

MINUTES OF THE STRASBURG TOWN COUNCIL MEETING HELD ON TUESDAY, SEPTEMBER 12, 2017, AT 7:00 PM IN THE COUNCIL CHAMBERS OF THE STRASBURG TOWN HALL.

Call to Order:

Mayor Orndorff called the meeting to order.

The Pledge of Allegiance was led by **Planning and Zoning Administrator Settle**.

Invocation

Vice Mayor Terndrup gave the invocation.

Roll Call:

ROLL Called with the following members present: Mayor Orndorff, Vice Mayor Terndrup, and Council Members Bishop, Hall, Le Vine, Maddox, Newman, Plitt, and Vena.

Introduction and Recognition of Visitors and Guests:

Mayor Orndorff said it isn't often that a business celebrates 25 years of service and Fox's Pizza Den is doing so. He said he is grateful for what the family has given to the town. He read a proclamation in honor of **Dixie and James Troxell**.

Mrs. Troxell said she appreciates the proclamation, but it isn't just the family, but the employees that have supported them throughout the many years.

Mayor's Comments:

Mayor Orndorff gave the State of the Town address. "It seems like just a few months ago we were starting the new fiscal year; time has certainly passed quickly. The year has been marked by progress and accomplishments for Strasburg and we have seen changes throughout the year also. We have seen major projects completed and others underway.

Our first meeting in July 2016 saw new faces on Council. We welcomed newly elected council members **Barbara Plitt, Shirley Maddox, and Kim Bishop**. **Council Member Jocelyn Vena** returned for another term and for the first time in Strasburg history we have four (4) women serving on Council. We have had some staff changes as well. **Chuck Mohr** retired after 33 years with the Department of Public Works. Our **Economic Development & Marketing Manager, Michelle Bixler**, joined our staff July 1, 2016 and earlier this year, Council selected **Wyatt Pearson** as Town Manager to replace **Ryan Spitzer** who accepted a position in North Carolina.

Council developed and adopted a "Strasburg Town Council Vision for 2037". We are in the latter stages of updating the comprehensive plan thanks to the leadership of **Vice Mayor Terndrup**.

Several long term projects were completed in the last year: the new Queen Street Bridge, the dog park, the new department of public works facility and major upgrade to the waste water treatment plant. Minor improvements and additions have been made at the pool. Major improvements to the pool and park area will be discussed. Other projects underway: the Community Development Block Grant (CDBG) which includes the downtown public event space, Façade Improvement Program, Washington Street municipal parking lot upgrade, and the walkway along town run is progressing well and is most evident in several of the downtown building façade improvements that have already been completed.

The Gateway Trail is progressing but has been delayed by VDOT. The Downtown Streetscape has also been delayed due to VDOT review. It is very frustrating when the town is excited and eager to proceed with projects only to be delayed by other agencies. Many assume it is the town moving slowly when in fact we are ready to go but held hostage by other agencies.

We have seen several new businesses open or soon to open and there are plans for others to open next spring and summer including our first two breweries.

I know each of us who have been elected and entrusted to represent our fellow citizens take our responsibility seriously and we do so with the best interest of Strasburg in our hearts and minds. I want to thank the Council Members, town staff, members of our boards and commissions and the countless members of the volunteer groups and organizations and individuals that help to make our hometown Strasburg the great community it is. I am honored and humbled to not only be part of this community but to serve as mayor and work to make Strasburg an even better town as we move into the future.”

Under Mayor’s Comments, Mayor Orndorff reported the following:

- Attended the Grand Opening and Ribbon Cutting for the law office of Brandon Keller.
- Participated in the 100th anniversary parade for the Shenandoah County Fair.
- Visited the new Historical Homemaker Bakery & Café and met the owner, Colleen McMains; the One Stop Studio Shop and met the owner, Joey Ricard; and Main Street Sweets and met the owner, Rebecca Palmer. All three are happy to be in Strasburg!
- On a sad note, I attended the memorial service for George Crossman who passed away suddenly while out of town on business. Many of you may have known George and his wife, Donna, as they moved here and quickly became part of the community, volunteering and attending community events, and working with organizations. Many may remember George turning the cider press at Oktoberfest several years ago.

