TOWN OF DAYTON REGULAR COUNCIL MEETING COUNCIL CHAMBERS DAYTON TOWN HALL Monday, August 8, 2022 AGENDA

1. Call to Order Mayor Jackson a. Roll Call b. Invocation c. Pledge of Allegiance 2. Presentation: CSPDC LRTP Update and Survey by Director of Transportation, Ann Cundy 3. Approval of Minutes for Regular Town Council Meeting of July 11, 2022 4. Action Items* 5. Public Comment 6. 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 7. 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

8. Unfinished Business

g. Mayor and Council

9. New Business

10. Closed Session

- a. Pursuant to Virginia Code Section 2.2-3711(A)(8) for consultation with legal counsel employed or retained by the Town regarding specific legal matters requiring the provision of legal advice by such counsel. The subject matter of the closed session is specific legal matters related to two parcels of real property within the Town.
- b. Pursuant to Virginia Code Section 2.2-3711(A)(3) for discussion or consideration of the acquisition of publicly held real property for a public purpose or disposition of publicly held real property where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body. The subject matter of the closed session is for a discussion concerning the shared driveway and right of way located at 728 Mason Street.
- c. Pursuant to Virginia Code Section 2.2-3711(A)(1) for discussion of the resignation of a specific Town employee.

11. Adjournment

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/81563285893?pwd=cHlyMTJkUEo3cTJ5bEF1SmFtc3ZxZz09

Meeting ID: 815 6328 5893

Passcode: 143126

Dial in: 1-301-715-8592

TOWN OF DAYTON REGULAR COUNCIL MEETING MINUTES COUNCIL CHAMBERS, DAYTON TOWN HALL July 11, 2022

<u>COUNCIL MEMBERS PRESENT:</u> Mayor Cary Jackson, Vice Mayor Bradford Dyjak, Robert Seward, Heidi Hoover, Susan Mathias, Emily Estes, and Bob Wolz.

ALSO PRESENT: Jordan Bowman, Town Attorney; Susan Smith, Town Treasurer; TJ Hooker, Police Lieutenant; and Christa Hall, Clerk of Council and Community Development Coordinator.

<u>CALL TO ORDER:</u> 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 inperson 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: Vice Mayor Dyjak made a motion to approve the minutes as written for the Joint Public Hearing and Regular Council Meeting of June 13, 2022; the motion was seconded by Councilperson Wolz and approved by a roll call vote of 6 to 0, with one abstention; the voting recorded as follows: DYJAK—AYE; HOOVER—ABSTAIN; SEWARD—AYE; MATHIAS—AYE; WOLZ—AYE; JACKSON—AYE; ESTES—AYE.

<u>ACTION ITEM: CONSIDERATION OF RESOLUTION REGARDING TIME OF</u> REGULAR MEETING AND INCLEMENT WEATHER MEETING TIMES:

Councilperson Estes made a motion to approve the Resolution as presented and outlined below. The motion was seconded by Councilperson Seward and was approved by a roll call vote of 7 to 0, the voting recorded as follows: DYJAK—AYE; HOOVER—AYE; SEWARD—AYE; MATHIAS—AYE; WOLZ—AYE; ESTES—AYE; JACKSON—AYE.

RESOLUTION REGARDING TIME OF REGULAR MEETINGS AND INCLEMENT WEATHER MEETING TIMES

WHEREAS, the Town of Dayton wishes to establish the time of its regular council meetings, and

WHEREAS, the Town of Dayton wants to empower the Mayor and, if the Mayor is unable to act, the Vice-Mayor to reset the regular meeting time in the event weather or other conditions are such that it is hazardous for members to attend the regular meeting,

NOW, THEREFORE, be it resolved by the Town Council of the Town of Dayton, Virginia,

- 1. Regular meetings of the Town Council shall be held on the second Monday of each month beginning at 6 p.m.
- 2. When a meeting date falls on a legal holiday, the meeting shall be held on the day following at 6 p.m. unless otherwise designated by the council.
- 3. If the Mayor, or, if the Mayor is unable to act, the Vice-Mayor, finds and declares that weather or other conditions are such that it is hazardous for members to attend the regular meeting the meeting shall be held at 6 p.m. on the day following.
- 4. If the Mayor, or, if the Mayor is unable to act, the Vice-Mayor, finds and declares that such weather or other condition continues on the day following, the meeting shall be held at 6 p.m. one week after the originally scheduled meeting.
- 5. All regular meetings of the council shall be open to the public, unless closed pursuant to state law.

