



TOWN OF HAYMARKET TOWN COUNCIL

WORK SESSION
~ MINUTES ~

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

15000 Washington St
Haymarket, VA 20169

Monday, March 28, 2022

7:00 PM

Council Chambers

A Work Session of the Mayor and Council of the Town of Haymarket, VA, was held this evening in the Council Chambers, commencing at 7:00 PM.

Vice Mayor TracyLynn Pater called the meeting to order.

I. Call To Order

Councilman Marchant Schneider: Present, Councilman Chris Morris: Present, Councilman Joe Pasanello: Present, Councilman Bob Weir: Present, Vice Mayor TracyLynn Pater: Present, Councilwoman Mary Ramirez: Present, Mayor Kenneth Luersen: Remote.

II. Pledge of Allegiance

Vice Mayor Pater invited everyone to stand for the Pledge of Allegiance.

III. Agenda Items

1. Economic Development Discussion - Miles Friedman and Michelle Coe

Vice Mayor Pater invited Michelle Coe and Miles Friedman to the podium to give the Town Council an update on the Economic Development status. Ms. Coe stated that in lieu of the original agreement, they would be providing Council with a communications plan. She gave a more detailed description of the plan and their role. She stated that there are several components to a communications plan and that their team would help facilitate the discussion. She shared that the components would be doing an analysis and figuring out who the target audiences are, establishing the Council's focus areas and priorities, creating some key messages. She said then they would move onto strategy implementation and deployment plan then creating some performance measurements. She stated that the expected finish date for this plan would be August 2022 with a final deliverable by the end of their contract. She shared the process of the strategic planning meetings that she would conduct. Ms. Coe also shared how to target the stakeholders within the community. She stated that 10-12 people at the stakeholders table would be ideal and prefer feed back from each Council member. There was a discussion about creating a liaison, in sorts, and having 2 members of Council attend and represent the Town Council in that capacity. With no objection from the Town Council, Vice Mayor Pater and Councilwoman Ramirez were assigned as the liaisons to represent the Town Council at the stakeholders meeting.

There was a discussion on the original contract. Councilman Morris reviewed and discussed the original contract and asked for the deliverables the team brought to the Town since the initiation of the contract. A discussion followed. There was also a discussion that the contract has been amended since the original agreement and that the team is working off the amended contract going forward. Acting Town Manager Emily Kyriazi stated that the reason the Economic Development Team was present to discuss the communication plan development was in an effort to pull from one of the objectives of the contract so that they have a deliverable going forward for the remainder of their contract. There was a continued discussion on the details of the interviews that was conducted with the business to see the general feedback on the strengths, weaknesses and what the businesses would like to see or don't want to see so that the Town Council knows where they stand with the business community. The team stated that they provided that report. Mrs. Kyriazi stated that she would forward that information onto the Town Council.

There was also a discussion on future reports. Ms. Coe stated that the reports are milestone reports as the team achieves each goal. A short discussion followed on the dates of future meetings.

2. RFP Update

Katie McDaniel, the Town's engineer, was present at this evening's meeting to answer any questions on the RFP for the sidewalk project. There was a question as to when would the RFP

go out. Acting Town Manager/Town Planner Emily Kyriazi stated that if Council gives the directive to fix the final items, the RFP will go out within the month. A question was raised to include the design of a crosswalk near Town Park. Mrs. McDaniel stated that a traffic consultant would need to be added to the request of the scope, which was not specifically identified. She stated it would probably be easier to have the conversation with VDOT while working on the overall design. There was also a short discussion on the landscaping and streetscape. Mrs. McDaniel stated that it would be inclusive in the scope of work. There was a short discussion on who would make the project. Mrs. McDaniel stated the day to day interaction would be taken care of by Mrs. Kyriazi and the more detailed interactions or problem solving would be taken care of by herself. She stated that the respondent would be giving regular updates on the project. There was a question on advertising and award time line. Mrs. McDaniel shared that her best estimate would be advertise for 60 days and award within 30 days with a total of 90 days. The Town Council directed the staff to finish the RFP and advertise it for a minimum of 30 days up to a maximum of 60 days.

3. Informational Discussion on Metropolitan Washington Council of Governments

The representative was not able to attend this evening's meeting and the agenda item will be moved to the April 25th Work Session.

4. Monthly Financial Report

Town Treasurer Roberto Gonzalez asked for any questions prior going over the monthly report. With no questions, Mr. Gonzalez gave a correction on a Police Department line item. Mr. Gonzalez stated that the tax revenues are coming in higher than expected and that generally speaking the current budget is looking healthy.

