



TOWN OF HAYMARKET TOWN COUNCIL

WORK SESSION
~ AGENDA ~

Kimberly Henry, Clerk of the Council
<http://www.townofhaymarket.org/>

15000 Washington St
Haymarket, VA 20169

Monday, September 26, 2022

7:00 PM

Council Chambers

I. Call To Order

II. Pledge of Allegiance

III. Agenda Items

1. Monthly Financial Report
2. Ordinance #2022-003: Meals Tax Free Weekend
3. Resolution for Academy's Charter - Chief Sibert
4. Communications Update - Vice Mayor Pater
5. Letter of Support: Railroad Crossing Elimination Grant Program
6. Amended Consent Agenda

IV. Adjournment

| | FY2023 | | | Comments |
|--|-------------------|---------------------|---------------|--|
| | Actuals | Budget | % of Budget | |
| Income | | | | |
| 3110 · GENERAL PROPERTY TAXES | | | | |
| 3110-01 · Real Estate - Current | 0.00 | 400,143.00 | 0.0% | |
| 3110-02 · Public Service Corp RE Tax | 0.00 | 12,022.00 | 0.0% | |
| 3110-04 · Penalties - All Property Taxes | 0.00 | 1,000.00 | 0.0% | |
| Total 3110 · GENERAL PROPERTY TAXES | 0.00 | 413,165.00 | 0.0% | |
| 3120 · OTHER LOCAL TAXES | | | | |
| 3120-00 · Transient Occupancy Tax | 41,926.60 | 168,000.00 | 24.96% | Collections up to August 31, 2022 |
| 3120-01 · Bank Stock Tax | 0.00 | 24,000.00 | 0.0% | |
| 3120-02 · Business License Tax | 13,372.40 | 240,000.00 | 5.57% | |
| 3120-03 · Cigarette Tax | 26,211.98 | 130,000.00 | 20.16% | Collections up to August 30, 2022 |
| 3120-04 · Consumer Utility Tax | 10,777.34 | 158,000.00 | 6.82% | |
| 3120-05 · Meals Tax - Current | 148,916.12 | 1,000,000.00 | 14.89% | Not a complete collection of August 31, 2022; ongoing |
| 3120-06 · Sales Tax Receipts | 0.00 | 160,000.00 | 0.0% | |
| 3120-07 · Penalties (Non-Property) | 3,216.10 | 5,000.00 | 64.32% | |
| 3120-08 · Interest (Non-Property) | 905.12 | | | |
| Total 3120 · OTHER LOCAL TAXES | 245,325.66 | 1,885,000.00 | 13.02% | |
| Development Revenue | | | | |
| Proffers | 154,528.00 | 0.00 | 100.0% | Robinson Village Townhomes; 12 parcels (Van Metre homes) |
| Total Development Revenue | 154,528.00 | 0.00 | 100.0% | |
| 3130 · PERMITS, FEES & LICENSES | | | | |
| 3130-01 · Application Fees | 275.00 | 4,500.00 | 6.11% | |
| 3130-03 · Motor Vehicle Licenses | 30.00 | 1,000.00 | 3.0% | |
| 3130-05 · Other Planning & Permits | 3,300.00 | 15,000.00 | 22.0% | |
| 3130-06 · Pass Through Fees | 1,693.75 | | 100.0% | |
| Total 3130 · PERMITS, FEES & LICENSES | 5,298.75 | 20,500.00 | 25.85% | |
| 3140 · FINES & FORFEITURES | | | | |
| 3140-01 · Fines | 4,142.13 | 20,000.00 | 20.71% | |
| Total 3140 · FINES & FORFEITURES | 4,142.13 | 20,000.00 | 20.71% | |
| 3150 · REVENUE - USE OF MONEY | | | | |
| 3150-01 · Earnings on VACO/VML Investment | 445.27 | 1,500.00 | 29.69% | |
| 3150-03 · Interest on Bank Deposits | 1,597.47 | 6,000.00 | 26.63% | |
| Total 3150 · REVENUE - USE OF MONEY | 2,042.74 | 7,500.00 | 27.24% | |
| 3151 · RENTAL (USE OF PROPERTY) | | | | |
| 3151-04 · Suite 208 B&B Security | 1,002.45 | 4,010.00 | 25.0% | |
| 3151-06 · Suite 204 MAC-ISA | 1,764.00 | 3,528.00 | 50.0% | |
| 3151-07 · Haymarket Church Suite 206 | 8,903.55 | 35,614.00 | 25.0% | |
| 3151-08 · 15020 Washington Realty | 13,810.41 | 55,241.00 | 25.0% | |
| 3151-09 · 15026 Copper Cricket | 5,907.45 | 23,629.00 | 25.0% | |
| 3151-11 · Cupcake Heaven and Cafe LLC | 8,528.07 | 34,793.00 | 24.51% | |
| 3151-13 · A1 Testing Solutions LLC | 0.00 | 14,241.00 | 0.0% | |
| Total 3151 · RENTAL (USE OF PROPERTY) | 39,915.93 | 171,056.00 | 23.34% | |
| 3165 · REVENUE - TOWN EVENTS | | | | |
| 3165-00 · Sponsorships | 7,500.00 | 0.00 | 100.0% | |
| 3165-01 · Town Event | 48,080.00 | 70,000.00 | 68.69% | |
| 3165-02 · Farmer's Market | 2,342.50 | 1,500.00 | 156.17% | |
| 3165-03 · Town Ornaments | 0.00 | 4,350.00 | 0.0% | |
| Total 3165 · REVENUE - TOWN EVENTS | 57,922.50 | 75,850.00 | 76.37% | |
| 3180 · MISCELLANEOUS | | | | |
| 3180-01 · Convenience Fee | 23.73 | | 100.0% | |
| 3180 · MISCELLANEOUS - Other | 369.00 | | 100.0% | |
| Total 3180 · MISCELLANEOUS | 392.73 | | 100.0% | |
| 3200 · REVENUE FROM COMMONWEALTH | | | | |
| 3200-02 · 599 Law Enforcement Grant | 8,672.00 | 31,548.00 | 27.49% | 1st Qt collection |
| 3200-04 · Car Rental Reimbursement | 33.21 | 0.00 | 100.0% | |
| 3200-05 · Communications Tax | 7,038.46 | 80,000.00 | 8.8% | |
| 3200-06 · Department of Fire Programs | 0.00 | 10,000.00 | 0.0% | |
| 3200-11 · Personal Property Tax Reimburse | 18,626.97 | 18,627.00 | 100.0% | |
| 3200-12 · Railroad Rolling Stock | 1,285.76 | 1,300.00 | 98.91% | |

Attachment: FY2023 Actuals vs Budget as of 09.20.2022 (5790 : Monthly Financial Report)

| | | | |
|---|------------------|-------------------|---------------|
| 3200-16 · DMV Select Commission | 180.33 | 60,500.00 | 0.3% |
| 3200-17 · LOLE Grant | 0.00 | 3,094.00 | 0.0% |
| Total 3200 · REVENUE FROM COMMONWEALTH | 35,836.73 | 205,069.00 | 17.48% |
| 4000 · Carry-Over Surplus | 0.00 | 250,000.00 | 0.0% |
| 4002 · Transfer from ARPA Funds | 0.00 | 209,600.00 | 0.0% |

| | | | |
|---------------------|-------------------|---------------------|---------------|
| Total Income | 545,405.17 | 3,257,740.00 | 16.74% |
| Gross Profit | 545,405.17 | 3,257,740.00 | 16.74% |

Expense

01 · ADMINISTRATION

11100 · TOWN COUNCIL

| | | | |
|-------------------------------------|----------|-----------|--------|
| 111001 · Convention & Education | 1,950.00 | 2,500.00 | 78.0% |
| 111002 · FICA/Medicare | 250.54 | 2,000.00 | 12.53% |
| 111003 · Meals and Lodging | 0.00 | 1,000.00 | 0.0% |
| 111004 · Mileage Allowance | 0.00 | 250.00 | 0.0% |
| 111005 · Salaries & Wages - Regular | 3,275.00 | 25,000.00 | 13.1% |

| | | | |
|-----------------------------------|-----------------|------------------|---------------|
| Total 11100 · TOWN COUNCIL | 5,475.54 | 30,750.00 | 17.81% |
|-----------------------------------|-----------------|------------------|---------------|