MANAGER'S REPORT

Town Manager Angela Lawrence provided a written report, which is attached. Mayor Jackson highlighted items from her report.

TREASURER'S REPORT

Treasurer Susan Smith provided a written report and added that she had consulted with the auditors who advised that a budget amendment for the ARPA funds should not be necessary.

POLICE REPORT

Chief Justin Trout provided a written report. Lieutenant Hooker reviewed the report for Council.

PUBLIC WORKS REPORT

Public Works Supervisor Adam Meek provided a written report. Mayor Jackson highlighted items from the report.

WATER DEPARTMENT REPORT

Water Plant Operator Jennifer Reppe provided a written report. Mayor Jackson highlighted items from the report.

COMMUNITY DEVELOPMENT REPORT

Community Development Coordinator Christa Hall provided a written report and asked Council if there were any questions.

ECONOMIC DEVELOPMENT REPORT

Economic Development Coordinator Meggie Roche provided a written report. Mayor Jackson highlighted items from the report.

TOWN ATTORNEY REPORT

Attorney Jordan Bowman stated that he had no report.

PUBLIC COMMENT

Deb Crank addressed the Council and provided an update on the Christmas in July event hosted by the Dayton businesses. She advised that the event will be on Saturday, July 23rd and that shoppers will be encouraged to make snowmen ornaments and will need to go to various businesses to get all the pieces to complete. She stated that the Dayton Market has been working on advertising for this event. There will also be a Frozen theme tea party at the Thomas House Restaurant to recognize and help raise money for the Sadie Rose Foundation and Blue Ridge Foster Love. Scotty's Italian Ice will also be available that day. She ended by thanking the Town for the street sweeping that will be done in time for the event.

Cheryl Lyon also signed up to speak. Before she spoke, Councilperson Estes stated that she had attended the recent event held at Silver Lake Mill and that it was a wonderful community event and thanked her for her hard work. Ms. Lyon thanked the Mayor and the Council for the resolution that was passed at the June meeting recognizing her and the newly installed historical marker at the Mill. She also thanked the Town Staff for the continued support and assistance with the bicentennial event.

ECONOMIC & COMMUNITY DEVELOPMENT COMMITTEE REPORT

Councilperson Dyjak stated that there was no report. However, he echoed the sentiments of Councilperson Estes about the great events in Town. He stated that Governor Youngkin had been in Town celebrating the Rockingham Mill expansion grant and that he was pleased to be a part of that wonderful announcement. He congratulated the Town staff and thanked them for their efforts on being awarded with the Downtown Revitalization Grant. He concluded by stating that he was looking forward to all the great things in store for the Town's future. Councilperson Estes asked for clarification on how the grant funds will be used. Councilperson Dyjak explained how the Downtown Revitalization grant works.

FINANCE COMMITTEE REPORT

Councilperson Dyjak stated that there was no report but added a Happy Fiscal New Year and thanked the Treasurer and staff for their efforts on the budget and the audit process.

INFRASTRUCTURE COMMITTEE REPORT

Councilperson Seward stated that there was no report.

PARKS, RECREATION & BEAUTIFICATION COMMITTEE REPORT

Councilperson Seward stated that there was no report.

PERSONNEL COMMITTEE REPORT

Councilperson Mathias stated that there was no report.

POLICE COMMITTEE REPORT

Councilperson Hoover stated that there was no report. However, she reminded everyone of the upcoming National Night Out hosted by the Dayton Police Department to be held on August 2nd. She encouraged everyone to come out and support the community and the officers.

