



TOWN OF TAPPAHANNOCK

P. O. Box 266
Tappahannock, Virginia 22560
(804) 443-3336 Fax (804) 443-1051
www.tappahannock-va.gov

Town Manager
Eric Pollitt

Town Attorney
Diane M. Lank

Town Treasurer
Faye D. Johnson

Town Clerk
Patsy K. Scates

Chief of Police
James G. Ashworth Jr.

Mayor
Roy M. Gladding

Town Council
Kay Carlton
Marcia W. Jenkins
Fleet Dillard
Kenneth A. Gillis
Troy L. Balderson
Anita J. Latane

May 6, 2021

To: Mayor, Town Attorney, and All Council Members:

The regular meeting will be held on:

MONDAY, MAY 10, 2021 7:00 P.M.
LOCATION: VIRTUAL OPTIONAL

Per the restrictions placed by the Governor of Virginia the meeting will be held by zoom.

PLEASE FIND ENCLOSED THE FOLLOWING:

1. Agenda
2. Notices
3. Agenda Notes
4. Financial Report
5. Water/Sewer Report
6. Town Manager Report
7. Gateway Signs (option #1 and option #2)
8. Town Response to EDA Resolution
9. LOGO Packet



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TOWN COUNCIL AGENDA MAY 10, 2021 7:00 P.M.

Mayor
Roy M. Gladding

Town Council
Kay Carlton
Marcia W. Jenkins
Fleet Dillard
Kenneth A. Gillis
Troy L. Balderson
Anita J. Latane

Topic: Public Hearing/Council Meeting
Time: May 10, 2021 07:00 PM Eastern Time (US and Canada)
Join Optional Zoom Meeting
<https://us02web.zoom.us/j/86092521685>

Meeting ID: 860 9252 1685
One tap mobile
+16468769923,,86092521685# US (New York)
+13017158592,,86092521685# US (Washington DC)

Dial by your location
+1 646 876 9923 US (New York)
+1 301 715 8592 US (Washington DC)
Find your local number: <https://us02web.zoom.us/u/kdRkctUr3>

Public Hearing to consider following amendment to the Tappahannock Zoning Ordinance Article X Section 22-125 Permitted Uses: Short-Term Rentals with a Special Exception and Conditions (Article XI Section 22-128.1) in the Central Commercial (CC1) Zoning District as a Permitted Use.

Public Hearing on the proposed general budget, water and sewer budget and cemetery budget for FY 2021-2022. Pursuant to Sections 15-.2-2506 of the 1950 Code of Virginia, as amended the Town of Tappahannock Town Council will hold an optional electronic public hearing on the proposed budget for FY 2021-2022 on Monday, May 10, 2021 at 7:00 p.m.

Information on how to join the optional electronic meeting is located on the Town Website at www.tappahannock-va.gov. For in person attendance (Masks and Social Distancing are required)

The regular council meeting will follow after the closing of the Public Hearings.

Regular Council Meeting:

1. Call to order
2. Reading and approval of the April 12, 2021 Council Meeting Minutes
3. Welcome Visitors
4. **Committee Reports**
 - a. Water/Sewer – Gillis
 - b. Public Facilities – Balderson
 - c. Finance – Jenkins
- 4.2. Approval of the financial report for the month of April, 2021
- 4.3. Town Manager monthly report
- 5.0. New Business

5.1. Gateway Signs

Council should consider the approval of the Town of Tappahannock Gateway Signs

5.2. Amendment to Short Term Rentals

Council should consider the approval of the following amendment to the Tappahannock Zoning Ordinance Article X Section 22-125 Permitted Uses: Short-Term Rentals with a Special Exception and Conditions (Article XI Section 22-128.1) in the Central Commercial (CC1) Zoning District as a Permitted Use.

5.3. Essex EDA Resolution – Town’s Response

Economic Development Committee draft response to Essex EDA Resolution

5.4. LOGO/SEAL Update and Branding and Marketing Strategy

Spencer Geruasoni will speak briefly about the process for creating a new logo/seal and importance to use it in a modern branding and marketing strategy.

