

**Special Town Council Meeting Agenda
Wednesday, March 29, 2023
Town Hall
104 North King Street
5:30 p.m.**

**All Town Council Meetings are streamed on the Town's
Facebook Page (Shepherdstown, West Virginia)**

1. Call to order
2. Review of applications for the Market House
3. Adjournment

Market House Application

Date: March 15, 2023

Organization Name: United Businesses (a new start-up)

Address: currently in Sarasota, FL; planning to be at 100 E German St

Phone: currently personal # 607-342-0741; to be business # w/304 area code

Email: currently personal at michellematro@gmail.com; to be business email

Preferred Occupancy Date: as soon as appropriate housing can be secured and the business created

Mission Statement

United Businesses fosters sustainable growth and collaboration among Businesses, Organizations and Citizens, for the benefit of all. The model focuses on “*Together We Serve; Grow; Thrive*”, while embracing social and environmental stewardship.

NOTE: Businesses and Organizations include home, online, nonprofit, schools/University, senior care, cultural arts, etc.

Intended use of the Market House including all activities and anticipated business hours

Imagine stepping into a showroom specifically and artistically crafted by local talent to display and promote Member Businesses and Organizations plus the history of Shepherdstown's commerce and their buildings.

This space provides resources, networking, education, Member services and perks, products, Member events, coop marketing opportunities, library pick up/drop off, public restroom, computer use, community boards (physical and digital), and more.

Owners and leaders of Businesses and Organizations often have great ideas but lack time or knowledge to develop them. I would be the liaison to bring ideas to fruition and to lead collaborations.

Hours to be determined in the best interest of the people it serves and staff's life balance. Perhaps: Th-Su 10-5; M-W 10-4 + scheduled events and 24/7 online presence.

How do you see your purpose and use to be compatible with the historic nature of this building as well as its central location? How do you envision your presence will serve the Shepherdstown community?

As a tenant, I will comply with The Secretary of the Interior's Standards for Historic Properties and have experience with this. All historical uses of this building will be displayed and my proposed uses include some of them (school, library, market and promotion of social development).

This business seeks to serve all Citizens of Shepherdstown and Visitors through the varied service and product offerings. Supporting Members strengthens the whole of the community. The location allows for easy access to services for all and for Visitors, a glimpse of Businesses and events they can experience. Being adjacent to the Welcome Center is a bonus for Visitors, regardless of which one they approach first.

3/15/2023

What reassurances can you offer regarding your fiscal and management responsibility?

This is quite evident in my attached document. I have turned around businesses across the country, improving their cash flow, increasing efficiency and saving some from bankruptcy and foreclosure. Further, I taught business classes and cash flow workshops plus authored a cash flow book and business audio course. I directly managed 2 entire downtown districts, project managed a \$3.5 million historic depot restoration, major events and was a business tenant in a 2000 square foot prime downtown space.

What opportunities or challenges do you envision in sharing the space with other organizations?

By the nature of this business, Members have a presence and may hold some scheduled events (thus shared) and staff will be present. It has been remarked many times that there are sufficient other meeting spaces in town that can be utilized also. Member displays will occupy the space, giving them a mini satellite location. The library presence plus computer and restroom availability are beneficial for the community and will draw additional people in to benefit Members too.

Do you have or anticipate any issues with the noted criteria?

Because United Businesses lifts local Businesses and Organizations, it does not seek to directly compete. Products and services sold will be related to United Businesses and are necessary to the success of the business.

Regarding 2nd floor access through the 1st floor, this would expose the business and myself to potential risks that I am not willing to absorb and would consider to be an unwise business decision. I would want a second, keyed entrance for the 2nd floor. If I expanded to the 2nd floor, this would not be necessary. A first right of refusal on the 2nd floor would be appreciated, when the time comes.

What is your rent expectation?

As a start-up business and one advocating for economic and community development (plus social and environmental stewardship), I would like to discuss something like a 100% offset for a period, then incremental increases until it gets to an agreed upon continuing rate. This will allow for the business to recoup start-up costs and create a steady, positive cash flow for moving forward.

What else would you like us to know about your interest in leasing the historic Market House?

During the council meeting whereby the discussion was of creating a survey for the potential uses of the Market House, I began to half-listen as I drafted out a concept that was quickly downloaded to me. I further developed it and months later, when the Town's criteria came out, it was a simple fit for my vision.

I am passionate about economic, community and small business development. This venture will lead collaborations for all to create and prosper together, while being in service to each other and Visitors.

Signature/Title of applicant Michelle Matro, owner





Michelle Matro

Visionary, Solutions Innovator, Leader
and Teacher/Trainer

COMM-UNITY DEVELOPMENT & DOWNTOWNS

EXECUTIVE DIRECTOR / PROJECT MANAGER / VISIONARY

Downtown Waycross Development Authority, Inc., *nonprofit*, Waycross GA

Turned entire blighted downtown district into a unique business incubator, with a micro-loan program and education resulting in 1 building sold, 4 spaces rented, 5 new businesses in downtown and 2 others outside, 16 new jobs in downtown and 4 outside, state recognition of program, and 100% support of local leaders, officials and banks. Led/managed annual Christmas parade program resulting in longest parade, highest attendance, added music and food, all for 90% less cost. In just 1 ½ weeks, wrote \$1M grant for 2nd historic passenger rail depot restoration that was awarded. Simultaneously took over project management of adjacent passenger rail depot restoration of \$2.5M, overcoming many challenges due to poor initial management which almost led to funding being pulled.

