

1 **Minutes of the New Market**  
2 **Town Council Meeting**  
3 **Monday, July 16, 2018**  
4 **6:30 pm**  
5

6 The New Market Town Council met in the Council Chambers of the Arthur L.  
7 Hildreth, Jr. Municipal Building on Monday, July 16, 2018 with the following members  
8 present: Mayor Douglas Bradley, Peggy Harkness, Daryl Watkins, Peter Hughes, Scott  
9 Wymer, Tim Palmer, and Larry Bompiani.

10  
11 Town Attorney – Jason Ham  
12 Town Manager – J. Todd Walters  
13 Town Treasurer – Teresa Green  
14 Administrative Assistant – Donna Lohr  
15

16 Mayor Bradley called the meeting to order and established a quorum with all  
17 members present. The Pledge of Allegiance was recited in unison. Mayor Bradley  
18 welcomed all visitors and guests.  
19

20 **Approval of the Agenda:**  
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22 **Mr. Palmer made a motion to approve the agenda as presented. Mr. Hughes**  
23 **seconded the motion which passed on a unanimous 6-0 voice vote.**  
24

25 **Consent Agenda:**  
26

27 **Mr. Wymer moved to approve the consent agenda which included the**  
28 **minutes from the June 18, 2018 meeting of the Town Council, the minutes from the**  
29 **July 2, 2018 Special Called Meeting of the Town Council and the Financial**  
30 **Statements for June 2018. Mr. Watkins seconded the motion which carried on a**  
31 **unanimous 6-0 voice vote.**  
32

33 **Public Hearing:**  
34

35 No public hearings scheduled.  
36

37 **Citizen Comments and Petitions:**  
38

39 Mr. Keven Walker, Chief Executive Officer of the Shenandoah Valley  
40 Battlefields Foundation, gave a power point presentation highlighting some items on  
41 which the Shenandoah Valley Battlefields Foundation has been working. Mr. Walker  
42 mentioned that the Battlefield Foundation's hope is that battlefield preservation and  
43 Heritage Tourism will be a significant part of New Market's future. He also mentioned  
44 some ideas and future plans for the Town of New Market. Mr. Walker explained that the  
45 National Historic District encompasses eight counties and is rather large in size. New  
46 Market is in the middle of the National Historic District so when the Congressional  
47 Commission chose a location for the home for the Battlefields Foundation, they chose  
48 New Market as the home. New Market is also a nationally known Civil War site. The  
49 Shenandoah Valley Battlefields Foundation handles preservation of land, does

50 interpretive programs, manages Battlefields, and promotes heritage tourism. A recent  
51 economic impact study indicated that the National Historic District generates \$293.2  
52 million annually. The Shenandoah Valley Battlefields Foundation has recently  
53 undertaken a program to increase their footprint in New Market. Mr. Walker emphasized  
54 that heritage tourism should be a major part of what New Market and the leadership of  
55 New Market should look towards in planning the future of New Market. It is not the only  
56 part, but the Foundation believes it should be a significant part. He provided some data  
57 indicating the number of people that visit battlefields and historic destinations and the  
58 amount of money they spend at those destinations. Mr. Walker mentioned that data from  
59 last year indicates that over 700,000 travelers take the New Market exit each year and  
60 over 200,000 of them travel through the center of Town on their way to Luray Caverns in  
61 Luray, VA. Mr. Walker mentioned that even though sales are up for businesses on New  
62 Market's main street, New Market is not reaching enough of the people touring the area.  
63 Mr. Walker mentioned that the Battlefields Foundation is actively working to preserve  
64 several areas in Town to maintain the historic landscape of New Market. The Battlefields  
65 Foundation has recently purchased 13 acres behind the Lutheran Church and the Crim  
66 properties. The Foundation has also recently put a contract on the Lutheran Church  
67 parsonage. They also own the Strayer house in Town. The Foundation is attempting to  
68 save the historic fabric of the open landscape around New Market and the historic fabric  
69 on Main Street and they hope to leverage it into tourism opportunities which can be a  
70 major economic driver for the Town. Mr. Walker displayed a map which indicated  
71 properties owned by the battlefield and properties they are interested in owning and  
72 preserving. The map also indicated the possibility of a greenway trail which would  
73 utilize properties owned by the Foundation.  
74 Mr. Walker mentioned some additional items on which the Foundation is working. One  
75 of those items is to turn the recently purchased Lutheran parsonage into a museum with  
76 archives and a library. The Foundation also hopes to continue to beautify the building  
77 they are currently in and to expand or add shops in the building. They will continue to  
78 foster local businesses in New Market. They hope to continue working to make the  
79 Strayer house a visitor contact area for New Market. The Foundation plans to have an  
80 audio tour of New Market which is scheduled to be launched in May 2019. They also  
81 hope to add signage in Town, create visitor publications, add events and tours and  
82 continue to work with property owners and the Town towards historic preservation of  
83 buildings and establishing preservation easements. Mr. Walker thanked Council for their  
84 willingness to work with and support the Shenandoah Valley Battlefields Foundation in  
85 their endeavors.

