

**Shepherdstown Town Council Meeting Minutes  
Tuesday, February 9, 2021  
Zoom Meeting  
6:30 p.m.  
DRAFT**

**Present:** Jim Auxer (Mayor), Lori Robertson (Recorder), Chris Stroeck, Marty Amerikaner, Cheryl Roberts, Jenny Haynes and Jim Ford

**Absent:** None

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

**Visitors:** Lois Turco, Annette Gavin Bates, Marty and Elise Baach, Mary Fortuna, Steve Pearson, Lyee Jagne, Cheryl Pullen, Carol Asam, Marianne Davis, James Gatz, Chazz Printz, Meredith Wait, Mark Kohut, S. Kemnitz, and Jan Hafer.

**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.

**C. Stroeck- move to approve the Town Council Minutes of January 12, 2021 with the following changes/corrections: correct Pany to Pang and add last name ‘Tubhirun’ as a visitor, pg. 2 Agenda 5-H. Singletary – correct to Shingleton, pg. 2 Agenda 5 – H. Shingleton – correct tis to this, pg. 2 Agenda 5 – correct baselind to baseline, pg. 2 Agenda 5 – L. Robertson – correct clears to clear, pg. 3 Agenda 5 – J. Ekstrum – correct Potmac to Potomac, pg. 3 Agenda 5 – J. Ekstrum – correct Hepat to Health, pg. 3 Agenda 5 – J. Ekstrum – space between generator and installation, pg. 3 Agenda 5 – Mayor – correct approx..to approx., pg. 3 Agenda 5 - K. Winters – change options to option/add a comma after 5%/change can part of it be changed to can part by phased in, pg. 3 Agenda 5 - D. Decker – correct taet to test and tie to time, pg.4 Agenda 5 – J. Ekstrum – correct run-ff to runoff, and unnessisarily to unnecessarily, pg. 5 Agenda 5 under Discussion- correct Stroech to Stroeck. Second by J. Ford. No objections noted.**

**Agenda Item 3 – Public Comment Period:**

- a. Persons who have registered to address Town Council.
  - a. None

**Agenda Item 4 - Visitors:**

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

**Agenda Item 5 – Public Hearings:**

- a. None

**Agenda Item 6 – Unfinished Business:**

- a. None

**Agenda Item 7 – Old Business:**

- a. Email list policy –
  - M. Amerikaner – has gone live. To date there are 350 people signed up. His goal is to identify who will draft the emails and what the criteria will be for Amy to send out. We also need to publicize it more. Someone from the Chronicle is here tonight and can help get the word out.
  - C. Stroeck – expressed concern over people receiving too much information, of being inundated, and suggested a weekly email as opposed to daily unless it is urgent.
- b. Website redesign – Draft REP
  - J. Ford – Council will see the changes in next month's packet.

**Agenda Item 8 – New Business:**

- a. Shepherdstown Visitors Center – Collaboration Framework
  - S. Pearson – the framework is between the Shepherdstown Visitors Center (SVC) and the Jefferson County Convention & Visitors Bureau (JCCVB or CVB) and before us is how best to move forward to promote Shepherdstown. The SVC wants to be

on German Street. This collaboration is not a merger. The SVC will plan/facilitate/organize/promote events for Shepherdstown and engage the business community again. The JCCVB will expand the marketing and advertising of Shepherdstown, be responsible for a Welcome Center in Shepherdstown, and manage the website & FB page.

Currently 70% of the Occupancy Tax goes to the SVC. The proposed allocation is for 50% of the Occupancy Tax to go to JCCVB and 20% to the SVC. All of which would help with the visitor center within/outside of the municipality, promotion of the arts and historic sites.

The SVC has \$78,000.00 as of December 2020. The SVC board would like the Town Council to approve the reallocation of the percentage of funds.

Annette Gavin Bates – CEO at JCCVB – wants to put their best foot forward to promote Shepherdstown. She has some great ideas to promote the town. The CVB has spent \$61K on marketing for Jefferson County, and she believes it's so important to have a welcome center in downtown Shepherdstown.

Mayor – inquired about the change to the bylaws. S. Pearson stated there is a working group to update the bylaws and they should be ready by March.

