

Shepherdstown Town Council Meeting Minutes
Tuesday, November 8, 2022
Town Hall
104 North King Street
6:30 p.m.
Mask Wearing is Optional
Also being streamed on the town’s Facebook page “Shepherdstown,
West Virginia”
DRAFT

Present: Jim Auxer (Mayor), Lori Robertson (Recorder), Marty Amerikaner, Jenny Haynes, Chris Stroech, Leah Rampy, and Cheryl Roberts.

Absent: None

Staff: Town Clerk Amy Boyd and Director of Public Works Frank Welch.

Visitors: Steve Pearson, Bob Keller, Annette Gavin Bates, Meredith Wait, Jim Ford, and Harvey Heyser.

Agenda Items 1 and 2-Call to order/approval of Town Council Minutes (vote required):

Call to order by Mayor Auxer at 6:30 pm.

Approval of the Town Council Meeting Draft Minutes of October 11, and November 1 (not available), 2022.

C. Stroech- move to approve Town Council Draft Minutes of October 11, 2022. Second by J. Rampy. No objections noted.

Minutes of November 1, 2022 were sent to Council, thus available.

C. Stroech – move to approve Town Council Draft Minutes of November 1, 2022. Second by L. Rampy. No objections noted.

Agenda Item 3 – Public Comment Period:

- a. Persons who have registered to address Town Council.

Agenda Item 4 - Visitors:

Visitor's comments, if any, are logged in under the specific agenda items.

a. Annette Gavin Bates – Jefferson County Convention & Visitor's Bureau

Annette is the CEO of the Jefferson County CVB. She is here to give updates on the marketing the CVB is doing. The CVB has invested a lot of money in marketing utilizing paper materials, visuals, social media, etc.

The purpose of the CVB is to appeal to a wide variety people to get them to come to the area to visit. The largest market for our area is the DC-Metro area.

The CVB has a lot of local and regional partnerships – Berkeley Springs, Martinsburg, Ranson, etc.

We leverage our dollars with other areas/partnerships to get more bang for our buck.

Videographers are expensive but very much worth the money. The well-made videos can equate to broadcasting opportunities on TV.

Social Media – we have hired a social media coordinator who now works with the CVB marketing team. We now have a presence on Tik Tok.

The website – we are always reassessing and improving the website. Endorsements –Shepherdstown and Harpers Ferry get the most accolades.

We have a partnership with WV Tourism – this allows the marketing for all of Jefferson County to spread even faster.

Tourism Summit – was held in May at the Bavarian Inn with 123 in attendance. Destination Management is so important in marketing. The next one is April 19, 2023.

The Smithsonian Campaign – there have been 3.5 million hits – so very successful.

Town brochures have been utilized.

Theme Trails – we have many themed trails – Libation Trail, Arts Trail, Sweets Trail, Biking Trails, and the C&O are some examples. Shop Small Campaign – “Find Your Joy in Jefferson County”.

A signature event – “Frosty Fest” – Shepherd University will be a huge part of this event – an ice skating rink in the bowl on Shepherd property.

Restaurant Week – the 1st week of March.

Wayfinding – equates to directional signage in each town – it will look very good and professional.

Welcome Center – thanked us for giving the CVB a place to land.

They love the location in town but the lease expires April 1 and wants to explore other options in town. She would like the council to consider their desire to stay in town. They sell Shepherdstown logo items – t-shirts, hats, bags, all of which have been big sellers.

2022 Digital Campaign = WV Living Magazine that features Jefferson County, and an insert will go in a DC Bulletin.

Traffic is up 50% on the website. The page use has increased, New York equals 8.6% of the website traffic. Outdoor recreation is the #1 interest.

More money is spent in the Eastern Panhandle than any other region of the state.

Video = streaming

A new platform being used is Bandwango.

They are taking the old URL and replacing it with a new URL.

They will produce a new visitors guide.

L. Robertson – so you do want to land in new location in Shepherdstown?

Annette – yes, we would love to have a presence here. She asked the council to explore the Market House space for the Welcome Center.

The CVB likes the idea of a shared space in the Market House. The CVB will be good stewards and we will have ambassadors on the street – it will be a magical place for the Welcome Center.

Mayor – we have so many visitors from all over. We still need volunteers for the museum.

L Robertson – this has been an excellent presentation and is very impressed with the CVB’s marketing approach. Good marketing matters and it shows.

Annette – thanks. We are proud of our work. We have an amazing board and get good feedback from businesses. We are always looking to improve. She would like to be at the table regarding the Market House use.

Agenda Item 5 – Public Hearings:

- a. Second reading and adoption of an ordinance to enact Chapter 16, Title 9 of the Code of the Corporation of Shepherdstown accepting the donation of real property.

L. Robertson – move to approve the Second reading and adoption of an ordinance to enact Chapter 16, Title 9 of the Code of the Corporation of Shepherdstown accepting the donation of real property. Second by C. Roberts. No objections noted.

Agenda Item 6 – Unfinished Business:

- a. Event request - Christmas in Shepherdstown – update J. Haynes – will close King St. for the bonfire and German St for Santa to arrive. The chili cook-off is a go, we will have one Santa, the Grinch and the Who’s are getting ready, and she and Judy Shepherd will be decorating McMurrin Hall. The Rotary will put the Xmas tree up November 18th.

