

**TOWN OF DAYTON
REGULAR COUNCIL MEETING
COUNCIL CHAMBERS DAYTON TOWN HALL
Tuesday, October 11, 2022
6:00 PM
AGENDA**

1. Call to Order Mayor Jackson
 - a. Roll Call by Clerk
 - b. Invocation
 - c. Pledge of Allegiance

2. Approval of Minutes for Regular Town Council Meeting of September 12, 2022

3. Action Items*
 - a. Appointment Action

4. Public Comment

5. Staff Reports
 - a. Town Manager Ms. Lawrence
 - b. Treasurer/Financial Report Ms. Smith
 - c. Police Department Chief Trout
 - d. Public Works Ms. Lawrence
 - e. Water Ms. Lawrence
 - f. Community Development Ms. Hall
 - g. Economic Development Ms. Lawrence
 - h. Town Attorney Mr. Bowman

6. Committee Reports
 - a. Economic & Community Development Mr. Dyjak
 - b. Finance Mr. Dyjak
 - c. Infrastructure Mr. Seward
 - d. Parks, Recreation & Beautification Mr. Seward
 - e. Personnel Ms. Mathias
 - f. Police Ms. Hoover
 - g. Mayor and Council

7. Unfinished Business

8. New Business

9. Adjournment

*Please Note: All Action Items are for Council's consideration and are considered as drafts until voted on by Council and signed by the Mayor and certified by the Clerk.

Important Notice: Town Council Livestream Available

This meeting will be available for livestream viewing via Zoom at the link provided below. Please note that this is provided for viewing purposes only and all attendees will be muted and no comment will be accepted or allowed from Zoom.

Join Zoom Meeting:

<https://us02web.zoom.us/j/88434034686?pwd=Zzd1OWN4d2MraERVL3lIRVBZM1pXZz09>

Meeting ID: 884 3403 4686

Passcode: 874834

Dial in: 1-301-715-8592

**TOWN OF DAYTON
REGULAR COUNCIL MEETING MINUTES
COUNCIL CHAMBERS, DAYTON TOWN HALL
September 12, 2022**

COUNCIL MEMBERS PRESENT: Mayor Cary Jackson, Vice Mayor Bradford Dyjak, Robert Seward, Susan Mathias, Bob Wolz, and Emily Estes. Pursuant to Virginia State Code 2.2-3708.2 and the Town's Resolution authorizing electronic participation in Town meetings, Heidi Hoover joined remotely via Zoom from her home due to medical reasons.

ALSO PRESENT: Jordan Bowman, Town Attorney; Angela Lawrence, Town Manager; Susan Smith, Town Treasurer; Officer Dean Roadcap; and Christa Hall, Clerk of Council and Community Development Coordinator.

CALL TO ORDER: Mayor Jackson called the meeting to order at 6:00 p.m., welcomed guests both in person and those joining remotely as the meeting is also available for live-stream viewing via Zoom. He stated that the Council would only hear public comment from those attending in-person and have signed up to speak and that speakers would be limited to five minutes each. Town Clerk Hall called the roll. Mayor Jackson led the Invocation and the Pledge of Allegiance.

APPROVAL OF MINUTES: Councilperson Wolz made a motion to approve the minutes as written for the Regular Council Meeting of August 8, 2022; the motion was seconded by Councilperson Estes and approved by a roll call vote of 7 to 0, with the voting recorded as follows: DYJAK—AYE; HOOVER—AYE; SEWARD—AYE; MATHIAS—AYE; WOLZ—AYE; JACKSON—AYE; ESTES—AYE.

ACTION ITEMS: Mayor Jackson stated that there are no action items on the agenda.

PUBLIC COMMENT: Walter Knox addressed the Council on behalf of the Dayton Church of the Brethren and stated that the church's water bill fluctuates significantly from month to month, anywhere from 300 gallons per month to 23,000 gallons per month. He stated that they can find no reason for this fluctuation and asked the Town and Council for assistance. Mayor Jackson stated that the Town has received several comments recognizing the generosity of Mr. Koogler for planting and sharing his sunflower field.

MANAGER'S REPORT

Town Manager Angela Lawrence provided a written report, which is attached. She highlighted several items from her report and shared the livestream camera showing the progress at the Water Treatment Plant upgrade. She stated that there will be change orders for the project and she will have those figures at the October meeting. Manager Lawrence addressed the water bill at the church and stated that we have verified the reading and suggested that the water usage could be coming from a possible leak in the toilet seal.

