

City Council Meeting Packet



February 6, 2018

AGENDA

Norton City Council

February 6, 2018

6:00 P.M.

1. Roll Call
2. Invocation – Rev. Roger Sloce
3. Pledge of Allegiance
4. Approval of Minutes
 1. Meeting of January 16, 2018
5. Audience for Visitors
6. Special Presentations
7. New Business
 - A. Overview of the 2017 Summer Camps.
 - B. Discussion About the 2018 Independence Day Fireworks Display.
 - C. Resolution in Support of Senate Bill 780 and House Bill 1555
Being Introduced by Senator Chafin and Delegate Pillion
Regarding the Regional Revenue Sharing for Hydroelectric Pumped
Storage Facility.
 - D. Resolution in Support of the City Manager’s Request to the
Virginia Tourism Corporation for the City to Become a Destination
Marketing Organization.
 - E. Resolution Authorizing an Application to Become an Affiliate
Community of the Virginia Main Street Program.

F. Confirmation of a Check/Transfer in Excess of \$100,000.

G. Closed Meeting for Personnel as Per Section 2.2-3711 (A) (1) of the Code of Virginia, as Amended.

1. Nomination to the Building Code Board of Appeals for a Five Year Term; Currently T. J. Flanary Whose Term Expires 1/17/2018.

To 1/17/2023

2. Appointment to the Norton Redevelopment & Housing Authority for a Four Year Term; Currently Roger Sloce Whose Term Expires 1/28/2018.

To 1/28/2022

3. Appointment to the Norton Redevelopment & Housing Authority to fill the Unexpired Term of Margaret McAfee Whose Term Expires 1/28/2021.

To 1/28/2021

4. Appointment to the Department of Social Services Advisory Board for a Four Year Term; Currently Frank Gravely Whose Term Expires 1/31/2018.

To 1/31/2022

5. Appointments to the Highway Safety Committee for a Two Year Term; Currently Bobby Cassell, James Lane, Frank Gravely, and David Daniels Whose Terms Expires 1/31/2018.

To 1/31/2020

6. Nomination to the Board of Zoning Appeals;
Currently Joe Buchanan Whose Terms Expires
6/2/2018.

To 6/2/2018

7. Appointment of a Parent Representative to the City of
Norton Community Policy and Management Board
for the Remainder of a Four Year Term Which
Expires 7/1/2020.

To 7/1/2020

8. Comments by the City Manager, City Attorney, and City Council.
9. Adjournment.

The regularly scheduled meeting of the Norton City Council was held Tuesday, January 16, 2018, at 6:00 p.m., in the Municipal Council Chambers with Mayor William Mays presiding.

Present: Mark Caruso, Robert Fultz, Jr., William Mays, Joseph Fawbush, and Delores Belcher

Also Present: Fred L. Ramey, Jr., City Manager

The invocation was given by City Manager Fred Ramey, Jr., and was followed by the Pledge of Allegiance led by Police Chief James Lane.

Upon a motion by Councilman Fawbush, seconded by Councilman Fultz, and passed by the following vote: YES – Caruso, Fultz, Fawbush, Belcher, Mays, NO – None, Council moved to adopt the minutes of the December 19, 2017, meeting as presented.

There was no response to the Mayor's Call for Visitors.

Council had been presented a list of Financial Encumbrances for the General Operating Fund in the amount of \$9,504 for the year ending June 30, 2017. Mr. Ramey said the encumbrances have been certified by the auditor and a public hearing is not required because the amount of the encumbrances is less than one percent of the total budget.

Upon a motion by Councilman Caruso, seconded by Councilwoman Belcher, and passed by the following unanimous roll call vote: YES – Caruso, Fultz, Fawbush, Belcher, Mays, NO – None, ABSENT – None, Council moved to approve the financial encumbrances for the General Operating Fund in the amount of \$9,504 for the year ending June 30, 2017.