12110 · TOWN ADMINISTRATION

| | | | |
|---|-----------|------------|--------|
| 1211001 · Salaries/Wages-Regular | 48,592.45 | 357,513.00 | 13.59% |
| 1211102 · Salaries & Wages - DMV Clerk | 0.00 | 48,478.00 | 0.0% |
| 1211003 · Salaries/Wages - Part Time | 8,756.64 | 56,615.00 | 15.47% |
| 1211004 · FICA/Medicare | 4,291.57 | 35,389.00 | 12.13% |
| 1211005 · VRS | 4,716.71 | 36,809.00 | 12.81% |
| 1211006 · Health Insurance | 7,279.83 | 66,466.00 | 10.95% |
| 1211007 · Life Insurance | 734.33 | 4,685.00 | 15.67% |
| 1211008 · Disability Insurance | 371.75 | 2,640.00 | 14.08% |
| 1211009 · Unemployment Insurance | -110.07 | 6,160.00 | -1.79% |
| 1211010 · Worker's Compensation | 322.00 | 335.00 | 96.12% |
| 1211011 · Gen Property/Liability Ins. | 17,802.00 | 18,025.00 | 98.76% |
| 1211012 · Accounting Services | 344.52 | 8,000.00 | 4.31% |
| 1211014 · Printing & Binding | 861.40 | 8,298.00 | 10.38% |
| 1211015 · Advertising | 356.50 | 9,000.00 | 3.96% |
| 1211016 · Computer, Internet &Website Svc | 895.00 | 23,650.00 | 3.78% |
| 1211017 · Postage | 0.00 | 4,000.00 | 0.0% |
| 1211018 · Telecommunications | 1,433.58 | 7,500.00 | 19.11% |
| 1211019 · Mileage Allowance | 0.00 | 1,000.00 | 0.0% |
| 1211020 · Meals & Lodging | 0.00 | 2,000.00 | 0.0% |
| 1211021 · Convention & Education | 123.90 | 6,000.00 | 2.07% |
| 1211022 · Miscellaneous | 0.00 | 2,000.00 | 0.0% |
| 1211024 · Books, Dues & Subscriptions | 2,952.19 | 16,000.00 | 18.45% |
| 1211025 · Office Supplies | 621.57 | 6,500.00 | 9.56% |
| 1211026 · Equipment Rental | 0.00 | 4,075.00 | 0.0% |
| 1211030 · Capital Outlay-Machinery/Equip | 0.00 | 5,000.00 | 0.0% |

Front loaded costs

| | | | |
|--|-------------------|-------------------|---------------|
| Total 12110 · TOWN ADMINISTRATION | 100,345.87 | 736,138.00 | 13.63% |
|--|-------------------|-------------------|---------------|

12210 · LEGAL SERVICES

| | | | |
|--------------------------|----------|-----------|-------|
| 1221001 · Legal Services | 7,668.10 | 80,000.00 | 9.59% |
|--------------------------|----------|-----------|-------|

| | | | |
|-------------------------------------|-----------------|------------------|--------------|
| Total 12210 · LEGAL SERVICES | 7,668.10 | 80,000.00 | 9.59% |
|-------------------------------------|-----------------|------------------|--------------|

12240 · INDEPENDENT AUDITOR

| | | | |
|-----------------------------|------|-----------|------|
| 1224001 · Auditing Services | 0.00 | 17,120.00 | 0.0% |
|-----------------------------|------|-----------|------|

| | | | |
|--|-------------|------------------|-------------|
| Total 12240 · INDEPENDENT AUDITOR | 0.00 | 17,120.00 | 0.0% |
|--|-------------|------------------|-------------|

| | | | |
|----------------------------------|-------------------|-------------------|---------------|
| Total 01 · ADMINISTRATION | 113,489.51 | 864,008.00 | 13.14% |
|----------------------------------|-------------------|-------------------|---------------|

03 · PUBLIC SAFETY

31100 · POLICE DEPARTMENT

| | | | |
|---|-----------|------------|--------|
| 3110001 · Salaries & Wages - Regular | 81,730.85 | 464,487.00 | 17.6% |
| 3110003 · Salaries & Wages - OT Premium | 2,840.28 | 23,000.00 | 12.35% |
| 3110013 · Salaries & Wages - OT Select En | 0.00 | 12,000.00 | 0.0% |
| 3110004 · Salaries & Wages - Holiday Pay | 1,648.32 | 32,310.00 | 5.1% |
| 3110005 · Salaries & Wages - Part Time | 8,827.30 | 36,000.00 | 24.52% |
| 3110020 · FICA/MEDICARE | 6,980.15 | 43,437.00 | 16.07% |
| 3110021 · VRS | 7,597.45 | 28,427.00 | 26.73% |
| 3110022 · Health Insurance | 14,214.23 | 78,379.00 | 18.14% |
| 3110023 · Life Insurance | 1,250.76 | 5,904.00 | 21.19% |
| 3110024 · Disability Insurance | 499.45 | 2,400.00 | 20.81% |
| 3110025 · Unemployment Insurance | 270.14 | 3,000.00 | 9.01% |
| 3110026 · Workers' Compensation Insurance | 20,067.00 | 22,825.00 | 87.92% |

Front loaded costs

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| | | | | |
|--|-------------------|-------------------|---------------|--------------------|
| 3110027 · Line of Duty Act Insurance | 4,705.00 | 4,750.00 | 99.05% | |
| 3110028 · Legal Services | 4,410.00 | 27,300.00 | 16.15% | |
| 3110032 · Computer, Internet & Website | 685.00 | 5,000.00 | 13.7% | |
| 3110033 · Postage | 109.44 | 100.00 | 109.44% | |
| 3110034 · Telecommunications | 1,907.15 | 12,000.00 | 15.89% | |
| 3110035 · General Prop Ins (Vehicles) | 3,891.00 | 3,700.00 | 105.16% | Front loaded costs |
| 3110037 · Meals and Lodging | 108.94 | 5,000.00 | 2.18% | |
| 3110038 · Convention & Edu. (Training) | 0.00 | 10,000.00 | 0.0% | |
| 3110040 · Annual Dues & Subscriptions | 4,992.40 | 14,000.00 | 35.66% | |
| 3110041 · Office Supplies | 868.66 | 5,000.00 | 17.37% | |
| 3110042 · Vehicle Fuels | 5,535.62 | 43,200.00 | 12.81% | |
| 3110043 · Vehicle Maintenance/Supplies | 2,967.48 | 15,000.00 | 19.78% | |
| 3110045 · Uniforms & Police Supplies | 1,180.69 | 26,000.00 | 4.54% | |
| 3110052 · Office Equipment Rental | 0.00 | 3,094.00 | 0.0% | |
| Total 31100 · POLICE DEPARTMENT | 177,287.31 | 926,313.00 | 19.14% | |
| 32100 · FIRE & RESCUE | | | | |
| 3210001 · Contributions to other Govt Ent | 0.00 | 10,000.00 | 0.0% | |
| Total 32100 · FIRE & RESCUE | 0.00 | 10,000.00 | 0.0% | |
| Total 03 · PUBLIC SAFETY | 177,287.31 | 936,313.00 | 18.94% | |
| 04 · PUBLIC WORKS | | | | |
| 4110002 · Street Beautification - HF | 0.00 | 2,213.00 | 0.0% | |
| 4110003 · E & S Inspections | 0.00 | 5,000.00 | 0.0% | |
| 43200 · REFUSE COLLECTION | | | | |
| 4320001 · Trash Removal Contract | 22,357.21 | 110,820.00 | 20.17% | |
| Total 43200 · REFUSE COLLECTION | 22,357.21 | 110,820.00 | 20.17% | |
| 43100 · MAINT OF 15000 Wash St./Grounds | | | | |
| 4310001 · Repairs/Maintenance Services | 19,282.73 | 97,672.00 | 19.74% | |
| 4310002 · Maint Svc Contract-Pest Control | 0.00 | 3,000.00 | 0.0% | |
| 4310003 · Maint Svc Contract-Landscaping | 6,620.00 | 35,000.00 | 18.91% | |
| 4310004 · Maint Svc Contract Snow Removal | 0.00 | 7,000.00 | 0.0% | |
| 4310005 · Maint Svc Cont- Street Cleaning | 0.00 | 2,000.00 | 0.0% | |
| 4310007 · Electric/Gas Services | 3,662.65 | 16,500.00 | 22.2% | |
| 4310008 · Electrical Services-Streetlight | 686.03 | 5,500.00 | 12.47% | |
| 4310009 · Water & Sewer Services | 809.00 | 3,000.00 | 26.97% | |
| 4310010 · Janitorial Supplies | 204.35 | 2,000.00 | 10.22% | |
| 4310011 · Real Estate Taxes | 0.00 | 2,500.00 | 0.0% | |
| 4310015 · Maintenance - Vehicle Fuel | 123.12 | 2,500.00 | 4.93% | |
| 4310016 · Maint - Vehicle Maintenance | 0.00 | 1,000.00 | 0.0% | |
| Total 43100 · MAINT OF 15000 Wash St./Grounds | 31,387.88 | 177,672.00 | 17.67% | |
| Total 04 · PUBLIC WORKS | 53,745.09 | 295,705.00 | 18.18% | |
| 06 · ECONOMIC DEVELOPMENT | | | | |
| 60000 · Tourism/Traveling Marketing | 2,650.00 | 72,000.00 | 3.68% | |
| 60001 · General | 0.00 | 48,000.00 | 0.0% | |
| 60003 · Advertising | 0.00 | 22,000.00 | 0.0% | |
| Total 06 · ECONOMIC DEVELOPMENT | 2,650.00 | 142,000.00 | 1.87% | |
| 07 · PARKS, REC & CULTURAL | | | | |
| 70000 · HAYMARKET COMMUNITY PARK | | | | |
| 7000001 · Grounds Maintenance/Repairs | 1,214.30 | 20,000.00 | 6.07% | |
| Total 70000 · HAYMARKET COMMUNITY PARK | 1,214.30 | 20,000.00 | 6.07% | |
| 71110 · EVENTS | | | | |
| 7111001 · Advertising - Events | 240.00 | 5,000.00 | 4.8% | |
| 7111003 · Contractural Services | 7,224.91 | 50,000.00 | 14.45% | |
| 7111004 · Events - Other | 839.95 | 19,350.00 | 4.34% | |
| Total 71110 · EVENTS | 8,304.86 | 74,350.00 | 11.17% | |
| 72200 · MUSEUM | | | | |
| 7220009 · Advertising | 0.00 | 750.00 | 0.0% | |
| 7220012 · Telecommunications | 278.14 | 2,200.00 | 12.64% | |
| 7200015 · Books, Dues & Subscriptions | 0.00 | 250.00 | 0.0% | |
| 7200016 · Office Supplies | 0.00 | 250.00 | 0.0% | |
| 7220018 · Exhibits & Programs | 400.00 | 1,700.00 | 23.53% | |
| Total 72200 · MUSEUM | 678.14 | 5,150.00 | 13.17% | |
| Total 07 · PARKS, REC & CULTURAL | 10,197.30 | 99,500.00 | 10.25% | |
| 08 · COMMUNITY DEVELOPMENT | | | | |
| 81100 · PLANNING COMMISSION | | | | |