Citizen Comments:

Action Items:

1. Approval of Minutes: August 8, 2017, Town Council Regular Meeting.
The minutes of the August 8, 2017, Town Council Regular meeting were approved as presented.

2. Appointment to the Board of Zoning Appeals

Description: The representative to the Board of Zoning Appeals from the Planning Commission resigned from the Commission. The Planning Commission has recommended Commissioner Vince Poling for this vacancy.

Staff Contact: Wyatt Pearson, Town Manager

Council Member Le Vine moved to recommend the appointment of Vince Poling to the Board of Zoning Appeals; second by Council Member Vena.

Council Member Le Vine asked how long the appointment would be for and it would to the end of his term on the Planning Commission.

The motion passed unanimously.

3. Preliminary Plat Application for Homewood Development

Description: Preliminary Plat application for the Homewood Development located on Hite Lane (Tax Map #016 A 162). The property is currently zoned Medium Density Residential and the applicant is proposing to subdivide the property for the construction and sale of new and existing homes.

Town Manager Pearson said the applicant is working toward the amount of the HOA fees and these will be given at the Final Plat application.

Council Member Le Vine said as reference, he is repeating his statement made at the Work Session in that his wife is a member of the Board of the Strasburg Express and they host a player each year.

Council Member Le Vine moved Town Council approve the preliminary plat for the Homewood at Shenandoah Valley as submitted; second by Council Member Maddox. With no further discussion, the motion passed unanimously.

4. Rezoning Application for 491 East King Street

Description: Rezoning application for 491 East King Street (Tax Map #025A4 A 077A) from Medium Density Residential to Community Commercial. The applicant argues that the property was constructed for a Commercial use and has always been used as such.

Town Manager Pearson said there had been no changes since the Work Session when this was discussed.

Council Member Plitt moved to approve the rezoning application for 491 East King Street (Tax Map #025A4 A 077A) from Medium Density Residential to Community Commercial second by Council Member Le Vine. With no further discussion, the motion passed unanimously.

5. Special Use Permit for a Telecommunications Tower at 458 Radio Station Road

Description: Special Use Permit application for a Telecommunications Tower to be installed at 458 Radio Station Road (Tax Map #016 A 174B). The property is zoned Business Park/Limited Industrial and the applicant, Virginia Air Networks, plans to install a 65' telecommunications tower.

Town Manager Pearson said both the Planning Commission and staff recommendation is for approval of the application with the condition that requires the applicant to provide leasable space on the tower on a reasonable and non-discriminatory basis.

Council Member Maddox moved to approve the Special Use Permit application for a Telecommunications Tower to be installed at 458 Radio Station Road (Tax Map #016 A 174B); second by Council Member Bishop.

Council Member Bishop said she believes this is a good thing for the Town of Strasburg regardless of whether they add other cell users or not.

With no further discussion, the motion passed unanimously.

6. Contract for the Sale of 218 East King Street

Description: Town Council provided the Town Manager the authority to negotiate with the purchaser FPI, LLC at the July 31st special Council Meeting, following a closed session discussion. The Town Manager has since executed a contract for the sale of the property at 218 East King Street, commonly known as the "Brown House" (Tax Map #025A3 A 304), contingent upon a Town Council vote to approve the contract.

Town Manager Pearson said he had provided the amendment to the contract. The only relevant portion was the change to the earnest money which was paid to **Attorney Brandon Keller** and he noted the agent fee was paid for by the buyer.

Vice Mayor Terndrup moved to approved the sale of the property at 218 East King Street and the amendment to the contract; second by **Council Member Bishop**.

On a Roll Call vote, the motion passed with the following results:

Council Member Bishop	Aye
Council Member Hall	Aye
Council Member Le Vine	Aye
Council Member Maddox	Aye
Council Member Newman	Aye
Council Member Plitt	Aye
Vice Mayor Terndrup	Aye
Council Member Vena	Aye

Town Officer Reports:

Town Manager Pearson: Staff is working on a Request for Proposals for the 30 percent design for Borden Mowery Drive so a cost estimate can be gotten. They are working on right-of-way acquisitions and submitting the revenue sharing grant.

The Urban Development Area Grant has been submitted for closeout and **Town Manager Pearson** is waiting to hear back on this.

Line and Grade is working to make the suggested VDOT corrections to their 100 percent plan submittal for the Gateway Trail Project.