EXECUTIVE DIRECTOR

Main Street of Winter Garden, Inc., *nonprofit*, Winter Garden FL

Enhanced the neglected Main Street program by recruiting and managing over 70 **volunteers**, creation of committees, board and committee training, and planning, tremendously growing events' participation and profits, and educating the local officials, politicians, and public on the importance of investing in their downtown.

EXECUTIVE BOARD MEMBER, CHAIR OF MARKETING COMMITTEE, MEMBER OF 6/7 COMMITTEES

Auburn Downtown BID, Auburn, NY

Initiated first meeting of stakeholders in the city to discuss rejuvenation of downtown. The Mayor called for a study and plan, resulting in us forming a Business Improvement District with an Executive Board and 7 committees. I was a founding member of the board and Chair of the Marketing Committee. I also spearheaded a special committee to bring student housing to downtown.

ACCESSORY DWELLING UNITS & AFFORDABLE HOUSING in Sarasota, FL

Partnered with the director of a nonprofit to promote city and county-wide Accessory Dwelling Units and Affordable Housing for working poor. I had a very comprehensive, sustainable plan for the topics and neighborhoods. Unfortunately, the city and county were uninterested in backing either, though they had data in support of high demand and it was a consistent agenda topic. I also found out that the nonprofit was a shell company and not legitimately doing any real business (other than fundraising). They also were not paying their director.

SMALL/MICRO BUSINESS

BUSINESS CONSULTANT / TRAINER OF OWN CLASSES & WORKSHOPS

Alternatives Federal Credit Union, Business CENTS Program, Ithaca NY

Successfully grew business program through developing and teaching innovative and fun signature workshops, classes and curriculum. Provided one-on-one consulting for start-up and young businesses. Some businesses were saved from foreclosure and bankruptcy, thus also saving jobs.

BUSINESS ANALYST / FIELD CONSULTANT

Great Western Business Services (GWBS), Dallas, TX for New York State territory

Helped people move to their next chapter in life by exiting their businesses. Analyzed and valued New York State businesses' worthiness for positioning them for sale and if results were favorable for the owners, they were listed with the GWBS business sales and brokerage services.

SENIOR BUSINESS CONSULTANT, 100% travel across the country

International Profit Associates, an Inc. 500 company, Buffalo Grove IL

Helped owners refocus, de-stress and turn their businesses and lives around, resulting in positive outcomes for many employees too. Consulted and trained owners and staff of small businesses, grossing 1-10 million dollars annually, of all industry types around the United States (including many construction general & sub-contractors).

SMALL BUSINESS ADVISOR / TRAINER OF OWN CURRICULUM / VISIONARY

Cornell University's Cooperative Extension, Auburn NY

Uncovered local gap in business education & involved local leaders to participate in a solution. Co-wrote grant, sparked micro-loan program, created and taught classes and provided business consulting. Program was very successful well into the future.

ADJUNCT INSTRUCTOR OF OWN CURRICULUM

Okefenokee Technical Institute (OTI), Economic Development Continuing Education Program, Waycross GA

After being viewed on local cable network teaching portions of own small business curriculum at Chamber of Commerce, OTI's VP reached out to recruit the curriculum into their continuing education program. Designed and taught Succeeding In Business six-week series to start-up and existing small business owners through continuing adult education, resulting in very positive evaluations.

OWNER / CONSULTANT

Simply Business, Auburn NY

Owned and managed business with a consulting division that helped about 300 business owners, mostly start-ups with dreams and a marketing division that provided graphic design, promotional products and other marketing collateral.

ASSISTANT TO VICE PRESIDENT OF SALES

Don Laxton Associates, advertising company, East Syracuse NY

Resurrected over 70 inactive client files, after predicting possible downsizing of major client (which occurred). Researched vendors, products, and markets to increase sales efficiency of VP of Sales and performed his duties in his absence. Manned client trade shows. Sold imprinted promotional products to over 100 businesses using a variety of sales techniques.

SOCIAL DEVELOPMENT

JOB CLUB COORDINATOR / TRAINER OF OWN CURRICULUM & CLASSES

Career Resources' Welfare to Work Program, (div. of Challenge Industries), Ithaca NY

Completely redesigned and taught curriculum for welfare to work participants adding innovative, customized soft skills and altering the mission from getting a job to "finding and growing with the right job". Hard skills utilized the latest information from perspective of how businesses hire and retain employees and of customized resumes and cover letters, over canned. Results were high marks on all class and curriculum evaluations, unsolicited students' personal letters and verbal expression of positive experiences and gratitude plus job procurement.