There was discussion regarding if a Memorandum of Understanding (MOU) was needed. It was noted that the MOU could ensure that things that are supposed to get done will get done.

C. Printz – town attorney - was pleased that the CVB is helping. He doesn't feel there is need for an over-reaching MOU but there should be some level of control and understanding on how this moves forward. Looking at a proposed budget will get us to that understanding.

J. Ford – the Collaboration Framework is a very good document laying out what each entity will be doing.

A. Gavin Bates – the CVB will provide an annual report to Council, and the SVC should do the same. She expressed caution regarding an MOU.

J. Ford – the 50% going to the CVB is cut and dry but the 20% to the SVC is different. Because it is different we need an

agreement/understanding of how they will spend their money – maybe not an MOU.

Mayor – the \$78K the SVC has will allow them to formulate a budget outlining projects.

J. Ford – there will not be a vote tonight. We need to put this on as an agenda item for March’s meeting. The SVC uses their money to pay rent and admin costs. The marketing through the county will be more effective.

M. Amerikaner – have the key stakeholders been surveyed for their desire to do this?

S. Pearson – the representatives from the business community have chimed in. The stakeholders are the hotel/motels. Our money has gone to rent, admin, internet, etc. Virtually no money goes to promoting the local businesses.

L. Robertson – agrees we should place this on the March agenda to get the 50% to the CVB.

b. CARES ACT – Community Development Block Grant

Coronavirus Response – Application due March 12, 2021

C. Stroeck – the CARES ACT was enacted March 22, 2020 with the purpose of distributing 12 million dollars to West Virginia coronavirus relief purposes. The Grant Committee will apply to two grants. The first supports operations of food pantries. A certain percentage of the operations costs would be reimbursed. Shares will pay the up-front costs and turn in their receipts once a month.

The second grant will support emergency funding to families to help prevent eviction and utility cut-offs.

Individuals would apply and have to show a need to qualify, benefits would then be paid out by the town. Individuals would have to apply monthly with a \$5K cap each month. The town would be totally reimbursed. All applicants have to reside within the corporate limits. The Grant Committee is unable to commit to the administration of the grant so they are seeking, as part of the grant, to fund a created part-time position to administer the grant. This option is still being explored.

**L. Robertson – move to proceed with both grant applications with the second application for the utility and rental assistance to be referred the Finance committee, and to**

**include two public hearings to be held by the grant committee. Second by J. Ford. No objections noted.**

**Agenda Item 9 – Mayor’s Report:**

- a. COVID-19 Information - please visit the Jefferson County Health Department website. There is a lot of updated information there. If you have any questions, you can call Town Hall and we can help navigate that for you. Testing for COVID-19 has changed. They are now doing a saliva test. Many have asked how people are being chosen for the vaccinations – you can call the Health Department to see if you are on the list.
  
- b. LED Lights – we will chat about them in March.

**Agenda Item 10 – Reports of Committees:**

**A. Finance Committee:**

- 1. No January meeting
- 2. Finance Reporting:
  - 3. Recommendations
    - a. None

**B. Parking Committee:**

- 1. No January meeting
- 2. Recommendations: None

**C. Police Committee:**

- 1. Meeting minutes of January 2021
- 2. Recommendations: None

**D. Parks and Recreation Committee:**

- 1. No January meeting – next meeting February 2021
- 2. Recommendations:

A. None

**E. Public Works Committee:**

1. Meeting minutes of January 2021
2. Recommendations:  
None

**F. Path Advisory Committee**

Did not meet in January.

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

**A. Historic Landmarks Commission:**

1. Meeting minutes of January 2021 – not available
2. Recommendations:
  - a. None

**B. Planning Commission:**

1. Meeting minutes of January 2021 – not available
2. Recommendations:
  - a. None

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**C. Tree Commission**

1. No January meeting – Next meeting March 2021
2. Recommendations: None

**D. Water and Sanitary Board:**

- 1 – Meeting minutes of January 2021
- 2 – Recommendations:
  - a. NONE

**E. Board of Appeals**

1. Alice Chakmakian Appeal scheduled for February 16, 2021

**J. Ford - if there are no objections, the meeting is adjourned at 8:08 p.m. Second by C. Stroeck. No objections noted.**

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