MAYOR AND COUNCIL REPORT

Mayor Jackson stated that he also echoed the previous wonderful comments about the Town events and added that they have been great at engaging the entire community. He also commended Manager Lawrence and her team for the recent successful completion of several projects that have been long overdue. Specifically, the Town obtaining a street sweeper and setting up a key card system for the Town Hall. Finally, he commented on how nice the new Town vehicles look with the new seals on them. He then asked if anyone else had any comments and there were none

the new sears on them. The then asked if anyone else	had any comments and there were none.
<u>UNFINISHED BUSINESS</u>	
None.	
NEW BUSINESS	
None.	
<u>ADJOURNMENT</u>	
With there being no further business to come befo motion to adjourn, and Councilperson Mathias secon The meeting adjourned at 6:27 p.m.	
Respectfully Submitted,	
Cary Jackson, Mayor	Christa Hall, Clerk of Council

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ATTACHMENT TO DTC 7.11.22 REGULAR MEETING MINUTES

Town Manager Staff Report June 2022

Personnel

- 1) We continue to monitor and react appropriately to COVID cases among staff.
- 2) I am so thankful for the loyal and hard-working staff that we have in the Town. As many struggle to find and keep good staff, we are fortunate that they have chosen to serve the Town.

Public Works, Roads, Facilities

- 1) Water Plant Upgrade:
 - a) Construction is on schedule and going well.
- 2) Road resurfacing: VDOT paved in front of Cargill. Contractors filled cracks in some streets in town and surfacing will be completed on those streets soon.

Finances

- 1) The fiscal year ended on June 30th. The Town is still in great shape financially.
- 2) The new fiscal year begins July 1.
- 3) The ARPA funds budgeted for this fiscal year were not received by June 30th. We received information from the state that they received the funds from the federal government on June 27 and will forward them to us within 30 days.
- 4) We may need to transfer funds from investments to checking, depending on the timing of the ARPA deposit. We will work with finance committee on the matter.

<u>Other</u>

- Meggie and I participated in meetings with the PDC regarding the Business District Revitalization Grant. We are forming the initial management team that will meet in July and planning a public information meeting for August.
- 2) I continue to assist Christa with the Comprehensive Plan update and meetings.
- 3) Christa and I attended a meeting regarding a housing study received by the PDC. Christa will continue to serve on a committee for the project.
- 4) Several staff members joined the Vice-Mayor at Rockingham Cooperative for the Governor's announcement of the mill's expansion and related grant.
- 5) The office server was replaced with a lease beginning July 1. We also changed to an updated Microsoft system including email. We are still working out some details and kinks.
- 6) The key card system was installed in town hall. Susan and I are the administrators of the system.
- 7) I attended several community events including an event at the Mill and a town concert.
- 8) I attended the STAMP program specifically for Dayton and Bridgewater businesses to gain information for building their businesses. Unfortunately, although it was advertised several times to businesses in Dayton and Bridgewater, only one business owner attended from Dayton. Meggie will share key points with businesses in upcoming business e-newsletters.
- 9) I participated in ICMA Generational Workforce webinar.

Items for Discussion and/or Consideration

1) Possible approval to advertise retroactive budget amendment public hearing. More information will be available by meeting time.

Budgeted Capital Projects Status

Project	Status	Comments
Police Vehicle	Grant received. Vehicle Received. Decals and most equipment installed. Awaiting 3 additional pieces of equipment to close out grant.	
Greenway Project	Rail has been installed from the former end point to the bridge to enhance safety.	Rail cost will allow us to also complete electricity plan with the funds that were carried over.
King Street Extension Path	Field survey completed.	More research is needed.
Wayfinding Signage Program	See Meggie's report	
Sidewalks	Quote received.	Projected completion August due to contractor schedule and concrete supply issues.
Parks	Nothing planned currently	For savings purposes.
Public Works Vehicle	Truck purchased and received.	
Ventrac Mower	Completed. Additional mowers approved by council have been received.	
Key Card System	System was installed and is functioning.	
Water Line Extension	Agreement going to City attorney before review by Town.	Extension of line near Walmart to City water for emergency purposes.
Water Plant Equipment	Project underway.	Project to be completed April 2023.
Park land acquisition	Nothing planned.	For saving purposes only.
Water/Sewer Lines	Nothing planned currently.	
Hydrants	Line and hydrant installed.	Ft. Harrison area
Generator	Installed at well 4. Fencing installed.	
Water Dept. Service Truck	Truck purchased.	Awaiting delivery. Capital funds will be carried over as the delivery is expected in July now.

Respectfully submitted,

Angela A. Lawrence

Town Manager Staff Report July 2022

Personnel

- 1) We continue to monitor and react appropriately to COVID cases among staff.
- 2) We are currently advertising for a certified police officer. It is posted on the town website and Facebook page and the Virginia Association of Chiefs of Police website.
- 3) Chris Hurt, a JMU student, will be interning with us this semester. He is currently working on the downtown revitalization grant inventory and will assist with other projects.
- 4) Staff attended a MS Teams meeting to better utilize the new system we moved to.