5.5. Statue/Monument

Council will hear public comments from citizens who have requested prior to the publishing of the agenda to speak about the statue located on Prince Street.



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NOTICE

In accordance with Section 15.2-2204 of the 1950 Code of Virginia, as amended, Notice is hereby given that the Tappahannock Town Council will hold a public hearing on:

May 10, 2021

7:00 P.M.

LOCATION: VIRTUAL

The purpose of the public hearing is to consider the following amendment to the Tappahannock Zoning Ordinance:

Article X Section 22-125 Permitted Uses: Short-Term Rentals with a Special Exception and Conditions (Article XI Section 22-128.1) in the Central Commercial (CC1) Zoning District as a Permitted Use.

Copies of the above request may be reviewed at the Tappahannock Municipal Building, 915 Church Lane, Tappahannock, Virginia. Monday – Friday between the hours of 8:30 a.m. and 4:30 p.m. and interested parties may appear to express their opinions regarding the proposed amendment.

Eric Pollitt
Zoning Administrator



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Topic: Special Council Meeting
Time: May 19, 2021 07:00 PM Eastern Time (US and Canada)

Join Optional Zoom Meeting
<https://us02web.zoom.us/j/85810405875>

Meeting ID: 858 1040 5875
One tap mobile
+13017158592,,85810405875# US (Washington DC)
+13126266799,,85810405875# US (Chicago)

Dial by your location
+1 301 715 8592 US (Washington DC)
+1 312 626 6799 US (Chicago)
+1 646 876 9923 US (New York)
+1 346 248 7799 US (Houston)
+1 408 638 0968 US (San Jose)
+1 669 900 6833 US (San Jose)
+1 253 215 8782 US (Tacoma)
Meeting ID: 858 1040 5875

Find your local number: <https://us02web.zoom.us/j/85810405875>

Special Meeting of the Town Council, Tappahannock, Virginia

In accordance with Section 15.2-1418 of the Code of Virginia, Notice is hereby given that the Tappahannock Town Council will hold a special meeting on:

May 19, 2021

7:00 p.m.

Location: Virtual Optional

The purpose of the special called meeting: Council will discuss the statue/monument located on Prince Street, Tappahannock, Virginia

Location: Virtual Optional. For in person attendance (masks and social distancing are required). See above for optional zoom instructions or visit our web site at www.tappahannock-va.gov

Eric Pollitt
Town Manager



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AGENDA NOTES FOR MAY 10, 2021 PUBLIC HEARING/COUNCIL MEETING

- Council should consider the approval of the following minutes:
April 12, 2021 Council Meeting Minutes

ACTION NEEDED: Motion to approve the minutes

- Council should consider the approval of the April 2021 Financial report
ACTION NEEDED: Motion to approve the April 2021 Financial report

- Council should consider the approve the Town of Tappahannock Gateway Signs
ACTION NEEDED: Motion to approve the Gateway Signs

- Council should consider the approval of the amendment to the Short-Term Rentals
ACTION NEEDED: Motion to approve the Council should consider -the approval of the following amendment to the Tappahannock Zoning Ordinance Article X Section 22-125 Permitted Uses: Short-Term Rentals with a Special Exception and Conditions (Article XI Section 22-128.1) in the Central Commercial (CC1) Zoning District as a Permitted Use.



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PUBLIC WORKS & TREATMENT PLANT REPORT

05-10-2021

Public works: Personnel read all the town water meters for this bi-monthly billing cycle. The Town Maintenance crew worked on Newbill Drive cleaning out the ditch line and spreading some gravel to improve the look of our river park. Staff continues their efforts in keeping up with grass cutting duties, since there are many locations to maintain.

Treatment Plant: The alum tank has been cleaned and is back in service. All testing results were within compliance limits with no violations. The plant operators worked in training classes in April to keep their certifications updated.

Sanitary Department: The trash pickup crew is dependable and continues to do good work.