TREASURER'S REPORT

Treasurer Susan Smith provided a written report.

POLICE REPORT

Chief Justin Trout provided a written report. Officer Roadcap attended the meeting on behalf of the Police Department. Manager Lawrence gave kudos to Officer Roadcap for his handling of a recent shoplifting case in town in which the suspect was apprehended and all the stolen merchandise was returned. Councilperson Wolz asked how the job search was going. Manager Lawrence stated that they had interviewed two people and the position remains open until filled. She continued to explain that the contract issue had been resolved.

PUBLIC WORKS REPORT

Public Works Supervisor Adam Meek provided a written report. Manager Lawrence stated that Public Works had been very busy with several projects and that the town has received many compliments about the mowing this year. She explained the need for a heat pump replacement in the Council Chambers and the addition of a snowplow to the new water truck and asked Council for approval to use contingency funds to purchase these items. It was also noted that the CIP should include equipment upgrades for items such as heat pump replacement. Councilperson Wolz made a motion to utilize contingency funding up \$20,000 to replace the heat pump in the Council Chambers and to purchase a snowplow mount to be used on the water department's new truck. The motion was seconded by Councilperson Seward and passed by a 7-0 roll call vote, with the voting recorded as follows: DYJAK—AYE; HOOVER—AYE; SEWARD—AYE; MATHIAS—AYE; WOLZ—AYE; JACKSON—AYE; ESTES—AYE.

WATER DEPARTMENT REPORT

Water Plant Operator Jennifer Reppe provided a written report. Manager Lawrence explained that the cost of the pump, which was purchased separately, and the pump installation will be approximately \$25,000 and asked Council to approve the use of contingency funds to cover this cost. Councilperson Estes made a motion to utilize \$25,000 contingency funding for the purchase and installation of a pump at the Water Treatment Plant. The motion was seconded by Councilperson Mathias and passed by a 7-0 roll call vote, with the voting recorded as follows: DYJAK—AYE; HOOVER—AYE; SEWARD—AYE; MATHIAS—AYE; WOLZ—AYE; JACKSON—AYE; ESTES—AYE.

COMMUNITY DEVELOPMENT REPORT

Community Development Coordinator Christa Hall provided a written report and highlighted that it has been a busy month and there are several projects that may be forthcoming to Council in the coming months. She also stated that there is a vacancy on the BZA and that we are accepting applications in hopes of scheduling Council interviews in October.

ECONOMIC DEVELOPMENT REPORT

Economic Development Coordinator Meggie Roche provided a written report. Manager Lawrence highlighted several items and shared the new marketing video that has been created by Appeal Productions which was received very well. She commended Meggie for the video and her work along with the rest of the Dayton team for their efforts on the Muddler. She stated that the last summer concert had been cancelled due to inclement weather. The Town is now utilizing Instagram for marketing. The page is @DiscoverDaytonVA.

TOWN ATTORNEY REPORT

Attorney Jordan Bowman stated that he had no report.

ECONOMIC & COMMUNITY DEVELOPMENT COMMITTEE REPORT

Councilperson Dyjak stated that the committee met on August 11th and covered marketing, including the video, Dayton Days, and the Downtown Revitalization Project. He stated that staff held a public meeting to kick off the project, which was well attended. He explained to the Government students who were attending the meeting that this project was part of a grant that the Town had received.

FINANCE COMMITTEE REPORT

Councilperson Dyjak stated that Manager Lawrence had already covered the change orders for the Water Treatment Plant and accordingly, he had no report.

INFRASTRUCTURE COMMITTEE REPORT

Councilperson Seward stated that the committee had met to discuss the change orders for the Water Treatment Plant and that Manager Lawrence had already addressed the discussion and accordingly, he had no report.

PARKS, RECREATION & BEAUTIFICATION COMMITTEE REPORT

Councilperson Seward stated that the committee met and they are working to re-evaluate the shelter reservation process and guidelines. They hope to have a revised policy for the October meeting.

PERSONNEL COMMITTEE REPORT

Councilperson Mathias stated that there was no report and that the meeting originally scheduled for this week will be postponed to a later date.