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| | | | | |
|---|-------------------|---------------------|---------------|--------------------|
| 8110001 · Salaries & Wages - Regular | 255.00 | 5,670.00 | 4.5% | |
| 8110002 · FICA/Medicare | 19.51 | 500.00 | 3.9% | |
| 8110003 · Consultants - Engineer | 140.16 | 10,000.00 | 1.4% | |
| 8110004 · Consultants - Comp Plan | 0.00 | 5,000.00 | 0.0% | |
| 8110005 · Mileage Allowance | 0.00 | 250.00 | 0.0% | |
| 8110006 · Meals & Lodging | 0.00 | 700.00 | 0.0% | |
| 8110007 · Convention/Education | 0.00 | 2,000.00 | 0.0% | |
| 8110009 · Engineer - Pass Through | 1,740.00 | | | |
| Total 81100 · PLANNING COMMISSION | 2,154.67 | 24,120.00 | 8.93% | |
| 81110 · ARCHITECTURAL REVIEW BOARD | | | | |
| 8111001 · Salaries & Wages - Regular | 0.00 | 5,830.00 | 0.0% | |
| 8111002 · FICA/Medicare | 0.00 | 446.00 | 0.0% | |
| 8111005 · Convention & Education | 0.00 | 500.00 | 0.0% | |
| Total 81110 · ARCHITECTURAL REVIEW BOARD | 0.00 | 6,776.00 | 0.0% | |
| 81111 · Board Of Zoning Appeals | | | | |
| 8111101 · Convention & Education | 0.00 | 1,500.00 | 0.0% | |
| 8111102 · FICA / Medicare | 0.00 | 102.00 | 0.0% | |
| 8111103 · Salaries & Wages - Regular | 0.00 | 1,325.00 | 0.0% | |
| Total 81111 · Board Of Zoning Appeals | 0.00 | 2,927.00 | 0.0% | |
| Total 08 · COMMUNITY DEVELOPMENT | 2,154.67 | 33,823.00 | 6.37% | |
| 09 · NON-DEPARTMENTAL | | | | |
| 90001 · Return of Surplus RE Tax Rev | 0.00 | 250,000.00 | 0.0% | |
| 95100 · DEBT SERVICE | | | | |
| 9510002 · General Obligation Bond - Prin | 160,100.00 | 160,200.00 | 99.94% | Front loaded costs |
| 9510003 · General Obligation Bond - Int | 5,258.16 | 8,545.00 | 61.54% | Front loaded costs |
| Total 95100 · DEBT SERVICE | 165,358.16 | 168,745.00 | 97.99% | |
| Total 09 · NON-DEPARTMENTAL | 165,358.16 | 418,745.00 | 39.49% | |
| 94104 · Street Scape - Park Sidewalk | | | | |
| 9410401 · Architectural/Engineering Fees | 555.00 | 144,318.00 | 0.39% | |
| Total 94104 · Street Scape - Park Sidewalk | 555.00 | 144,318.00 | 0.39% | |
| 94105 · PERSONNEL | | | | |
| EMPLOYEE BENEFITS | | | | |
| 6560 · Payroll Processing Fees | -0.03 | | | |
| Total EMPLOYEE BENEFITS | -0.03 | | | |
| Total 94105 · PERSONNEL | -0.03 | | | |
| 94106 · TOWN CENTER MASTER PLAN | | | | |
| 9410601 · Architectural/Engineering Fees | 4,754.07 | 65,057.00 | 7.31% | |
| Total 94106 · TOWN CENTER MASTER PLAN | 4,754.07 | 65,057.00 | 7.31% | |
| 94107 · BLIGHT MITIGATION | | | | |
| 9410701 · Building Official/Engr. | 0.00 | 40,000.00 | 0.0% | |
| Total 94107 · BLIGHT MITIGATION | 0.00 | 40,000.00 | 0.0% | |
| 94108 · Capital Improvement Funds Expens | 0.00 | 218,271.00 | 0.0% | |
| Total Expense | 530,191.08 | 3,257,740.00 | 16.28% | |
| Net Ordinary Income | 15,214.09 | 0.00 | 0.00 | |
| Net Income | 15,214.09 | 0.00 | 100.0% | |

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**AN ORDINANCE TO WAIVE MEALS TAX
ON October 15^h through October 16th, 2022, SET BY
SECTION 42-186 OF THE CODE OF ORDINANCES,
TOWN OF HAYMARKET, VIRGINIA (2014), AS AMENDED,
RELATING TO FOOD AND BEVERAGES.**

ORDINANCE #2022-003

WHEREAS, The Town of Haymarket wishes to encourage a successful weekend for our local restaurants and vendors associated with Haymarket Day on October 15th, 2022 and throughout the weekend; and

WHEREAS, the Council believes that as we celebrate our history and heritage on one day, we believe our local restaurants and businesses will benefit from a second day of celebration and are hopeful that foot traffic generated on Haymarket Day will return to patronize our restaurants and businesses, thus contributing to the well-being of citizens and the prosperity of Town merchants;

NOW, THEREFORE, the Town Council of Haymarket declares a Meals Tax Free weekend on October 15th and 16th, 2022.

BE IT ORDAINED by the Council for the Town of Haymarket, Virginia, meeting in regular session this 4th day of October, 2022, that the Meals Tax is waived solely for the 15th and 16th day of October, 2022.

By Order of Council:

Ken Luersen, Mayor

ATTEST:

Kimberly Henry, Clerk of Council

CHARTER AGREEMENT
FOR THE
RAPPAHANNOCK REGIONAL CRIMINAL JUSTICE TRAINING ACADEMY
(EFF. 01/01/2023, AMENDED 08/24/2022)

Section 1. Creation

On July 13, 1978 the participating Counties, Cities and Towns created the Rappahannock Regional Criminal Justice Training Academy (hereinafter called the "Academy") which shall exist under and be subject to the terms and conditions of this charter, which shall be deemed to constitute the agreement required by Section 15.2-1747 Code of Virginia, 1950, as amended, for the joint exercise of powers of participating political subdivisions.