Mayor Mays advised that Agenda Item 6-B, Overview of the 2017 Summer Camps, will be tabled until the next council meeting scheduled Tuesday, February 6, 2018.

The City Manager stated it was time to discuss the 2018 Independence Day Fireworks Display and noted that Council decided last year to hold the parade and fireworks show on Saturday, July 1. Mr. Ramey noted city administration did receive a few complaints last year about not having the celebration on July 4th, but most citizens enjoyed the fireworks and appreciated the city continuing to have the fireworks display. Mr. Ramey said the fireworks vendor has suggested the city have this year's fireworks demonstration either the weekend before or the weekend after Fourth of July. Mr. Ramey said Council did not have to decide on a date tonight, but Council would need to make a decision soon so city administration can enter into a contract with the fireworks vendor. Mr. Ramey also gave Council the option of having the fireworks display on July 3rd or 4th, but stated that option would result in either a minimum cost increase of \$8,000 to the city's fireworks display or the city taking over the responsibility for shooting the fireworks.

After a lengthy discussion, it was the consensus of Council to hold the Independence Day Celebration Saturday, July 7th, and for members to decide at the next council meeting whether to contract with a fireworks vendor or take over shooting fireworks display. Mr.

Ramey was also asked to gather information on training a certified shooter and contracting the town of Big Stone Gap's shooter and give a report to Council at the next meeting on February 6th.

Council had been presented in their packets with A Resolution in Support of House Bill 222 introduced by the Honorable Delegate Will Morefield. Mr. Ramey advised the legislation is seeking to incentivize companies to come into areas that have unemployment rates and poverty rates that exceed the state averages. Mr. Ramey said the localities that qualify under Bill 222 are considered to be eligible for income tax modification when a company creates 10 jobs with a minimum investment of \$5 million in new capital or the creation of 50 jobs in a qualified locality. Mr. Ramey noted Bill 222 will have a net neutral impact on the Commonwealth which means the state will still receive the company employee withholdings because grant funds will subsidize the company savings through grant payouts.

After a brief discussion and upon a motion by Councilman Caruso, seconded by Councilman Fawbush, and passed by unanimous vote, Council moved to adopt A Resolution in Support of House Bill 222 introduced by the Honorable Delegate Will Morefield. (Insert)

Council had one transfer to confirm. The transfer was to Norton City Schools, dated December 7, 2017, in the amount of \$142,350 to cover the General Obligation School Bond, Series 2012 payment.

Upon a motion by Councilman Fawbush, seconded by Councilman Fultz, and passed by the following unanimous roll call vote: YES – Caruso, Fultz, Fawbush, Belcher, Mays, NO – None, ABSENT – None, Council moved to confirm the transfer to Norton City Schools as stated above.

Upon a motion by Councilman Fultz, seconded by Councilwoman Belcher, and passed by unanimous roll call vote, Council moved to go into closed meeting to discuss personnel as per Section 2.2-3711 (A) (1) of the Code of Virginia, as amended, and consultation with legal counsel employed or retained by a public body regarding specific legal matters requiring the provision of legal advice by such council as per Section 2.2-3711 (A) (8) of the Code of Virginia, as amended.

Mayor Mays declared Council in closed meeting.

Upon a motion by Councilman Fawbush, seconded by Councilman Caruso, and passed by unanimous vote, Council moved to go back into open meeting.

Mayor Mays declared Council back in open meeting.

The Clerk polled each member of Council as to the Certification of Closed Meeting with each answering yes. The Clerk then read a Resolution of the Certification of Closed Meeting.

Upon a motion by Councilman Fawbush, seconded by Councilman Caruso, and passed by the following unanimous roll call vote: YES – Caruso, Fultz, Fawbush, Belcher, Mays, NO – None, ABSENT – None, Council moved to adopt A Resolution of the Certification of Closed Meeting. (Insert)

Mayor Mays opened the floor for nominations to the Ninth District Development Financing, Inc., for a two-year term to expire on January 31, 2020.

