

December 8, 2009

The regular meeting of the Council of the City of Martinsville, Virginia, was held on December 8, 2009, in Council Chambers, Municipal Building, at 7:30 PM, with Mayor Kathy Lawson presiding. Council Members present included: Mayor Kathy Lawson, Vice Mayor Kimble Reynolds, Gene Teague, Mark Stroud, Sr., and Danny Turner. Staff present included: Clarence Monday, City Manager, Brenda Prillaman, Eric Monday, Wayne Knox, Leon Towarnicki, Linda Conover, Ruth Easley, and Robert Ramsey.

Following the invocation by Mayor Kathy Lawson and Pledge to the American Flag, Mayor Lawson welcomed everyone to the meeting.

On a motion by Gene Teague, seconded by Danny Turner, with a 5-0 vote, Council approved the minutes of the November 10, 2009 Council meeting.

Wayne Knox briefed Council on the proposed Arts/Cultural District and proposed Arts and Cultural Committee which both have been recommended by the Planning Commission. Wayne explained action is needed to approve the ordinance, Sections 1-4, on first reading, and endorse setting up the Arts Council to be into place to outline incentives for Council approval. Mayor Lawson opened the public hearing. There being no comments, Mayor Lawson closed the public hearing. On a motion by Kimble Reynolds, seconded by Gene Teague, with the following 5-0 recorded vote: Mrs. Lawson, aye; Mr. Reynolds, aye; Mr. Stroud, aye; Mr. Teague, aye; and Mr. Turner, aye, Council approved the following ordinance Sections 1,2,3,4 only, on first reading, establishing the Arts /Cultural District and establishing an Arts/Cultural Committee:

City of Martinsville, Virginia ORDINANCE 2009-_____

BE IT ORDAINED by the Council of the City of Martinsville, Virginia, in regular session held on December 8, 2009 that Chapter 2 of the City Code is hereby amended to add a new Article VIII, including sections 1 through 9, which reads as follows:

ARTICLE VIII: Martinsville Arts and Cultural District

Sec. 1. Purpose.

The City of Martinsville finds that the continued development and success of its downtown commercial district and surround area requires incentives, and determines that the most appropriate method of offering incentives for the area described is to create an Arts and Cultural District in that area, as authorized by Section 15.2-1129.1 of the Code of Virginia. The City believes that the establishment of an Arts and Cultural District will improve the economic conditions of this geographic area located in the central business district portion and corridors to the central business district, which could, in turn, benefit the welfare of the citizens of Martinsville. An advisory Arts and Cultural Committee, consisting of five members appointed by City Council for staggered three year terms, shall suggest the direction and purpose of the district

Sec. 2. Administration.

The Administrator of the City of Martinsville Arts and Cultural District shall be the City Manager or designee. The Administrator, in consultation the Commissioner of the Revenue, shall determine and publish the procedures for obtaining the benefits created by this chapter and for the administration of this chapter.

The Administrator shall be the single point-of-contact for qualified business owners and organizations to take advantage of the Arts and Cultural District incentives described in this article, and shall provide recommendations as necessary to streamline the processes for a business or organization to qualify and obtain the incentive.

The Arts and Cultural District does not affect any other existing requirements for businesses, such as zoning regulations, including the Historic Overlay District.

Sec. 3. Definitions.

For the purpose of this article, the following words and phrases shall have the following meanings, unless clearly indicated to the contrary:

“Qualified Arts Entity” shall mean a business or not-for-profit organization physically located within the City of Martinsville Arts and Cultural District which, by the determination of the Administrator, positively contributes to the spectrum of arts and cultural activities and venues available to the public. Examples may include, but are not limited to, theatres, art and artisan galleries, museums, music clubs, dance studios, restaurants, retail

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etc.. In no instance shall a primary use as a bank, real estate office, attorney's office, tattoo parlor, massage parlor, beauty salon, day spa, or lingerie shop qualify as an arts and/or cultural business or organization.

Sec. 4. Boundaries.

The Arts and Cultural District shall be bounded as follows: beginning at the intersection of Market Street and West Church Street; thence west along West Church Street to its intersection with Memorial Boulevard and Fayette Street; thence east along Fayette Street to its intersection with Market Street; thence north along Market Street to its intersection with Townes Avenue; thence northeast along Townes Avenue to its intersection with Moss Street; thence north along Moss Street to its intersection with Liberty Street; thence east along Liberty Street to its intersection with Commonwealth Boulevard; thence south along Lester Street to its intersection with Mineral Street; thence east along Mineral Street to its intersection with Clay Street; thence south along Clay Street to its intersection with Church Street; thence east along Church Street to its intersection with Starling Avenue; thence south along Starling Avenue to its intersection with Memorial Boulevard; thence returning along Starling Avenue to its intersection with Market Street; thence west along Market Street to the point of beginning. The outer boundaries apply to both sides of the named streets.