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MEMORANDUM

*awaiting guidance on
next covid relief funding*

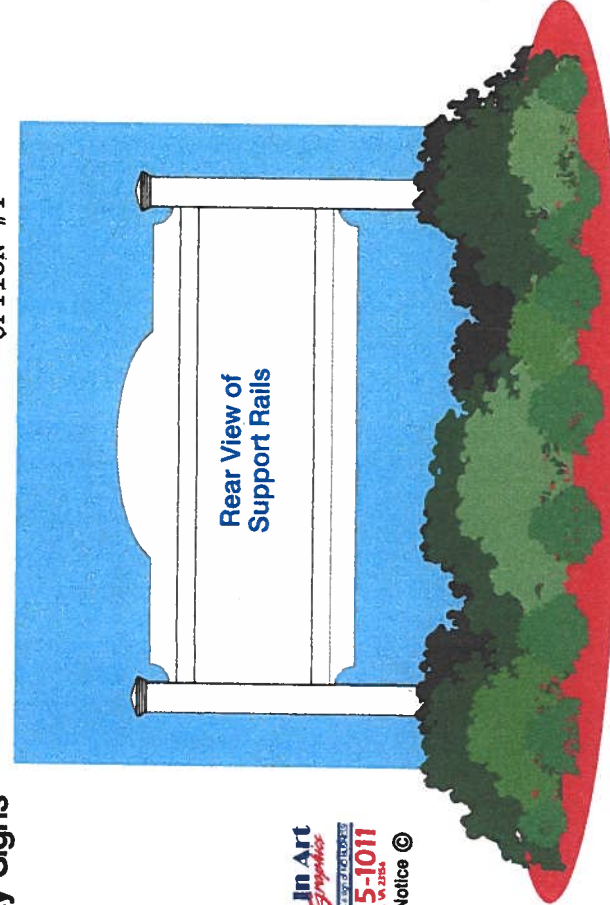
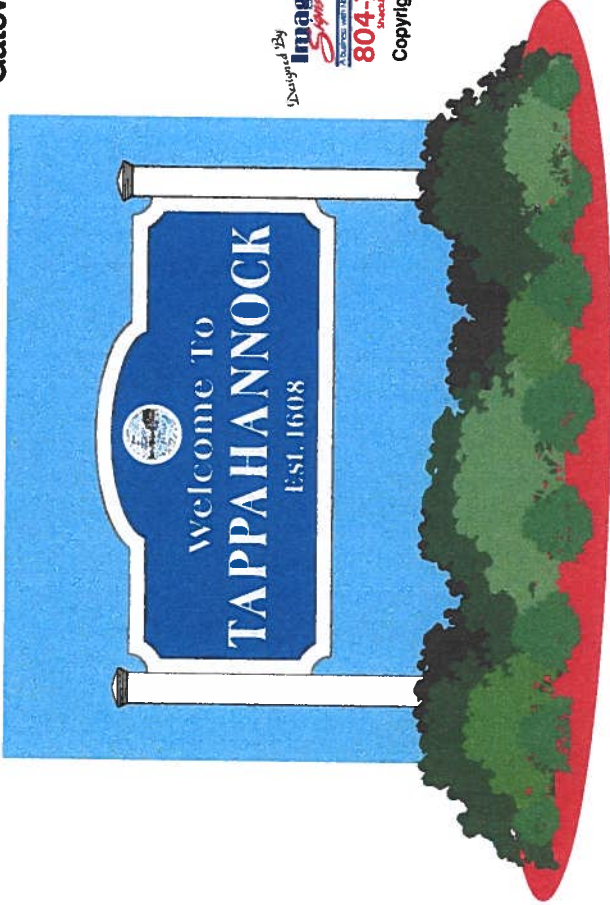
Town Manager Report 5/10/2021