Section 2. Purpose

The purpose of the Academy is to furnish the highest achievable level of professional law enforcement and criminal justice-related training to the participating jurisdictions through the development and operation of initial recruit training, continuing in-service training and advanced training programs.

Section 3. Duration

The Academy and this charter shall exist in perpetuity, subject, however, to the dissolution under one of the following conditions:

- A. At any time, by unanimous agreement of the governing bodies of the academy.
- B. In the event the governing body of a jurisdiction desiring to withdraw receives approval.
 - Withdrawal: Pursuant to Virginia Code 15.2-1747, an agency seeking to withdraw membership from RRCJA must signify its desire by resolution or ordinance issued from the agency's governing body and submitted to the Board of Directors. Withdrawals are only considered in October, once every five (5) years, commencing in October, 2001, and will not be considered at any other time, unless agreed to unanimously. Approval for the withdrawal requires a favorable vote of two-thirds of the Board of Directors of the academy. Withdrawals agreed to by the Board will be effective on June 30 of the following year, unless stipulated as otherwise by the Board. In addition to fulfilling any financial obligations for the current fiscal year, agencies granted withdrawal will be required to satisfy any outstanding debt service as outlined in the current fiscal budget.

Section 4. Board of Directors

There is hereby created the Academy Board of Directors (hereinafter called the "Board") which shall be comprised of the Chief of Police, Sheriff, Superintendent or Director from each of the member agencies.

- A. Organization - - The Board shall conduct an annual meeting on a date selected by the Chairperson. Board officers and Executive Committee members shall be elected at this annual meeting in accordance with the Academy by-laws. Members shall serve a two-year term and may be re-elected at the expiration of the term. The secretary need not be a member of the Board. The Board shall fix such other meeting times as it deems necessary. Written minutes shall be recorded for all board and committee meetings.

B. Powers of the Board - - The Board shall have the following powers and duties:

1. To develop and approve the Academy curriculum in cooperation with and subject to review by the Virginia Department of Criminal Justice Services, and the academy policy.
2. To oversee and be responsible for the operation of the Academy, giving due consideration to the needs of the participating jurisdictions for recruit and in-service training and to the maximum benefits of instruction available, in fixing length and frequency of training, and in accordance with demand fixing the operational and staffing levels of the Academy, with which it shall have the power to expend funds appropriated to it.
3. To appoint a Director of the Academy, fix compensation and prescribe powers and responsibilities.
4. To contract with participating jurisdictions for necessary administrative and maintenance services.
5. To provide for the admission of trainees not employed by a participating jurisdiction and to fix necessary fees.
6. To create such standing committees as are deemed necessary to assist in developing plans for regional training programs and projects for criminal justice agencies and for proper administration and operation of the Academy.

Section 5. Financing and Budget

The Board shall designate the Chief Financial Officer of one of the participating jurisdictions to act as its fiscal agent. The Board shall provide for the manner in which and by whom disbursements may be authorized provided that it shall ensure that the disbursement authorization system of the fiscal agent is employed.

A. Capital Assets and Expenditures

1. Real Estate - - The Board may own or lease necessary real property, or may contract for its location needs. In the event an Academy location is furnished by a participating jurisdiction; the Board shall determine the method by which payment and/or credit for the furnishing of the physical facilities shall be given.
2. Equipment - - The Board shall, from time to time as it deems necessary, approve a schedule of equipment requirements, provided, however, that one or more participants may purchase the interests of one or more of the other participants in the property.
3. Debt Service – The Board, by majority vote, may enter into debt service to secure real property or equipment necessary to meet the needs and requirements of the academy. Each agency shall be responsible for its share of the debt service as outlined in the initial debt approval and subsequent budget reviews.

B. Operating Expenses

1. The Executive Committee shall be responsible for preparation of an annual operating budget, and shall submit its approved proposal to the Board not later than December 15th preceding the next fiscal year. Upon the receipt of the proposed budget, the Board may make adjustments as approved by a majority of the Board members.

2. The operating budget and debt service appropriations shall be determined by the number of sworn personnel and that cost shall be established by the Board. Payments of the operational and debt appropriation to the academy shall be made at such intervals as the Board may provide.

Section 6. Termination

Termination of this cooperative endeavor shall occur only as provided for in Section 3. In the event this charter is terminated, payment and/or credit for the furnishing and use of real property owned by a member shall be adjusted ratable to the date of termination. All property shall be scheduled and valued by or at the direction of the Board and distributed in kind to the members as nearly as is feasible in the same proportion as each member contributed to acquiring it; provided, however, that one or more members may purchase the interests of one or more of the other members in the property.

Section 7. Amendments

The Executive Committee may recommend minor amendments to this Charter to keep the academy in compliance with any state or federal law or regulation change. Such amendments shall become effective upon approval by two-thirds of the Board Members.

The board may recommend amendments to this Charter. Such amendments shall become effective upon approval by two-thirds of the Board Members, and by Resolution duly adopted by their respective governing bodies.

FORM OF RESOLUTION FOR ADOPTING 2022 CHARTER AMENDMENTS

Amendment to the Charter Agreement of the Rappahannock Regional Criminal Justice Training Academy:

RESOLVED that the Charter Agreement for the Rappahannock Regional Criminal Justice Training Academy shall be amended, revised and updated by the adoption of the changes reflected in the document entitled, "CHARTER AGREEMENT FOR THE RAPPAHANNOCK REGIONAL CRIMINAL JUSTICE TRAINING ACADEMY, (AS AMENDED 2022)" attached hereto and incorporated herein.

The foregoing Resolution was duly adopted by the governing body of the Town of Haymarket, on the 4th day of October 2022.

Town Manager, Emily Kyriazi

Mayor, Ken Luersen

Attachment: 2022 Charter (5791 : Resolution for Academy's Charter - Chief Sibert)

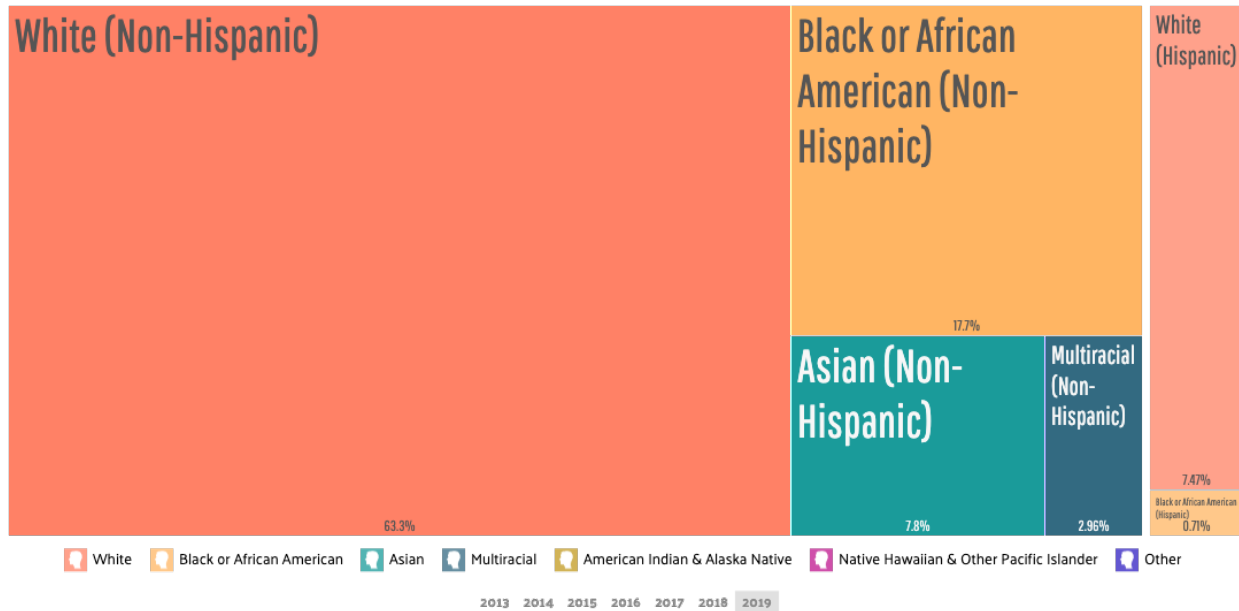
Town of Haymarket Communications Plan 2022

Presented by Michelle Coe and Miles Friedman
Phoenix Advantage LLC

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Background

What are the demographics of Haymarket, Virginia?