ADMISSIONS SPECIALIST (interim)

Waycross Community College, Waycross GA

Recruited in by VP of college, evaluated necessary documents and met with students, concluding admissions allowance (or not) into college. Recommended admissions for a few students who did not meet requirements, but intuitively uncovered circumstances that impeded their earlier compliance and advocated for them with college President and Vice President. Enhanced Eighth Grade (college) Tour Program by taking a truly stale and boring program and producing an interactive experience for the students on their level. Teachers expressed a feeling of greater sense of satisfaction in using valuable class time to allow students to "experience" college rather than "visit" a college, recognized their students were more engaged in the activities and that the time spent seemed to be exciting them about college.

SENIOR/ ELDER ASSISTANT IN SEIZING JOY

Sarasota FL

Showing seniors exactly how to see and seize the joy in their daily life and how to use those moments to turn around any situation they may be experiencing as negative in their life right now. This includes gardening so they can enjoy flowers and butterflies, decluttering and organizing their homes for its healing effects or downsizing to move, cooking for or with them, accompanying them to events and meals out, assisting with paper piles, home maintenance, repairs and redesign, maintenance manager for repairs and upkeep, driving them to appointments and helping be their ears and voice, or anything else that will bring them joy.

Education, Certifications, Memberships, Achievements:

- Extensive prior community volunteering, nonprofit boards/executive board member, committees chair and member, managed 100's of volunteers, presented with Volunteer of the Year award
- Author of The Essential Cash Flow Handbook (for small & microbusiness) and The Essential Cash Flow Course (7 cd audio business startup curriculum)
- BS Vocational Education (business focus), *Valdosta State University, Valdosta, GA and SUNY Oswego, NY*
- AAS Retail Business Management, *Cayuga Community College, Auburn, NY*
- Extensive, ongoing nontraditional learning on a variety of wellness, new earth, metaphysical and business topics through programs, books, teleseminars, webinars, conferences, workshops, etc.
- Certified in Rieki II, Marma Point Therapy, and Avana Method II – energy healing modalities
- Past member: Suncoast Partnership to End Homelessness. The city and county did not have a desire to act and preferred “they” be bused away or move away. A consultant's plan (which they hired) and community feedback were disregarded. *I believe homelessness is not a problem to solve; it is a humane necessity to simply address as a regular government & comm-Unity function with prevention forefront.*
- Past member of various locations' Chamber of Commerce and Business Meet Up groups
- Certified in various elder care and assisted living facility topics

TESTIMONIALS:

Sampling of Client Responses:

“Three things that stand out to me:

1. all of your personal instructive examples (stories),
2. your well explained pricing strategy,
3. your suggestions about how to confidently work with people (ie not question your judgment of a situation).

You also taught us that a sense of humor goes a long way in dealing with difficult situations!” -
Mary Kirkwyland, Dryden NY

“Michelle Matro is a Master Treasure Hunter! She finds where the gold is and supports you in grounding, developing and receiving value for your time and skills. If you are focusing on creating a sustainable future, Cash Flow Crusade is your next stop!” - **S. Darling, Golden Light Dowsing, Sarasota FL**

“Michelle Matro guides you through a process from self- reflection to clarity in goal setting and life planning. She challenges you to redefine your old story to create new stories that reflect the future you want to have...” - **Marilyn Anderson, Sarasota FL**

"...Michelle really cares about the people she is working with. She has good insight into our business and made many great suggestions. We all admire her ability and business sense." - **David, Bridgeton NJ**

"We can now look at our finances and the store's activity on a weekly basis while not having to be there so many hours." - **Robert, Corpus Christi TX**

"I am greatly privileged to be able to learn from Michelle's wealth of knowledge that she has willingly imparted. The Dryden Community Center Café has been enormously strengthened through her advice, experience, and support. Although I am only fourteen years old, Michelle has treated me with the same respect that I am positive she gives all of her other clients. She has been an incredible mentor to me..." [read more...](#) - **Natalie Kirkwyland, Dryden Café, Dryden NY**

"First Chat: I really appreciated the first chat with Michelle. As an artist, I have heard all kinds of discouragement through the years about art as a business. "Be practical". "Artists don't make any money." "Art is ok as a hobby but you need a real job." It has made me tentative in sharing my creative dreams. Michelle was a breath of fresh air. I felt my artistic dreams were not only respected and encouraged but pointed in a direction where they could actually take flight. With her wealth of business experience she offered me tools and ideas. She asked me many questions to help me clarify my own thoughts. She understood that this is a passion for me, and a purpose, and she gently guided me to my own discoveries. She also caught me as I tried to wriggle away in some of my less than brave moments! It was done in a straightforward yet gentle way because she didn't want me to miss out on my own dreams! I am grateful. Through the first chat I had a greater sense of clarity about what I wanted to do, the next steps, and I left feeling empowered and like my success was a sure thing! Thank you Michelle." -**Anne Cederberg, Artist and Performer, Sarasota FL**

"She has done a very professional, in depth job." -Canton, MI

"Michelle has become a highly valued source of ideas. She speaks to me in a language that I can easily understand...When I walk away from my meetings with her I always feel buoyant and empowered..." -Ithaca, NY

"We have been very impressed with her ability to assess the problems and quickly come up with workable solutions." -Powell, TN