POLICE COMMITTEE REPORT

Councilperson Hoover stated that the committee met on September 2nd and discussed the search for a new officer, and she commended the Chief for his ongoing efforts in the accreditation process

and with the grant work for the department. She also gave a shout out for the great work of the department and the Town staff at the National Night Out event.

MAYOR AND COUNCIL REPORT

Mayor Jackson provided an overview of the meeting process for the Government students that were in attendance. He continued to state the importance and significance of always remembering and honoring those lost on 9/11. He then stated that it was National Suicide Prevention Week and turned the floor over to Councilperson Dyjak who spoke about taking the time to notice and acknowledge mental health issues in the world.

UNFINISHED BUSINESS

None.

NEW BUSINESS

None.

ADJOURNMENT

With there being no further business to come before the Council, Councilperson Estes made a motion to adjourn, and Councilperson Mathias seconded the motion; motion passed unanimously. The meeting adjourned at 6:37 p.m.

Respectfully Submitted,

Cary Jackson, Mayor

Christa Hall, Clerk of Council

ATTACHMENT TO DTC 9.12.22 REGULAR MEETING MINUTES

Town Manager

Staff Report

August 2022

Personnel

- 1) We continue to monitor and react appropriately to evolving COVID protocol.
- 2) A staff appreciation luncheon was held on August 11 to thank staff for their hard work on National Night Out, Muddler and other events and activities. We continue to have a strong team that works well with all departments.
- 3) A special thanks to Chief Trout and the Police Department, Meggie, and Public Works and Water Departments for their teamwork and dedication in hosting National Night Out, Muddler, and the Downtown Revitalization Grant public meeting. All were excellent community events.

Public Works, Roads, Facilities

- 1) Water Plant Upgrade:
 - a) Construction is on schedule and going well.
 - b) Additional change orders are expected due to pipes not being in the location shown on the drawings we had. They were much deeper in one area and in a different place in another. This has resulted in relocation of some items and additional expenses. I hope to have figures at the council meeting. The issue has been discussed with the infrastructure committee.
 - c) Staff participated in the WTP monthly progress meeting with the engineer and contractor.

Other

- 1) Staff met with a business owner outside town limits who is interested in extending water lines at no cost to the town. This was discussed with the infrastructure committee and will come back to council later.
- 2) I participated in Muddler meetings and worked the event.
- 3) I attended National Night Out.
- 4) I have been working with staff, planning commission, and the PDC on the comprehensive plan.
- 5) I have been working with staff, planning commission, and the project management team on the downtown revitalization grant.
- 6) Staff has been working on several potential rezoning and development projects in town. If/when applications are received, we will update council.
- 7) I submitted a joint grant application for a public works truck and police vehicle through USDA.
- 8) I continue to serve on HRRSA and MPO boards and attend meetings.
- 9) I participated in two police interviews.
- 10) I am co-chair for the VLGMA Winter Conference again this year. The conference will be held in Harrisonburg.
- 11) I attended the LRTP public meeting hosted by PDC at Turner Ashby.
- 12) Rode on horse and buggy with PDC transportation planning staff to better understand the needs related to transportation planning. Special thanks to Everette Burkholder. Other opportunities will be available at a later date.

Items for Discussion and/or Consideration

- 1) WTP Change Order

FY 23 Budgeted Capital Projects Status

Project	Status	Comments
WS01 WTP Upgrade	Underway. On schedule.	
WS02 Water/Sewer Line Repair/Replacement	Obtaining bids for Main Street water line replacement (2 blocks)	
WS04 Water Line Extension	Waiting for City agreement	Requested again this month.
WS06 Generator	Ordered	Significant price increase. Will be overbudget. Will move from other Capital Project.
WS07 W/S Service Truck	Truck delivered 8/3/22	
BP02 Greenway	Undetermined currently	
BP06 Sidewalks	Construction now scheduled for September. Street has been cut. Sidewalks will be removed beginning 9/8/22. Sidewalks to be installed beginning 9/14, weather permitting.	Would include all of College – may be done in phases. Phase I – Mill (not including what was completed during Mill Street project to King).
PF01 Parks	Saving for future needs	
PW01 PW Service Truck	Applied for grant.	
ECD01 Downtown Revitalization	Planning grant underway	
ECD02 Wayfinding Signage	Final comments in process. Once approved by VDOT, will go to bid for fabrication and installation.	
PD01 Police Vehicle	Applied for grant.	

