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TOWN OF WARRENTON

“Historically Great - Progressively Strong”

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Warrenton Revitalization Committee Meeting Tuesday, January 27, 2015

The Warrenton Revitalization Committee met on Tuesday, January 27, 2015 at 6:00 PM at the Warrenton Town Hall, for a regular meeting. Members attending were: Bob Shingler, Rose Derring, Cheryl Bell, Mike Coffman, Tim Williams and Crystal Smith. Commissioners Woody King, Mary Hunter and Kimberly Harding as well as Town Administrator Robert Davie were present. It was determined that a quorum was present.

Commissioner King called the meeting to order, welcomed new member Tim Williams, and asked for a review of the November 2014 minutes. Cheryl Bell moved to accept the minutes and Mary Hunter seconded the motion. The minutes were approved by a unanimous vote.

Springfest 2015 was discussed. April 25th is the established date. Applications are ready to email to vendors. Butch Meek cannot provide sound for Springfest and alternatives are being sought. Don Brake of Bracketime Band (Mr. Peanut Brittle) would like to be the headline band. His 5-7 member band would play for two hours at the rate of \$500. There was a consensus to extend an invitation to Bracketime Band. The Abbots are committed and booked for the national anthem and additional music. Matt Nelson is a possible third band. Jazz on Main was also suggested as an option. Mike Koffman will reach out to the High School Band director again. Once the bands are nailed down a press release will be coordinated. Cheryl Bell will pursue WARR and other media outlets.

There is \$828 left in the budget for expenses. Woody King indicated that advertising might not be working as well as anticipated and suggested foregoing newspaper ads for Springfest, thereby saving money. Alternative ways of promotion were discussed such as using the email addresses collected during the last several festivals. Chrystal and Tim offered to work on Facebook promotion. Woody King has reached out to several sponsors; Time Warner, Halifax Electric, Duke Energy. Mary Hunter suggested the hospitals as sponsors. Woody King asked for recommendations for a budget for next year. A target of \$5000 is recommended, which represents a \$1500 increase over the last three years.

Woody King discussed a possible second World Café, indicating that it was needed and it dovetailed with the Board of Commissioner's goal setting that took place recently as well as Small Town Main Street goals. Goals from the previous World Café would be reviewed for their effectiveness and success while engaging the public in new goal setting. September 2015 was suggested as a target timeframe. Cheryl Bell noted that Revitalization had accomplished many of the goals set out in the first World Café. Woody King suggested establishing a sub-committee of Revitalization to handle the festivals and free up Revitalization for larger, broader goals. Woody King also suggested engaging other groups to assist in projects, along the lines of the Jaycees and Revitalization with the Christmas Parade and Prelude. A future example of working together

could be Heritage Quilters and a competition with student art groups for the best Christmas tree decorations.

The World Café will require additional volunteers and funding from the Board of Commissioners while bringing together stakeholders, addressing breakout sessions, sending out invitations and teaching facilitators. Two large group meetings will take place, one to set goals, the second to review stats.

Finally, having an entry in the Wise parade was discussed. Rose Shingler will investigate the possibility.

With no further business meeting adjourned.