Staff is awaiting comments from **Town Attorney Miller** on UDO edits. **Town Attorney Miller** is reviewing the sign code in greater detail due to the Supreme Court case.

On the CDBG work and the public space, with the sale of 218 East King Street, staff will be working to get the public space out to bid as soon as possible.

Town Manager Pearson welcomed **Planning and Zoning Administrator Settle** and thanked him for the work he has done.

Council Member Le Vine said he noticed that the town is no longer doing notary work and asked why; he thought it was a nice service to offer. **Town Attorney Miller** said if something is taken to Court, then town employees would be subpoenaed to Court and this is putting an undue burden on the staff. His recommendation is to not do notary work due to the exposure and litigation. Notary work that pertains to town business is still being done.

Director of Public Works McKinley: absent; attending a VDOT Conference.

Town Manager Pearson said the Department of Public Works project has one more payment and

this will be discussed at the September 18th Work Session and final payment is being worked on for the Wastewater Treatment Plant Upgrade project. **Vice Mayor Terndrup** asked if there could be a tour of the facilities and **Town Manager Pearson** said he would work with **Director of Public Works McKinley** to get this scheduled.

Town Attorney Miller: Stated there is a challenge to a ruling of the Board of Zoning Appeals on a fence issue and his staff is in the process of filing the proper documents.

Director of Finance Mullins: Year-end processing is almost complete and the auditors will be at the office during the week of October 9th. Delinquent tax bills were mailed and to date, approximately \$16,500 has been collected in real estate and approximately \$15,000 in personal property. Staff is processing DMV stops and people with past due accounts were notified of this; the stops are for delinquent taxes and utility bills. A DMV stop puts a hold on the person doing anything with DMV until the stop is removed by the town. This is a great collection tool the town utilizes.

Council Member Newman asked if the software currently being used will allow for utility bills to just roll over into the landowner's name when the tenant moves out. **Director of Finance Mullins** said it does not, but she is in hopes that will be an update to the software.

Clerk of Council Keller: The pool season has ended and staff will be reviewing the season to see how things turned out financially.

Mayor Orndorff, Vice Mayor Terndrup, and Council Members Le Vine and Plitt, along with Town Manager Pearson will be attending the VML Conference in early October. If a first work session is needed, this will need to be rescheduled due to the conference.

In conclusion, **Clerk Keller** reminded all of the Community Dinner on October 25 at the Strasburg United Methodist Church.

Chief Sutherly: Nothing new to report, but would answer any questions about his monthly report.

Planning and Zoning Administrator Settle: Sixteen zoning permits were issued for the month of September which included six new residential accessories, three new major modifications, two new single-family homes, two residential additions, one sign, one use change, and one variance.

Council Member Le Vine said numbers are numbers and he would like to have some reference or comparison to previous years. He would like to see the trends of crime and how many new homes there are. There are graphs in the monthly reports, but would like to have it talked out.

Economic Development and Marketing Manager Bixler: The RevUp Marketing program began on September 6 and includes six marketing classes for businesses. Attendees will learn how to identify target markets, track data, create/design (or choose a designer for) marketing content and develop a marketing plan. Strasburg participants will submit their marketing plan for an opportunity to win money to implement the plan. There are 10 Strasburg businesses participating in the program this year, and 48 businesses total.

During the Recreation/Parks/Trails Committee, options for locations and fencing for the Community Garden were discussed.

Staff is offering professional photography for the businesses to use for marketing purposes.

Visitation to the *Gateway to the Shenandoah Visitor Center* slowed down as in years past, although a bit more significantly. During the month of August, 685 people visited or an average of about 22 visitors per day. Hupp's Hill and the Town of Strasburg were included in a historical

exhibit at the Shenandoah County Fair on Monday, August 28. This was the 100th year of the County Fair, so the exhibit displayed 100 years of history.

Staff continues to work with County Tourism staff, Staufferstadt Arts and two local businesses to provide dinner and activities in Strasburg to seven travel writers who will in the area on September 16.

ED&M Manager Bixler said she will be serving as the Chair for the upcoming year to the Shenandoah County Tourism Council.

The wayfinding signage plan is underway and a draft of the plan will be presented to the Branding Advisory Group for recommendation and then will come to Council.