L. Robertson – move to approve Christmas in Shepherdstown. Second by C. Roberts. No objections noted.

Agenda Item 7 – Old Business:

- a. None

Agenda Item 8 – New Business:

- a. General Fund Budget Revision #1
Mayor – this revision allows us to move last years funds to this year.
C. Stroeck – asked where it was being allocated.
A. Boyd – spoke to this and referenced the budget sheet.
L. Robertson – move to approve General Fund Budget Revision #1. Second by C. Stroeck. No objections noted.

L. Rampy – inquired about the balance sheet.

A. Boyd – the previous and the new budgets are in the revised budget. The new budget can't be done until Revision #1 is approved.

There was a discussion over restricted and unrestricted monies.

L. Rampy – suggested a financial workshop for the council. We should also look at this regularly.

M. Amerikaner – would like to see clarification on the parameters for the general fund usage. This could be addressed at the next Finance meeting and look at the criteria and best practices for contingency use.

b. TEVA Pharmaceutical Industries Settlement Documents

L. Rampy – move to approve the signing of the TEVA Pharmaceutical Industries Settlement Documents by the Mayor. Second by M. Amerikaner. No objections noted.

c. Use of ARPA Funds for Sewer Plant Improvement

F. Welch – the fund consists of \$429K. The last 60 days one of the major machines at the sewer plant went bad. The machine had 100,000 hours on it so it was getting old already. A new press has been ordered at a cost of \$355K plus installation. We can use the ARPA Funds for infrastructure. The Finance Committee has recommended this funding use. The breakdown has been costing us \$4K a week to remove the sludge – and we have to remove the sludge as part of our operation.

C. Roberts – move to approve the ARPA Funds for the Sewer Plant Improvement. Second by L. Robertson. No objections noted.

Agenda Item 9 – Mayor's Report:

- Market House – Inspection – we are getting a second inspection from Christy Stuart Brown for \$400.00. This inspection will be for the whole building. The Mayor will send her credentials to the Council. The building is 2280 square feet.
- Please get any action items from minutes with supporting documentation taken to A. Boyd as soon as possible.

- Rotary will be putting up the Christmas tree and adding the lights.
- M. Amerikaner – Dr. Eck is giving a 3-part presentation via Zoom to understand ADA December 1, 8, and 15th. Also, the Walking Path signed agreement by the Mayor has been sent.
- C. Stroeck – handed out a flyer. It was handed out to all of the businesses. The goal is to chat about what is working and what is not. If we can think of any topics for discussion, please reach out to Chris and/or Leah. We want to strive for the businesses to work together. The Council is invited.

Supporting A Thriving Downtown Shepherdstown

A Shepherdstown Community Forum

Thursday, November 17, 2022

7:00 – 8:30 p.m.

Free and open to all those who live, work, and shop in the Shepherdstown area.

This Shepherdstown Community Forum is a space to learn from others, exchange ideas, and generate new initiatives for a thriving downtown! A panel discussion will be followed by discussion and sharing.

Hosted by Council members Chris Stroeck and Leah Rampy

- He is working on his Christmas speech

Agenda Item 10 – Reports of Committees:

A. Finance Committee:

1. Meeting minutes of October 213, 2022

2. Finance Reporting:

3. Recommendations

a. Funding available for Town Administrator position with a salary of \$75,000 - \$85,000. (no vote)

Mayor – the town can cover the expense of the proposed annual salary with the benefit package. The total with the benefit package is \$130,000 and our budget includes this amount.

Chris Stroeck – where do these funds come from?

A. Boyd explained that if a position oversees many to all departments, each department has a line item that that

contributes money for that position. As Town Clerk, her position is set up in this manner.

L. Robertson – there is a job description that the Personnel Committee developed and has been forwarded to our town attorney for his review.

B. Parking Committee:

1. No October 2022 meeting
2. Recommendations: None

C. Police Committee:

1. No October 2022 meeting
2. Recommendations: None

D. Parks and Recreation Committee:

1. Meeting minutes of October 2022 - not available
2. Recommendations:
 - a. None

E. Public Works Committee:

1. Meeting minutes of October 2022 – not available
2. Recommendations:
 - a. Amendment to 11-405 Driveways across sidewalks
Mayor – this prohibits driving cars over sidewalks.

L. Robertson – move to approve Amendment 11-405 Driveways across sidewalks. Second by C. Stroeck. No objections noted.

F. Path Advisory Committee

1. No meeting in October 2022
2. Recommendations:
 - a. None

G. Grants Committee

1. Meeting minutes of October 2022 – not available
2. Recommendations:
 - a. None

Agenda item 11 – Report of Commissions, Authority and Boards:

1. Historic Landmarks Commission:

1. Meeting minutes of October 2022 – not available
2. Recommendations:
 - a. None

2. Planning Commission:

1. Meeting minutes of October 2022 – not available
2. Recommendations:

None

3. Tree Commission

1. Meeting minutes of October 2022 – not available
2. Recommendations:
 - a. None

4. Water and Sanitary Board:

- 1 –Meeting minutes of October 27, 2022 - not available
- 2 – Recommendations:
 - a. None

5. Board of Appeals

1. None scheduled.

**L. Robertson – move to adjourn at 7:56 p.m. Second by M. Amerikaner.
No objections noted.**

Draft Minutes respectfully submitted by L. Robertson, Recorder for the Corporation of Shepherdstown.