5. FY23 Budget Work Session

Town Treasurer Roberto Gonzalez presented the first draft of the FY23 budget. Mr. Gonzalez highlighted some line items. He stated that the budget is working on an equalized tax rate for real estate. He stated that the budget has a separate line item to track Transient and Occupancy Tax. He also shared that he will be tracking the ARPA funds separately and will be keeping it off the budget until Council uses it for CIP items. He stated that the budget work session is set for April 19th in which the Council will go over each line item. He asked that the Town Council review the budget and come back with any suggestions or edits at the budget work session meeting. There was a lengthy discussion on the TOT breakdown and percentages.

6. DMV Select Contract Discussion

Town Clerk and DMV Manager Kim Henry asked for any questions on her report that she presented to the Council. Town Treasurer Roberto Gonzalez drafted a graph showing the current revenue vs. the operational costs. Ms. Henry shared that of the 55 DMV Select Offices, 26 have opened up to walk ins. She stated that this office was not set up for walk ins because of the location of the service window being so close to the door in the vestibule which cause foot traffic issues for those wanting to do Town business. There was a discussion on lack of signage and advertising. Ms. Henry stated that word of mouth has been the only advertising. Mr. Gonzalez shared that the Town had to invest money to build the Select office and the training to open the office. He shared the trend from July when the office opened to October when the DMV full service offices started opening up. There was a discussion on the graph. A question was asked if the revenues would come back up at some point. Ms. Henry responded to the question stating that until there is new car inventory on car lots where used vehicles are being sold, she did not feel numbers would come up. She shared that the bulk of DMV Selects revenues comes from the commissions of titling vehicles. A discussion followed on the future of the Select office. There was a directive from the Council to open the DMV Select to walk in service and re-evaluate in month before making a decision as to the future of the Select office.

7. BZA Appointment Recommendations

Town Clerk Kim Henry gave a brief update on the BZA re-appointment recommendations. She stated that there was a directive to ask for an application from each member who wanted to be re-appointed. Ms. Henry shared that she received 2 applications back but had no heard from the other member, whose term had expired. There was a short discussion with a directive to have the police department hand deliver the letter and application to the member to see if there would be a response.

8. Streetscape Banner Program

Acting Town Manager Emily Kyriazi shared that she met with Councilman Pasanello and walked the streetscape and looked at the current conditions of the banner brackets and banners

themselves. She gave the current timeline of when the banners are switched out and the estimated cost. Mrs. Kyriazi gave several options for the banner program, including an option of having a yearly banner as opposed to the seasonal banners. She also gave recommendations on the placement of the banners. She also shared information regarding the military banners. She stated that she spoke with the family members about replacing their loved ones banner if it was damaged or worn. Mrs. Kyriazi provided information on replacing the damaged military banners. Lastly, Mrs. Kyriazi shared information on a pilot program to have hanging flower baskets on the poles. She stated that she would start with 12 baskets that would be hung in the core of Town on the north and south side of the streets from Fayette to Madison Street. There was also a discussion on replacing the Christmas wreaths. Mrs. Kyriazi stated that the wreaths needed to be replaced and suggested that if the Town purchased new wreaths, the purchase of an annual banner would need to wait. She shared the cost of a high quality annual banner. She suggested to keep the seasonal banners this year, purchase new wreaths and save the purchase of an annual banner for next year. The Town Council asked her to work with the Town Treasurer to get comparative prices on the cost to have the seasonal banners exchange compared to the cost of an annual banner. Mrs. Kyriazi stated that she would update the report to include the Christmas wreaths and bring back to the April Work Session. There was a short discussion on the pilot program of the hanging baskets and the logistics of hanging them and getting them down in case of bad weather.

9. Administrative Assistant Job Description

Without objection, the Town Council added the administrative assistant job description on the agenda. Town Manager Emily Kyriazi distributed and explained the details of the job description for the new part time administrative assistant position. She stated that her goal would be to have the assistant in the office 4 days a week and that she would work with the Town Treasurer on rate of pay and hours per week to stay within the current budget. A short discussion followed. The Town Council also discussed getting a new tenant in the museum. After their discussion, the Town Council directed the Town Manager to work with the Town Treasurer on salary rate and hours then proceed to post the position.

IV. Adjournment

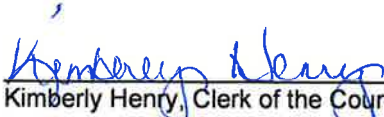
With no further business before the Town Council, Councilman Weir moved to adjourn with a second by Councilman Pasanello. The motion carried.

1. Motion to Adjourn

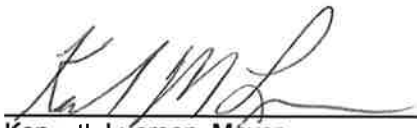
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|------------------|---|
| RESULT: | ADOPTED [UNANIMOUS] |
| MOVER: | Bob Weir, Councilman |
| SECONDER: | Joe Pasanello, Councilman |
| AYES: | Schneider, Morris, Pasanello, Weir, Ramirez |

Submitted:

Approved:



 Kimberly Henry, Clerk of the Council



 Kenneth Luersen, Mayor