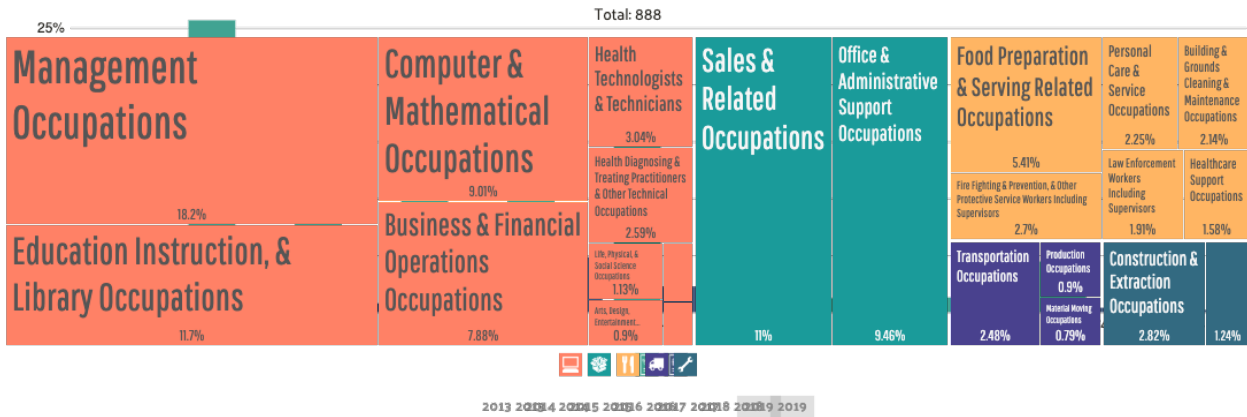
Data provided by datausa.io

In 2019, Haymarket, VA had a population of 1.55k people with a median age of 33.7 and a median household income of \$128,125. Between 2018 and 2019 the population of Haymarket, VA declined from 1,629 to 1,552, a -4.73% decrease and its median household income grew from \$127,031 to \$128,125, a 0.861% increase.

The 5 largest ethnic groups in Haymarket, VA are White (Non-Hispanic) (63.3%), Black or African American (Non-Hispanic) (17.7%), Asian (Non-Hispanic) (7.8%), White (Hispanic) (7.47%), and Two+ (Non-Hispanic) (2.96%). 0% of the households in Haymarket, VA speak a non-English language at home as their primary language.

95.2% of the residents in Haymarket, VA are U.S. citizens.

In 2019, the median property value in Haymarket, VA was \$431,200, and the homeownership rate was 82.3%. Most people in Haymarket, VA drove alone to work, and the average commute time was 42.7 minutes. The average car ownership in Haymarket, VA was 2 cars per household.



Haymarket's Mission, Vision and Values

An initial survey was conducted to gather information about the community's current perception of the town's communications, as well as their thoughts on the town's credibility and the topics that residents and business owners want to hear about. The responses to this survey are summarized below. All individual responses can be found at <https://bit.ly/HMsession1>.

Summary

The Town of Haymarket is generally perceived positively by a small majority of the respondents. The Town is seen as mostly to extremely credible, and about half of the respondents were able to cite positive aspects of the town. It does appear that a small majority of the respondents skewed neutral to negative when asked about the Town's mission, vision, values, and brand. This may be an area of opportunity that can be addressed through more effective communication by the Town.

Attachment: Haymarket Communications Plan - Final (5792 : Communications Update - Vice Mayor Pater)

Most people understand that the Town communicates through several methods, with Facebook, website, mail, and in person being the top four methods. These methods are also preferred, with the most preferred method being mail. Most people also understood that the Town had a variety of ways to receive feedback, which indicates that people do believe that the Town is doing its part to receive feedback.

Most people want to hear monthly or as things arise with regard to the following most popular topics: economic development, town meeting updates, public works, quality of life/local news, and financial management.

As only fifteen people responded to the initial online survey, this selection represents approximately 1% of the total population of Haymarket. This response is too small to generate any real conclusions to create a “baseline” from which we can move forward. Ideally, we would like to hear from the following:

- 1. A minimum of 5% of the businesses located in the town of Haymarket
- 2. A minimum of 1% of the residents of the town of Haymarket
- 3. All Town Council members
- 4. Most Town staff

Some of the open responses received in the first survey (where a respondent could type in an answer) appear such that it could be interpreted that the responses may have been from Staff or Council members. We commend the team for getting so many of the Staff and Council to respond and would recommend that the team encourage more businesses and residents to participate, in order to gain a more balanced perspective and a more accurate baseline.

Haymarket Mission Statement

To provide residents, businesses, and visitors with public services in a fiscally prudent and socially responsible way.

Haymarket Vision Statement

Haymarket... Where a historic past and a positive future flourish.

Haymarket Town’s Core Values

| | | |
|-------------|------------|------------|
| Loyalty | Leadership | Teamwork |
| Transparent | Integrity | Respectful |

Accountable

Inclusive

Innovative

When asked, survey respondents provided a variety of responses on what they understood about the Town's Mission, Vision, and Core Values. A summary of the responses follows.

What is the Town's mission and vision?

6 people had positive things to say but only one person seemed to understand the mission & vision

2 people stated something negative or extremely negative

7 people stated "don't know" or left the answer blank

What are the Town's core values?

6 people seemed to echo a list that may be the Town's core values or cited positive aspects

5 people stated something negative or extremely negative

4 people stated "don't know" or left the answer blank

What do you consider to be the "brand" of Haymarket?

7 people stated positive aspects

6 people said negative things

2 people left the answer blank

What is the current overall perception of the Town?

4 responded "extremely positive"

4 responded "mostly positive with some gaps"

5 responded "somewhat positive but with room to grow"

1 responded "somewhat negative with much room to grow"

1 responded "extremely negative"

How credible is the Town?

4 responded "extremely"

8 responded "mostly"

2 responded "somewhat"

1 responded "extreme lack of credibility"

Current Communication Methods

The Town currently communicates with the residents and businesses of Haymarket in the following ways:

- Website
- Facebook page
- Quarterly newsletter
- Town meetings
- Email
- Phone calls
- In-person informal visits to businesses
- Walk with the Mayor
- In-person events (quarterly business roundtable events, farmer's market)
- Direct contact at Town Hall (in-person visits, phone calls, email)
- Message board/Signage

Survey respondents gave a variety of answers to survey questions about the Town's communications methods and effectiveness. Below is a summary:

How does the Town communicate?

12 stated Facebook

11 stated Website

8 stated Mail

8 stated In Person

4 stated Phone

3 stated Email

1 person did not respond except to say the Town communicates poorly

Preferred/most effective methods of communication were also discussed. These responses will be included later in this report.

By what methods does the Town receive feedback?

Most respondents understood that there are several ways that the Town can receive feedback, but 2 respondents did not know how they could offer feedback and one person stated that the leadership does not positively receive feedback.

Do you feel that the Town communicates effectively?

10 said Yes

5 said No

Do you feel the Town receives and implements feedback appropriately?

12 said Yes

3 said No

Additionally, an initial inquiry was made in the first survey about what kinds of things respondents wanted to hear about from the town, as well as with what frequency they wanted to be contacted. Their responses follow, ranked from most to least important:

What kinds of things do you want to hear about from the town:

1. Economic Development
2. Town Meeting Updates
3. Public Works | Quality of Life | Local News/Information (3-way tie)
4. Financial Management
5. Public Safety
6. Tourism
7. Housing

Other responses included:

- A tactical plan that shows annual progress toward the comprehensive plan
- Anything affecting my life that our town contributes to

How frequently do you want to hear from the town (ranked from most to least preferred)?

1. Monthly | As things arise (tied)
2. Quarterly | Weekly (tied)
3. 2x/month | Daily as needed through social media (tied)

Target Audiences

An initial stakeholder meeting was held at Town Hall where residents and business owners could share their thoughts on the topics of target audiences, focus areas, goals and objectives, and key messages. Additionally, printed surveys were handed out to Haymarket Town Council members to solicit responses from their perspective on the same topics.

Note: Where indicated, “survey responses/respondents” indicates a reference to one of the online surveys, and “written responses” indicates feedback offered by Town Council.

