

Parksley Downtown Revitalization Project Management Team Meeting Minutes  
**Action Items follow – Please review!**

November 27, 2017  
Town Office, Parksley

**Management Team Members Present:**

Billy Graham, Business Owner  
Cara Burton, ES Public Library  
Dana Bundick, Resident  
Hon., Harris Phillips, Business Owner  
Hon. Paul Muhly  
Tim Valentine, Business Owner  
Wayne Marshall Jr., Interim Mayor

**Management Team Members Absent:**

John Aigner, A-NPDC  
Mark Bowden, Accomack County  
Elaine Meil, A-NPDC

**Other Attendees Present:**

Curt Smith, A-NPDC  
Shannon Alexander, A-NPDC  
Ellen Johnson, ES Railway Museum  
Betty Farley  
Donna Phillips  
Dan Matthews, Resident  
John C. Parks, Town of Parksley  
Alex Joyner, United Methodist Church  
Janice Hart, Jaxon's  
Kathi McCorkle

**Curt Smith called the meeting to order at 10:01am.**

**Update on CDBG Planning Grant**

Curt Smith facilitated the review of the CDBG Planning Grant activities to date, focusing on the updated timeline (page 1 of packet) with the submittal date of March 2019.

Goals to complete in the next year: Community Vision, Marketing Strategy, Comprehensive Plan update (potentially), Virginia Main Street Affiliate (potentially), Maintenance Plan (for building and other improvements, Create/enforce Town code/ordinances that are proactive and require upkeep), RFP for engineer for design/cost estimate (Curt to begin this process).

Discussion ensued about Virginia Main Street Affiliate program, Curt to set up visit from program representative.

New meeting time discussed, set for second Mondays at 3pm monthly. **Next meeting is December 11th.**

**Community Vision Statement Discussion**

*Survey Feedback*

Curt Smith presented the results of the survey. Members agreed that they liked the new Community Vision Statement suggestion from a survey participant. Curt presented a brochure developed by the Town of Parksley Economic Development Committee from several years ago. He pointed out the

significance of the literature identifying the physical location of the Town in the description, this could be used in the preferred Vision Statement.

The Members agreed to use the new suggested Statement as the preferred statement to use as a starting point. A few potential changes/additions: emphasize coastal location, railroad museum, monument(s), year-round farmers market, and state-of-the-art library and heritage center.

Discussion ensued about this as a 'vision statement' - is it representative of our goal in the coming years? The main improvement identified is the 'locally owned – add: *unique* - shops and restaurants', is this ambitious enough?

A merchant present indicated that she would like to see emphasis on existing assets, what we have that will attract new visitors/customers.

Members pointed out that Parksley is a complete, livable Town right now, and this is unique among Eastern Shore Towns.

The following is the updated draft vision statement developed following discussions held during the meeting:

“Parksley is a historic railroad town conveniently located to water-access and regional attractions on Virginia’s Eastern Shore. The walkable town square is lined with unique locally owned shops and restaurants, Victorian homes dot the town’s tree-lined streets, and a year-round farmers market and state-of-the-art library and cultural center provide modern conveniences. Parksley’s charm and Southern hospitality make it a great place to live, work and play.”

## **Marketing Strategies**

### *Tagline Survey Results*

Top two:

“More than a Whistle Stop: Parksley, VA” Short and sweet, would look good on a T-shirt/ (also tagline with Ferguson, Missouri)

“Where Victorian Charm meets Southern Hospitality” (new idea from survey participant, also already used in other Towns/museums, etc.)

Further: Parksley, “The Junction of Victorian Charm & Southern Hospitality”

Discussion about why people moved here: safe, like a Norman Rockwell picture, family-oriented. Must revisit the tagline at the next meeting. The top two will be on the list of possibilities and we are all tasked to bring a new one for discussion. It should be succinct and something that would be good on a hat or t-shirt.

### *Brochure discussion:*

Report from Mr. Graham about marketing:

Onancock brochure is the most popular that comes out of the Visitor's Center. Folds out with map and mentions all of the businesses.

Responses from local business owners: 2 were enthusiastic, but many were unenthusiastic about the potential costs. Cost is about \$3,000 for the brochures (# of prints?). Idea is to have businesses contribute to be included in the brochure.

Mention of ½ of costs to merchants would be refunded through the grant process (Tourism Grant, due on December 5<sup>th</sup>). Only three businesses have brochure/card stock in the Visitor Center.

Town Council members indicated that Kay and Shirley have already been working on a Parksley brochure. Need to join forces. Shannon shared Staci Martin's contact information with Wayne to share with Kay and Shirley to perhaps meet the December 5<sup>th</sup> deadline for the VTC grant if so inclined to apply.

This brochure and Town map could serve as the basis for a kiosk at Town center.

### **Economic Restructuring Plan**

Discussion about inclusion in the Economic Development Plan; Accomack County Comp Plan is to be updated, this is where new specific information about Parksley could be included.

**The meeting was adjourned at 11:52am. The next meeting will be held in the Town Office on Monday, December 11<sup>th</sup> at 3:00pm.**

**Action Items: (normal text are new items, italicized are action items from the September 2017 meeting)**

**ALL** - Bring a new Tagline for discussion to the December 11<sup>th</sup> meeting.

**Wayne Marshall** – Connect Mr. Graham with Kay and Shirley. Give Kay and Shirley contact information for Staci Martin with the Virginia Tourism Corporation, to request information about the tourism grant.

**Cara Burton** – *Increase the stakeholder circle (outside of Parksley); research parking lot code requirements with the County; research “streetscaping” options (focusing on vegetation, but looking at lighting, signage, etc. if time and interest)*

**Tim Valentine** – *Talk to brick mason (again) and acquire quote; research options for walk through to present at the next meeting*

**Dana Bundick** – *Research lighting and solar; get quotes and figures*

**Letitia Greer** – *Update the business license list (with contact information) and have to supply to Mayor and team, in order to reach out to business owners for potential engagement social (perhaps to reestablish GPA).*

**Harris Phillips** – *Research prices of lighting, signage, and other “street scaping” components; speak with other local business owners to keep them ‘in the loop’ and gauge interest.*

**Denise Bernard** – *Aide residents, staff, and Interim Mayor as needed.*

**Jason Sams** – *Draft Contract; Set up budget in CAMS*

**Curt Smith** – *Request that a representative from the Virginia Main Street program present at an upcoming meeting. Coordinate the next meeting (doodle poll); Curt to reach out to Art K. Fisher to potentially serve as historian on this project team.*

**John Aigner** – *Inspect buildings brought to attention by Town representatives; Work with Mark of Accomack County.*

**Shannon Alexander** – *Type meeting minutes & Action Items list; serve as resource as needed*