



Memorandum

To: Mayor Boies and Strasburg Town Council
From: Finance Director, Angela Fletcher
Date: 07/11/2023
Re: Monthly Update to Council

Finances and Auditing

- The Fiscal Year 24 Budget was Adopted by Council on June 13.
- Year end closing and annual audit preparations are underway.
- Audit field visit was conducted June 7-9th and the auditors will return in the Fall.

Due Dates and Anticipated Items/Customer Interaction and Information

- On May 9^h Council voted to extend the first half tax billing due date from June 5th to June 26th.
- It is **146** days until Tuesday, December 5th, 2023
(2nd Half Tax Due Date)



Career Development/Training

- On June 1st Director of Finance Fletcher celebrates 5 years of employment with the Town.
- In addition, she received the FIRST EVER GFOA Distinguished Budget Presentation Award Plaque for her FY2022 submission.
- This also completes the GFOA Triple Crown Achievement for Mrs. Fletcher.



Town of Strasburg
174 East King Street | P.O. Box 351 | Strasburg, VA 22657
Ph 540.465.9197 | Fax 540.465.3252



Memorandum

To: Mayor Boies & Members of Town Council
From: Wayne Sager, Chief of Police
Date: 7-7-2023
Re: Monthly Update to Council

The Strasburg Police Department answered **1693** calls for service in the month of **June** 2023.

Adult Criminal Charges (32)

- 1 Abduction (F)
- 1 Sodomy (F)
- 1 Malicious Wounding (F)
- 5 Assault by Mob (M, 5 separate defendants, 1 case)
- 8 Domestic Assault (7 M, 1 Felony, 5 defendants)
- 2 Assault & Battery (M, separate defendants)
- 1 Credit Card Fraud (M)
- 5 Possession of a Controlled Drug (1M, 4 F, 4 separate defendants)
- 1 Destruction of Property (M)
- 1 Forge Bank Note (F)
- 1 Trespassing (M)
- 1 Unauthorized Use of Vehicle (F)
- 2 DUID (M)
- 1 Drunk in Public (M)
- 1 Fugitive from Justice (F)

Juvenile Criminal Charges (0)

Traffic Violations (52)

- 6 Reckless Driving
- 10 Speeding
- 2 Driving Suspended
- 14 Fail to Obey Highway Sign
- 11 Expired State Inspection
- 3 Expired State Registration
- 1 No Driver's License
- 3 No Seat Belt
- 1 Vehicle Registration Violations
- 1 No Insurance

Ordinance Violations in June (21)

Uses of Narcan in June (1, two doses)

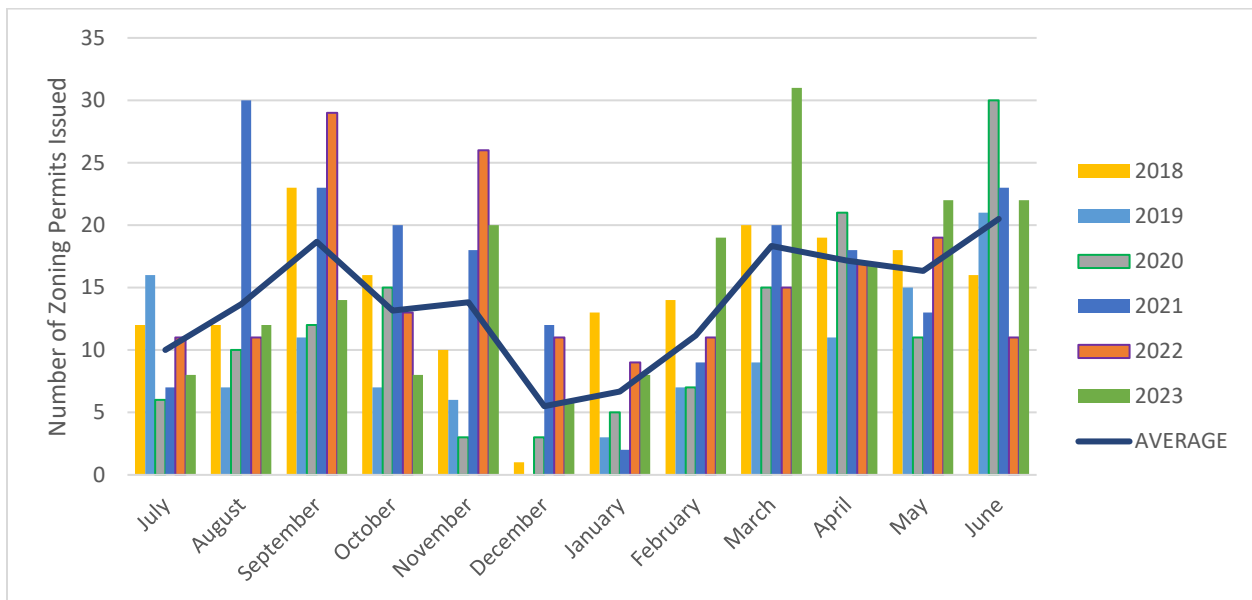
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Memorandum

To: Mayor Boies and Strasburg Town Council
 From: Brian Otis, Planning and Zoning Administrator
 Date: 7/5/2023
 Re: Monthly Update to Council (May)

Permit Data



Number of Permits per Month							
Month	Current Month	Previous Month	% Change	Previous Year	% Change	Month Average	% Change
2023 June	22	22	0.00%	11	100.00%	16.3	34.97%



Boards and Commissions

Planning Commission

- The Planning Commission meeting for June 27, 2023 was held.
 - Public hearing and discussion for SUP23-0007 395 Stonewall St. - Short-term Rental. Planning Commission voted unanimously to recommend denial of the SUP.
 - Public hearing and discussion for SUP23-0006 Skyline Ridge Townhomes – increasing units per building from 4 to 8. Planning Commission voted 3-2 in favor of the unit per building increase.