Respectfully submitted,

Angela A. Lawrence

Item 3.a.

Appointment Action

Board of Zoning Appeals

- Colby Miller was reappointed to the BZA for a five-year term, expiring June 30, 2027. Mr. Miller has moved out of Town and is no longer eligible to serve on the BZA.

Staff Recommendation:

Recommend to the Circuit Court of Rockingham County that Sam Lee be appointed to the Town of Dayton Board of Zoning Appeals for a term to expire June 30, 2027.

Personnel

- 1) We continue to monitor and react appropriately to evolving COVID protocol.
- 2) Congratulations to Susan Smith for successfully completing the VGFOA certification program!

Public Works, Roads, Facilities

- 1) Water Plant Upgrade:
 - a) Construction is on schedule and going well.
 - b) The project is still within budget. We do not anticipate many other changes. Change orders to date: \$79,382.67
 - i) CO #1: Block change \$18,054
 - ii) CO #2: Depth of raw water line \$24,340.46
 - iii) CO #3: Raw water vault change \$36,988.21
 - c) Staff participated in the WTP monthly progress meeting with the engineer and contractor.
 - d) Equipment will be delivered in October.

Other

- 1) I participated in the ICMA webinar regarding organizational culture in attracting and retaining talent.
- 2) We submitted the interim report for the Downtown Revitalization Grant.
- 3) I submitted a grant application for vehicles.
- 4) I met with the IT company regarding cyber security and training.
- 5) Staff met with the Moonshot initiative team regarding future water source and treatment.

Items for Discussion and/or Consideration

- 1) Civility Pledge - attached

FY 23 Budgeted Capital Projects Status

Project	Status	Comments
WS01 WTP Upgrade	Underway. On schedule.	
WS02 Water/Sewer Line Repair/Replacement	Obtaining bids for Main Street water line replacement (2 blocks)	
WS04 Water Line Extension	Waiting for City agreement	Requested again this month.
WS06 Generator	Ordered	Significant price increase. Will be overbudget. Will move from other Capital Project.
WS07 W/S Service Truck	Truck delivered 8/3/22	
BP02 Greenway	Undetermined currently	
BP06 Sidewalks	Sidewalk on College from Mill to King is complete. Next phase will be Main to Mill.	
PF01 Parks	Saving for future needs	
PW01 PW Service Truck	Applied for grant.	
ECD01 Downtown Revitalization	Planning grant underway. Interim report complete and submitted.	
ECD02 Wayfinding Signage	Final comments in process. Once approved by VDOT, will go to bid for fabrication and installation.	
PD01 Police Vehicle	Applied for grant.	

Respectfully submitted,

Angela A. Lawrence

Virginia Municipal League supports restoring civility in government as a top priority. They proposed the following civility pledge, recognizing that as destructive as incivility can be in everyday life, it is particularly harmful in municipal meetings and offices. Local government is about solving practical problems, and anything that interferes with effective, respectful communication makes the vital work of local government members nearly impossible.

Civility Pledge

The Town of Dayton pledges to practice and promote civility within the governing body.

The elected officials of the Town of Dayton enact this civility pledge to build a stronger and more prosperous community by advocating for civil engagement, respecting others and their viewpoints, and finding solutions for the betterment of the community.

This pledge ensures that all communication – both spoken and written – to be open, honest and transparent as this is vital for cultivating trust and relationships.

The pledge ensures mutual respect to achieve municipal goals, recognizing that patience, tolerance and civility are imperative to success.

This pledge creates opportunities for finding common ground and engaging in civil discussion to seek solutions through active listening and thoughtful participation.

Staff Report

Treasurer's Office

September 2022

Personnel:

- Treasurer completed Advanced Governmental Accounting class through VGFOA and Radford University. This completes the Treasurer's certification through VGFOA.

Activity:

- Staff mailed 7 cut-off notices for unpaid water service. Service interruption is scheduled for October 20, 2022.
- Auditors completed final fieldwork. Annual audit report to Council is tentatively scheduled for November 14 at the regularly scheduled meeting.
- Real Estate tax bills are expected to be mailed early November with a due date of December 5, 2022.
- Vehicle license fees are expected to be mailed early November with a due date of December 5, 2022 as well.

