

Parksley Downtown Revitalization: Get On Board!

Parksley Downtown Revitalization Project Management Team Meeting Minutes
May 3, 2018
Town Office, Parksley

Management Team Members Present:

Paul Muhly, Accomack County
Dana Bundick, Resident
Cara Burton, ES Public Library
Ellen Johnson, ESRM

Management Team Members Absent:

Ellen Russell, Business Owner
Mark Bowden, Accomack County
Elaine Meil, A-NPDC
Wayne Marshall Jr., Mayor
Tim Valentine, Business Owner
Frank Russell, Business Owner
Harris Phillips, Business Owner
Billy Graham, Business Owner
John Aigner, A-NPDC

Other Attendees Present:

Curt Smith, A-NPDC
Darlene Burton, A-NPDC
Betty Farley, Resident
Kathi McKorkle, Resident
Julie Nash, Resident
Diane Bendix, ESRM
John Bates, ESRM
Robert Peters, ESRM

The meeting was called to order at 5:30 pm.

Curt Smith initiated introductions and followed with a review of the agenda.

Action Items

- Contact Waterford and Eastern Shore Printers regarding providing pro-bono work to develop a logo/marketing strategy.
- Present results of the ES Railway Museum Visioning Session to the ES Railway Museum Board by May 9.
- Schedule meeting with Town to finalize the terms of the program design for the Façade Improvement Grant (FIG) Program.
- Finalize the Statement of Interest for participation in the FIG Program.
- Provide the downtown inventory of property owners to Julie so that property owners can be contacted to determine their interest in the FIG program.
- Add exploration of a training program at the ESRM for students to the Economic Restructuring Plan.

CDBG Planning Grant Schedule Review

Curt indicated that the project is on schedule and the focus is to now identify what items will be funded under the grant.

Economic Restructuring Plan (ERP)

Curt presented a summary of the Economic Restructuring Plan indicating that the strategies and goals of the plan were presented to Town Council at their April meeting. The April meeting was well attended, and the feedback on the plan was positive. An update was given on an action item from the March meeting which was working to secure a pro-bono marketing specialist to develop

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a marketing logo. Curt indicated that he had not been successful in identifying a pro-bono company. It was suggested that Waterford and Eastern Shore Printers be contacted.

Updates on ERP project progress were presented as follows:

- Flyers on upcoming events taking place in Parksley during May and June have been prepared and distributed – Library, Town Office, etc.
- Contract for redevelopment of the Town's website was in place however, work had not begun due to the contractor not having access to the site.
- Historic Walking Tour brochure is complete and now awaiting funding for printing from the Town. The brochure will be put on the website.
- Pickle ball courts – No progress reported. Follow up with the newly elected members of the Town's leadership is needed.

Curt indicated that this item will be a regular agenda item so that progress can be reported to demonstrate to DHCD that the group is working hard to implement the ERP.

Physical Improvement Plan

● *ES Railway Museum Visioning Session -*

Curt stated that the Parksley Museum and Railway were key components of the Town and a discussion should take place regarding how to enhance and create new opportunities for expanded uses around the railway property. Curt stated that he had attended the April meeting of the Railway Museum Board to seek the Board's interest in carving out a portion of the CDBG grant to enhance the railway. The Board was receptive to the idea. Ideas that were presented and that would be presented to the Railway Museum Board at the May 9 meeting for consideration were as follows:

- Extending the walkway along the train tracks for the purpose of enhancing the walking tour.
- Exterior repairs of the boxcar. *
- General landscaping. Stated that trees will not live due to cinders in the soil. *
- Redo the track with more new ties and rebalance with new stone that is easy to walk on.
- Interior and exterior repairs of the railcars. Exterior repairs only. *
- Locomotive would add to the museum but it is costly.
- Activities for children were discussed. * May be eligible.
- Stage/Patio/Deck off the museum that could be used for various activities. *
- Better signage for the museum especially the entrance. *
- Expanded use of the dining car was discussed, but major obstacles were presented – no water, sewer, air conditioning or heat in the dining car. It would need to be seasonal and catered.
- Conversion of the railcars was presented. However, there was opposition to the conversion of the interior of the railcars.
- Exterior interpretive signage was presented as an enhancement. *
- Railcar kits and water/sewer were mentioned as enhancements for expanding business activity. An ice cream stand or some other business were mentioned.

***Denotes DHCD Grant eligible activities.**

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- *Façade Improvement Program Discussion*

Curt reviewed potential program eligibility guidelines and terms for business participation in the program. Samples of various façade improvement styles were presented. It was determined that examples labeled A, B and F-1 should be presented to Town Council. It was decided that the Statement of Interest for the program should be finalized and that business owners should be contacted to sign the document.

Downtown Property Structural Inspection Update – No update was given since no members of the Town Council were present.