



TOWN OF CLIFTON FORGE

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**COUNCIL MINUTES
TOWN OF CLIFTON FORGE, VIRGINIA
7:00 P.M. TUESDAY, JANUARY 26, 2016
CLIFTON FORGE TOWN COUNCIL CHAMBERS
547 MAIN STREET**

INVOCATION BY DAVID DAVIS

CALL TO ORDER: Mayor Carl Brinkley called the meeting to order at 7:03 pm.

PRESENT: Mayor Carl Brinkley, Vice Mayor Gayle Hillert, Councilwoman Johnette Roberts, Councilman Jeff Irvine, and Councilman Robert Umstead

ALSO PRESENT BUT NOT ON THE ROLL: Darlene Burcham, Town Manager, Angela Carper, Clerk of Council, and David Davis, Town Attorney

PLEDGE OF ALLEGIANCE: Mayor Brinkley led the attendees and council in the pledge of allegiance.

PRESENTATIONS

Alleghany County Public Schools Update—Eugene Kotulka, Superintendent

Mr. Katulka stated he was excited to be at the meeting and that this is a great County, Town, and Community and that the support for the schools here is great. He stated that prior to taking the job here, he traveled to the area and found it to be a good fit for him and his family. He mentioned that his wife will be retiring and moving here soon. He stated that the school system here is a good one but he hopes it can be great. He stated that he has gotten 4 out of 5 of the schools fully accredited and is introducing new programs. He mentioned a new program, partnering with Dabney S. Lancaster Community College, that is going to pilot in the upcoming school year in which

Juniors and Seniors may take college courses and graduate with an Associate's Degree in General Business Studies. He stated that the cost to parents will be around \$1,000 which is a significant savings from the regular two-year tuition at Dabney which is around \$9,000. He stated that next year he hopes to be able to offer the same type program for technical fields such as welding and nursing. He stated the degree is transferable. Mr. Katulka mentioned that the Governor is trying to reimagine high schools so that graduates are ready for college and job fields. He also noted that he has plans for a virtual initiative, a one on one laptop initiative with the 9th and 10th grades next year. He has a proposal that will go before the Board in February that will use the same platforms as needed for jobs, as well as a new tech network project where the student will work on from start to finish in which they'll use their skills and apply them as they learn. This will allow the student to be familiar with research, learning about the project, and then putting together a plan that will have to be written up and presented once complete. He stated that he wants to put thinking back into normal classroom education. Mr. Katulka said he is trying to work with the Covington school system and continues to make progress in that department as well. Lastly, he stated that he feels he has a good staff, and great people involved and is going to do his best to provide the best education possible. He stated that we live in a unique area in that we have a lot of recreational activities for people to enjoy. He said that many people who work in outlying areas such as Roanoke or other areas work in those areas but don't necessarily want to live there, so we need to make it easier for people to want to come here to live and a good school system is essential. He stated that he loves what he does and is excited about the future. He reminded everyone that he is always available if you have questions or concerns and encouraged anyone to call his office at any time.

Vice Mayor Hillert mentioned the Intergovernmental Committee and their hope to be able to get the area youth more active in area governments. She stated at their last meeting Allen Tucker talked about getting students involved before graduation. Mrs. Hillert asked if it would be a possibility to have or create an internship program in the future. Mr. Katulka stated that he would love to see such a program and is focused on the Governor's new ideas. Mrs. Hillert asked if he would please take that idea and information back to his Board as well which he agreed to do. Mr. Katulka stated that as soon as he is able to obtain some degree of flexibility with the current credit system it will become easier to do more and that currently no community service is required for most curriculum, only for a few of the Academic Clubs, but he stated he would like to see it become a requirement in the future.

Councilman Umstead stated that he agrees and would like to see that as well and that he understands about the credit system where currently as students can get 32 credits but only need 27 to graduate.

Councilman Irvine asked if clubs such as the SCA and others that do require community service could eventually work towards a credit. Mr. Katulka stated he believed it could and would benefit students as they would have actual experience with dealing with others in the public.