"Her talents are diversified and she is committed to attend to the details of any job or challenge...Michelle is a person who has a keen eye for details and the personal motivation of doing any job well...a highly qualified person, intelligent and can easily adapt to the demands of any position." -Auburn, NY

"Michelle is proficient and professional and I would welcome her back..." -Fairfield, NJ

"Michelle Matro was extremely organized and hard working. She has a keen ability to get to the heart of an issue...And, finally, Michelle has excellent people skills and was enjoyable to work with." -Louisville, KY

"I really appreciate your style, sensibility, realistic and down to earth approach..." -Ithaca, NY

"We now can realize our true profit and loss, and are better equipped to assess our financial statement through the financial tools that Michelle trained us in. She has provided us with management training and we are seeing the positive results in our employees already. —Halifax, MA

Sampling of Student Responses:

"...a quick email to let you know that I found your presentation very interesting - you have a great energy."

"I found Michelle's contributions in class to be very clear, concise, and practical. Her comments on one particular assignment were a key in helping me to see weaknesses and strengths of my approach."

"Good, helpful, upbeat class. Interesting and thought provoking."

"Very informative and well-organized. I learned just what I came to learn...it was stimulating and fun."

"I liked the speaker's enthusiasm. It was contagious."

"I thought the instructor was very much prepared, very professional, to the point, and overall very informing."

"Upbeat and encouraging."

"Good emphasis on organization and motivation."

"Very good class. I would recommend it to everyone that has a business or is interested in starting a business."

"Instructor is knowledgeable and enthusiastic about her profession. Reality, humor, and presentation style are supportive."

"I learned far more than expected..."

"I have enjoyed the classes and I think Michelle does an excellent job and comes across as really enjoying her work."

"Thanks for all the help. I've learned more from you than I did when I took this class before."

Comments from one audience group receiving talk called "Finding Your Cash Flow Mojo":

- She's quite inspirational
- She has good information and is motivated
- Michelle speaks the same language I speak
- Learned a lot – see potential for more
- Creative, engaging, knowledgeable
- Her knowledge and experience
- Tons of information
- Great information and ideas to apply both personally and in business
- Her ability to share personal stories with ease to enhance the understanding
- Knowledgeable and well rounded in life and business
- She has a true passion when she speaks

- She added "fun" to meeting
- She knows what she wants in life and has a plan to accomplish it
- Very simple conversation that most people are experiencing but afraid to talk about
- Personable - easy to listen to
- Gave great examples and parallels
- "She is real."

SAMPLE OF PROJECT/PROGRAM ACCOMPLISHMENTS:

Innovated and Managed business incubator program (including micro-loan program and education) to help blighted downtown. **Result:** 1 building sold, 4 spaces rented, 5 new businesses in downtown and 2 others outside, 16 new jobs in downtown and 4 outside. **Press Quote:** *"The program has been wonderful. There's a lot to cover, but Michelle covers everything. Marketing is the biggest thing. She's got a lot of ideas, lots of different ways to call attention to yourself."*

Completely redesigned (and taught) curriculum for welfare to work participants adding soft skills and altering the mission from getting a job to "finding and keeping the right job". Hard skills were taught utilizing the latest information from perspective of how businesses hire and retain employees and of customized resumes and cover letters instead of the canned, outdated approach. Additionally, individual respect was given to each participant. **Result:** High marks were given on evaluations of each class and of overall curriculum. Some participants wrote unsolicited personal letters and others verbally addressed me with their positive experiences and gratitude. Those who took the class before noticed that this classes and instructor were of value to them and they actually looked forward to being there instead of dreading it as before. Crossed arms unfolded and late arrivals appeared early. For me, this was one of the most rewarding career experiences I had.

Enhanced Eighth Grade Tour Program at a college by taking a truly stale and boring program and producing an interactive experience for the students on their level. **Result:** Teachers expressing a feeling of greater sense of satisfaction in using valuable class time to allow students to "experience" college rather than "visit" a college. The teachers also recognized their students were more engaged in the activities and that the time spent seemed to be exciting them about college.

Designed a unique business event to promote my business by providing entertainment, refreshments, interactive exercises, and press coverage. **Result:** Gained 50+ new prospects, a requested proposal from the city, while directly promoting 28 other businesses that night. **Attendee's Quote:** *"...thanks for such an enlightening program and your farsighted efforts."*

Created successful ongoing marketing campaign for struggling start-up resume/cover letter business, using a variety of marketing techniques. Included were design of logo, business cards, stationery, promotional products, brochures, flyers, newspaper in-column and display ads, sales training, innovative programs (samples available for your review), referral program, newspaper column, press coverage, etc. **Result:** Growth from barely part-time to number one in the county within 8 months and approached by prior top company to purchase their business.

Created successful marketing plan and designed all marketing collateral and ads for service business. Included were design of logo, business cards, stationery, promotional products, flyers, newspaper and newsletter display ads, (samples available for your review), press coverage, etc. **Client Quote:** *"I received several compliments on my advertising. She's always been courteous and pleasant to work with...very understanding about people and really does know her business."*

Led/managed annual Christmas parade program by recruiting and directing a formal event committee of 5 and planning 11 months in advance. **Result:** Produced longest parade, highest attendance, added music and food, all for 90% less cost. **Press Quotes:** "...city's best-ever...most of the credit goes to Michelle...stroke of genius...best public event to occur in this city in a long, long time. Great job! This one topped them all. This foresight brought together our entire community..."

