

Walter M. Gardner, Jr.
Mayor

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TOWN OF WARRENTON

“Historically Great - Progressively Strong”

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Warrenton Revitalization Committee Meeting
Tuesday, March 19, 2013

The Warrenton Revitalization Committee met Tuesday, March 18, 2013 at 7:30PM at the Warrenton Rural Fire Department. Members attending were: Woody King, Cheryl Bell, Cathleen Derring, Bob Shingler, Ernie Fleming, Jerry Roth, Crystal Smith and Pam St.Louis. Also present were Mary Hunter, Tim Innes, Bill Miller, Robert Schuerch and Robert Davie (note taker).

Woody King noted the construction progress of the Kiosk on Main Street. Bob Shingler noted that the Shop Local stickers were being reprinted at no additional cost. Woody King spoke with Mr. Williams at the County and was assured that the Christmas tree on the Courthouse lawn would be watered during dry months.

Preparations for the Easter Bonnet Parade on March 30th include:

- Musical sound tracks to Kimberly Harding
- Five 8-foot tables and six other tables from Walter Gardner
- Chairs needed (to be acquired by Cheryl Bell)
- Warren Record will run six inch ad for \$90
- Events and prizes awarded to children under 12, over 12, adult men, adult women, pets
- Plants, ribbons, candy to be used as prizes
- Brochures handed out to area churches (by Cheryl Bell)
- Drawing, poetry, clay-making are planned activities from 11:00 to 2:00
- PA system arranged
- Child registration will occur, a cultural arts raffle will occur, judges will declare winners
- Electricity from the Courthouse has been arranged as well as opening of bathrooms
- Electrical cords will be at Town Hall
- Budget of \$500 for event expenditures

Tim Innes from the Chamber of Commerce presented a plan to serve beer at Springfest. Working with Harris Distributing, who will provide the trailer, draft beer and arm bands, the Chamber will be responsible for checking IDs and serving beer. Harris will conduct training of ID checkers prior to the event. Serving will occur between 11:00 and 4:00 and a special drinking area will be cordoned off. Temporary licenses will be acquired by the Chamber. Beer will be \$3 per cup. A motion to accept the Chamber's plan was made by Pam St.Louis and seconded by Bob Shingler and followed by a unanimous vote in favor. It was further discussed that it would be good to make the Town Board aware of this new addition and seek their approval at the specially-scheduled meeting on March 25th. Chief Lane spoke to security issues and recommended that two officers be assigned to the event at a cost of \$200. A motion to pay for the officers from the Revitalization Committee budget was made by Cheryl Bell and seconded by Bob Shingler. The motion passed with one abstention by Jerry Roth. Bill Miller spoke of the South Hill festival successes with similar events.

Publicity preparations for Springfest were outlined:

- Cheryl has created a press release with aid from Economic Development office which has been sent to Our State, Carolina Magazine, WRAL, WARR and other media outlets.
- Cheryl has arranged for advertising in three newspapers including the Warren Record and South Hill papers, to run for two consecutive weeks at a cost of approximately \$400.
- Additional advertising will occur in the Henderson Dispatch for two consecutive weeks at a cost of approximately \$180.
- Finally a quarter page ad in the Lake Magazine will run once at a cost of \$175.

A correction to the music at Springfest was noted. A new band Grass Street will play in lieu of Reds. Seven vendor applications have been received to date.

The tourism effort coordinated with the County Economic Development office was discussed.

- Cheryl Bell and Kimberly Harding have visited local business to get them listed on the Visitnc.com website has been successful with good responses.
- May 10th is a special day at the NC Welcome Center on I-85. Several members of Revitalization plan to hand out card stock picturing Warrenton and have a booth on the lawn at the Welcome Center.

Bob Shingler mentioned that he could sell popcorn at Springfest and possibly at the Animal Ark event on May 18th. Cheryl Bell announced she would have volunteer students to work at Springfest.

Finally the next Revitalization meeting was scheduled for its regular time on the third Tuesday of the month which will occur on April 16th at 7:30 PM.

With no further business meeting adjourned.