Vice Mayor Hillert stated she feels that some programs held in the Town would benefit students, such as Heritage Day and would provide a great educational experience if we could get participation.

Mayor Brinkley stated that his grandson who attended high school in Powhatan and is currently enrolled at JMU, as part of his studies, he was involved in some community activities. He stated that he feels that the programs mentioned will be a huge benefit to not only students but parents as well. He stated that any type of community service not only looks good on applications, but helps the student in the job field. Mr. Katulka stated that he agrees and that people are looking for more well-rounded graduates to fill positions.

Mr. Umstead mentioned a job shadowing program that used to exist and stated that it had tapered off due to insurance requirements at a lot of the places and he hopes that eventually those issues can be worked around to provide that opportunity again for students.

Website/Social Media Annual Update—Doug Houtz

Doug Houtz of AppiStudio provided a PowerPoint presentation showing the current stats for both the Town's website and Facebook pages. He stated that in the first 6 months visits to the site were below 1800 per month but currently stand at 26,202 for the year, which is an average of 2,183 per month and the last few months have been over 2,400. He stated that the town's site is really good compared to other sites and their stats. Mr. Houtz stated that the visit duration for the site is an average of 2 minutes which is great. He showed how the site is linked with the Town's Facebook page and explained the views on that page as well. He stated that a lot of the people who visited the site were looking at the Town's event calendar and that is a great tool because so many other venues are directly linked to the calendar so people can look in one spot for everything. He also stated that there are a large number of views for the

business directory as well. He stated that the town site has the same or more activity than a lot of much larger areas.

Mrs. Burcham mentioned that Doug has now established not only a Facebook page for the Town, but You Tube, Instagram, and Twitter pages as well. She stated that we are trying to stay ahead of new technology and new ways to communicate and get information out to people and that our site is different than most traditional government sites.

Vice Mayor Hillert asked Doug to share the new “Visit Clifton Forge” site that has just recently been developed. Doug explained that the new site will be used to promote tourism to the area as well as announce events that are being held. Councilman Irvine asked if this site was using the extra funds from the lodging tax and Mrs. Burcham advised that it has actually been funded by the EDA (formally the IDA) and was not a cost to the town.

Lastly, Mr. Houtz asked everyone to promote the Town’s app as much as possible as it is a great tool for mobile users and more convenient for those traveling and out with their phones.

Councilwoman Roberts stated that the site is amazing and commended Doug and AppiStudio on a tremendous job.

CONSENT AGENDA

1. MINUTES January 12, 2016 January 19, 2016 Work Session

RECOMMENDATION: Approve minutes from January 12 & 19, 2016

Motion to approve minutes

Motion made by: Councilwoman Roberts

Seconded by: Councilman Umstead

ROLL CALL VOTE

Councilman Irvine	Aye
Councilman Umstead	Aye
Councilwoman Roberts	Aye
Councilwoman Hillert	Aye
Councilman Brinkley	Aye

Motion passed: 5-0

ACTION ITEMS

2. ORDINANCE AMENDING SECTION 7-34 (c) AND 7-34 (i) OF THE CODE OF ORDINANCES

When the revised zoning ordinance was adopted in September, 2013 building mounted projecting signs that were in the right-of-way were no longer permitted in the BG zoning district as they were in the previous zoning ordinance. Projecting building mounted signs are permitted in the BD zoning district. Council referred this matter to the Planning Commission for review after hearing these differences. There should be a limit to the size of these projecting signs as the existing ordinance allows a sign up to 32 square feet or larger depending on the frontage of the building. After its public hearing on December 15, 2015, the Planning Commission recommends that projecting signs be allowed in the BG district but all projecting signs be limited to 12 square feet.