- Beth with Tappahannock Main St. and I submitted the town's Community Development Block Grant (CDBG) Planning Grant. The planning grant requires no match, is first-come first-serve, and will ultimately help us design a master plan for the Main St. district. The Department of Housing and Community Development (DHCD) will review the application and follow up with us in the next 90 – 120 days. DHCD said to expect the planning process to begin in the Fall of 2021.
- The logo / seal needs to be updated. Spencer Gervasoni will be our facilitator/ designer to help us brainstorm ideas for the new logo. At the May meeting, Spencer is going to give an overview of the process for Council. Spencer and I are meeting with Virginia Tourism Corporation about the latest community marketing and branding strategies.
- Crofton Diving has begun the work on replacing the sewer line in Hoskins Creek. They are projected to complete the project by Memorial Day Weekend.
- Troy has organized a business advisory group made up of business owners located in Town for the Economic Development Committee. We are going to discuss the façade grant and identify store fronts for us target and have them use the grant.
- Delegate Hodges spoke with Joyce at VDOT on our behalf about the watch your speed signs on routes 17 & 360. We will need to complete a speed study unfortunately, but the local traffic engineer said this could be completed by the police department. He indicated that they can "simplify the study process" so we can get this moving along.
- Troy, Frank, and I attended the monthly EDA on Thursday May 6th to learn about incentives we could offer new businesses. We also discussed the Town's Façade Grant and informed them of us updating our Comp. Plan starting in August.
- With a bounty of funds available at the end of the year, we are looking to find vehicles bargains to upgrade our fleet. We found a utility work truck for Dennis that has less than 70,000 miles. Dennis will give the white ambulance / work-truck to Will and the red ambulance will be out of the fleet. Chief Ashworth is working on acquiring 3 patrol vehicles from Hanover county, all will 80,000 miles or less.

Dennis is looking for work truck vehicles for Oliver's fleet since the public works fleet averages roughly 175,000 miles on their vehicles. The Town's fleet will not be upgraded overnight but can improved over the next couple of years.

Town of Tappahannock
Gateway Signs

OPTION #1



Designed By
Images In Art
Signs & Graphics
A Division of THE SIGN CENTER
804-785-1011
Charlottesville, VA 22904
Copyright Notice ©

4' x 8' x 3/4" Polyethylene Panel (White/Blue/White) w/Routed Out Background

Lag Bolted to Frame w/8 pcs.- 5/16" x 2.5" Stainless Steel Lag Screws

Frame Is 2 pcs.- 6" x 6" x 10' Saltreated Post w/White Vinyl Sleeves

w/2 pcs.- 6" x 6" White Decorative New England Style Post Caps

and 2 pcs.- 2" x 4" x 8' Saltreated Rails w/White Vinyl Sleeves

Mounted to 4 pcs.- 1/8" Aluminium Brackets w/8 pcs.- 5/16" x 1.5" Stainless Steel Lag Screws