Councilman Fawbush nominated Carol Caruso to be reappointed to the Ninth District Development Financing, Inc., for a two-year term to expire on January 31, 2020.

Upon a motion by Councilwoman Belcher, seconded by Councilman Fultz, and passed by the following unanimous vote: YES - Fultz, Fawbush, Belcher, Mays, NO – None, ABSENT – None, ABSTAIN – Caruso, Council moved that the nominations cease.

Mayor Mays declared Carol Caruso reappointed to the Ninth District Development Financing, Inc., for a two-year term to expire on January 31, 2020.

At this time, Vice Mayor Fawbush took over the meeting and opened the floor for nominations to the Norton Rescue Squad Board of Directors for one-year term to expire on February 1, 2019.

Councilman Caruso nominated William Mays to be reappointed and Delores Belcher to be appointed to the Norton Rescue Squad Board of Directors for one-year term to expire on February 1, 2019.

Upon a motion by Councilman Fultz, seconded by Councilman Caruso, and passed by the following unanimous vote: YES - Caruso, Fultz, Fawbush, NO – None, ABSENT – None, ABSTAIN – Belcher and Mays, Council moved that the nominations cease.

Vice Mayor Fawbush declared William Mays reappointed and Delores Belcher appointed to the Norton Rescue Squad Board of Directors for one-year term to expire on February 1, 2019.

Mayor Mays opened the floor for nominations to the Lonesome Pine Regional Industrial Facilities Authority for a two-year term to expire on January 16, 2020.

Councilwoman Belcher nominated Mark Caruso to be appointed to the Lonesome Pine Regional Industrial Facilities Authority for a two-year term to expire on January 16, 2020.

Upon a motion by Councilman Fawbush, seconded by Councilman Fultz, and passed by following unanimous vote: YES – Fultz, Fawbush, Belcher, Mays, NO – None, ABSENT – None, ABSTAIN - Caruso, Council moved that the nominations cease.

Mayor Mays declared Mark Caruso appointed to the Lonesome Pine Regional Industrial Facilities Authority for a two-year term to expire on January 16, 2020.

Mayor Mays opened the floor for nominations to the Lonesome Pine Regional Industrial Facilities Authority for a four-year term to expire on January 16, 2022.

Councilwoman Belcher nominated Joseph Fawbush to be appointed to the Lonesome Pine Regional Industrial Facilities Authority for a four-year term to expire on January 16, 2022.

Upon a motion by Councilman Caruso, seconded by Councilman Fultz, and passed by following unanimous vote: YES – Caruso, Fultz, Belcher, Mays, NO – None, ABSENT – None, ABSTAIN - Fawbush, Council moved that the nominations cease.

Mayor Mays declared Joseph Fawbush appointed to the Lonesome Pine Regional Industrial Facilities Authority for a four-year term to expire on January 16, 2022.

In comments from the City Manager, Mr. Ramey advised the following:

The Appalachian Regional Commission (ARC) Planning Grant that LENOWISCO Planning District applied for last year on behalf of the Towns of Appalachia and Big Stone Gap, and the City of Norton has been awarded. The grant, along with local funding, will assist in funding a feasibility study for possibly extending the Powell River Trail from Appalachia to Norton using the former Louisville and Nashville Railroad (L&N) abandoned rail line. A copy of an article about the project published in the Kingsport Times News was placed on Council desks.

The filings of annual Disclosure Statements are due to the clerk by February 1st.

The Virginia High School Coaches Association (VHSCA) All-Star football game was held at Carl Smith Stadium on the campus of the University of Virginia's College at Wise on December 16, 2017. The Norton Tourism Committee made a contribution to host the event in Southwest Virginia and the city received a "thank you" letter and a photo of the banner showing the City of Norton as an event sponsor.