Wayne Knox introduced Bill Mechnick from the consulting team of Land Planning & Design Associates (LPDA) who reviewed with the Council a potential plan for the revitalization of the Uptown area. Following is the Executive Summary:

Executive Summary

Martinsville, Virginia is a small town located in the southern part of the State. Martinsville grew up around the furniture and textile industries that served it well for many decades. However, with the loss of manufacturing jobs and competition from retailers outside Uptown and the City, the Martinsville began to suffer economically. The goal of this Uptown Revitalization Plan is to help recapture the original character of Martinsville and highlight the attractive architectural and physical infrastructure that still remains. This plan will also be used to support an CDBG Business District Revitalization Grant to be submitted in 2010.

The findings of this plan were based on fieldwork, a public charrette, additional feedback from the community, and the economic restructuring plan. The analysis portion of this plan found that Martinsville has many attractive buildings, healthy utility infrastructure, an attractive streetscape, passionate citizens, and the potential to become a thriving downtown once again. The weaknesses—which are echoed in many of the studies and reports reviewed for this plan—include a lack of visual cues that direct people into and around Uptown, limited pedestrian connectivity, opportunities for improved facades, and a confusing vehicular traffic pattern.

The result of the analysis was the identification of a number of major physical improvement initiatives that, if implemented, would enhance the economic and physical revitalization of Uptown. These initiatives include improvements to Fayette Street, Main Street, the courthouse square, the Baldwin Block, and the Furniture District. Of the major initiatives, Fayette Street and the courthouse square were selected for focused study as part of the CDBG Implementation Plan due to the high levels of blight and the potential for the greatest investment impact. The Fayette and courthouse projects are estimated to cost approximately \$3.2 million and include improvements to facades, streetscape, and pedestrian and traffic enhancements.

The plan is divided into three parts: a general overview and analysis; a discussion of the broader planning recommendations and initiatives; and a CDBG-specific discussion of improvements to the Fayette, West Main, and courthouse areas that will be used in the preparation of the CDBG grant application. This physical improvements plan was developed to support the economic restructuring requirements of the CDBG application. LPDA followed economic restructuring guidance provided in the CLUE Group's 2007 "Playbook" and the Clay Christensen Group's "Economic Restructuring Strategies: Uptown Martinsville" produced in 2009 for Uptown Martinsville Partners.

While this plan cannot directly address the economic and financial facets of Martinsville's revitalization, it offers ways to improve the town's physical assets. The physical improvements work together to present an attractive atmosphere that both draws people in and holds their interest.

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It was reported that within a year's time, we could see some enhancements occur. Council Member Teague expressed his concern that the "anchor" piece is very important to the whole process. After lengthy discussion, a motion was made by Mark Stroud, seconded by Gene Teague, with a 5-0 vote, to endorse the Master Plan concept as it is evolving and go forward with CDBG planning grant applications.

Wayne Knox gave an update on the Northside Neighborhood Planning Grant reporting that neighborhood meetings along with management team meetings have been conducted and all necessary information will be submitted to the Dept. of Housing and Community Development by the end of December 2009. This will allow for funding in the amount of \$3,000 to be drawn down to cover the costs of these tasks. This will be followed by a complete planning grant proposal to be submitted. The City can then draw down an additional sum of \$22,000, thus bringing the total available to \$25,000. On a motion by Danny Turner, seconded by Kimble Reynolds, with a 5-0 vote, Council endorsed the Northside Planning Grant and directed staff to proceed with the grant.

Leigh Cockram of the Martinsville-Henry County Economic Development Corporation presented the monthly report to Council outlining current projects and statistics.

On a motion by Gene Teague, seconded by Danny Turner, with the following 5-0 recorded vote: Mrs. Lawson, aye; Mr. Reynolds, aye; Mr. Stroud, aye; Mr. Teague, aye; and Mr. Turner, aye, Council approved the following taxi cab ordinance, on second reading, to reflect new deadlines to coincide with business license dates:

City of Martinsville, Virginia Ordinance No. 2009-_____
(City Code Section 22-66)

BE IT ORDAINED by the Council of the City of Martinsville, Virginia, in Regular Session held on November 24, 2009, that Sections 22-44, 22-56 and 22-66 of the Code of the City of Martinsville, be, and hereby are, amended to read as follows:

Sec. 22-44. Application generally.

