

1 **Minutes of the New Market**  
2 **Town Council Meeting**  
3 **Tuesday, January 16, 2018**  
4 **6:30 pm**  
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6 The New Market Town Council met in the Council Chambers of the Arthur L.  
7 Hildreth, Jr. Municipal Building on Tuesday, January 16, 2018 with the following  
8 members present: Mayor Douglas Bradley, John Blosser, Peter Hughes, Scott Wymer,  
9 Gary Comer, Tim Palmer, and Peggy Harkness.

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11 Town Attorney – Jason Ham  
12 Town Manager – J. Todd Walters  
13 Town Treasurer – Teresa Green  
14 Town Planner – Alex Berryman  
15 Administrative Assistant – Donna Lohr  
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17 Mayor Bradley called the meeting to order and established a quorum with all  
18 members present. The Pledge of Allegiance was recited in unison. Mayor Bradley  
19 welcomed all visitors, guests, and members of the press.  
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21 **Approval of the Agenda:**  
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23 **Mr. Comer made a motion to approve the agenda as presented. Mr. Palmer**  
24 **seconded the motion which passed on a unanimous 6-0 voice vote.**  
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26 **Consent Agenda:**  
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28 **Mr. Comer moved to approve the consent agenda which included the**  
29 **minutes from the December 18, 2017 meeting of the Town Council and the Financial**  
30 **Statements for December 2017. Mr. Palmer seconded the motion which carried on**  
31 **a unanimous 6-0 voice vote.**  
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33 **Public Hearing:**  
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35 No public hearings scheduled.  
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37 **Citizen Comments and Petitions:**  
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39 Mr. Don Conard, representing the Rouss Center for the Arts, reported that at their  
40 annual membership meeting, they voted to change the name of the Rouss Center for the  
41 Arts to “The Rouss Theatre and Center for the Arts”.  
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43 Mr. James Kelly of Robinson, Farmer, Cox Associates presented the findings  
44 from the audit. Mr. Kelly advised Council that The Town received an A+ grade from the  
45 auditors. There were no deficiencies in internal controls. He advised that the Town of  
46 New Market was in a healthy financial position as of the end of FY '17. A copy of Mr.  
47 Kelly's power point presentation is included on file with the minutes.  
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49 **Committee Reports:**

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There were no Committee Reports.

**Staff Reports:**

**1. Public Works Report – Mr. Alex Berryman**

Mr. Berryman gave a brief power point presentation highlighting items he has worked on during the past month in the Planning and Zoning Department. Mr. Berryman also presented a summary of projects that the Public Works Department worked on during the month of December. Mr. Berryman mentioned that the Water Storage Tank inspection report came back and the results are optimistic. The water tank is in fair condition. It will need rehabilitation work within the next few years. The next step is to meet with an engineer to determine options for the work on the storage tank. A copy of Mr. Berryman’s presentation is on file with the Council packet.

**2. Events & Marketing Report – Mrs. Amber Smoot**

Mrs. Smoot gave a brief power point presentation mentioning training, classes, meetings and seminars she has attended. She also mentioned plans that are underway for the Cross Roads Event. A copy of Mrs. Smoot’s report is on file with the Council packet.

**Action Items:**

The first action item on the agenda was the discussion and consideration of a proposal for marketing options at Welcome Centers and Rest Areas. Mr. Walters stated that last month Mrs. Smoot presented some options for distribution of the Town’s brochures at welcome centers and rest areas to reach more travelers. At Mr. Walters’ request, Mrs. Smoot presented those options to Council. A copy of the options that Mrs. Smoot presented was included on pages 24-26 of the packet. Mrs. Smoot noted that staff recommended option 1, which is to increase Welcome Center enrollment to four locations by adding Bristol (I-81) and Covington (I-64) and utilizing \$480 of budget line item 10-4510-3406, Events and Marketing. Option 1 also includes adding brochures at the 13 rest areas on the I-81 and I-77 corridors. The cost for this is \$825 per quarter. Half the year (two quarters) would be paid for with budget line item 10-4510-3403, Economic Development, and the last two quarters would be paid in the next budget year, ’18-’19 with line item 10-4510-3406, Marketing and Events. **Mr. Hughes made a motion to adopt staff’s recommendation of Option 1, which will increase Welcome Center Enrollment to four by adding Bristol and Covington and distribution at the 13 rest areas on the I-81 and I-77 corridors. Mrs. Harkness seconded the motion which passed on the following 6-0 unanimous roll call vote:**

<b>Mr. Hughes</b>	<b>Aye</b>	<b>Mr. Blosser</b>	<b>Aye</b>
<b>Mr. Wymer</b>	<b>Aye</b>	<b>Mr. Palmer</b>	<b>Aye</b>
<b>Mr. Comer</b>	<b>Aye</b>	<b>Mrs. Harkness</b>	<b>Aye</b>

**Mayor’s Comments:**

Mayor Bradley remarked that the Town looked beautiful during the holiday season.

99 **Council Comments:**

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101 Mr. Hughes thanked Town staff members for the presentations at this evening's  
102 meeting. He also thanked Mrs. Teresa Green for doing a great job on the audit.

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104 **Staff Comments:**

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106 Mr. Walters thanked the Public Works Department for providing excellent  
107 service to the town's citizens. He has received many compliments from citizens on the  
108 great job done by the Public Works Department during the extremely cold weather.

109 Mr. Walters mentioned that Chief Rinker did not make a Public Safety  
110 Department presentation at this evening's meeting because he plans to present the Annual  
111 Report for his department at the February Council Meeting.

112 Mr. Walters reported that he had received confirmation from Chief Rinker, that  
113 the Town had applied for and received grant funds in the amount of \$2,000 for a Risk  
114 Management Grant which will allow for a video surveillance system to be installed at the  
115 Town Office.


116 Mr. Walters announced that he had received the signed easement from Mr.  
117 Weissenborn for the pocket park. That easement will be taken to the courthouse and  
118 recorded. Staff has reached out to the remaining property owner and requested that the  
119 final easement be signed as soon as possible. Mr. Walters is hopeful that work can begin  
120 on the pocket park project in the spring.

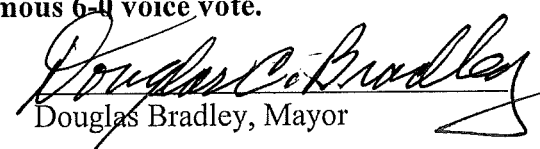
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122 **Closed Meeting:**

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124 None

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126 **Adjournment:**

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128 At 7:28 p.m. Mr. Comer made a motion to adjourn the meeting. Mr. Blosser  
129 seconded the motion which carried on a unanimous 6-0 voice vote.

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134 J. Todd Walters, Town Clerk

  
Douglas Bradley, Mayor