Mr. Ramey placed at each member's desk copies of the latest Retail Sales Tax Report and the traffic counts for Route 619 and Flag Rock Recreation Area. He noted the Route 619 counts are for half of the month due to a cable break.

He reminded council the 2018 Legislative Reception is planned for January 25th in Richmond, and he asked members to advise city administration if they plan on attending the reception.

In comments from Council:

Councilwoman Belcher commented the economy seems to be improving compared to when she started on Council.

She said she hopes city employees will be safe as they are working in the weather tonight.

Councilman Caruso said he and his wife Carol will be attending the 2018 Legislative Reception.

He advised Police Chief Lane that Pathfinders Outdoor Adventures, LLC., will be using the city's firing range Saturday, January 20th.

Councilman Fultz agreed with Councilwoman Belcher that the economy is improving, and stated he believes the momentum is a result of hard work. He said he is looking forward to the possibility of building a trail from Norton to Appalachia and believes the addition of this trail will greatly encourage current tourism efforts and be an asset for area residents.

Councilman Fultz advised he plans on attending the Legislative Reception in Richmond.

Councilman Fawbush advised he plans on attending the Legislative Reception in Richmond.

Mayor Mays commented that Southwest Virginia is a beautiful area and hopefully some of the economic gain the rest of the country is experiencing will materialize in our area soon.

At this time, Councilman Caruso asked the City Manager if Bill Lancaster had contacted him.

Mr. Ramey stated he has spoken with Mr. Lancaster.

Councilman Caruso shared that Mr. Lancaster, of Bilco Productions, has made a 90 minute film on the culture around "Bigfoot" titled *Cultured Bigfoot*. Councilman Caruso said the purpose of the movie is not to follow the creature but to observe the people that pursue the animal. He noted that the majority of the film is recorded in the High Knob Recreation area.

Mr. Ramey said he and Mr. Lancaster are trying to schedule a time to meet and that Mr. Lancaster's aspiration is first to have a premiere showing of the film then show the film at one of the area's festivals.

There being no further business to come before Council, the meeting adjourned.

CITY OF NORTON, VIRGINIA

William Mays, Mayor

ATTEST:

Clerk of Council

**Employee Service Pins
February 6, 2018**

10 Years

Shane Potter – Public Works Department
Stevie Couch – Police Department
Suzanne Russell – Police Department

15 Years

Leisa Brummitte – Administration
Greg Mays – Police Department
Mark Swindall – Public Works Department
Virginia Miller – Social Services

20 Years

Sherry Smith – Social Services
Sam Pugh – General Maintenance

25 Years

Kim Bledsoe – Social Services
David Rose – Public Works Department

35 Years

Carlos Noaks – Sheriff

City of Norton

Inter-Office Memo

To: Mayor and City Council
From: Fred L. Ramey, Jr., City Manager *FR*
CC:
Date: February 2, 2018
Re: Summer Camps

The City's Parks and Recreation Director, Michele Knox, will be at the City Council meeting to provide a report on the 2017 Summer Camps.

Thank You.



Inter-Office Memo

To: City Council

From: Fred L. Ramey, Jr. *FR*

CC:

Date: February 2, 2018

Re: 2018 Fireworks

It's that time of year that we need to enter into a contract with our fireworks vendor. We have worked with our current fireworks vendor for well over 20 years and have shared an excellent working relationship. In 2015, due to a change in the Virginia License Requirements for a Fireworks Technician, our vendor was no longer able to bring in licensed technicians from outside the state unless they were also licensed in Virginia. That led to a shortage of fireworks technicians for fireworks display, specifically on popular dates such as the 4th of July.