Any person desiring a certificate required by this division shall make written application therefor to the city manager upon a form approved by him, giving the name, age and residence of the applicant and such information as is required as to the make, description and condition of the vehicle proposed to be operated and as to the character and responsibility of the applicant. *Applications for any given calendar year shall be due on or before March first.*
(Code 1971, § 16-20)

Sec. 22-56. Application generally.

Any person desiring a public vehicle driver's permit required by this division shall make application therefor in writing to the chief of police, upon forms to be provided by the chief of police, giving the name, sex, color and residence of the applicant. *Applications for any given calendar year shall be due on or before March first.*
(Code 1971, § 16-43)

Sec. 22-66. Term.

A public vehicle driver's permit issued under this division shall be effective *on or before January first of the license year, or no later than March first of the current license year if the applicant had been issued a license for the preceding license year*, unless sooner suspended or revoked.

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On a motion by Gene Teague, seconded by Kimble Reynolds, with a 5-0 vote, Council approved the following consent agenda:

BUDGET ADDITIONS FOR 12/08/09				
ORG	OBJECT	DESCRIPTION	DEBIT	CREDIT
<u>FY10</u>				
<u>GENERAL FUND</u>				
01100909	490801	Recovered Costs - Senior Citizens		2,320
01100908	480420	Miscellaneous - Donations/Sr. Citizens		716
01102926	436421	Categorical Federal - Sr. Citizens		1,744
01714212	506016	Senior Citizens - Program Supplies	4,779	
		funds rec'd for programs & Disease Prevention program		
01100909	490132	Recovered Costs - Project Lifesaver		15,000
01217078	506047	Sheriff - Courts - Project Lifesaver	15,000	
		donation received specifically for Lifesaver		
Total General Fund:			19,779	19,779
<u>WATER FUND</u>				
12101918	443305	Grants State - VDH Project Grant		25,000
12543313	503152	Water Maint - Prof Serv - VDH Project - Contractors	25,000	
		Va. Dept. of Health funding for digital mapping of water system		
Total Water Fund:			25,000	25,000

Business from the floor. Grandson of recently deceased former fire chief Lloyd Gregory, Greg Conner, thanked members of Council and Martinsville citizens for honoring Mr. Gregory during his funeral services. Citizens were reminded of the Christmas Parade this Saturday by a citizen dressed as Santa Claus.

Comments by Council members: Stroud-holiday wishes to all; Reynolds-holiday wishes to all; Turner-holiday wishes to all and noted he would like to see a tree or building named after Lloyd Gregory; Teague-holiday wishes to all and expressed his thanks to all the great servants in city administration noting that we don't stop often enough to say thank you; Lawson-holiday wishes to all, MHS Band concert reminder for December 15, Parade reminder, and commented on the fine people working for the city.

Comments by City Manager: Clarence Monday reminded Council of the ribbon cutting at Studio 107 on Wednesday.

In accordance with Section 2.1-344 (A) of the Code of Virginia (1950, and as amended) and upon a motion by Gene Teague, seconded by Mark Stroud, with the following 5-0 recorded vote: Mrs. Lawson, aye; Mr. Reynolds, aye; Mr. Stroud, aye; Mr. Teague, aye; and Mr. Turner, aye, Council convened in Closed Session,

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for the purpose of discussing the following matter: (A) Appointments to Boards and Commissions as authorized by Subsection 1, (B) Consultation with legal counsel and briefings by staff members, attorneys or consultants pertaining to actual or probable litigation, or other specific legal matters requiring the provision of legal advice by such counsel, as authorized by Subsection 7.

At the conclusion of Closed Session, each returning member of Council certified that (1) only public business matters exempt from open meeting requirements were discussed in said Closed Session; and (2) only those business matters identified in the motion convening the Closed Session were heard, discussed, or considered during said Session. On a motion by Mark Stroud, seconded by Danny Turner, with the following 5-0 recorded vote: Mrs. Lawson, aye; Mr. Reynolds, aye; Mr. Stroud, aye; Mr. Teague, aye; and Mr. Turner, aye, Council returned to Open Session. On a motion by Kimble Reynolds, seconded by Mark Stroud, with a 5-0 vote, Council appointed Karen Garrett, 1210 Sam Lions Trail, to a four year term ending 12/31/2013 on the Anchor Commission.

There being no further business, Mayor Lawson adjourned the meeting at 10:03 pm.

Clarence C. Monday
Clerk of Council

Kathy C. Lawson
Mayor