Items for consideration:

None

Respectfully submitted,

Susan Smith

Town of Dayton
 Budget v. Actual Report
 FY23 PERIOD ENDING 9/30/2022

REVENUES	Budget	MTD	YTD	Variance	% Rcvd
General Fund					
Property Taxes	\$ 166,500	\$ -	\$ 15	\$ 166,485	0%
Other Local Taxes	\$ 435,450	\$ 33,405	\$ 96,077	\$ 339,373	22%
Permits, Privilege Fees & Licenses	\$ 500	\$ 40	\$ 105	\$ 395	21%
Fines & Forfeitures	\$ 43,000	\$ 3,386	\$ 531	\$ 42,469	1%
Rev. from use of money & prop.	\$ 2,500	\$ 75	\$ 150	\$ 2,350	6%
Charges for services	\$ 160,000	\$ 13,473	\$ 26,606	\$ 133,394	17%
Other	\$ 120,500	\$ 16,311	\$ 905,407	\$ (784,907)	751%
State & Federal Funding	\$ 134,200	\$ 9,790	\$ 60,488	\$ 73,712	45%
Transfer from Water & Sewer	\$ 1,078,050	\$ -	\$ -	\$ 1,078,050	0%
TOTAL GF REVENUES	\$ 2,140,700	\$ 76,480	\$ 1,089,379	\$ 1,051,321	51%
General Capital Fund					
Transfer from Water & Sewer	\$ 112,208	\$ -	\$ -	\$ 112,208	0%
Transfer from Reserves	\$ 92,792	\$ -	\$ -	\$ 92,792	0%
	\$ 205,000	\$ -	\$ -	\$ 205,000	0%
Water & Sewer Capital Fund					
Transfer from Water & Sewer Fund	\$ 50,000	\$ -	\$ -	\$ 50,000	0%
	\$ 50,000	\$ -	\$ -	\$ 50,000	0%
Water & Sewer Fund					
Charges for service	\$ 3,625,000	\$ 331,016	\$ 632,011	\$ 2,992,989	17%
W&S Conn fees	\$ 30,000	\$ -	\$ 4,000	\$ 26,000	13%
Interest	\$ 10,000	\$ 708	\$ 1,238	\$ 8,762	12%
Misc.	\$ 2,500	\$ 125	\$ 125	\$ 2,375	
TOTAL W&S REVENUES	\$ 3,667,500	\$ 331,849	\$ 637,374	\$ 3,030,126	17%
	Budget	MTD	YTD	Variance	
TOTAL REVENUES	\$ 6,063,200	\$ 408,329	\$ 1,726,753	\$ 6,063,200	0%

EXPENDITURES	Budget	MTD	YTD	Variance	% Used
General Government	\$ 591,550	\$ 53,583	\$ 143,770	\$ 447,780	24%
Public Safety	\$ 705,000	\$ 65,088	\$ 186,363	\$ 518,637	26%
Public Works	\$ 491,100	\$ 36,959	\$ 114,706	\$ 376,394	23%
Parks, Rec & Culture	\$ 171,750	\$ 9,119	\$ 39,678	\$ 132,072	23%
Community Development	\$ 181,300	\$ 18,731	\$ 29,294	\$ 152,006	16%
TOTAL GF EXPENDITURES	\$ 2,140,700	\$ 183,480	\$ 513,811	\$ 1,626,889	24%
Capital Projects					
PD Equipment	\$ 50,000	\$ 4,596	\$ 11,183	\$ 38,817	22%
Sign Program	\$ 50,000	\$ -	\$ 1,375	\$ 48,625	3%
Sidewalks	\$ 30,000	\$ 535	\$ 535	\$ 29,465	2%
Land Acquisition & Amenities	\$ 25,000	\$ -	\$ -	\$ 25,000	0%
PW Service Truck	\$ 50,000	\$ -	\$ -	\$ 50,000	0%
Generator	\$ 50,000	\$ -	\$ -	\$ 50,000	0%
TOTAL CAPITAL PROJECTS	\$ 255,000	\$ 5,131	\$ 13,093	\$ 241,907	5%
Operating	\$ 578,500	\$ 38,746	\$ 147,245	\$ 431,255	25%
HRRSA	\$ 1,823,742	\$ 145,270	\$ 437,460	\$ 1,386,282	24%
Water Fund Contingency	\$ 25,000	\$ -	\$ -	\$ 25,000	0%
TOTAL W&S EXPENDITURES	\$ 2,427,242	\$ 184,016	\$ 584,705	\$ 1,842,537	24%
Transfer to General	\$ 1,078,050				
Transfer to Capital-Water & Sewer	\$ 162,208	\$ -	\$ -	\$ 162,208	0%
TOTAL CAPITAL TRANSFER	\$ 1,240,258	\$ -	\$ -	\$ 162,208	0%
	Budget	MTD	YTD	Variance	
TOTAL EXPENDITURES	\$ 6,063,200	\$ 367,496	\$ 1,098,516	\$ 4,964,684	18%
NET TOTAL	\$ -	\$ 40,833	\$ 628,237		