In 2017, City Council determined to move forward with our annual fireworks by promoting an Independence Day Celebration that would be held on Saturday July 1st with a rain date of Sunday, July 2nd. This year July 4th falls on a Wednesday so our vendor is recommending that we consider holding our fireworks on Saturday, June 30th or Sunday, July 1st (with a rain date for the following day). Another option would be to hold our fireworks the following weekend of Saturday, July 7th or Sunday, July 8th. I am requesting City Council's consideration of formally setting this date for our 4th of July Fireworks display. As we have discussed in the past, should City Council want to continue to hold on fireworks on July 3rd or 4th, we would need to either increase our fireworks budget from \$12,000 to \$20,000 or take over the responsibility for shooting our own fireworks display.

Please let me know if you have any questions.

Thank You.

RESOLUTION

WHEREAS, the City of Norton desires to improve the economy and expand the tax base within the City so as to decrease the tax burden on individual residents; and

WHEREAS, the General Assembly acted in 2017 to authorize special, private funding for the construction of Hydroelectric Pump Storage Facilities in the VCEDA region of Southwest Virginia with the specific intent that any such construction would benefit the entire region; and

WHEREAS, the City supports the efforts to develop a revenue sharing agreement among the Counties and City of the VCEDA region with respect to the anticipated revenue from a Hydroelectric Pumped Storage Facility; and

WHEREAS, Senator Chafin has introduced Senate Bill Number 780 and Delegate Pillion has introduced House Bill 1555 which is identical to Senate Bill 780 into the Virginia General Assembly for consideration in the 2018 session, which both seek to require a regional revenue sharing agreement as above described according to certain terms therein set forth; and

WHEREAS, the City desires to support bill to establish the parameters of the terms of any such agreement and intends to enter into such agreement pursuant thereto as may be beneficial to the City; and

NOW, THEREFORE, LET IT BE RESOLVED that the City Council of the City of Norton, Virginia adopts this resolution in support of Senate Bill Number 780 and House Bill 1555 in the hope of enhancing job creation and expanding economic development.

ADOPTED this 6th day of February, 2018.

CITY OF NORTON, VIRGINIA

ATTEST:

William J. Mays, Mayor

Clerk of Council

SENATE OF VIRGINIA

A. BENTON CHAFIN, JR.
 40TH SENATORIAL DISTRICT
 ALL OF BLAND, BUCHANAN, GUYMON, PULASKI, RUSSELL, AND TAZEWELL COUNTIES,
 ALL OF THE CITIES OF NORTON AND RADFORD,
 AND PART OF MONTGOMERY, SMYTH, AND WISE COUNTIES
 POST OFFICE BOX 120
 LEBANON, VIRGINIA 24360
 (540) 534-1634
 FAX: (540) 534-1631



January 15, 2018

COMMITTEE ASSIGNMENTS
 AGRICULTURE, CONSERVATION AND
 NATURAL RESOURCES
 COMMERCE AND LABOR
 COURTS OF JUSTICE
 PRIVILEGES AND ELECTIONS
 REHABILITATION AND SOCIAL SERVICES

Dear local officials,

Since the concept of constructing a hydroelectric pumped storage facility was first conceived, our vision included sharing the revenue across the Coalfield localities. One of the several symptoms of the decline in the coal industry has been a loss of local revenue, and many localities have struggled to balance their budgets. Our hope was that the construction of a hydroelectric pumped storage facility would provide relief to the Coalfield localities with a new stable source of revenue in addition to the job creation and economic development.

The process of revenue sharing began in the fall of 2017 when every locality in the Coalfield Region passed a resolution supporting the concept and pledged to make efforts to reach such an agreement. We are glad to hear those efforts have led to an agreement of how to divide the revenue amongst the counties and city.

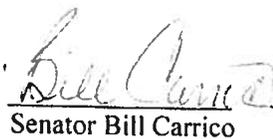
After discussing the process of how to implement the agreed upon revenue sharing, it has been determined that legislative action to enshrine the agreement is the best course forward. To expedite this revenue sharing process, Delegate Pillion and Senator Chafin, along with the support of the other members of the Southwest Delegation, have submitted legislation based upon the revenue sharing agreement, and a copy of the legislation is included with this letter.