RECOMMENDATION: Waive second reading and adopt ordinance

Motion to waive second reading

Motion made by: Vice Mayor Hillert

Seconded by: Councilman Umstead

ROLL CALL VOTE

Councilman Irvine Aye
Councilman Umstead Aye
Councilwoman Roberts Aye
Councilwoman Hillert Aye
Councilman Brinkley Aye

Motion passed: 5-0

Motion to adopt ordinance

Motion made by: Councilman Irvine

Seconded by: Councilman Umstead

ROLL CALL VOTE

Councilman Irvine Aye
Councilman Umstead Aye
Councilwoman Roberts Aye
Councilwoman Hillert Aye
Councilman Brinkley Aye

Motion passed: 5-0

3. DEPARTMENT REPORTS

- Police Department
- Public Library
- Public Works Department
- Water Treatment Plant
- Community Development
- Fire Department
- Finance Department

RECOMMENDATION: Accept reports

Motion to approve reports

Motion made by: Councilwoman Roberts

Seconded by: Vice Mayor Hillert

ROLL CALL VOTE

Councilman Irvine	Aye
Councilman Umstead	Aye
Councilwoman Roberts	Aye
Councilwoman Hillert	Aye
Councilman Brinkley	Aye

Motion passed: 5-0

4. RESOLUTION AUTHORIZING PARTICIPATION IN COMMUNITY INVESTMENT SERVICES PROGRAMS OF FEDERAL HOME LOAN BANK OF ATLANTA

Due to bids exceeding the funds allowed by DHCD for housing rehabilitation on the Roxbury project, staff has been evaluating other funding sources to supplement DHCD funds. The Federal Home Loan bank of Atlanta is one such source. The FHLB requires the Town Council submit a resolution authorizing participation in their community investment services program

RECOMMENDATION: Adopt resolution

Motion to adopt resolution

Motion made by: Councilwoman Roberts

Seconded by: Vice Mayor Hillert

ROLL CALL VOTE

Councilman Irvine Aye
Councilman Umstead Aye
Councilwoman Roberts Aye
Councilwoman Hillert Aye
Councilman Brinkley Aye

Motion passed: 5-0

5. RESOLUTION URGING NO ACTION BY GENERAL ASSEMBLY

The closing of the Catawba Hospital would have a negative impact on the area; therefore, the attached resolution urging the General Assembly to take no action to diminish mental health services is recommended to aid both our region and other areas of the State.

RECOMMENDATION: Adopt resolution

Motion to adopt resolution

Motion made by: Councilman Umstead

Seconded by: Vice Mayor Hillert

ROLL CALL VOTE

Councilman Irvine Aye
Councilman Umstead Aye
Councilwoman Roberts Aye
Councilwoman Hillert Aye
Councilman Brinkley Aye

Motion passed: 5-0

INFORMATION

Town offices will be closed on Monday, February 15, 2016 in observance of George Washington Day.

A representative from Congressman Griffin's office will be available in the Armstrong Room at the Library from 10 AM – 12 Noon on Thursday, February 18, 2016.

MANAGER'S COMMENTS

Mrs. Burcham echoed the Mayors comments regarding the great job Public Works had done on snow removal. She stated that they had practically worked around the clock and that they had done a marvelous job! She stated that she had also fielded some negative comments as well but that she feels that Public Works did a great job.

Mrs. Burcham mentioned that through coordinated efforts with Doug Houtz and Angela, the message about the County trash collection was put on the website, the Town's Facebook page, Shentel, and the local radio station and that there have been compliments for the Town using social media and not just relying on the newspaper to get information to its citizens.

She stated that during the storm, Public Works had two trucks go down, one the rear end messed up and the other had a busted hydraulic line. Clyde was able to take parts he had on hand and repair the hydraulic line in order to get the truck back in service and the County has loaned the Town a dump truck to move the snow.

Mrs. Burcham mentioned that the First Responder program began last Monday, January 18 and through yesterday, January 25, they had responded to 27 calls in one week. She stated that the overall comments from Rescue Squad members seem to be positive and they seem to be pleased that things are going smoothly. She stated that the program gets a provider to citizens in a much more timely fashion. She also mentioned that a fire truck on scene does not necessarily mean there is any type of fire.

Lastly, Mrs. Burcham mentioned that as of last week, the Police Department instigated a "Ride Along" program. She stated that a young lady had asked and she had in turn asked the Police Chief about such a program. She learned that years ago there had been a program but it had fallen by the wayside. She stated that it could be a very positive tool for public relations. Anyone wishing to participate must fill out an application a background check will be conducted by the Police Department, and approval granted on an individual basis.

