

Meeting April 12: Updates

Tuesday, April 12, 2016

5:53 PM

Attendance: Henry Showalter, Sam Bishop, Randy Wingfield, Mayor Mike Barber, Barry Helms, David Fraunisuch, Emilie Tydings, Karen Drake, Harry Collins, Linda Wurtzburger, Meghan Dorsett, T.L. Newell,

- I. Tourism Grant
 - a. Randy Updated:
 - i. Designated funding for the following: \$5500 kiosk, \$5500 banners for FM, purchase for signage for sports complex for the FM \$1800 (metal outfield sign for FM location/hrs), \$2500 materials to improve wayfinding signs for DT destination (could include walking destination signage)
 - ii. Suggested to Look into the Kiwanis for putting up signage that points people back to downtown.
 - iii. Submission Date: End of March; not sure when we'll hear back (Randy is to update that expected date)
- II. Virginia Main Street (overview discussed)
 - a. Application would have to be for next year
 - b. Things to consider:
 - i. Must have a designated executive director paid position for 25/hrs a week toward the program if applying for the grant
 - ii. Would make us eligible for grants through their affiliate programs.
 - iii. Must have a downtown organization
 - iv. Have sustainable program funding
 - v. Among other criteria
 - vi. Randy passed out a handout to explain
- II. Virginia Downtown Development Assoc. (David F. inquired)
 - a. Cost ~\$145/membership
 - b. Benefits? Not known at this time
 - i. Needs to be looked into
- II. FMPP & LFPP Grants (Randy discussed; Farmers Market related)
 - a. FMPP: <https://www.ams.usda.gov/services/grants/fmpp>
 - i. Can be used for promotion, structure, etc.
 - ii. Other FMs have collaborated with tourism and other outlets and maximized grant potential
 - b. LFPP: <https://www.ams.usda.gov/services/grants/lfpp>
 - i. LFPP Grant would need a 25% match; FMPP does not need a match
 - ii. Grants focused toward helping lower income and more needy communities
- II. Main Street Contest: Vote for Downtown
 - a. Everyone to spread word to vote for Christiansburg's main street:
<http://www.mainstreetcontest.com/profile.php?id=29>
- II. Comprehensive plan to mention Master plan; where does this issue reside?
 - a. Need to address UDAs & Changing Comprehensive Plan to reference Master Plan for grant purposes
 - i. Even if master plan does not exist
 - ii. Might require an amendment to the comprehensive plan

- b. Randy will check status with Andrew and see if it's being sent to subcommittee
 - i. Need to manage the timeline on these to UDAs to keep one from hanging up the other.
- II. Potential for Train Platform to be donated to Town by Meghan
 - a. Could this be used downtown in some way?
 - b. Used for tourism attraction for train watching?
 - c. Historical Society could offer grant money toward revitalizing the train platform
- II. Recommendations for Next Steps from Council & Mayor
 - a. Members to add to committee: Mayor plans to appoint Dr. Scott to CBAC; discussed that she needs a specific task that would make it viable for her to participate
 - i. Question raised: why ask others to participate just to listen; what are we asking people to do?
 - b. What should CBAC do next: not discussed
 - i. CBAC committee is pushing to get a master plan started
- II. Next meeting: Tuesday, April 26 to discuss the Master Plan & Next steps