As this legislation progresses through the legislative process, we ask for resolutions from each locality in support of the legislation. We understand this will have to be an expedited process, but we are confident the resolution can be agreed upon at each of your February meetings. If this legislation is not agreed upon with a resolution from the localities, we will strike the legislation.

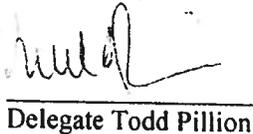
We look forward to continuing the process of revenue sharing for hydroelectric pumped storage facilities for the betterment of our region. If you have any questions, please feel free to contact us.

Sincerely,


 Senator Ben Chafin


 Senator Bill Carrico


 Delegate Terry Kilgore


 Delegate Todd Pillion


 Delegate Will Morefield

2018 SESSION
18104617D

SENATE BILL NO. 780

Offered January 10, 2018

Prefiled January 11, 2018

A BILL to require a hydroelectric plant revenue sharing agreement among certain localities.

Patrons-- Chafin and Carrico

Referred to Committee on Commerce and Labor

Be it enacted by the General Assembly of Virginia:

1. § 1. *The Counties of Buchanan, Dickenson, Lee, Russell, Scott, Tazewell, and Wise, and the City of Norton shall enter into a hydroelectric plant revenue sharing agreement pursuant to the provisions of § 15.2-1301 of the Code of Virginia whereby the host locality shall receive revenue from a hydroelectric plant and distribute a portion of that revenue to the other localities on basis of the agreed upon formula. The formula shall call for tiered revenue sharing, with the localities receiving a percentage of the revenue as follows: (i) 16 percent for the Counties of Tazewell and Wise; (ii) 12 percent for the Counties of Buchanan, Lee, Russell, and Scott; (iii) ten percent for Dickenson County; and (iv) four percent for the City of Norton. In addition, the host locality shall receive an additional share of six percent. The agreement shall provide that any direct costs of infrastructure improvements incurred by the host locality for purposes of the facility shall be allocated among the localities in the same proportion as the revenues from the facility.*

2018 SESSION
18104884D

HOUSE BILL NO. 1555

Offered January 19, 2018

A BILL to require a hydroelectric plant revenue sharing agreement among certain localities.

Patron-- Pillion

Referred to Committee on Commerce and Labor

Be it enacted by the General Assembly of Virginia:

1. § 1. *The Counties of Buchanan, Dickenson, Lee, Russell, Scott, Tazewell, and Wise, and the City of Norton shall enter into a hydroelectric plant revenue sharing agreement pursuant to the provisions of § 15.2-1301 of the Code of Virginia whereby the host locality shall receive revenue from a hydroelectric plant and distribute a portion of that revenue to the other localities on basis of the agreed upon formula. The formula shall call for tiered revenue sharing, with the localities receiving a percentage of the revenue as follows: (i) 16 percent for the Counties of Tazewell and Wise; (ii) 12 percent for the Counties of Buchanan, Lee, Russell, and Scott; (iii) ten percent for Dickenson County; and (iv) four percent for the City of Norton. In addition, the host locality shall receive an additional share of six percent. The agreement shall provide that any direct costs of infrastructure improvements incurred by the host locality for purposes of the facility shall be allocated among the localities in the same proportion as the revenues from the facility.*