Coordinated major annual Halloween event by recruiting 40 volunteers and planning all activities. **Result:** Accomplished within 3-week deadline, generated 122% profit increase over prior year and 1500+ highest ever attendance.

SPEAKING ENGAGEMENTS:

Transendance, Center for Inspired Change – business event guest speaker, Sarasota, FL
YES – cash flow, Sarasota, FL
SEFCU – Credit Union Forum, Albany, NY and Buffalo, NY
Auburn BOCES – continuing education, Auburn, NY
Auburn Memorial Hospital – nurses group, Auburn, NY
Central Florida Railroad Museum – board of directors & guests, Winter Garden, FL
City of Orlando – economic development, Orlando, FL
Cornell Cooperative Extension – small business programs, Auburn, NY
Edward T Boyle Center – independent living, Auburn, NY
Green Thumb Garden Club – scenic byway, Waycross, GA
Kiwanis Club, Auburn, NY
News Radio AM570 WSYR – "Wake Up with Dr. Stephen Wechsler", Syracuse, NY
Okfenokee Lions Club, Waycross, GA
Orange County Chamber of Commerce – Winter Garden, FL
PROGRESS Program – 7 area bank presidents, Waycross, GA
PROGRESS Program – city and county officials and presidents
Rotary Club, Waycross, GA
Solace – wellness group, Auburn, NY
The Home – **independent living**, Auburn, NY
United Businesses – marketing event, Auburn, NY
Ware County Commission – economic development series, Waycross, GA
Ware County - Planning & Economic Development meeting, Waycross, GA
Waycross College – career day, Waycross, GA
Waycross College – Eighth Grade Visits, Waycross, GA
Waycross College – Take Your Daughters to Work Day, Waycross, GA
Waycross Kiwanis, Waycross, GA
Young at Heart – senior adult group, Waycross, GA

TRAINING ENGAGEMENTS:

Transendance, Center for Inspired Change – Get Cash Flowin' workshop, Sarasota, FL
Shelley Darling, Unleashing Your Soul Expression teleclass series – "The Abundant Way", San Diego, CA
REDEC/RRC – Women in Business Roundtable, Get Cash Flowin', Corning, NY
Camp Earth Connection, Women's Fall Retreat, "Slow Down & Accomplish More", Slaterville Springs, NY
Camp Earth Connection, Women's Fall Retreat, Get Cash Flowin', Slaterville Springs, NY
Alternatives Federal Credit Union, Business Cents – start-up business program, Ithaca, NY
Challenge Industries - Welfare to Work Program, Ithaca, NY
Cornell University's Cooperative Extension – business classes, Auburn, NY
Elbridge Chamber of Commerce – dinner meeting, Elbridge, NY

Elderhostel groups – downtown history, plans, & tour, University of Georgia, Waycross, GA
ICON – consulting network, Ithaca, NY

Main Street Winter Garden – volunteer training, Winter Garden, FL

Okefenokee Technical Institute – small business series, Waycross, GA

PROGRESS – small business series, Waycross, GA

Plus media interviews, teleseminar trainings, and many group trainings for various private businesses around the country as needed during management consulting projects.



The Corporation of Shepherdstown is accepting rental applications for occupancy in the Market House located at 100 E. German Street, Shepherdstown, WV. This historic building is located in the heart of town and is an icon of Shepherdstown's rich history. The Market House most recently housed the Shepherdstown Public Library.

The Market House consists of two stories and is constructed of brick with a standing seam roof. The total square footage is 2,280. The building is ADA accessible on the first floor only. The restroom will be updated to ADA standards. The Market House is currently being renovated and the Corporation will work with the selected tenant in regard to changes and occupancy availability.

Applications are due by Friday, March 17, 2023, and can be emailed to jjmauxer@yahoo.com, mailed to P.O. Box 248, Shepherdstown, WV, 25443, or hand delivered to Town Hall at 104 North King Street, Shepherdstown, WV. For further information, please contact Jim Auxer, Mayor, at 304-876-2605.

To be eligible to occupy the Market House, you must meet the criteria listed on page 2.

CRITERIA FOR OCCUPANTS OF THE MARKET HOUSE

The mission and activities of the organization(s) and the intended use(s) of the building must be consistent with the historic nature and central location of the building and contribute to the values and priorities of Shepherdstown.

Retail services will be discouraged as well as any services that would directly compete with present businesses.

The lessee(s) should have a track record of fiscal responsibility and general management of property.

The lessee must be flexible and accommodating to the community's needs, including but not necessarily limited to:

- allocating a portion of the space (approximately 86 sq. ft.) for the Shepherdstown Library book pick up and drop off and potentially 2-3 computer terminals for public use;
- allowing public access to an ADA restroom;
- potential allocation of space for local civic and non-profit organizations to promote events for the good of the community; and
- allowing second floor access for other uses to be identified.