Police Department Staff Report September 2022

1. Personnel

Position Title	# of Positions	Filled	Vacant
Chief	1	1	0
Lieutenant	1	1	0
Patrol	4	3	1

A. Employee recognitions

- Officers attended Coffee with a Cop at the Dayton Market.
- Officer Cacciapaglia and Chief Trout visited a preschool.
- Officer Cacciapaglia completed his Driver Instructor training.

B. Training

- Officers Roadcap and Cacciapaglia completed a 3-day detective course.
- Officer Cacciapaglia and Chief Trout taught driver training at the academy.
- Chief Trout attended the CSCJTA Leadership Conference and the VACP Conference.

2. Activity Report September 2022

Calls for Service	Incident Reports	IBR Reports	Arrests	Crashes	Citations
625	617	3	0	5	81

3. Project Updates

- USDA grant was submitted. Status is pending.

4. Upcoming Events

- None

5. Items for Consideration: None.

Respectfully submitted



Justin Trout



Public Works Staff Report September 2022

I. Personnel:

Position Title	# of Positions	Filled	Vacant
Public Works Supervisor	1	1	0
Building & Grounds Technician	2	2	0
Part Time/seasonal	1	1	0

1. Hiring Update: None.
2. Employee Recognitions: None.

II. Reports:

- Completed sidewalk replacement from the corner of King Steet/College Street to Mill Street/College Street. Roughly 450 feet was replaced. Will hopefully continue with College Street to Main Street section in the next couple of months.
- Trimmed shrubs at Town Hall and Dove Park with the help of the students at Turner Ashby through their Community Give Back Program.
- Receiving quotes to replace the heat pump in the Council Chambers. Hope to have that replaced soon.
- Due to the holiday in October, bio will be collected on October 11th and the street sweeping will take place on Thursday, October 13th.
- 13 Miss Utilities this month.

III. Items for Consideration: None.

Respectfully submitted,

Adam Meek



Water Department Staff Report
September 2022

I. Personnel

Position Title	# of Positions	Filled	Vacant
Lead Water Treatment Operator	1	1	0
P/T- Water Treatment Operator	1	1	0
Water Plant Operator	1	1	0

II. Reports:

- Water plant treated 47.671 million gallons of water in the month of September.
- Purchased 0 gallons from Rockingham County.
- Planted mums and decorated for fall.
- Received two more quotes for installing VFD drive at WTP (Trumbo Electric and SLM).
- Sprayed for weeds around Town, specifically hitting areas of heavy traffic for Dayton Days.
- Watered mums every morning.
- TTHM and HAA5 samples were collected this month.
- Ordered new parts for fluoride pump.
- TA Day of Service kids assisted Town staff with pulling flowers from Rt. 42 beds and Sunset Park.
- Ran jar tests to determine flow for new chemical to treat wastewater at WTP.
- Last progress meeting for the new WTP was on September 29th. Concrete floors will be poured on Monday, October 3, 2022.

III. Items for Consideration:

- Approval to proceed with the installation of the VFD.