Pumped Hydroelectric Storage Power in Southwest Virginia

Fact Sheet

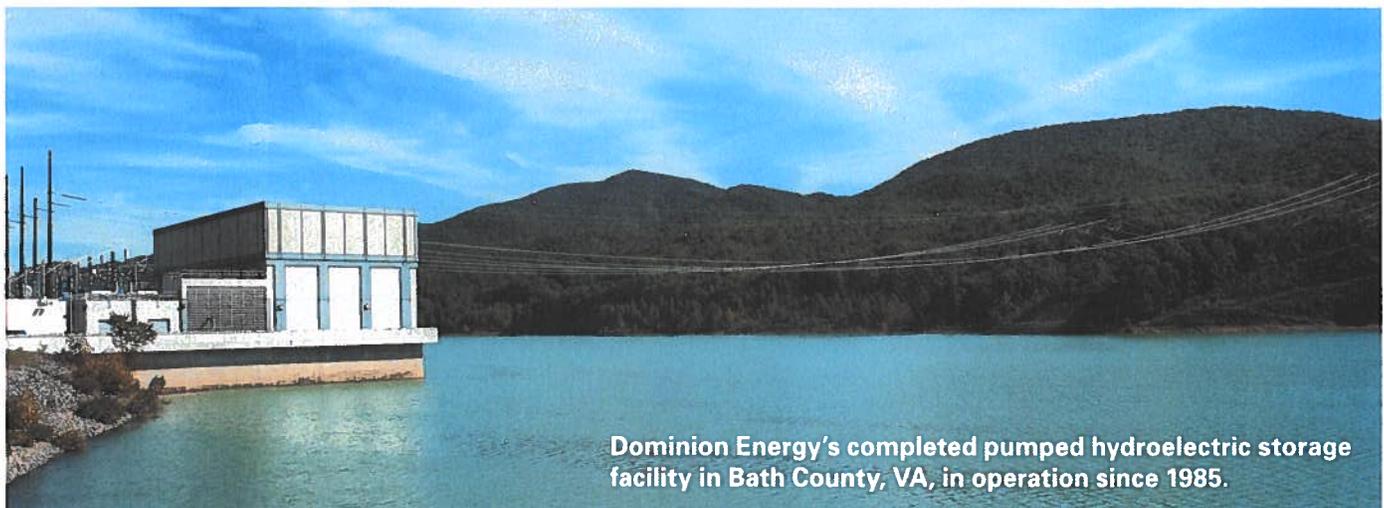
Purpose

During the 2017 session, the Virginia General Assembly recognized the value of pumped hydroelectric storage projects by passing Senate Bill 1418, sponsored by Sen. Ben Chafin, R-Lebanon, and House Bill 1760, sponsored by Del. Terry Kilgore, R-Gate City, and Del. Todd Pillion, R-Abingdon. The bills authorize electric utilities to apply to the Virginia State Corporation Commission for permission to construct pumped hydroelectric storage facilities in Virginia's coalfield region. At least part of the energy stored in such facilities must be generated by renewable resources. The legislation was approved by Gov. Terry McAuliffe and became law on July 1, 2017.

The coalfield region is made up of the counties of Russell, Tazewell, Dickenson, Buchanan, Lee, Wise, and Scott, as well as the City of Norton.

How Does It Work?

Pumped hydroelectric storage facilities act as large batteries that store energy. When excess energy is available, power is used to pump water from a lower elevation reservoir up to a higher elevation reservoir providing grid stability. The water is stored in the upper reservoir until a later period when energy is in demand. At that point the water is allowed to flow downhill to a power generation facility where it spins turbines. The turbines turn generators that produce electric power that is then delivered to the electric grid. Pumped hydroelectric storage is the only form of very large-scale energy storage commercially available at present.



Dominion Energy's completed pumped hydroelectric storage facility in Bath County, VA, in operation since 1985.

Project Update

Dominion Energy currently is considering two possible locations for the power station, a 4,100-acre site in Tazewell County and an abandoned mine in Wise County. Dominion Energy filed a preliminary permit with the Federal Energy Regulatory Commission (FERC) for the Tazewell location on Wednesday, September 6, 2017. The FERC application for the Tazewell site will allow us to proceed with the rigorous environmental, geological, archeological and technical studies, while further assessing the economics of the project.

The company has contracted with Virginia Tech to conduct the study of the former Bullitt Mine near Appalachia, Va. In addition, the detailed study on the mine site allows us to explore the feasibility of abandoned mine cavities for pumped hydroelectric storage. We expect to make a decision on which site to advance by mid-2018.