Public Works, Roads, Facilities

- 1) Water Plant Upgrade:
 - a) Construction is on schedule and going well.
 - b) Having concerns regarding long term maintenance and life span of vinyl siding on two small portions of the building, we have opted to complete the building with block all the way up. This will result in a change order of \$19,919.00. The issue was discussed with the infrastructure and finance committees.
 - c) Staff participated in the WTP monthly progress meeting with the engineer and contractor.
- 2) Road resurfacing: VDOT contractors have completed the re-surfacing of several sections of streets throughout town. Affected property owners were notified ahead of time. The surfacing requires 4-6 weeks to fully cure, so people are asked to be patient with the look and feel of the surface along with some of the loose gravel at intersections. Complaints were referred to the contractors and were dealt with directly from them.

Finances

- 1) The ARPA funds that were budgeted from FY22 were received in July. This will not affect our budget or audit and there is no need to amend the budget retroactively. These funds have been earmarked for projects for two years, but two payments were made approximately one year apart.
- 2) We transferred \$500,000 from reserves (investments) to checking to cover the cost of WTP construction. We are forecasting cash flow each month and are working with our investment advisor to maximize our investments while also leaving enough accessible when needed as the project continues.

Other

- 1) I participated in the Project Management Team meeting for the downtown revitalization project.
- 2) I continue to assist with the comprehensive plan revision.
- 3) I continue to serve on the MPO and attend meetings.
- 4) I attended a Chamber business after hours event.
- 5) I attended a press conference regarding public transit funding hosted by BRITE at their Fishersville facility. Bonnie Riedesel, PDC Executive Director, and Senator Warner spoke.

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	
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.	Would include all of College – may be done in phases.
PF01 Parks	Saving for future needs	
PW01 PW Service Truck	Will apply 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	Will apply for grant	

Respectfully submitted, Angela A. Lawrence

Staff Report

Treasurer's Office July 2022

Personnel:

Activity:

- July 1st refuse increase went into effect. Staff prorated bills for 10 days at previous rate and 20 days at new rate.
- ARPA funds expected by June 30th were received July 22, 2022.
- Staff mailed 22 cut-off notices for unpaid water service. Service interruption is scheduled for August 22, 2022.
- Auditors were on-site for preliminary fieldwork, Monday, July 11, 2022. Final on-site fieldwork is scheduled the week of September 12-16, 2022.

Items for consideration:

None

Respectfully submitted,

Susan Smith

Town of Dayton Budget v. Actual Report FY23 PERIOD ENDING 7/31/2022

REVENUES		Budget	MTD	YTD	,	Variance	% Rcvd
General Fund							
Property Taxes	\$	166,500	\$ -	\$ -	\$	166,500	0%
Other Local Taxes	\$	435,450	\$ 46,785	\$ 46,785	\$	388,665	11%
Permits, Privilege Fees & Licenses	\$	500	\$ 25	\$ 25	\$	475	5%
Fines & Forfeitures	\$	43,000	\$ 3,986	\$ 3,986	\$	39,014	9%
Rev. from use of money & prop.	\$	2,500	\$ 45	\$ 45	\$	2,455	2%
Charges for services	\$	160,000	\$ 475	\$ 475	\$	159,525	0%
Other	\$	120,500	\$ 854,347	\$ 854,347	\$	(733,847)	709%
State & Federal Funding	\$	134,200	\$ -	\$ -	\$	134,200	0%
Transfer from Water & Sewer	\$:	1,078,050	\$ -	\$ -	\$	1,078,050	0%
TOTAL GF REVENUES	\$:	2,140,700	\$ 905,663	\$ 905,663	\$	1,235,037	42%
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	3,625,000	\$ 551	\$ 551	\$	3,624,449	0%
W&S Conn fees	\$	30,000	\$ -	\$ -	\$	30,000	0%
Interest	\$	10,000	\$ 269	\$ 269	\$	9,731	3%
Misc.	\$	2,500	\$ -	\$ -	\$	2,500	
TOTAL W&S REVENUES	\$:	3,667,500	\$ 820	\$ 820	\$	3,666,680	0%
		Budget	MTD	YTD	,	Variance	
TOTAL REVENUES	\$ (5,063,200	\$ 906,483	\$ 906,483	\$	6,063,200	0%