We are seeking a lessee for the first floor at this time; however, we are willing to discuss rental of both floors should that support your needs and meet the criteria outlined herein.

Market House Rental Application

Date: 03/17/23

Organization Name: Jefferson County CVB

Address: 37 Washington Court, Harpers Ferry, WV 25425

Phone: 304-279-3637

Email: annette.gavin@jccvb.com

Social Media links: @jeffersoncountywv, @visitjeffersoncountywv

Individual Contact Name: Annette Gavin Bates

Address: 80 Heritage Drive, Shepherdstown, WV 25443

Phone: 304-279-3637

Email: annette.gavin@jccvb.com

Preferred Occupancy Date: Upon completion of renovations and interpretive design assets.

What is the mission of your organization?

The JCCVB is a 501(c)(3) nonprofit governed by a 23-member Board of Directors. Our core mission is to promote tourism in Jefferson County and its four small towns (Shepherdstown, Harpers Ferry, Bolivar, and Charles Town), bringing visitors and creating a positive economic impact. We support the business community by informing our visitors where to eat, shop, play, and stay. In addition to marketing outside the state to bring visitors, the CVB also plays an active role in helping other organizations, businesses, and towns inside the county to grow, and to create the kinds of attractions, destinations, and events (culture, the arts, history, outdoor recreation, food, etc.) which not only draw visitors, but which also enhance the lives of those of us who are lucky enough to live here.

Please explain your intended use of the Market House including all activities and anticipated business hours.

First, the JCCVB will contract Michael Mills of the Mills Group, who serves as an inspector for the WV State Historic Preservation Office (SHPO), and has extensive experience as an historic preservationist, restoring and enhancing historic buildings like the Market House. (He was also the designer for the Jefferson County Welcome Center.) The CVB will also help seek out both state and national funding to make sure the Market House gets the repairs and updates that it deserves.

Once renovations are complete, we envision the main floor being a professional, modern Welcome Center, where visitors will see beautiful interpretive signage and displays highlighting the history of the town. Our trained, paid ambassadors will welcome the visitor, and be able to answer all their questions about history, and what to do in Shepherdstown and the county. Promotional items with the town, county and state (logo items) will be available for sale as well to further enhance the brand.

Of course we will have displays telling the history of the Market House itself, and there will also be an area (created in concert with current library leadership) dedicated to the building's long-time role as a small town Public Library, complete with interpretive signage and pictures, information about the new Public Library location and services, and bookshelves (possibly designed from the existing old shelves) which will also serve as a pickup/drop-off area for Shepherdstown residents.

The CVB will have a computer at the ambassador station, but we don't envision using any of the precious Market House space as offices or administrative space.

We envision the upper floor of the Market House to be a centrally located resource space for Shepherdstown. Similar to the upstairs space in Charles Town's Charles Washington Hall, this will be an open, flexible, space that can be used for many purposes – potentially things like art exhibits, meetings, performances, community projects – and will be available to any Shepherdstown organization or group. The CVB will provide the furnishings, administrative resources, and will facilitate events and other uses of the space.

How do you see your purpose and use to be compatible with the historic nature of this building as well as its central location? How do you envision your presence will serve the Shepherdstown community?

The Market House is and has always been the heart of Shepherdstown. It should be preserved, and used to serve the community. (See above.)

What reassurances can you offer regarding your fiscal and management responsibility?

Jefferson County CVB was established in 1988, has steady funding mandated by state code, and is accredited by the WVACVB. We adhere to state oversight requirements and submit our annual report, financial statements, and financial review to the State Auditor, the Joint Committee on Government Organization, and to each of our partner towns. The Board of Directors consists of a representative of each town assigned by the Mayor, and stakeholders throughout the community. Currently on staff we have a Chief Executive Officer, Operations Coordinator, Social Media Coordinator, and six paid Ambassadors.

What opportunities or challenges do you envision in sharing the space with other organizations?

A tremendous opportunity exists in developing this space for the Welcome Center and for the community under the direction of the CVB.

(The challenge would be not allowing the CVB to manage the multi-purpose space.)

Do you have or anticipate any issues with the noted criteria?

The library book drop-off space can be worked out with library on what is reasonable.

One big challenge will be to provide ADA public bathrooms. The architects will help us determine whether it is plausible and how much it would cost.

The JCCVB is interested in the entire building and will work with the town on developing an MOU.

What is your rent expectation?

With foreseeable costs to create a first-class Welcome Center similar to the Jefferson County Welcome Center in Harpers Ferry, and considering the costs the CVB will absorb in keeping up the building and facilitating its multi-use functions, I would expect no rental obligation.

What else would you like us to know about your interest in leasing the historic Market House?

I think there is still an enormous amount of repairs and maintenance needed at this time. An MOU can be established between the town and the JCCVB on the expectations and deliverables for each partner. The JCCVB is committed to showcasing this beautiful iconic building and creating another award-winning space for the town, the community, and the county.