For the purposes of this communication plan, both meeting attendees and written responses recognized that we have several primary target audiences:

- Prospective and current residents
- Prospective and current businesses
- Visitors throughout the region/Tourists
- Community Organizations
- Partner Organizations (the County, HGBA, PW Chamber, Virginia Tourism Corp., Virginia Economic Development Partnership)

We also identified several secondary or sub-audiences:

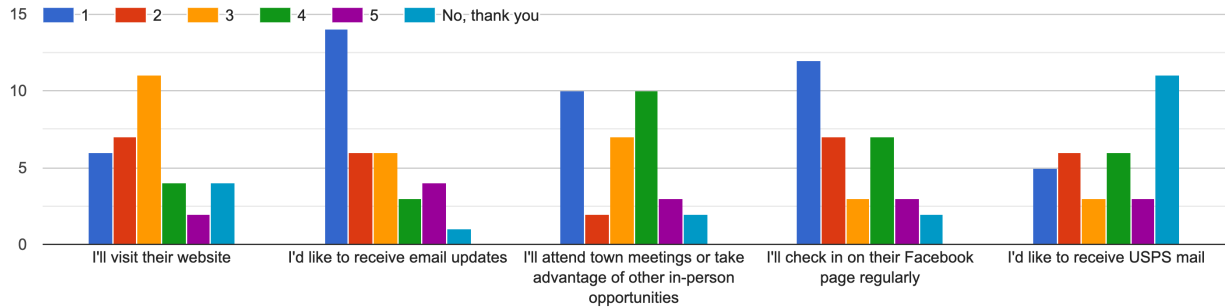
- Workforce
- Faith-based organizations
- Realtors
- Vendors
- Military
- Press/media

In the meeting, we also discussed the need for an awareness and inclusion of the growing multi-cultural and multi-generational demographic coming into Haymarket.

A second online survey was conducted to attempt to gather more information from the community about their preferences on communication topics, methods of communication, and key messages. There were also some open ended questions to allow respondents to add their own thoughts on how the communication plan should be implemented. Of the 34 responses received, 31 were from Town residents and businesses. A summary is offered below. All responses can be viewed at <https://bit.ly/HMSession2>

Ranked from most preferred to least, respondents would like to be communicated with in the following ways:

How would you like to receive updates and information from the town? Please rank your answer from most preferred (1) to least preferred (5). You can rank more than one option in the same way, ...ank you" if you prefer not to receive information by that method.



1. Email updates
2. Facebook page updates
3. Town meetings or other in-person opportunities
4. Town website
5. USPS Mail

This differs in some ways from the fifteen respondents from the initial survey, who reported the following as preferred methods of communication, ranked from most preferred to least:

1. USPS Mail
2. Town meetings or other in-person opportunities | Town website (tied)
3. Facebook | Email (tied)
4. Phone
5. Other social media (not Facebook)

Utilizing multiple methods of communication will be important, as not all respondents universally agreed upon a singular preferred method of communication. Initially, it will be important to closely monitor and check back with the community to ensure that enough methods are being used to cover a large cross-section of the community effectively.

Focus Areas

As mentioned earlier in this report, the first survey asked what people wanted to hear about from the town. Responses, ranked from most to least important, include:

1. Economic Development
2. Town Meeting Updates
3. Public Works | Quality of Life | Local News/Information (tied)
4. Financial Management
5. Public Safety
6. Tourism
7. Housing

Meeting attendees discussed strategic focus areas/priorities, and main goals for each. The following priorities were identified (in no particular order):

- Economic Development
- Town Meeting Updates
- Town Assets
- Local News/Information
 - Events
 - Business Spotlights (Existing and new businesses)
- Public Safety

Written responses were asked to rank these items. The responses are ordered from highest to lowest priority:

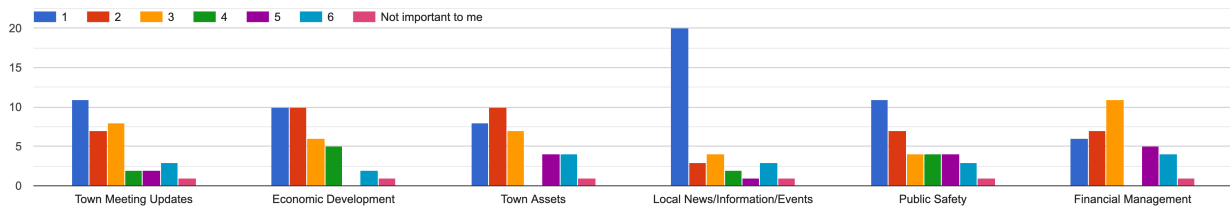
1. Public Safety
2. Town Assets
3. Town Meeting Updates
4. Financial Management
5. Economic Development
6. Local News/Information

The initial results indicate that both meeting attendees and written responses agree that public safety is a high priority focus area. Other important focus areas include town assets/asset management and town meeting updates. Financial management ranked higher than economic development and local news on the written responses but was not ranked as being of primary importance to the meeting attendees. Of tertiary

importance to written respondents are updates with regard to economic development and local news and information such as events and business spotlights (existing and new businesses).

In the second online survey, respondents had different responses with regard to priorities. When asked about the town priorities that are most important to them, 31 respondents answered as follows (ranked most to least important)

What town priorities do you want to hear about? What is most important to you? Please rank your answers from most (1) to least (6) important. Here, you can rank more than one item with the same importance, or you can tell us if the priority is not important to you.



1. News/Information/Events
2. Economic Development
3. Town Meeting Updates
4. Public Safety
5. Town Assets
6. Financial Management

Averaging the responses from the two online surveys and comparing them against the written responses reveals the following differences:

| Priority (ranked from most to least important) | Written Responses (Council) | Online Responses (Community) |
|--|-------------------------------|-------------------------------|
| 1 | Public Safety | Economic Development |
| 2 | Town Assets | Local News/Information/Events |
| 3 | Town Meeting Updates | Town Meeting Updates |
| 4 | Financial Management | Town Assets |
| 5 | Economic Development | Public Safety |
| 6 | Local News/Information/Events | Financial Management |

Summary

As there is some difference between the written and online responses to these priorities, there may be a slight misalignment between what the Town thinks is important to the community and what the community actually finds important. It would be helpful to survey a larger sample of Haymarket residents and businesses for a more accurate picture of the focus areas that are important to them.

Goals & Objectives

Written questions/responses suggested the following top 3 priorities:

- Increase Awareness
- Increase Engagement
- Provide Access

When asked what their main goals would be for each focus area, written responses included:

- “Clear, precise and easy to understand for all of Haymarket”
- “Letting residents know every month what is happening in their town.”
- “Transparency of government operations; events; emergency information or general information about town functions and businesses”
- “That economic development must not come at the expense of quality of life”
- “Town meeting updates: tax rates, resolutions, etc.”
- “Asset Management: note that our role is limited”
- “Quality of Life: issues created by overdevelopment”
- “Financial management: controls & fiscal policies adopted”
- “Public safety: replaced dysfunctional department & officers with professional leadership”

Meeting attendees responded with the following three main goals:

- Create an interactive conversation between the Town and the community
- Create an environment wherein businesses and residents feel heard
- Create visual and written messaging that creates a sense of community and increases engagement

Summary

Both written responses and meeting attendees agree that they want to increase engagement. Written responses appear to be focused more on the town's outbound communication to the community, whereas meeting attendees were more focused on creating an environment wherein businesses and residents feel heard and there is an overall sense of community.

Again, there is some amount of difference between the written and in-person priorities. It would be helpful to survey a larger sample of Haymarket residents and businesses for a more accurate picture of the goals that are important to them.

Key Messages

Key messages are the main points of information you want your audience to hear, understand, and remember. They are bite-sized summations that articulate what you do, why you do it, how you are different, and how you bring value.

Types of key messages discussed at the meeting included:

- Informational
- Emergency
- Requests

Meeting attendees responded with the following as key messages they would like to see reinforced:

- “Everyone’s Hometown”
- Walking community
- Familiar face
- Place for businesses to thrive
- Caring
- Neighbors
- Welcoming & Inclusive
- Hometown policing - with heart
- Historic
- The “H” concept: hometown, heart, historic...

Written responses included the following:

- “That we are a caring town. Please address the street scape; the signs, flags, light poles need a makeover! Our walking town needs an update!”
- “Spending priorities; events; services; as well as ideas from residents to improve their quality of life (PD efforts and other services)”
- “We took ownership of a broken town government and have been fixing it ever since.”
- “We are everyone’s hometown.”
- “Pedestrian safety”
- “Small business”
- “Community events”

Responses gleaned from a second survey conducted in August included the following preferences:

- “Everyone’s Hometown”
- We are caring, welcoming and inclusive

Several responses mentioned they do not feel Haymarket is truly a walking community, but that it would be nice if it became so.

