

TOWN COUNCIL WORK SESSION
TUESDAY, February 20, 2018 @ 7:00pm
Town Hall Council Chambers

1. Creative Communities Partnership Grant Application Requests for Blue Ridge Arts Council and Front Royal Oratorio Society – Town Manager

2. Artisan Trail Proposal – Director of Community Development/Tourism

COUNCIL CONSIDERATION – Council has been asked to consider adding \$5,000 to the Tourism budget for one-third of the first-year *membership dues* to the Artisans Center of Virginia for participation in the Virginia Artisan Trail Network. Total membership cost is \$15,000. Town Council has been asked to consider adding \$5,000 to the Tourism budget one-third of the first-year *membership dues* to the Artisans Center of Virginia for participation in the Virginia Artisan Trail Network. Total membership cost is \$15,000. This \$5,000 ask is for membership dues only and includes no monies for start-up expenses including public relations, mailings, local website, brochures and other funding after year one.

Budget/Funding: \$5,000

Staff Comments: Because there are still unanswered questions regarding who will be the fiscal agent and the Artisans Trails' sustainability, and this year's budget is still in question, Staff is asking for Council's direction as to how it would like Staff to proceed.

Council Discussion: George McIntyre, the requestor, gave a summary of the request. He stated that it was for start up funds and it would not be an annual request of \$5,000 most likely. He explained that they would see how the program worked for Front Royal and then perhaps it would be a \$2,500 request each year. Mr. McIntyre stated that they would be holding fundraisers in the same manner as Blue Ridge Arts Council.

Councilman Connolly noted that it seemed to be listed in the proposed budget. He stated that this type of partnership strengthens tourism relationships across regions and in communities, noting that he works at an artisan trail site and has seen the benefits. Mr. Connolly added that this is a type of networking that Front Royal does not want to lose out on and the positives are great. Councilman Meza voiced his support as well, noting his agreement with Councilman Connolly.

Mr. McIntyre stated that one aspect that should be quite beneficial to Front Royal is the advertising of the festivals and events in the area, noting that the artisan trail organization promotes them state-wide in order to spread the information as far reaching as possible. He noted that they were requesting \$5,000 from Warren County as well.

Councilman Tewalt noted that he would like a bit more information. Mayor Tharpe stated that Councilmen Meza and Connolly were on board with the request at this time; he directed the Town

Manager to return the item in two weeks in order to allow time for Councilman Tewalt to meet with Mr. McIntyre and gather more information.

3. Continued Discussion of W. Main Street Extension to serve Royal Phoenix Site – *Town Engineer*

4. FY19 Proposed Budget – Review of Enterprise Fund Expenditures – *Director of Finance*

5. Council Discussion/Goals