<u>EXPENDITURES</u>	 Budget	MTD	YTD	Variance	% Used
General Government	\$ 591,550	\$ 42,131	\$ 42,131	\$ 549,419	7%
Public Safety	\$ 705,000	\$ 66,533	\$ 66,533	\$ 638,467	9%
Public Works	\$ 491,100	\$ 39,496	\$ 39,496	\$ 451,604	8%
Parks, Rec & Culture	\$ 171,750	\$ 6,024	\$ 6,024	\$ 165,726	4%
Community Development	\$ 181,300	\$ 4,428	\$ 4,428	\$ 176,872	2%
TOTAL GF EXPENDITURES	\$ 2,140,700	\$ 158,612	\$ 158,612	\$ 1,982,088	7%
Capital Projects					
PD Equipment	\$ 50,000	\$ -	\$ -	\$ 50,000	0%
Sign Program	\$ 50,000	\$ 1,375	\$ 1,375	\$ 48,625	3%
Sidewalks	\$ 30,000	\$ -	\$ -	\$ 30,000	0%
Parks	\$ 25,000	\$ -	\$ -	\$ 25,000	0%
Generator	\$ 50,000	\$ -	\$ -	\$ 50,000	0%
TOTAL CAPITAL PROJECTS	\$ 205,000	\$ 1,375	\$ 1,375	\$ 203,625	1%
Operating	\$ 578,500	\$ 35,178	\$ 35,178	\$ 543,322	6%
HRRSA	\$ 1,823,742	\$ 145,644	\$ 145,644	\$ 1,678,098	8%
Water Fund Contingency	\$ 25,000	\$ -	\$ -	\$ 25,000	0%
TOTAL W&S EXPENDITURES	\$ 2,427,242	\$ 180,822	\$ 180,822	\$ 2,246,420	7%
Transfer to General	\$ 1,078,050				
Transfer to Capital-Water & Sewer	\$ 212,208	\$ -	\$ -	\$ 212,208	0%
TOTAL CAPITAL TRANSFER	\$ 1,290,258	\$ -	\$ -	\$ 212,208	0%

Police Department Staff Report

July 2022

1. Personnel

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

A. Employee recognitions

- Officer Roadcap participated in the July Warrant Sweep with the Sheriff's office and other towns
- Officer Roadcap has done a great job investigating two felony cases.

B. Training

- All officers completed Active Shooter Training.
- Chief Trout and Lieutenant Hooker instructed Active Shooter Training.

2. Activity Report July 2022

Calls for	Incident	IBR	Arrests	Crashes	Citations
Service	Reports	Reports			
384	379	4	0	1	20

3. Project Updates

- National Night Out was very successful.
- Sentara donated medical supplies for trauma bags for each patrol vehicle.
- Warrant Sweep (Totals for all of Rockingham County)- 58 Warrants served, 29 arrests, 2 Search Warrants

4. Upcoming Events: None

5. Items for Consideration: None

Respectfully submitted

Justin Trout

Public Works Staff Report July 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:
- 2. Employee Recognitions:

II. Reports:

- Began setup for The Muddler.
- Fixed water leak at 590 Mason St.
- Cleaned out water valve boxes at and around Walmart.
- All the paving in town looks to be complete.
- 17 Miss Utilities this month.

III. Items for Consideration: None

Respectfully submitted,

Adam Meek



Water Department Staff Report July 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 49.601 million gallons of water in the month of July.
- Purchased 499,000 gallons from Rockingham County.
- Flushed 43 fire hydrants around town.
- Cleaned the wastewater pit.
- Assisted with Muddler set up.
- Sent out second notices for Backflow Test and Maintenance Forms.
- Color choices for the remaining items for the new WTP building were selected during the monthly progress meeting on July 26th.
- Rhodenizer poured footers July 27th and began putting up block for the new building July 29th.

*Note: After the Infrastructure Committee meeting on July 27th, the funds for the new VFD to fix the high service pump at the Water Treatment Plant will be coming from the 605 - Materials and Supplies fund.