Several businesses asked for more information to be shared on the website and social media about local businesses in town, and to promote the “shop local” concept; that local businesses are neighborly and cooperative.

All of the responses from the second survey can be viewed at <https://bit.ly/HMSession2>

Summary

Most agree upon the following key messages:

- “Everyone’s Hometown”
- “Place for businesses to thrive”
- Welcoming/Inclusive/Caring

The Town’s Mission, Vision and Values would also be part of an effective key messaging strategy in cultivating a positive perception of Haymarket.

Strategy and Deployment

This report has offered an assessment of the current state of Town Communications, analyzed data gleaned in person and via written and online surveys, and summarized recommendations with regard to the Town’s target audiences, focus areas, goals and objectives, and key messages. It is essential to consider all of these factors carefully when crafting and deploying a communications strategy. The following recommendations are intended to guide Town Council and staff as they generate print and digital collateral, press releases, and more, all in alignment with what has been learned through this communications plan exploration.

Brand Management

A strong brand is an essential first step in creating a cohesive message across all platforms. A brand strategy was not part of this communications plan, but the following recommendations are offered as suggestions for next steps for the Town, if they have not yet been completed.

With regard to the visual elements of Haymarket’s brand, a professional, consistent brand across all platforms (email, website, print and social) is critical to create a cohesive look and feel and strengthen the community brand. Key messages as defined by the town should resonate throughout all Town communications. In addition, reinforcement of the Town’s Mission, Vision and Values should be consistently included in Town messaging across all platforms on an ongoing basis. These measures will help to ensure that messages are more easily remembered as the Town works to promote positive perceptions of the Town’s services and events.

If a brand guidelines document has not yet been produced, we recommend that one should be created, as well as a media kit that includes the Town’s graphic elements and some key information about the town. A brand guidelines document defines how your brand appears in public-facing materials, and provides guidelines related to visual presentation of the Town, including name and logo, color palette, etc. It also defines your brand’s “personality” and tone of expression in the content you communicate. Digital and print design templates are often part of a guidelines document as well, which create consistency and brand recognition, as well as ease-of-use for all of the different staff tasked with communicating on behalf of the Town. Work with a brand

strategist would be highly beneficial to the Town in crafting these guidelines and templates.

Collaboration with county and state will be important to keep Haymarket top of mind as both business location and funding opportunities arise. Additionally, maintaining a relationship with staff at the county and state levels will offer opportunities to reinforce regional branding efforts and to share communications channels to raise awareness locally, regionally and statewide.

Media and Public Relations

Offering news releases to local media outlets are an important way to guide the conversation with topics of concern to Haymarket. Well-crafted releases that provide access to data and facilitate a dialogue with elected officials, distributed in a timely manner, will help to dispel rumors and inaccuracies in reporting and misperceptions about the Town and its representatives. News releases should also be published regularly on the Town website and on social media.

When articles and news stories are being written about the town, prompt response to inquiries is critical, being proactive in correcting any misinformation that may be present. Nurturing a positive working relationship with local and regional media would serve the Town well in their efforts to maintain a positive image in the region. Establishing protocols to respond to issues and concerns as they arise is also highly recommended, to enable Town officials and staff to respond in a timely and appropriate manner.

Sharing information with Town residents and businesses regularly in a variety of ways is also an important way to manage the Town's reputation. Openly and frequently celebrating the community, sharing information and educating on Town policies and processes makes complicated issues easier to understand and creates transparency, which encourages a positive bias within the community.

Some public relations tactics that we suggest include:

- Regular updates on the topics identified as most important by the community, using at least 2-3 preferred methods of communication
- Promote local businesses through ceremonies such as groundbreakings, ribbon cuttings, dedications, and more
- Offer regular updates on the "State of the Town"
- Recognize residents and businesses at Council meetings

- Share photos and video on Town website, social media and print collateral that reflect the essence of the Town
- Develop promotional materials to be used at local businesses and region-wide

Direct Communications/Community Relationship Management

Fostering a positive relationship between the community and the town is an ongoing process that can be accomplished in many ways. We suggest the following:

- Citizen Engagement: Surveys to both residents and businesses can be useful in determining “the pulse” of the community on a semi-annual basis.
- One-to-one conversations with businesses conducted regularly in a formalized fashion will help Town staff and Council members understand the issues faced by community businesses and how best to address them. In a similar way, one-to-one conversations with Town residents as opportunities arise foster good impressions of the Town and help the Town educate and inform the community.
- Request Tracking: When a resident or business contacts the Town, maintaining a record of the interaction and response/resolution and regularly reviewing these interactions will encourage awareness of issues as they arise and how best to mitigate future issues. They can also be used for training opportunities with Town staff.
- Emails: Most respondents shared that their preferred communication method is via email. We recommend that regular updates go out to the community on a scheduled basis.
- Quarterly Business Roundtable Discussions will continue to be beneficial to keep the business community informed and engaged, and will help to promote a sense of being a Town that cares about its businesses.
- Business Spotlights: Social media posts that highlight a business within the town that may include a short video interview.
- The Town Message board concept may be expanded to include more than one location, to capture the attention of travelers coming into Haymarket from all major points of entry.
- Town banners/flags can be created/utilized to promote Town Key messages throughout the year.

- Police-public relations work is appreciated and should continue in order to maintain the positive image of the police department.

Marketing/Advertising

With regard to marketing/advertising the Town of Haymarket, a full integrated marketing plan strategy exploration would be highly valuable to assist Town staff in crafting a strategy that targets both residents and businesses, as well as tourists, potential residents, and businesses considering location/relocation to the area. Some suggestions include ongoing campaigns in both digital and traditional media to promote public meetings, special events, and to educate and inform the public about all things Haymarket. This can be accomplished in a variety of ways, including:

Traditional Media

Print media such as newspaper and magazine advertising, door hangers, promotional items, utility bill inserts, brochures placed at visitors centers in the region, mailings, and event-specific materials can all be utilized to market Haymarket as “Everyone’s Hometown”.

Social Media

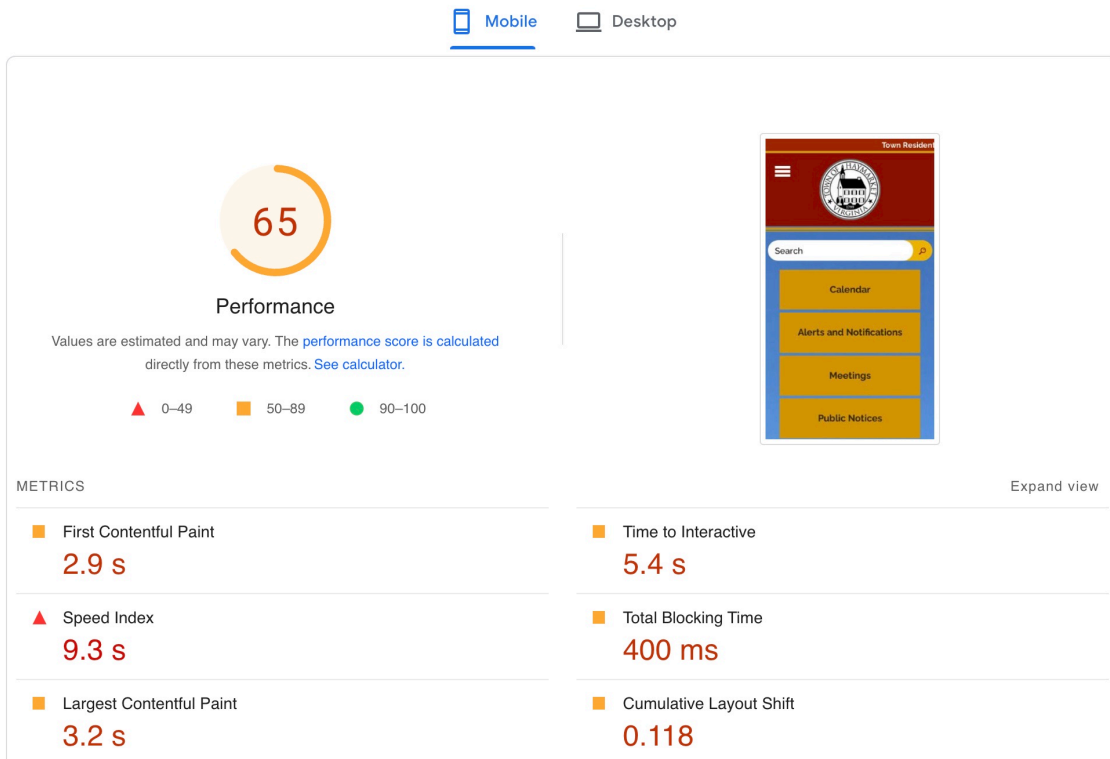
Creation and execution of a social media content calendar promoting local businesses, upcoming Town-sponsored and community events, and offering education and information of interest to the community. Using Facebook as the main platform, we recommend using a mix of content-rich posts with accompanying images, as well as video clips and “Facebook Live” to capture audience attention. For maximum exposure, we recommend posting regularly and often as capacity allows.