UPCOMING EVENTS

CLIFTON FORGE SCHOOL OF THE ARTS

JAMMIN AT THE MILL—FRIDAY, FEBRUARY 19, 2016, 7 PM

CLIFTON FORGE PUBLIC LIBRARY

PRESCHOOL STORY TIME—TUESDAY, FEBRUARY 16, 2016, 11AM – 12PM

LOA AREA AGENCY ON AGING

DINERS CLUB—EVERY TUESDAY 11 AM – 2 PM at Scott Hill Retirement Community

Weekly lunch & Activity presented by LOA Area Agency on Aging, for information or to become a member, contact Margaret Ryan at 862-0858.

PUBLIC COMMENTS

Diana Kling Smith complimented the Public Works Department on a job well done. She stated that they had done an excellent job this time around and she had not a single complaint. She mentioned that she had spoken to one of the drivers who had been out for 32 hours and that she is very pleased with all of their efforts.

COUNCIL COMMENTS

Councilman Irvine thanked Mr. Katulka for coming to the meeting and stated that he has never seen a School Superintendent come to any Council meetings for as long as he has been employed by the school system. He stated that he truly believes in Mr. Katulka's promise to make the school system a better place. He thanked Doug for a wonderful job on the website. Mr. Irvine gave special thanks to the County for lending Public Works the dump truck and stated that efforts such as this show cooperation between government bodies.

Councilman Umstead thanked everyone for coming. He stated he loves the snow and is actually enjoying it and complimented Public Works on a great job! He thanked Mr.

Katulka and stated that he appreciates all he does. He also thanked Doug for a good job on the website.

Councilwoman Roberts thanked everyone for coming. She thanked Mr. Katulka and stated that she enjoys hearing updates from the school system, which as Councilman Irvine stated, has never been done before. She thanked Doug for all of the work on the website and stated that the Town is very fortunate to have such a great site. Mrs. Roberts thanked Public Works for all that they did during the recent storm and stated that she had seen pictures of Arlington on Monday and most of their streets still had not been touched! Lastly, Mrs. Roberts provided a brief update on the Roxbury project. She stated that the last meeting was held on January 21 and the work on the infrastructure is complete, the street has been milled and repaved and residents seem happy. She stated that there are currently 2 reconstructions and 7 rehabilitations and that the reconstruction at 236 Roxbury has been completed and the McQuade family has moved into their new home. She stated the other reconstruction is progressing, the demo is complete and the lot is ready for rebuilding. Mrs. Roberts stated that they are currently going through a rebidding process because the previous bids had come in higher than the DHCD funding would allow. She stated that the management team has been working through these issues and that currently they have 6 contractors who have signed on for the project. She stated that Jim Gray is hopeful that this round of bidding will be successful. The next meeting will be February 18.

Vice Mayor Hillert thanked Mr. Katulka and Doug and stated that it is very beneficial to hear direct from them about the changes and upcoming changes. Mrs. Hillert then went over the 2016 Council Goals, which are listed below:

2016 Town of Clifton Forge Town Council Goals

1. Work to make better communication a top priority using a variety of methods. Continue Council-Approved Council Corner Articles, Public Hearings, Press Releases
2. Promote and implement Tax Exemption Program developed by Clifton Forge, Covington, Alleghany County and Iron Gate.
3. Continue to support efforts for long-range strategic planning for the town of Clifton Forge and set up reports throughout the year from the following:
 - a. Receive regular updates from AH Economic Development Corporation
 - b. Updates by Planning Commission
 - c. Updates by AH Chamber of Commerce & Tourism
 - d. Updates by Clifton Forge Main Street