III. Items for Consideration:

Respectfully submitted,

Jennifer Reppe



Community Development Staff Report July 2022

1. Planning and Zoning

- a. One new Zoning Permit was 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. One property continues to have a nuisance violation (grass). Public Works has mowed it twice and the property owner billed. There was one notice to remedy and address inoperative motor vehicles, which was complied with promptly. One warning notice about dumpster/bulk trash which was acknowledged and will be shared with apartment tenants.
- g. The TAC meeting was cancelled for July.
- h. Virtually participated in the weekly Housing Study: VCHR Data Training Series.
- i. Participated in ongoing discussions for proposed usage on Legacy Lane.
- j. The July 21st Planning Commission meeting was cancelled. Staff continues to review and update the Comprehensive Plan. The Plan will be put into a final draft form for public inspection and input and staff will request a recommendation from Planning Commission to send to the CSPDC for their use in updating the Transportation Chapter. The final 2022 Completed Comp Plan is anticipated to be scheduled for a Joint Public Hearing with the Planning Commission and Council at the February 13, 2023 Council Meeting.
- k. Participated in ongoing discussions on possible development on Route 257 with an engineering firm to discuss rezoning possibilities.
- 1. Participated in ongoing discussions on possible development on Route 42 to discuss rezoning possibilities.
- 2. Items for Consideration: NONE.

Respectfully submitted,

Community Development Coordinator

Economic Development Staff Report July 2022

Business Recruitment, Retention and Relationships

- July business newsletter analytics:
 - o 56 opens
 - Top links clicked:
 - 1. Google Business Article
 - 2. Dayton Business Directory
- The August Business e-newsletter will go out the first week of August.
- Following the award of the initial portion of a CDBG Planning Grant, the Town assembled a Project Management Team (PMT) in accordance with the grant guidelines. The PMT had their first meeting on July 27, where they discussed overall goals of the grant and their role as PMT. There will be a public meeting on August 16 at 5:30 pm tentatively scheduled at Sunset Park (backup location is Town Hall) to provide the community with more information about the purpose of this grant, and to invite feedback.
 - A required component of the grant is to complete an inventory of existing buildings in the project area along with a blight analysis. The Town has brought on an intern from JMU who will be helping with this portion of the project.

Events

- Registration for arts & crafts AND food vendors at Dayton Days is now full. There are 10 vendors on the waitlist.
- Muddler registrations as of 8/2: 603
 - o Football teams from TA and HHS will be volunteering as obstacle attendants.
- The July 16th concert with Thieves of Burden had approx. 125 people in attendance, and the July 30th concert with Fashionably Late had approx. 80 people in attendance. There are two more summer concerts: August 27, Josh Davidson; September 10, Kelly May Brown & Crystal Armentrout.

Social Media

- July Town of Dayton Facebook Analytics
 - Page Reach: 14.7kProfile visits: 1,551New Followers: 25
 - Top Posts
 - 1. Christmas in July (7/19): 5.5k reach
 - 2. Missing Cat (7/19): 4.3k reach
 - 3. Thieves of Burden Summer Concert (7/15): 4.1k reach
- July Town of Dayton Police Department Facebook Analytics
 - Page reach: 1.9kProfile visits: 151New followers: 3
 - o Top Posts
 - 1. National Night Out (7/21): 1.8k reach
 - 2. Fourth of July (7/1): 624 reach
 - 3. National Night Out event page (7/21): 210 reach
- July Redbud Festival Facebook Analytics
 - Page reach: 679Profile visits: 21New followers: 5

Economic Development July Staff Report Page 2

July Dayton Days Facebook Analytics

Page reach: 333Profile visits: 141New followers: 30

July Muddler Facebook Analytics

Page reach: 17,546Profile visits: 372New followers: 28

o Top Posts

1. Course Map (7/21): 7.5k reach

2. T-shirt winning color (7/6): 1.4k reach

3. Sponsors (7/29): 1.3k reach

Other

- Wayfinding Initial comments from VDOT's second review were received, and the consultant is currently working on incorporating those changes.
- Attended the Greater Ashby Business Council Meeting on July 21 at the Dayton Market.
- The Town received \$50,000 from Rockingham County as part of their Tourism Grant Program. The Town plans to spend their funds to complete the Wayfinding Project.

Items for consideration or discussion:

None.

Respectfully submitted,

Meggie Roche