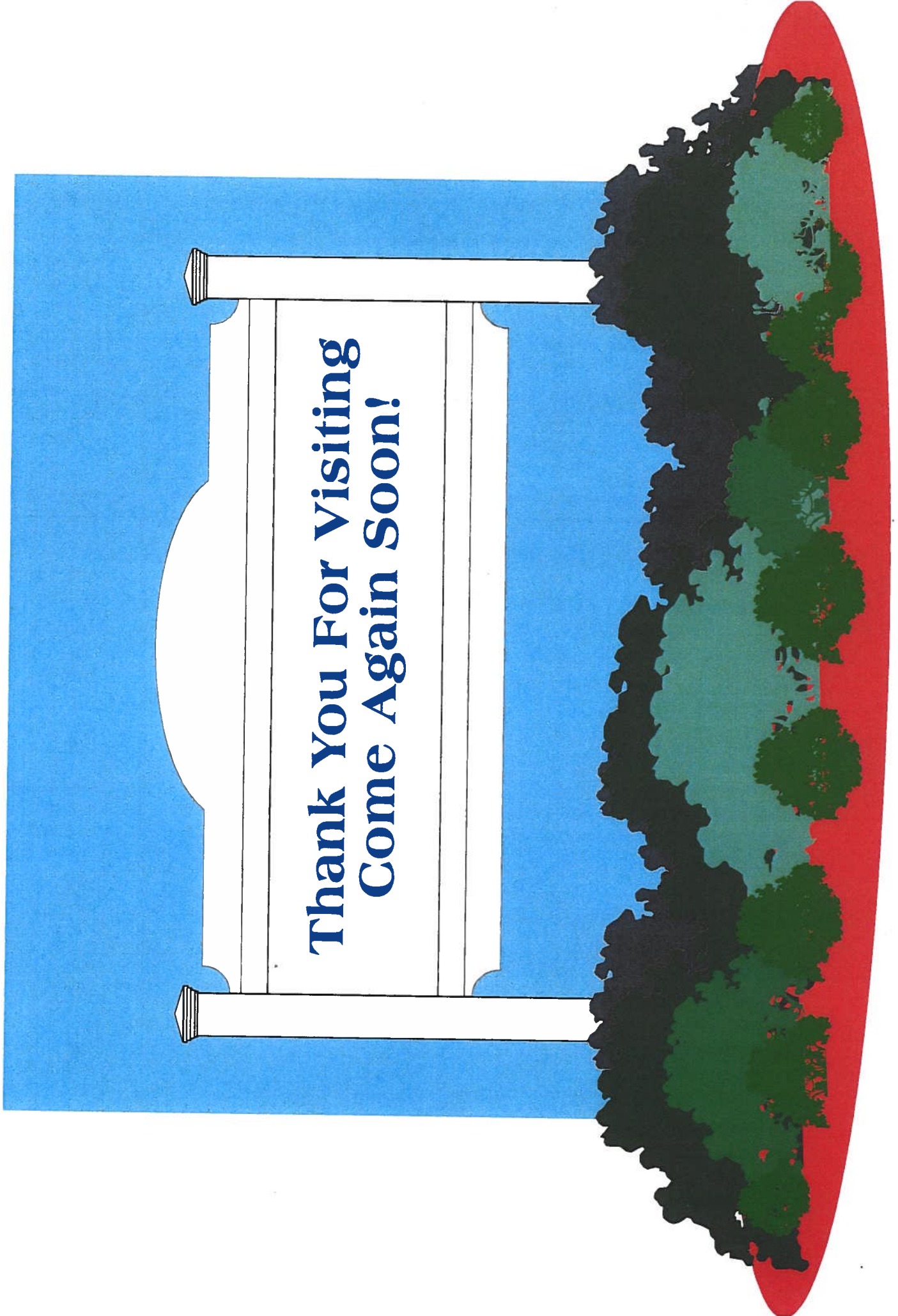
Posts to be set in ground at 3' Deep w/Concrete

This Product is No Rot/No Paint - Maintenance Free.