Website

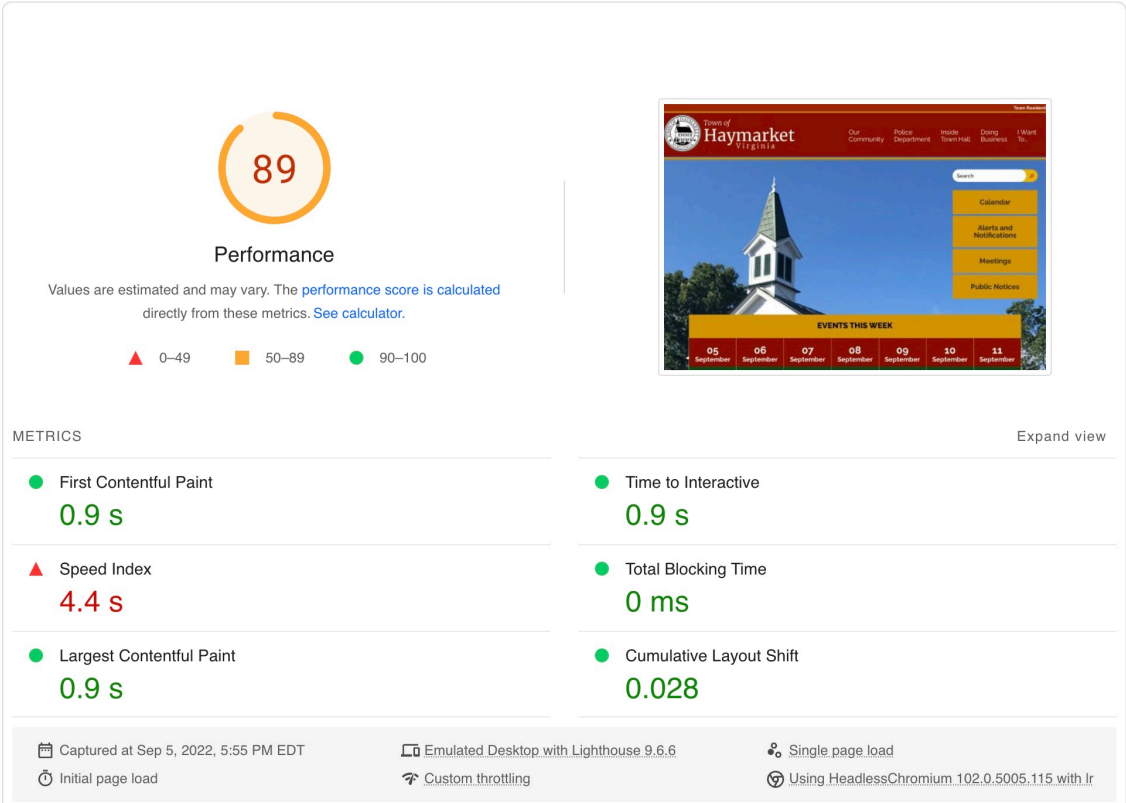
The Town’s website would greatly benefit from an overhaul to improve usability, drive more traffic, and create a more meaningful and productive experience for all. A preliminary audit reveals the following suggestions:

- Prominently offer the ability for interested parties to subscribe to your email list. Be sure to include an option so your user can select whether they are a resident or business owner, so you can send targeted emails when relevant

- Improve your SEO/online visibility, particularly proper use of header tags and meta descriptions on your website
- Keep your website updated and relevant
- Create a more intuitive user experience, so the information that is most important to users is easy to find
- Use impactful images and video to promote the Town and businesses therein
- Establish a Town business directory to promote “shop local”
- Maintain an up-to-date calendar of events for both Town-sponsored and community events, to encourage a supportive hometown feel
- Make it easy for residents and businesses to contact Town staff (currently not intuitive; contact page is located in footer, not in main menu and Council emails are buried several clicks deep in website)
- Improve your page load speed, particularly on mobile devices (see screenshots)



Mobile Desktop



Online Reputation Management

More and more, online reputation management is becoming critical to a positive community image. By actively monitoring ongoing conversations happening on social media, local media websites, and local discussion forums/groups, the Town can listen and respond to growing concerns before they become complex issues. Free and premium online tools such as Google Trends and Buzzsumo, as well as monitoring comments on review sites such as Yelp, nextdoor.com, niche.com, and Google are helpful to “listen” and respond to the ongoing conversation.

Performance Measurement

There are several means by which the Town can measure the success of their communications efforts. We strongly encourage the Town to regularly measure and assess all efforts for effectiveness, engagement, and experience. Some measurements can include:

Attachment: Haymarket Communications Plan - Final (5792 : Communications Update - Vice Mayor Pater)

Effectiveness and/or Growth

- Number of email subscribers
- Number of social media followers
- Number of video views
- Number of website visitors
- Number of attendees
- Number of businesses “spotlighted”
- Number of social media posts generated
- Number of stories generated that portray the Town in a favorable light
- Number of announcements posted to the website
- Number of meetings held
- Number of residents, businesses and visitors

Engagement

- Likes, comments and shares on social media posts
- Number of email opens and clicks
- Reviews/ratings
- Participation in online surveys
- Emails, phone calls and visits
- Attendance at events, forums and meetings
- Participation on boards and committees
- Number of businesses visited

Experience

- Satisfaction ratings
- Reviews/ratings
- Comment tone on social media and other sites
- Data gleaned from 1:1 meetings with residents and business owners
- Comments at Town meetings
- Emails, phone calls, visits

At the minimum, these measurements should be reviewed informally on a monthly basis, with formal reports presented and adjustments made on a quarterly basis. A full review and revision of the communication plan should occur annually, using the quarterly reports and results of bi-annual community surveys to inform future updates.

October 4, 2022

The Honorable Pete Buttigieg
Secretary
United States Department of Transportation
1200 New Jersey Avenue, SE
Washington, DC 20590

Secretary Buttigieg,

The Town of Haymarket is pleased to offer this letter of support for Prince William County's Railroad Crossing Safety & Enhancements Project grant application to the United States Department of Transportation's (USDOT) Railroad Crossing Elimination program. The Railroad Crossing Safety & Enhancements Project identified a corridor of five at grade rail crossings located in the northwest region of the County and the Town (Turner Road, John Marshall Highway, Thoroughfare Road, James Madison Highway and Jefferson Street).

In cooperation with Norfolk Southern Rail, the County will install enhancements at each rail crossing based on the tailored recommendations from Norfolk Southern Rail. We, the Town, strongly support this collaborative effort as being necessary to improve safety for all road users at these rail crossings as well as reducing noise pollution throughout this corridor. The Town and the County have a successful history of collaboration and if selected for funding through the Railroad Crossing Elimination program, the Town will be a key stakeholder in implementing these improvements.

The Railroad Crossing Safety & Enhancements Project will provide significant improvements along this corridor and federal funding is key to moving forward. The Town of Haymarket requests and appreciates your consideration of this application.

Tracylynn Pater

Joseph Pasanello

Mary Ramirez

Marchant Schneider

Robert Weir

Chris Morris

Ken Luersen, Mayor

Attachment: Town of Haymarket_Letter of Support (5795 : Letter of Support: Railroad Crossing Elimination Grant Program)



Town of Haymarket
15000 Washington Street, #100
Haymarket, VA 20169
703-753-2600

To: Mayor and Haymarket Town Council
From: Kim Henry, Clerk of Council
Date: September 26, 2022
Re: Amended Motion

Background: While listening to the September 6th regular monthly meeting, the motion for the Consent Agenda was to approve Section XI - A:2-4, Section B: 1-5 and Section C 1-5. Prior to the motion, there was a request to pull the Town Administration report. So the minutes from July 26th closed session, which was item 1 in Section A was not approved and the Town Administration Report was approved. I will be putting the July 26th minutes back on the October 4th Consent Agenda for approval.

Attachment: Memo to Council amended motion (5796 : Amended Consent Agenda)