- e. EDA
 - f. Armory
 - g. Library
 - h. Intergovernmental Committee
 - i. Citizen Advisory Committee
 - j. Clifton Forge School of the Arts
 - k. Masonic Theatre Complex
 - l. Alleghany Highlands Arts and Crafts Center
4. Continue efforts to market town-owned properties by working with Economic Development, Main Street and through online and social media. Market Clifton Forge as a great place to relocate through online and social media efforts.
 5. Continue to promote clean-up efforts by the Town.
 - a. Support Town Employees, charitable organizations, and endorse non-profit groups who have the improvement and beautification of the Town as a primary goal. Review and adopt ordinances that are consistent with clean-up efforts.
 - b. Support Code enforcement
 - c. Support Vision 2025 Corridor Curb Appeal Initiatives and encourage more citizen involvement.
 - d. Support Beyond the Corridor Recognition
 6. Ensure that adequate time and focus is available for the three-year Roxbury project.
 7. Continue ongoing efforts to establish Amtrak Depot in the area of C&O Heritage Center.
 8. Develop a high school student internship program for selected students to work with Public Works during the summer.
 9. Support new development efforts by the Town and continue to encourage a more proactive AH Chamber marketing plan focusing on the coordination of marketing Town events that involve tourism assets such as C&O, Masonic Theatre Complex, AH Arts & Crafts Center, Armory and CFSOTA events through web sites and social media. Market and promote the grand reopening of the Masonic Theatre. Encourage Town tourism organizations to market and promote together

Mayor Brinkley thanked the Public Works department for all of their hard work and stated that they did an excellent job on the snow removal. He stated that he witnessed first-hand the First Responder program at work when the squad was called for his neighbor. He stated that they had her ready to be transported to the hospital within 15 minutes and that she is ok, thank goodness! He feels the program will be very valuable to the residents of the Town. Lastly, Mr. Brinkley mentioned the tax exemption program that is available to residents and landlords within the town. He stated that

currently there no applications on file in the entire county but that the program could be really beneficial to those who are doing work on their homes to get the tax reduction. He thanked Andy Bostic for getting the Citizens Advisory Committees minutes out to the Council.

**CLOSED SESSION – PURSUANT TO SECTION CHAPTER 2.2-3711 A-3
REAL ESTATE**

Motion made by: Councilwoman Roberts **TIME:** 8:29 PM

Seconded by: Councilman Irvine

ROLL CALL VOTE

Councilman Irvine	Aye
Councilman Umstead	Aye
Councilwoman Roberts	Aye
Councilwoman Hillert	Aye
Councilman Brinkley	Aye

Motion passed: 5-0

Motion to return to open session **TIME:** 9:09 PM

Motion made by: Councilwoman Roberts

Seconded by: Councilman Irvine

ROLL CALL VOTE

Councilman Irvine	Aye
Councilman Umstead	Aye
Councilwoman Roberts	Aye
Councilwoman Hillert	Aye
Councilman Brinkley	Aye

Motion passed: 5-0

Motion to certify only indicated items were discussed

Motion made by: Councilwoman Roberts

Seconded by: Vice Mayor Hillert

ROLL CALL VOTE

Councilman Irvine	Aye
Councilman Umstead	Aye
Councilwoman Roberts	Aye
Councilwoman Hillert	Aye
Councilman Brinkley	Aye

Motion passed: 5-0

Council established meeting time for monthly work session as 7 PM on the third Tuesday in the Houff Conference Room.

Council agreed to meet with Citizens Advisory Committee on February 16 at 6 PM at the Fire Station.

Nominations for the Chamber Annual Awards were discussed and Town Council agreed to submissions in all four categories.

The Town Manager shared the Roundtable discussion of Chamber request to modify the new website name from “Visit Clifton Forge” to something else to avoid competition/confusion with branding that the Chamber has been doing of the Alleghany Highlands. Council felt the current name was fine and that the EDA was funding and had been specific in its designation and plan for the website.

Motion to adjourn

TIME: 9:51 PM

Motion made by: Councilman Umstead

Seconded by: Councilwoman Roberts

ROLL CALL VOTE

Councilman Irvine	Aye
Councilman Umstead	Aye
Councilwoman Roberts	Aye
Councilwoman Hillert	Aye
Councilman Brinkley	Aye

Motion passed: 5-0