Vice Mayor Terndrup said he was a docent at the Museum and a young man came in from Asheville, NC, and said he spends his vacation coming to Strasburg, VA. He was excited about the brewery.

Council Member Newman said he thinks **ED&M Manager Bixler** is “hitting it out of the park” with the things she is doing and he likes to hear what is happening and that we are flourishing.

ED&M Manager Bixler thanked him, but said it is not just her, but the entire staff. **Council Member Newman** agreed and thanked all of staff for what they do.

Council Member Vena asked about the photographer and how this would this be available to the businesses. **ED&M Manager Bixler** said she sends out an eNewsletter to businesses and she asks if they would like to utilize this service. She will have the photography and she will share it with the businesses.

Standing Committee Reports

Finance Committee: **Council Member Le Vine** said Council had asked for the committee to look at the financial implications of the Vision adopted by Council.

The purpose is to increase the awareness of the Town Council, citizens, and staff of:

- The Town’s financial situation
- Council’s vision for the coming years (as adopted from an off-site retreat)
- Resources available to fulfill that Vision
- Alternatives if resources are insufficient with **No** pre-disposition on what alternatives are feasible or acceptable.

The Intent is:

- Vigorous, but civil, participation by citizens and Council
- Interactive, not simply lectures.

The Approach would be:

- Presentation of the 2017-18 expenses and revenues
- Discussion of major needs to fulfill Council’s Vision
- Comparison of “discretionary” funds and cost to fulfill the Vision
- If discretionary (or projected revenue increases) is insufficient, explore alternatives

The Administrative side would be:

- Staff: Town Manager, Director of Finance, Economic Development Manager
- Begin this on September 25, 2017
- Multi-month, possibly extending into next Fall
- **ED&M Manager Bixler** will provide “advertising” to increase attendance

Council Member Le Vine stressed there is no predisposition for this. It is to be interactive, and not lectures.

Infrastructure Committee: **Council Member Maddox** said she met with **Director of Public**

Works McKinley about the “bottleneck” of utility lines on Route 11 and the expansion of Homewood and he said we can handle this, but we will need to look at this area in the future.

Rec/Parks/Trails Committee: **Council Member Plitt** said she will report at the Work Session due to a Community Garden meeting being held later in the week. A full report will be given at the next Council meeting.

Transportation/Streets/Sidewalks Committee: **Council Member Bishop** said the committee discussed possible 15 minute parking for loading and unloading and for disabled people along certain portions of King Street. It was decided to not go ahead with this. The current parking study is not sufficient for decisions to be made from so we need another study.

Special Committee Reports:

Old Business:

Vice Mayor Terndrup said the Planning Commission Comprehensive Plan committee regarding Infrastructure met on August 23; the Public Services committee will meet on September 22. A summary will be put together so the Vision committee can complete their task. October 30 will be the first joint Work Session on the implementation of the Comprehensive Plan.

New Business:

Mayor Orndorff announced the committee to begin the process of hiring a new police chief. Those on the committee include:

Vice Mayor Terndrup, Chair

Council Member Vena

Council Member Hall

Council Member Le Vine

Shenandoah County Sherriff Tim Carter

Frederick County Sherriff Lenny Millholland

Chief Sutherly asked why two law enforcement officers were placed on this committee. A heated exchange followed.

Vice Mayor Terndrup said Council will follow the same process as what was done with the hiring of the Town Manager. Internal letters of interest should be submitted to **Town Manager Pearson** by noon on September 27. The qualifications of the current job description will be used as the criteria. The committee will meet on Thursday, September 28 at 10 a.m.

Meeting Dates:

Work Session	Monday, September 18	7 p.m.
Public Safety	Sept. 19	6 p.m.
ARB	Sept. 21	7 p.m.
Planning Commission	September 26	7 p.m.
CDBG	Sept. 26	10 a.m.
Rec./ Parks/Trails	Oct. 9	10 a.m.

Community Dinner	Oct. 25	5 p.m.
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Vice Mayor Terndrup said his oldest son lives in Florida so he was a nervous parent during the recent hurricane. He just feels like there is so much good and prayer and vibration going to that State. He is heading down to help clean-up. He knows so many people were unified in the very best of what comes out in us.

Being no further business, the meeting adjourned at 7:57 p.m.