

MPA Board Meeting Minutes

May 8, 2019

6:30PM – 8:30PM

125 Bowden Street, Saluda, VA 23149

Meeting Goals: ***LEARN: Main Street ACT: Small Business Workshop Schedule***

I. Call to Order – Travis Moskalski

Board Members present: Lawrence Simpkins, Ashley Chriscoe, Travis Moskalski, Lewie Lawrence, Wayne Jessie, Rob Akers

Board Members absent: Roy Gladding, Amy Dubois, Robert Lawrence, Keith Hodges

Staff: Liz Povar, Dawn Mantell

Guests: Jenny Crittenden, Gloucester Main Street Preservation Trust Executive Director, Stephanie Heinatz, Consociate Media, Stuart Turille, Essex County Deputy County Administrator, Mindy Conner, Mathews County Administrator, Bette Dillehay, Mathews Main Street Chairman, John Edwards, Town Manager of West Point, Melissa Anderson, Media Specialist.

II. Approval of April Minutes* – Motion was made by Rob Akers and seconded by Ashley Chriscoe to approve the minutes from the April meeting. Motion carried.

III. Approval of Financial Report* – Liz Povar presented the Financial Report for April. Motion was made by Ashley Chriscoe and seconded by Wayne Jessie to accept the financial report as presented. Motion carried.

IV. Learning Topic – *Main Street: Building a Place* - Jenny Crittenden, Executive Director of Gloucester Main Street Preservation Trust was introduced and gave a presentation on the Gloucester Main Street Preservation Trust & the Re-Birth of an Original Virginia Village. Topics discussed were: Main Street Fundamentals; Transformation Strategies; Transformation Through Four Points; Main Street Milestones; Economic Impacts; Program Funding; Cumulative Program Statistics; Main Street by the Numbers; and Gloucester Main Street Preservation Trust Contact Information. Ms. Crittenden provided informational materials to all in attendance.

V. Group discussion – Leveraging Main Street –Each locality discussed how their Main Streets are working, growing and the challenges they have experienced so far. Ms. Crittenden discussed the importance of conducting market studies, hiring a primary staff person, and attend training. She discussed the variety of resources and grant opportunities available to localities for Main Street revitalization. Ms. Povar will conduct a follow-up conference call with localities in the upcoming weeks. Travis Moskalski, MPA Chairman thanked Ms. Crittenden for coming and providing the localities present with beneficial information.

VI. Open Issues/Old Business

a) Committee Reports

i. Small Business Committee (in packet) – Rob Akers reported on the status of

** Action Item*

the technical assistance program for entrepreneurs and small business owners; the Small Business Administration and Virginia Community Capital have each indicated a willingness to provide content and conduct training on a limited basis at no initial cost. Virginia Community Capital is willing to also assist with digital live-streaming which would allow the MPA to reach a wider audience. In addition, a local EDA is considering support, either through the use of space or offsetting costs. The MPA needs to establish a schedule, confirm partners and host locations, determine its ability to carry out digital live-streaming, develop a communications strategy, and ultimately identify individuals and small businesses who will commit to the training. A proposed schedule for the actual training was presented to the Board for review. It was the consensus of the Board to proceed with the proposed schedule.

- ii. Tourism Committee (in packet) –Liz Povar reported the first quarterly Tourism Partners’ call with the tourism stakeholders was held and all localities were represented. These calls have been established to help create sustained connectivity and are part of the deliverables of the Marketing Leverage grant from the Virginia Tourism Corporation. Consociate Media has been retained to redesign the web portal for the “Visitors” tab on the MPA website. Board members present provided names and contact information of various local events and venues that would showcase what Middle Peninsula has to offer its visitors and that can be utilized in the filming for the short marketing video which is being produced by Consociate media.
- iii. LEDO Committee (in packet) – Liz Povar, reported the MPA, working with the VEDP, hosted four site selection consultants in the Middle Peninsula this month. Ms. Povar recognized and thanked Mr. Moskalski and Mr. Lewie Lawrence for their participation. Marine Campaign – The MPA, in collaboration with VEDP, has designed a direct mail piece that will be delivered to maritime-based companies that could potentially look to expand their businesses to the Middle Peninsula. Consociate Media is still in the production process of the collateral material and will have a sample available for the Board to review at next month’s meeting. PamunkeyNet – Two RFP responses were recently received. A Review Committee will be established to review these proposals. The Advisory Committee will be reconvened after the preferred vendor is selected. GO Virginia Site Characterization Grant – MPA was awarded an \$88k Site Characterization grant to support the characterization of sites in each locality, assess the market potential for the MPPAA sites, assess the business questions related to establishing a nutrient wetlands bank, and identify appropriate large-acre parcels for future regional development. GO Virginia Project Pipeline Grant – The MPA has applied for a \$50k Go Virginia grant for pipeline development. Liz participated in a Review interview on May 8 and decisions are expected within the next two weeks.
- iv. Advisory Board – Chairman Travis Moskalski reported the request for Advisory Board nominations form has been sent out and posted on the MPA website. A press release should be in this week’s local publications. A few nominations and calls of interest have been received to date. Board members were encouraged to assist in getting the word out. The Advisory Board will be composed of citizens from the region who will be responsible for working on

day-to-day activities with staff in support of long-term objectives.

VII. **New Business**

None

VIII. **Locality, MPPDC & Legislative Updates**

a) Locality Update

- **Middlesex:** Deltaville Seafood Festival this weekend; Opening of Dockside's 30 bed expansion was well attended; Port Side Urbanna will open in November; Deltaville Tap and Raw Bar now open in Deltaville.
- **King and Queen:** Locust Grove Arts & Wine Fest; Solar Farm discussions continue; Waterman to sell crabs at Farmers Market on weekends.
- **Essex:** Passed Budget; School Superintendent Search; Loss of a small business; Few new small businesses coming in.
- **King William:** Passed Administrator's recommended budget; Building good working relationship with Town of West Point; Great event at local brewery; Rezoning in process.
- **Gloucester:** Business for sale; Fire Dept looking to expand or move; Possible availability of 25 acres of land on Route 17; Gloucester Under the Stars event.

b) MPPDC Update (None)

c) Legislative Update – In the absence of Del. Keith Hodges, Lewie Lawrence reported the 2nd Rural Coastal Summit that had been planned for June 14th will likely be rescheduled to July to assure the attendance of key Legislators. The goal of the Summit is to educate Legislators on the challenges and the uniqueness of Rural Coastal Virginia.

IX. **Adjournment** – Motion to adjourn was made by Ashley Chriscoe and seconded by Wayne Jessie. Motion carried.