Respectfully submitted,
Jennifer Reppe



**Community Development Staff Report
September 2022**

1. Planning and Zoning

- a. Two new Zoning Permits were issued.
- b. No Certificates of Occupancy were issued.
- c. No Chicken Keeping Applications were approved.
- d. No Short-Term Rental Permits were requested.
- e. No Home Occupations Permits were approved.
- f. The nuisance notices that were sent in September have all been complied with.
- g. Attended the TAC meeting on September 1st.
- h. Virtually attended the APA VA Legislature Committee Call on September 23rd.
- i. Virtually attended the LRTP meeting on September 29th.
- j. Virtually attended the VAZO Check-in on September 29th.
- k. Attended the Downtown Revitalization Grant Management Team Meeting on September 14th.
- l. The Planning Commission met on September 15th to discuss the update of the Transportation Chapter.
- m. Met with CSPDC to discuss the Transportation Chapter of the Comp Plan and to work on the Future Land Use Map. They will be bringing their edits and progress to the Planning Commission in October and November with the intention to submit to VDOT for their approval in November.
- n. Attended a Pre-Application meeting with the County along with a follow up meeting with the Engineers to discuss and evaluate plans for possible development on Route 257. They are planning to hold a public meeting to discuss their development prior to submitting an official application for rezoning. No formal applications have been received.
- o. Participated in ongoing discussions on possible development on Route 42. No formal applications have been received.

2. Items for Consideration: NONE.

Respectfully submitted,



Community Development Coordinator

Economic Development Staff Report September 2022

Business Recruitment, Retention and Relationships

- September business newsletter analytics:
 - 53 opens
 - Top links clicked:
 1. JMU Marketing Giveaway
 2. Town signage code
- The October newsletter will be sent out the first full week in October.
- The Town completed and submitted all initial activities related to the Downtown Revitalization Grant to DHCD by September 30th. The Town is now waiting for DHCD to review those activities and determine if we will get the remainder of the grant funding.
- Harvest Table held a soft opening on Saturday, October 1st, and a ribbon cutting is scheduled for October 7th at 10:30 am.

Events

- The Dayton Days Autumn Celebration was postponed to October 8th due to rain from Hurricane Ian. Staff is communicating with vendors to confirm availability on the postponed date and pulling vendors from the waitlist to fill in empty spots. At time of report, it remains to be seen if the festival will be at full capacity.
 - To inform the public of the postponed date, information was distributed through social media posts, the Town website, a resident postcard mailing, new large postponement banners, radio advertisements and social media advertisements.
- The last summer concert with Kelly May Brown & Crystal Armentrout on September 10 was cancelled due to rain.
- Staff continues to plan a bonfire and weenie roast on October 22. The location has been switched back to the field behind Park View Federal Credit Union, where it has been held in years past. This is a change from Sunset Park, which was originally advertised.
- Turner Ashby held their Day of Service on September 22. Approximately 40 students volunteered around Town to landscape around Town Hall, freshen up the flower beds, clean up Dove Park, and fold newsletters. Groups also went to the Sadie Rose Foundation and Silver Lake Mill.
- The Christmas parade will be on Friday, December 9 at 6:00 pm, followed by a Tree Lighting Ceremony at Dove Park.

Marketing

- Appeal Productions was in Town on September 23 to film additional shots at the Greenway Trail, and a couple of other businesses in Town. This will be included in the longer video, along with footage from Dayton Days.

Social Media

- September Town of Dayton Facebook Analytics
 - Page Reach: 60k
 - Profile visits: 2.9k
 - New Followers: 95
 - Top Posts
 1. Dayton Days Postponement (9/28): 38k reach
 2. Sunflowers at Koogler Field (9/9): 25k reach
 3. TA Day of Service (9/22): 3.5k reach

- September Town of Dayton Police Department Facebook Analytics
 - Page reach: 8.7k
 - Profile visits: 241
 - New followers: 10
 - Top Posts
 1. Now hiring flier (9/19): 6.9k reach
 2. Coffee with a Cop flier (9/2): 2k reach
 3. Coffee with a Cop photos (9/27): 1.2k reach

- September Redbud Festival Facebook Analytics
 - Page reach: 1.3k
 - Profile visits: 28
 - New followers: 15

- September Dayton Days Facebook Analytics
 - Page reach: 113k
 - Profile visits: 5.3k
 - New followers: 1.5k
 - Top Posts
 1. Dayton Days Postponement (9/28): 74k reach
 2. Dayton Days Advertisement (9/7): 41.7k reach
 3. Dayton Days Festival Map & Vendor Guide (9/23): 30k reach

- September Muddler Facebook Analytics
 - Page reach: 526
 - Profile visits: 13
 - New followers: 2

Other

- Wayfinding – Staff is waiting to receive final revisions from the consultant before proceeding with the next VDOT submittal.

Items for consideration or discussion:

None.

Respectfully submitted,

Meggie Roche