#### 86 87 **Committee Reports:**

88  
89 There were no Committee Reports.  
90

#### 91 **Staff Reports:**

##### 92 93 **1. Planning and Zoning Annual Report – Mr. Alex Berryman**

94 Mr. Berryman reported on items addressed by the Planning and Zoning  
95 Department during FY 17-18. Items mentioned in Mr. Berryman's report included  
96 business conducted during regular planning commission meetings, work accomplished on  
97 the Comprehensive Plan, permits issued, work conducted by the Board of Zoning  
98 Appeals and the Historic Overlay District Review Board, seminars and trainings attended

99 by the Zoning Administrator, and future projects for the coming year. A copy of Mr.  
100 Berryman's presentation is on file with the minutes.

101  
102 **2. Public Safety Monthly Report – Chief Chris Rinker**

103 Chief Rinker gave a brief power point presentation which included statistics for  
104 the department for the month of June as well as events and trainings attended by New  
105 Market Officers. A copy of the information presented by Chief Rinker is on file with the  
106 minutes.

107  
108 **3. Events & Marketing Report – Mrs. Amber Smoot**

109 Mrs. Smoot gave a power point presentation which included events and projects  
110 she has been working on during the month of June. A copy of Mrs. Smoot's report is on  
111 file with the minutes.

112  
113 **Action Items:**

114 The first action item was the discussion and consideration of a request for the use  
115 of town facilities for the Third Annual Latin Festival, hosted by Jalisco Mexican  
116 Restaurant. **Mr. Hughes made a motion to grant the request for the use of Town**  
117 **facilities. Mr. Palmer seconded the motion which passed on the following roll call**  
118 **vote:**

119

120	Mr. Hughes	Aye	Mr. Watkins	Aye
121	Mr. Wymer	Aye	Mr. Bompiani	Aye
122	Mr. Palmer	Aye	Mrs. Harkness	Aye

123  
124 The next action item was the discussion and consideration of requests from the  
125 Virginia Museum of the Civil War to hold the annual VMI New Cadet Battalion parade  
126 on Congress Street on Sunday, September 2, 2018. Mr. Walters mentioned that these  
127 requests are the same as what was requested last year. **Mr. Palmer made a motion to**  
128 **approve the requests as stated. Mr. Wymer seconded the motion which passed on**  
129 **the following roll call vote:**

130

131	Mrs. Harkness	Aye	Mr. Palmer	Aye
132	Mr. Bompiani	Aye	Mr. Wymer	Aye
133	Mr. Watkins	Aye	Mr. Hughes	Aye

134  
135 The third action item was the discussion and consideration of an appointment to  
136 the Planning Commission. Mr. Berryman explained that with the election of Mr. Daryl  
137 Watkins to Town Council, he has resigned from the Planning Commission leaving his  
138 seat vacant. That seat was open to the public. Mr. Berryman interviewed three members  
139 of the public and staff recommends that Mr. Robert King be appointed to the vacant seat.  
140 Mr. King is a retired Washington DC fire captain which would bring a public safety  
141 perspective but also an interest and knowledge in different forms of development which  
142 will be a great contribution to the Planning Commission. The vacant seat would be to  
143 finish out Mr. Watkin's term which is through the end of December 2018. **Mr. Hughes**  
144 **made a motion to appoint Mr. Robert King to the Planning Commission through**  
145 **the end of December 2018. Mr. Wymer seconded the motion which passed on the**  
146 **following roll call vote:**

147

148	<b>Mr. Hughes</b>	<b>Aye</b>	<b>Mr. Watkins</b>	<b>Aye</b>
149	<b>Mr. Wymer</b>	<b>Aye</b>	<b>Mr. Bompiani</b>	<b>Aye</b>
150	<b>Mr. Palmer</b>	<b>Aye</b>	<b>Mrs. Harkness</b>	<b>Aye</b>

151 The last action item was the discussion and consideration amendments to Sec. 62-  
 152 36, Sec. 62-38, Sec. 62-39, Sec. 62-41, Sec. 62-42, Sec. 62-75, and Sec. 62-79 of the  
 153 Code of New Market concerning water and sewer connections and repairs. Mr.  
 154 Berryman explained that this material was presented to council members at the Special  
 155 Called Meeting on July 2, 2018. The purpose of the amendments is to specify the  
 156 Town’s role in new connections and the Town’s responsibility in repairing service lines,  
 157 cleanouts and sewer laterals. These changes align the Town with industry standards and  
 158 clarify what is already taking place. **Mr. Hughes made a motion approve the**  
 159 **amendments to Sec. 62-36, Sec. 62-38, Sec. 62-39, Sec. 62-41, Sec. 62-42, Sec. 62-75,**  
 160 **and Sec. 62-79 of the Code of New Market concerning water and sewer connections**  
 161 **and repairs as presented in the document. Mr. Bompiani seconded the motion**  
 162 **- which passed on the following roll call vote:**