Signature/Title of applicant



03/17/23

Date

Market House Rental Application

March 17, 2023

Submitted by: **Shepherdstown Connects**

c/o

Marianne Alexander

204 N. Mill Street

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Preferred occupancy date

Within two weeks of the date a Certificate of Occupancy, and an ADA accessible bathroom is completed, whichever is later.

What is the mission of your organization?

Shepherdstown Connects is an alliance of local organizations working together to strengthen the social fabric of the community and enhance the quality of life for residents of the Shepherdstown area. As an information hub in the Market House, Shepherdstown Connects will harness the creative energy and volunteer power of local nonprofit groups and arts organizations, including Shepherd University programs.

Please explain you intended use of the Market House including all activities and anticipated business hours.

Shepherdstown Connects proposes to conduct the following activities at the Market House:

- Make written and digital material available to the public to showcase the variety of Shepherdstown's unique history, cultural offerings, and civic and art groups;
- Inform the public about upcoming community and university programs, concerts, exhibits and events, including events organized by Experience Shepherdstown;
- Provide material about opportunities for citizens to volunteer in charitable causes and non-profit activities;
- Maintain and share a constantly updated community calendar for the public, which will boost attendance and avoid scheduling overlap for events;

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- Maintain a large wall space for local groups and arts organizations to post fliers publicizing upcoming events; and
- Provide exhibit space on a rotating basis for art by residents and Shepherd University students as well as historical artifacts, papers, photos, and maps.

Shepherdstown Connects will keep the Market House in operation 7 days a week, from 10 am to 4 pm, at the minimum. This is not unrealistic given the number of volunteers committed to organizations in the alliance (see below).

How do you see your purpose and use to be compatible with the historic nature of this building as well as its central location? How do you envision your presence will serve the Shepherdstown community?

The Market House sits at the crossroads of town and is in the middle of buildings representing phases of our history: Revolutionary War period, Civil War period, post-Civil War Jefferson County and World War II. The occupants of the historical buildings that surround the Market House now represent the pillars of Shepherdstown: community engagement, the University, and businesses. In the introduction to the 2014 Comprehensive Plan, the elements that enhance the quality of life for residents are identified and, among others, four aspects that contribute to the quality of life will be enhanced by the presence of Shepherdstown Connects: history, arts and culture, connectivity, and a vibrant downtown.

The envisioned use will support these elements by:

- Increasing public awareness of Shepherdstown 's history;
- Promoting events, dates, and locations;
- Strengthening the town's ability to display the rich cultural life;
- Sharing information about our vibrant downtown;
- Supporting Shepherd University as a vital town asset by increasing awareness of residents and visitors of Shepherd University's event that are available to the public; and
- Providing a space for individuals with varying interests to connect and share ideas.

Another element to the quality of life is tourism, which will be discussed below.

What reassurances can you offer regarding your fiscal and management responsibility?

As of this date, representatives of ten organizations or programs have committed to participating in Shepherdstown Connects.

American Conservation Film Festival (ACFF)
Robert C. Byrd Center for Congressional History and Education
Contemporary American Theater Festival (CATF)
Historic Shepherdstown
Potomac Valley Audubon Society (PVAS)
Shepherdstown Area Independent Living (SAIL)
Shepherdstown Community Club
Shepherdstown Shares
Speak Story Series
Shepherd University:

- Arts & Humanities Programs including the School of Music, Drawing and Painting program (Department of Contemporary Art and Theater) and the George Tyler Moore Center for the Study of the Civil War
- Lifelong Learning program

These organizations have a combined total of 264 years of fiscal and management responsibility. A review of annual reports, IRS 990 forms and personal experience show that the organizations are financially sound and have been able to rely on more than 3,000 hours of volunteer time annually (in pre- and post- COVID years). Although many details will need to be worked out before any successful applicant takes occupancy, there is no question as to the stability and vitality of the organizations that make up the alliance and the expertise and talent of their members, supporters, donors, and employees.

What opportunities or challenges do you envision in sharing the space with other organizations?

This is a tremendous opportunity to share the space with the Shepherdstown Public Library and, the Jefferson County Convention and Visitors Bureau. One element that enhances the quality of life in Shepherdstown is tourism and the energy and financial resources that tourists bring to the town.

It was made clear in the Tourism Collaboration Framework (2021 Jan 6 – Final) that, at least as of 2021, the JCCVB intended to occupy the Market House. Under Tourism-Marketing Initiatives, JCCVB and SVC+ agreed to engage in five initiatives, including the following:

Engage with the Town to create a plan for the Market building at 100 King St as a multi-use community facility when the new Library facility is completed, to include a rent-free space for the JCCVB-operated welcome center.

(The agreement is between the Shepherdstown Visitors Center and the JCCVB; the town is not bound by this provision).

The mission of the JCCVB differs from Shepherdstown Connects but they are not in conflict. Moreover, Shepherdstown connects will be an asset to JCCVB in Shepherdstown. For example, under the Collaboration Framework, the JCCVB is responsible for updating and managing the Shepherdstown.info website and Shepherdstown Visitor Center social media pages, with

assistance from SVC+ in maintaining a business directory and event calendar on that website. Shepherdstown Connects will be able to supply information on many events and opportunities for website and social media posting that might not otherwise be identified.