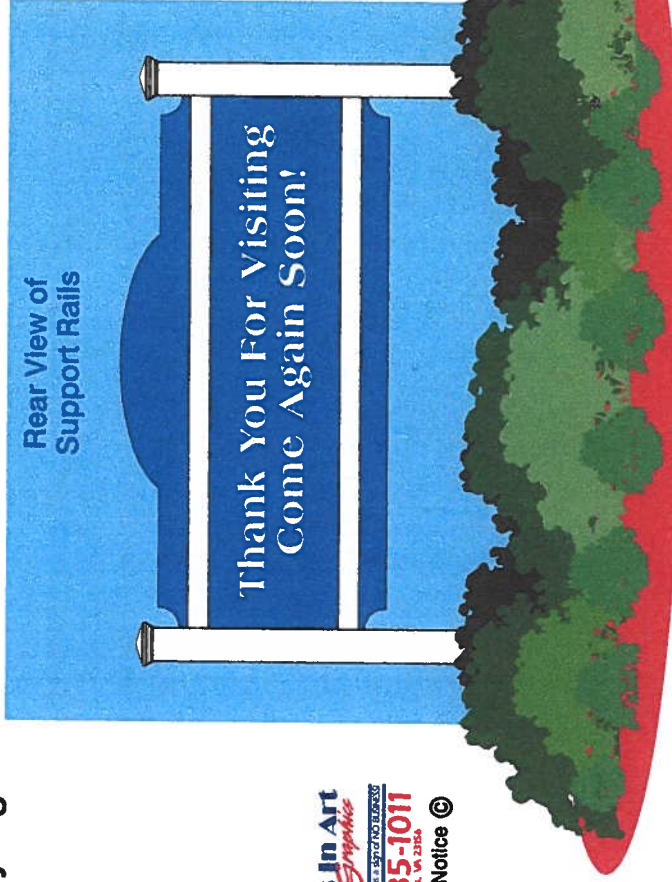
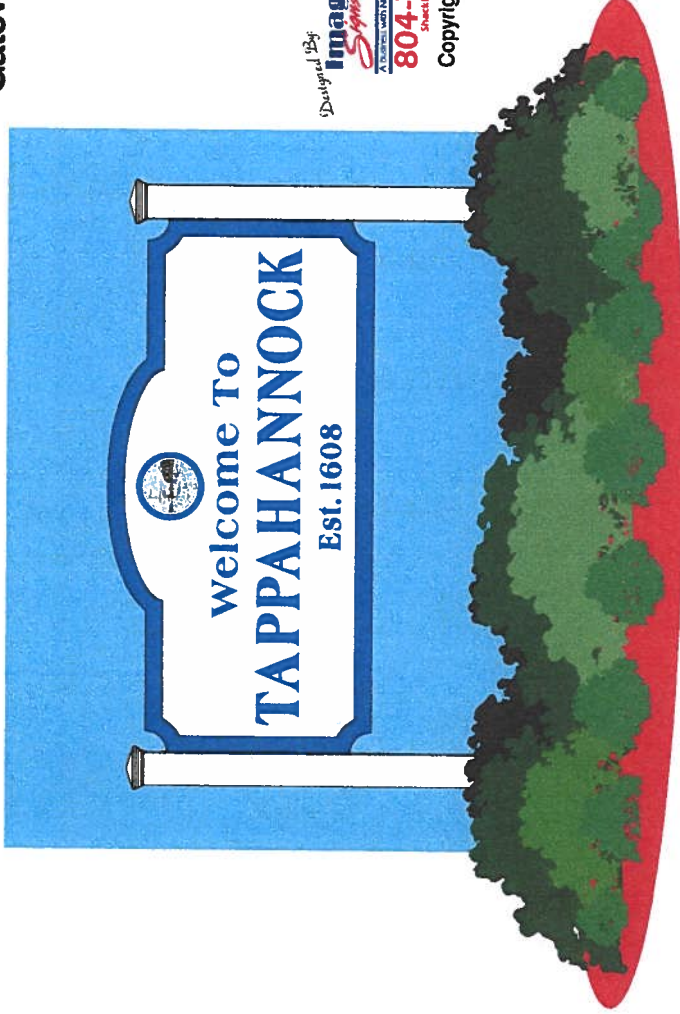
Posts to be set in concrete at 3'

Designed By
Images In Art
Signs & Graphics
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**Thank You For Visiting
Come Again Soon!**

Town of Tappahannock Gateway Signs



Developed By
Images In Art
Signs & Graphics
A Division of NO ROT & NO WATER
804-785-1011
Shenandoah, VA 22864
 Copyright Notice ©

3 pcs. - 4' x 8' x 3/4" Polyethylene Panel (Blue/White/Blue) w/Front Side Routed Out Background (White)

2 pcs. - Copy Inset Routed out of Blue Back Side to show White Copy

Thank You For Visiting Come Again Soon!

3 pcs. - 10" County Seals - Full Color Digital Prints w/Clear Overlaminant Installed w/3M Ahesive
 Custom Cut Shape Finish Size - 47" x 95" x 3/4"

Lag Bolted to Frame w/8 pcs.- 5/16" x 2.5" Stainless Steel Lag Screws

Frame is 2 pcs.- 6" x 6" x 10' Saltreated Post w/White Vinyl Sleeves

w/2 pcs.- 6" x 6" White Decorative New England Style Post Caps

and 2 pcs.- 2" x 4" x 8' Saltreated Rails w/White Vinyl Sleeves

Mounted to 4 pcs.- 1/8" Aluminium Brackets w/8 pcs.- 5/16" x 1.5" Stainless Steel Lag Screws

Posts to be set in ground at 3' Deep w/Concrete

This Product is No Rot/No Paint - Maintenance Free - Clean with Soap & Water



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MEMORANDUM

Date: April 19th, 2021
From: Eric Pollitt – Town Manager
To: William Croxton – Essex County EDA
Subject: Re Resolution #21-01, January 13th, 2021
CC: File