163				
164	<b>Mrs. Harkness</b>	<b>Aye</b>	<b>Mr. Palmer</b>	<b>Aye</b>
165	<b>Mr. Bompiani</b>	<b>Aye</b>	<b>Mr. Wymer</b>	<b>Aye</b>
166	<b>Mr. Watkins</b>	<b>Aye</b>	<b>Mr. Hughes</b>	<b>Aye</b>

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 168 **Mayor’s Comments:**  
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170 Mayor Bradley made the following presentation to the Rouss Center for the Arts  
 171 President J.W. Fiske and Treasurer Cathy Rec (treasurer):

172 “It is with great pleasure that the Town Council and Town Administration present  
 173 you an award for all of your hard work and determination to better our New Market  
 174 Community. The Town of New Market recognizes your consistent updates on  
 175 performances and the activities you provide for our community. The Town also  
 176 recognizes that you are a dedicated, talented organization that brings happiness and  
 177 vitality to our town. Your organization represents the hard work and determination that  
 178 every community needs in their revitalization efforts. Enclosed is a check in the amount  
 179 of \$2,000 made payable to the Rouss Center for the Arts. These funds are a matching  
 180 combination of grant funding through the Town of New Market and the Virginia  
 181 Commission for the Arts Creative Communities Partnership Grant. It is our intent that  
 182 the funds be used to increase opportunities for the citizens of New Market and New  
 183 Market’s visitors to benefit from performances by the Rouss Center for the Arts and  
 184 continue to spark interest in the training in the arts. Your organization’s efforts to  
 185 improve New Market’s quality of life are greatly appreciated and the Town feels the  
 186 Rouss Center for the Arts is the perfect recipient for this grant funding. Thanks for all of  
 187 your hard work and help in making our Town special.”

188 Mrs. Rec thanked the Mayor and Council and stated that the funds would be ear-  
 189 marked for a new curtain for the stage.

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 191 **Council Comments:**  
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193 Mr. Hughes read a letter addressed to Mr. Walters on behalf of the American  
 194 Legion Post 166, the New Market Chamber of Commerce and the New Market Rotary  
 195 Club which planned and organized the July 3 Independence Day Celebration in the park.  
 196 The letter thanked the Town for its support of the event both financially and through staff

197 support for event set-up, the event itself, and post-event clean up. The event was  
198 successful and well attended even with temperatures in the 90s. A copy of the letter is on  
199 file with the minutes.

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201 **Staff Comments:**

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Mr. Walters made the following comments:

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- The 3<sup>rd</sup> of July event went very well. It was well organized and is another indication positive things that happen when people work together. It was a very hot day. The volunteers were out there most of that day and were out again the next day to help with clean up. There was a lot of planning and effort put into this event and Mr. Walters appreciates the organizations that put this event on. It is a good event for the Town.

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- The next Cross Roads Fest event is coming this Friday. The Cross Roads Fest music series events involve a lot of work setting up and tearing down after the event. Ms. Smoot is able to get volunteers to help with this event which is greatly appreciated. Mr. Walters stated that sometimes people don't realize the amount of work that goes into an event. Even for a two-three hour event, the work is often an all-day thing. Mr. Walters thanked Ms. Smoot for her work on the Cross Roads event.

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- Town staff is working to plan more events in the community and to try and get people involved especially in the down town area. The goal is to draw more people into Town.

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- The Council Work session is scheduled for Saturday, July 28<sup>th</sup>, 2018 at the Shenvalee. Town staff has put a lot of work into this. Council will hear from staff who will openly and honestly present their ideas on what they believe will be good for New Market. This work session is very important for us as a group and is important for the Town of New Market. Mr. Walters is excited about what will come out of this session. He appreciates everyone's willingness to take a Saturday out of their summer to come and work. There may be another work session later on if council and staff do not get through their discussions on the 28<sup>th</sup>.

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230 **Closed Meeting:**

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No closed meetings.

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**Adjournment:**

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At 7:47 p.m. Mr. Palmer made a motion to adjourn the meeting. Mr. Wymer seconded the motion which carried on a unanimous 6-0 voice vote.


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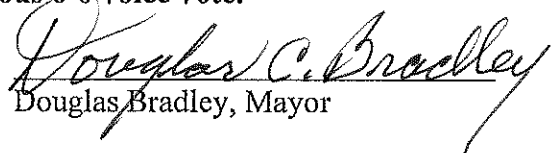
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J. Todd Walters, Town Clerk

  
Douglas Bradley, Mayor

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