Given the fact that the bottom floor of the Market House is approximately 1,000 square feet, there is undoubtedly enough room for these three entities to share space. Of course, even with a clear statement of intent, there may be issues that need to be resolved at some point in time. Therefore, Shepherdstown Connects favors a dispute resolution procedure in any lease so that challenges can be resolved without resorting to the Town Council.

What is your rent expectation?

There is insufficient information in the application to answer this question.

What else would you like us to know

1. Allocation of space to local groups

The criteria for Market House occupancy requires the lessee to be flexible and accommodating in the community's need for "potential allocation of space to local civic and non-profit organizations to promote events for the good of the community." It might appear that this proviso would make a separate lease to Shepherdstown Connects unnecessary. But the mission of Shepherdstown Connects is broader than posting fliers about events, or even general written information about organizations and opportunities. The mission of Shepherdstown Connects envisions building community; providing an opportunity for people to talk to their neighbors (many of them new neighbors) about what the town has to offer. So, while the provision in the criteria is very important, it does not replace what Shepherdstown Connects will bring by being present in the Market House.

2. Local control

The Market House has been many things throughout its long history, but it is currently a property owned by the town, much like the Entler Hotel and the Train Station. Like those two other pieces of property, decisions about the property should be made by a local group, composed of residents of the town and surrounding area. The board members of The Train Station and Historic Shepherdstown are all residents of the Shepherdstown community and through their action or inaction, they are accountable to their neighbors and people from this community only. Town buildings should not be "turned over" to an organization that is accountable to a different or larger constituency or whose decision-making body is composed primarily of individuals who are not from the Shepherdstown community.

3. Use of grants

The proposed guidelines for grants from the town will ensure that town and community organizations do not duplicate or compete in seeking grants. In addition to the grants that Shepherdstown Connects or member organizations might apply for, Shepherdstown Connects

can also be a clearinghouse to help identify community members with expertise in the areas of community building and preservation of historic buildings like the Market House.

4. Assistance in implementing a Comprehensive Plan

The 2014 Comprehensive Plan has two broad goals regarding cultural resources in Shepherdstown. There are 10 strategies listed under the two goals: in 9 out of those 10 strategies, the Shepherdstown Visitors Center and the Shepherdstown Business Association were identified as organizations with responsibility for implementation, along with the town and University. Shepherdstown Connects would not replace either the SBA or SVC but it could assist in coordination of those goals or new goals that will be developed after the review of the current CP.

[View §8-12-18 in new website](#)

CHAPTER 8. MUNICIPAL CORPORATIONS.

ARTICLE 12. GENERAL AND SPECIFIC POWERS, DUTIES AND ALLIED RELATIONS OF MUNICIPALITIES, GOVERNING BODIES AND MUNICIPAL OFFICERS AND EMPLOYEES; SUITS AGAINST MUNICIPALITIES.

§8-12-18. Sale, lease, or disposition of other municipal property.

(a) Every municipality, municipal building commission created pursuant to §8-33-1 et seq. of this code, and municipal development authority created pursuant to §7-12-1 et seq. of this code is authorized to sell, lease as lessor, or dispose of any of its real or personal property or any interest therein or any part thereof (other than a public utility which shall be sold or leased in accordance with the provisions of §8-12-17 of this code), as authorized in §1-5-1 et seq. of this code, or to the United States of America or any agency or instrumentality thereof, or to the state or any agency or instrumentality thereof, for a public purpose for an adequate consideration, without considering alone the present commercial or market value of such property.

(b) In all other cases involving a sale, any municipality is hereby empowered and authorized to sell any of its real or personal property or any interest therein or any part thereof for a fair and adequate consideration, the property to be sold at public auction at a place designated by the governing body, or by using an Internet-based public auction service, but before making any sale, notice of the time, terms, and place of sale, together with a brief description of the property to be sold, shall be published as a Class II legal advertisement in compliance with the provisions of §59-3-1 et seq. of this code and the publication area for the publication shall be the municipality. The requirements of notice and public auction shall not apply to the sale of any one item or piece of property of less value than \$1,000 and under no circumstances shall the provisions of this section be construed as being applicable to any transaction involving the trading in of municipally owned property on the purchase of new or other property for the municipality and every municipality shall have plenary power and authority to enter into and consummate any trade-in transaction.

(c) In all other cases involving a lease, any municipality is hereby empowered and authorized to lease as lessor any of its real or personal property or any interest therein or any part thereof for a fair and adequate consideration and for a term not exceeding 50 years. Every lease shall be authorized by resolution of the governing body of the municipality, which resolution may specify terms and conditions which must be contained in such lease: Provided, That before any proposed lease is authorized by resolution of the governing body, a public hearing on the proposed lease shall be held by the governing body after notice of the date, time, place and purpose of the public hearing has been published as a Class I legal advertisement in compliance with the provisions of §59-3-1 et seq. of this code and the publication area for the publication shall be the municipality. The power and authority granted in this subsection shall be in addition to, and not in derogation of, any power and authority

vested in any municipality under any constitutional or other statutory provision now or hereafter in effect.