

**COMMUNITY DEVELOPMENT**  
**AGENDA**  
**February 13th, 2017**  
**5:00 P.M.**

- I. Agenda Changes
- II. Adoption of Minutes
  - 1 December 12<sup>th</sup> 2017
- III. Off Premises Signage
- IV. Plan of Development, Ordinance 03-2016  
Zoning Text Amendment
- V. Chesapeake Bay Preservation Act Program  
Compliance Review Report
- VI. Spring/Summer Activities
  - 1. Food Truck Events
  - 2. Paddle Boarding & Kayaking Classes and Tours
  - 3 Kayaking Trails Grant
- VII. YMCA Contracts
  - 1 Renewal of Lease Agreement
  - 2 Extension of Recreational Agreement
- VIII. General Information
  - 1 Town Clock
  - 2 Spring Clean Up

IX. Town Council Agenda

X. Next Meeting: March 13th, 2017

XI. Adjournment

**ECONOMIC AND COMMUNITY DEVELOPMENT  
COMMITTEE MEETING  
February 13<sup>th</sup>, 2017**

Jack Lawson called the meeting to order at 5:00 P.M. Committee members present included Jack Lawson, Deborah Ball, Paul Kelley and Gail Nichols.

Also present: Jim Hudson, Mayor; John Edwards, Town Manager; Karen Barrow, Town Clerk; Holly McGowan, Director of Community Development; Tim Sawyer, Building Official and other interested persons.

**I Agenda Changes**

Mr. Edwards asked for two YMCA Contracts to be placed on the agenda before General Information.

**II. Adoption of Minutes**

December 12<sup>th</sup> 2016

Mrs. Nichols made a motion to adopt the minutes, seconded by Mrs. Ball. Upon a unanimous vote the motion was approved.

**III. Off Premises Signage**

Mike Daus, 620 Main Street, West Point, Virginia stated that the downtown businesses need some assistance with signage to bring foot traffic downtown and that Off Premises Signs would assist with bring people downtown. Mr. Daus also stated that some businesses have signs on Rt. 33 and asked how a business can get signage on Rt. 33.

Mr. Lawson advised that the problem has been where to place a sign in West Point on Rt. 33 and it not be in the VDOT right-of-way.

Mr. Edwards stated that VDOT does have the "Logo" program, businesses can go through the State and have a sign placed on Rt. 33, you have to go through the program and finding a location is the challenge.

Mr. Lawson advised that social media is the best way to advertise today or there is a location in New Kent across from the 7-11 that has signage for West Point.

Mr. Edwards advised that the Town has asked VDOT in the past about signage, we were told to call "Virginia Logos". Mr. Edwards provided the contact information for Virginia Logos to Mr. Daus.

**IV. Plan of Development – Ordinance 03-2016**

Ms. McGowan advised that the Ordinance was reviewed by the Planning Commission with a recommendation that Town Council adopts the Ordinance.

Mr. Edwards advised that the Ordinance will be on the Town Council agenda for Authorization to Advertise for a Public Hearing.

**V. Chesapeake Bay Preservation Act Program**

Ms. McGowan advised that the Town has received a compliance review for the Chesapeake Bay Preservation program that will require some changes to the Towns Ordinance. Ms. McGowan also stated that there is a deadline of June 30<sup>th</sup> 2017 to adopt the changes.

Mr. Edwards stated that the Town received a very good review from DEQ.

The consensus of the Committee is for the Town Manager to place the changes to the Chesapeake Bay Preservation Act on the Town Council agenda for referral to the Planning Commission for review.

**VI. Spring/Summer Activities [ See Attached Schedules]**

**1. Food Truck Events**

Mr. Edwards advised that the intention of these two programs is to draw people to Town. There would be four Food Truck Events located at the river overlook at the foot of the bridge from 5 P.M. till 8 P.M. If the events are successful, we will work on a tentative fall schedule. The first event is scheduled for April 21<sup>st</sup>.

**2. Paddle Boarding & Kayaking Classes and Tours**

Mr. Edwards advised that Town Staff are trying to find ways for people to enjoy the water. For some time we have been talking with two companies to provide Paddle Boarding & Kayaking Classes. We now have three different groups that are able to provide water programs, Black Dog Paddle, Williamsburg Paddle and Yoga and the MPRA. Mr. Edwards stated that the attached tentative schedule will begin on April 29<sup>th</sup> with a Spring Paddle by the MPRA.

**3 Kayaking Trails**

Mr. Edwards advised that the Town is working with the Public Access Authority on a possible grant to fund a Kayaking Trails from Zoar State Forest down to Croaker. The Town has a meeting scheduled with the Virginia Department of Tourism later this week

to discuss some of these events. Greg Kelly and Louis Lawrence will be attending the meeting to discuss these events.

## **VII. YMCA Contracts**

### **1. Renewal of Lease Agreement**

Mr. Edwards advised that the Lease Agreement for the YMCA is up for renewal this year, the YMCA are requesting a renewal for another 10 years.

### **2. Extension of Recreational Services**

Mr. Edwards advised that the YMCA is requesting that the original Agreement be extended until March 31, 2027 for the sum of \$40,000 per year.

Mr. Edwards stated that both agreements would need to be approved by Town Council and will need to be on the Town Council agenda.

## **VIII. General information**

### **A. Town Clock**

Mr. Edwards advised that the Town Clock outside of the Post Office was hit by a delivery truck. A new clock has been ordered, it is a custom built clock that will take 90 days before it's delivered. It should be here and installed by the end of March.