Additional Items

- UDO rewrite
 - Held Joint Meeting
 - Worked with the Berkley Group to finalize materials for the public outreach. Meetings to be held in the SHS cafeteria (door 28)
 - July 13th
 - Created new permits that are fillable and provide information to help the applicant with their submission.
 - Created new P&Z webpages.



Memorandum

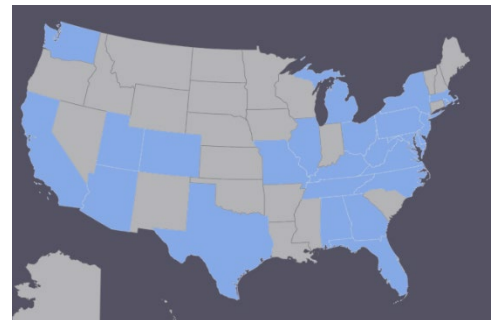
To: Mayor Boies and Strasburg Town Council
From: Director of Strategic Initiatives Hilton
Date: 7/2023
Re: June Monthly Update to Council

Economic Development (Business Attraction, Workforce, Business Support)

- **New Business!** Blue Wing Frog will be opening their second location in the previous Pancake Underground location on W. King!
- **New Expansion!** Nancy's Coffee Bar now serves ice cream and stays open late!
- **Strolling Strasburg**, the monthly segment on The River 95.3 covered Front Porch Fridays, the Museum partnership, National Parks and Rec Month, SFM, the Town Pool, and other community happenings. Previous podcasts: www.strasburgva.com/community/page/strolling-strasburg
- **Pizza Week** (May 29-June 2) crowned Fox's Pizza at the Community's Choice and Alfono's as Kid's Choice – with several hundred folks visiting the VC during the week to vote.
- **RevUp ShenCo** met (6/15) to plan our fall alumni program & spring program launch.

Tourism + Quality of Life

- Staff hosted the June *Shenandoah County Tours* in Edinburg.
- Strasburg Library held their Community Forum for ADA improvements.
- Front Porch Fridays have kicked off! 5 were hosted in June and we partnered with Strasburg Rotary.
- **Tourism Council** (6/20)
- ShenGo Shuttle held FREE rides to the polls on Election Day.
- The **Visitor Center** welcomed 670 visitors in June (averaging 23 per day). 172 visitors toured the museum. **Sales** : June 2023 = \$1,242.46
 - Visitors came from 24 other states, with California being the furthest + DC(7) +Mexico (1) & Spain (1) + Virginia visitors (160 with 46 from Strasburg).
 - The Shenandoah County Youth Leadership Class has a field trip today to the Visitor Center!
 - July 1st: Grand Opening of the Strasburg Museum at Hupp's Hill. 110 in attendance. All 6 programs were well attended. Many thanks to all the staff and volunteers of the Strasburg Museum and the Strasburg Visitor Center! May this be a long and happy partnership.





Marketing

- **Social Media Update**

- Google Analytics for Website:
 - Site had 6K users in June (up 11%) + 16,471 page views
- 7k follows- Insta (1,573) & FB (5,443)
- FB reached **16,721 people** @DiscoverStrasburg
- Insta reach up increased by 20% to 937 in June.
- 80% Women – 29% of which is 35-44 yrs of age on Facebook while website is split 45/55 M/F.
- **Highest posts:** Museum Partnership Event with 4k reach, Hometown Park Checkerboard Vandalism with 3.2k + FPF Jake Kohn with 2.4k reach.

Page	Pageviews
/	3,808
/parksrec/page/town-pool	1,347
/finance/page/payment-instructions	577
/calendar	543
/community/page/fron...-fridays-2023-season	425
/parksrec/page/town-park	417
/parksrec/page/strasb...nd-information-center	380
/jobs	314
/publicworks/page/trash-and-recycling	251
/finance	238

Parks and Recreation

- **Strasburg Farmers Market** (SFM) will be the FIRST & LAST Saturdays from April to November from 9-1PM
- All ADA ramps & pathways have been poured in the Town Park.
- Kickball Season League Registration is LIVE – beginning August 13th through October 1st.
- Staff continues to serve on the Communication Committee for the **Shenandoah Rail Trail**

Sessions by device



Mobile	Desktop	Tablet
66.2%	32.2%	1.6%
↑15.8%	↑3.8%	↑6.6%

Arts & Culture

- **Successful Front Porch Friday Month!**
- Town Hall art display has been moved to the Strasburg Visitor Center!
- ShenMOCA art display in the Strasburg Square has rotated. They have also been awarded funding for a pop-up art display to run through 2024.

On the Horizon

- Front Porch Fridays – each Friday in June/July/August
- July 15th: Scoops & Hoops with the SPD
- July 22nd: Planting Day in the Town Park for Rotary’s Music Garden
- July 30th : Field Day from 3-5PM in the Town Park
- August 1st: National Night Out