Tappahannock’s Economic Development Committee met March 11th, 2021 to discuss the Town’s role and response to Resolution #21-01. This is a follow up on behalf of the Council which contains a comprehensive response to the list of comments and requests by the Essex County EDA. They are in order as follows:

1. Separate but Equal – Essex County and the Town of Tappahannock are two separately elected governing bodies. Each of the governing bodies provide two different types of essential public services, but both are responsible for economic development. Therefore, both should have equal representation when it comes to economic development in town limits. Both the Essex County EDA and Tappahannock Economic Development Committee are appointed by their respective governing bodies.
2. CCAP – In reference to the Virginia Economic Developers Association (VEDA) and Cardinal Community Assistance Program (CCAP) recommendations, each governing body should have representation and work hand-in-hand to recruit prospects. The Town’s team shall primarily focus on prospects interested in locating in town, and work with prospects locating in the County when they will need Town utility services.
3. CCAP Cont. – The Town is in the process of developing road access to the “old airport” property and is exploring public river access that will benefit the greater Tappahannock-Essex Community.
4. Incentives – The Town attended the May 6th EDA meeting to learn about incentive options for new businesses from their guest speaker. Tappahannock representatives would like to meet with EDA representatives to discuss this further. The Town has revamped its Façade Grant for businesses in hopes the Town, County, and Tappahannock Main St. can work together in revitalization efforts.
5. Meals Tax – Under no circumstances shall the Town of Tappahannock raise revenue with its taxing authority to fund the EDA in any manner. Town residents already pay for these services through their

at this time

county taxes. The town will partner with the EDA in economic development through its own activities and incentives paid for by Town monies. After inquiring the UVA Institute of Government about how many towns use tax dollars to pay their parent county EDA, these arrangements are rare, except for chartered towns with no paid staff.

6. Collaboration – The Town, County, and Main St. should hold a joint meeting annually with representatives from each governing body to establish and review a strategic plan, with measurable goals and objectives for each governing body.

DRAFT

Proposal: Logo & Branding Refresh

For Town of Tappahannock

Project Goal:

Create a revised logo/symbol for the town of Tappahannock, in tandem with an expanded “toolkit” of assets and pieces that the town can use in marketing, communications, and outreach.

Specific Objectives:

- Modernize and energize Tappahannock’s image through ‘brand system’
- Make logo and system easier to use and more legible across applications
- Reflect key ideas and themes that define Tappahannock
- Expand new possibilities for marketing and communication outreach

Possible Key Assets to Deliver

- Evolved logo Symbol
- Multiple versions as needed for scale / small to large adaptations
- Coordinating typography and font choices
- Point of view on use of color / ‘official’ colors
- Layouts/designs for business cards, letterhead, etc.
- Social media graphics for Facebook, Instagram, etc.
- Suggested applications for t-shirts, hats, stickers, etc.
- Suggested evolution to website, etc.

High-Level process:

- Research & Insights Gathering:
 - *Development of research questionnaire for key stakeholders to complete on their own time to collect input on ambitions and expectations for the project and its outcome*

- *Suggested topics: Challenges or successes with use of current symbol and pieces, ideas about what new symbol / system should convey and express, etc.*
- *Share-back of collected inputs into defined 'brief' for project to influence creative work*

- Round 1: Design Ideas
 - *First round will focus on two areas: Evolution, and Revolution*
 - *A handful of ideas 'closer in' to existing logo*
 - *A handful of ideas 'farther out' or more unexpected*
 - *Feedback to be collected and compiled by client team and shared with creative team. Goal is to choose a preferred direction for further exploration and refinement*

- Round 2: Refinement
 - *Second round will further push the selected symbol direction and apply it across a wider scope of contexts and assets.*

- Round 3: Final asset delivery
 - *Final round will be delivering final assets including symbol and logo, letterhead and business cards, graphics for social media, suggestions for evolving the website, etc.*

Timeline:

Proposal has been intentionally developed without rigid timeline, to be discussed between client stakeholders and creative team

Budget Estimate:

\$5,000 - \$7,000, pending final agreement of timeline and desired assets to be created. To be discussed further: Specific list of asset deliverables, additional needs or questions around marketing and implementation of new brand, ideas about engaging with community, social media campaigns and messaging, etc.