### **B. Spring Clean-Up**

Mr. Lawson asked what is the schedule for Spring Clean-up and would the Town be able to address abandoned vehicles and the clean-up of porches that are an eye sore.

Mr. Edwards advised that Spring Clean-up does not address abandoned vehicles or the clean-up of personal items.

Mrs. Nichols asked if the Town has an Ordinance against homeowners putting beds or refrigerators on a front porch.

Ms. McGowan stated that the Town Attorney has advised that if the Town went in front of a judge, that the judge would not side with the Town regarding the removal of personal items. Therefore the Town is unable to send violation notices regarding personal items.

## **IX. Town Council Agenda**

Mr. Lawson asked the Town Manager to place the following items on the February 28<sup>th</sup> 2017 Town Council agenda: 1) Ordinance 03-2016 / Plan of Development: 2) Chesapeake Bay Preservation Act and 3) the two YMCA Agreements.

**X. Next Meeting Date:** March 13<sup>th</sup> 2017.

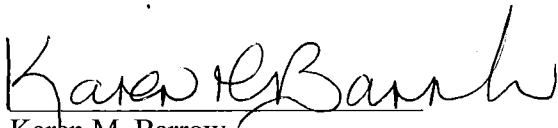
**XI. Adjournment**

There being no further business the meeting was adjourned at 5:55 P.M.



Jack Lawson  
Chairman

ATTEST:



Karen M. Barrow  
Town Clerk

# West Point Food Truck Park Business Plan

## Strategic Goals:

- Offer diverse food options to West Point residents.
- Attract drive by visitors so they explore West Point beyond Rt. 33 (14<sup>th</sup> St).
- Demonstrate that there is a need/market for additional food options in town.

## Tactical Plan:

- Create a spring and fall schedule and recruit Williamsburg and Richmond area food trucks (or local restaurants) to West Point every other Fri night. The event will not conflict with Jammin on the Point concerts.
- In addition to food trucks recruit regional wineries and craft breweries to participate.
- Locate the "Food Truck Park" off 14<sup>th</sup> street across from Chelsea Rd along the existing bike trail.
- West Point will provide: banquet license, limited seating, corn-hole game, casual entertainment, rest rooms, security, supervision, festive atmosphere, and signage.
- The event will operate from 5:00 to 8:00pm
- The limited seating options can be reserved for 8 people for \$50 a table in advance. Reservations can be made at (TBD) 5:00 and 7:00. (4 tables @ \$50 5:00 \$200 / 7:00 \$200. \$800 per event will cover operating expenses.

## Food Truck Park Schedule:

(Spring 2017)

1. Fri. April 21<sup>st</sup> (Confirmed: Carytown Burger & fries,)
2. Fri. May 12<sup>th</sup>
3. Fri. June 2<sup>nd</sup>
4. Fri. June 23<sup>rd</sup>

(Tentative Fall 2017 Date TBD)

1. Fri. Sept.
2. Fri. Sept.
3. Fri. Oct.
4. Fri. Oct

## Marketing:

Include Chamber of Commerce to generate awareness.

Signage promoting the event on 14<sup>th</sup> St.

Work closely with new regional economic development organization.

Town website, FB page

Pre-sell reserved tables to residents or corporate sponsors.

Focus on getting "TOP NOTCH" food trucks in advance to support marketing.

## Operations / to do items:

Banquet license, entertainment, winery and craft beer vendors.

Schedule food truck operators in advance.

Pre-sell tables (get tables?)

Organize event operations with town officials.

## John Edwards

---

**From:** Greg Kelly <gkelly@hmcompany.com>  
**Sent:** Wednesday, February 08, 2017 10:45 AM  
**To:** John Edwards  
**Subject:** DRAFT / West Point River Awareness Schedule  
**Attachments:** gkelly@hmcompany.com.vcf

John,

Below are the dates and classes that West Point plans to offer this spring. The GREEN ones are what MPRA has planned and they will send me their final schedule later this week so we can offer an consolidated list of events for marketing.

### Town of West Point River Awareness Schedule

<i>Sat April 29</i>	<i>MPRA Spring Paddle</i>	<i>TBD</i>	<i>MPRA annual event, details pending.</i>
Sat May 20	Glass Island Kick-off	Time TBD,	Lori Erwin with Williamsburg Paddle will offer a series of introductory paddle board sessions.
<i>Thu June 1</i>	<i>MPRA After School / Walkerton</i>		<i>After school Walkerton outing.</i>
Sat June 3	Paddle Board	TBD	Glass Island: Into paddle board / 8 people (could offer several times)
<i>Sat June 3</i>	<i>MPRA Glass Island</i>	<i>TBD</i>	<i>MPRA will offer a Glass Island to compliment Lori's class</i>
Sun June 11	Paddle Yoga	TBD	Glass Island class Yoga / 8 people
<i>Sat June 10</i>	<i>MPRA</i>		<i>TBD</i>
<i>Sat June 18</i>	<i>MPRA</i>		<i>TBD</i>
Sun June 25	Sunset SUP/Kayak	Sunset	Group sunset tour (MPRA joint event ?) We hope to add a wine tasting to this event.
<i>Mon June 26</i>	<i>MPRA Ladies Float</i>	<i>TBD</i>	<i>TBD</i>
Sat July 1	Paddle Yoga	Morning	Glass Island class

July schedule TBD if there is enough interest in the community.

PENDING:

Sun July 9 <sup>th</sup>	Basic Paddle	TBD	Black Dog Paddle
Sun Aug 6 <sup>th</sup>	Basic Paddle	TBD	Black Dog Paddle