8 a month and office 365, would offset the \$200 annual. Town only pays for
41 archiving active accounts. The archiving of video/audio has a limit to time before they drop off
42 archives. There could be a charge for forwarding accounts from people that have left.
43 iv. Spending approximately \$15K on Archiving of Social Media and Email for compliance
44 purposes.

45 4. Recommendations for email server/retention.

- 46 A. Recommend the Town Council select the E3 with the email archiving contingent on the
47 availability of funding.
48 B. **Motion by:** Tony Quintana
49 C. **Seconded by:** Matt Schilling
50 D. All in favor, none opposed, no abstentions.
51

- 52
53 1. **Minutes** – They are not pared down, going forward use the agenda as a template and short summaries.
54 Will review appointments, Tiffany and Mike will check. Stacey will review notes from meeting start.
55

56 2. **Discussion Items**

- 57 A. LOVE sign working group update Had a positive presence at Oktoberfest, and the town has the
58 Love Rocks planted around town.
59 B. Town/Tourism Booth. No one had time to cover and provide information on what the town offers.
60 i. In the future possibly put an information kiosk, at the points of entry or main sites
61 ii. Do we want to have booths to promote the town? How do we structure. Have a Booth Camp
62 to get everyone on the same page. Create Ambassadors for the town. Giveaways. Define
63 what we want to promote, how, talking points, branding materials, banner, goals and getting
64 there. Where are we holding booths, seasons and targets, arts, Oktoberfest, may fest, etc....
65 Where are target markets; can work a reciprocity with those areas. How much of a response
66 can we get to build the town?
67 iii. Start with the Expo's and VML at the winery. Brunswick is holding a business expo in
68 November 8th, Thursday at 5:00 pm. It would be good test to start promoting Lovettsville. A
69 good chance to scope them out.
70 iv. Tee Shirts to promote the town, or polos for now. We have a lot of left over items from events
71 that we could sell and display year round.
72 C. Chucks Lovettsville Pizza may be slated to close..
73 D. Oktoberfest – modified design to be more inclusive of businesses. Most businesses had a record
74 day.
75
76

77 3. **Adjourn**

Town of Lovettsville

Commerce & Business Development Committee Minutes of the February 11, 2019 Meeting

Call to Order

Chairman Mike Dunlap called the meeting to order at 7:30 p.m. The meeting was held at the Lovettsville Town Hall, 6 E. Pennsylvania Avenue, Lovettsville, VA.

Committee Members Present

- Councilman Mike Dunlap
- Vice Chairman Matt Jorgenson
- Councilman Matt Schilling
- Kaarin Nelson

Committee Members Absent

- Michelle McIntyre
- Stacey Evans

Town Staff Present

- Harriet West

Information Items

- Introduction of new committee member Kaarin Nelson

Staff Items – Harriet West, Assistant Town Manager / Town Clerk

- Social Media archiving active with vendor Archive Social
- Discussion on official social media administrator accounts.
 - Ownership of credentials and processes for social media updates
 - Establishment of Town-sponsored email accounts for committees and Chairs/Vice Chairs
- Update on Microsoft Office 365 March launch, network enhancements to be completed FY19.

Old Business

- LOVE sign working group update
 - County & State grant application overview
 - Project timeline
 - 2/28 – Call for Art submissions due 4/15
 - Artist selection panel review and recommendation – Kaarin to recommend
 - Grant applications to proceed following artist submissions
 - Town Council approval prior to end of Fiscal Year
 - Proposed unveiling at Oktoberfest 2019
 - Related time capsule project proposed by Councilman Schilling
 - Communications plan – Matt to coordinate
- Town/Tourism Booth
 - Discussion on how and where to promote the Town, businesses and events
 - Overall strategy of collecting data from attendees to support Town business development opportunities
 - Casting a wide net of attendance at neighboring community events
 - Chairman Dunlap to map out calendar of events for year ahead
 - Divide staffing responsibilities among Committee members
- Business Workshop
 - Report on January 19 workshop at Lovettsville Library with over a dozen businesses attending
 - Well received, broad sentiment for further workshop opportunities
 - Future themes: Non-profits, Follow-on business training (further solicitation needed), Digital Marketing.

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New Business

- Business Checklist
 - Intended to focus on Town requirements for new business startups, with some inclusions for County and State requirements
 - Streamline and standardize process communication of regulatory requirements
 - Proposed Business Checklist to provide clear process steps and signoff from Town staff
 - Harriet West / Town Staff to begin checklist creation.
- Business Directory
 - Following business feedback, broad desire for central directory of Town businesses
 - Opportunity for businesses to voluntarily provide business information searchable to the general public.
 - Directory would appear static based off information provided by the business.
 - Model of information solicitation process used by Town of Purcellville
 - Discussion on process for soliciting business information and user interface
 - Harriet West / Town Staff to discuss webform development with current Town IT vendor
 - Discussion on written response to query on non-Town sponsored business directory
 - Letter to be signed by Committee Chairman and Vice Chairman
- Communications Plan
 - Discussion on project scope of Town Communications Strategy and Crisis Communications.
 - Presentation of existing other municipality Communications plans
 - Providing a framework for external Town messages and communications to public, businesses and media
 - Vice Chairman Jorgenson to begin Communications Plan development in coordination with Chairman Dunlap
 - Aim of presenting to Town Council before close of FY19
- Development Update
 - Sale of existing tracts and zoning status
 - Residential growth
 - Town navigation

Next Meeting

Next meeting Monday, March 11 at 7:30 p.m. at Lovettsville Town Hall, 6 E. Pennsylvania Avenue, Lovettsville, VA.

Adjournment

Motion by Councilman Schilling to adjourn. 9:45 p.m.

Respectfully submitted,

[Matt Jorgenson]