

**Parksley Downtown Revitalization Project
Management Team Meeting**

March 18, 2018
6:00 p.m.
Town Office, Parksley

MEETING AGENDA

1. Call to Order
2. Community Announcements (5 minutes)
3. CDBG Planning Grant Schedule Review (5 minutes)
4. Marketing Strategies (20 minutes)
 - Report on Tagline/Brand Preference and final discussions regarding the “Parksley: There’s Only One” Tagline
5. Economic Restructuring Plan (30 minutes)
 - Presentation of Draft Economic Restructuring Plan
 - Schedule Work Group Meeting (if necessary)
6. Community Improvement Grant Projects (60 minutes)
 - Strategic Discussion with VDHCD Staff Regarding Potential Community Improvement Grant Projects
7. Discuss schedule, next steps, and responsibilities for project
8. Adjourn

Vision Statement:

Parksley is a historic railroad town centrally located to water-access and regional attractions on Virginia’s Eastern Shore. The walkable town square offers unique shops, restaurants, museums, memorials, and a year-round Farmers Market. Victorian homes dot the town’s tree-lined streets. A state-of-the-art library and cultural center provide modern conveniences and genealogy research activities. Parksley’s historic charm and Southern hospitality make it a great place to live, work and play.