Contact Information

Email: poweringswva@dominionenergy.com
For more information about the proposed project, please visit: www.DominionEnergy.com/PoweringSWVA

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RESOLUTION

WHEREAS, the City of Norton has made significant tourism investments centered about the Flag Rock Recreation Area; and

WHEREAS, the City of Norton plans to construct and operate a Destination/Visitor Center that will focus on the Flag Rock and High Knob Recreation Areas; and

WHEREAS, the Virginia Tourism Corporation (VTC) policy to work in partnership with local and regional Destination Marketing Organizations (DMOs) is a key component of the VTC's strategy to market the Commonwealth as a premier travel destination; and

WHEREAS, VTC recognizes DMOs solely to coordinate tourism marketing activities between the state and its localities; and

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Norton hereby supports the City Manager's request to Virginia Tourism Corporation for the City of Norton to be considered a Destination Marketing Organization that will work with VTC and other regional organizations to promote our local destinations and to attract visitors to the City and the Commonwealth.

Adopted this 6th Day of February 2018.

City of Norton

William J. Mays, Mayor

ATTEST:

City Clerk

City of Norton
618 Virginia Avenue, NW
P.O. Box 618
Norton, Virginia 24273-0618



(276) 679-1160
fax: (276) 679-3510
www.nortonva.gov
email: cityhall@nortonva.gov

January 16, 2015

Virginia Tourism Corporation
901 East Cary Street – Suite 900
Richmond, VA 23219

Attn: Ms. Rita McClenny, CEO

Ref: Destination Marketing Organization (DMO)

Dear Ms. McClenny,

Please accept this letter as a formal request to consider the City of Norton as a Destination Marketing Organization (DMO).

Over the past few years, the City has made significant tourism investments centered around the Flag Rock and High Knob Recreation Areas. The Flag Rock Recreation Area is a 1,000 acre park owned by the City of Norton. The park consists of beautiful overlooks, camping, picnicking, and nearly 9 miles of trails dedicated to hiking and mountain biking. The City has hired a full-time trail coordinator whose position is dedicated to building and maintaining our growing trail system. The City is considered the gateway to the High Knob Recreation Area which is one of the eight anchor destinations in Southwest Virginia's Great Outdoors

We believe that our investments are beginning to pay off. In 2017, the City hosted three events that drew a number of outdoor recreation enthusiasts to our community. In September, the Flag Rock Recreation hosted the first Woodbooger Geo-Art and Geo-Coin Trail. The two day event brought over 100 participants from eleven states. In October, the City hosted the High Knob Hell Bender 10k race where participants raced from Downtown Norton to the top of High Knob. That event hosted over 80 runners from seven states. We also hosted our first ultra-trail race, the Cloudsplitter 100. This event consisted of a 25 mile, 50 mile, 100k, and 100 mile trail races which drew over 140 participants from 25 states and Canada.

Visit Flag Rock - Norton's Mountain Masterpiece

In 2016, we were selected to receive an ARC/POWER Grant that will assist us in building a destination center dedicated to promoting the Flag Rock and High Knob Recreation Areas. In November 2017, the City was selected by the readers of the Blue Ridge Outdoors magazine as the Top Adventure Town.

Our community has historically been considered a transportation and economic hub to our region which has provided us with critical tourism assets that include two four-lane highways (US23 and Alt. Rt. 58), four hotels, and over twenty restaurants. We plan to take full advantage of these infrastructure and natural assets to grow our tourism opportunities and, for that reason; we believe that it is time for us to request your consideration in naming us a DMO.

Thank you for your consideration and please let me know if you have any questions related to our request.

Sincerely,

Fred L. Ramey, Jr.
City Manager

VIRGINIA IS FOR LOVERS**Petition for Official DMO Recognition Form**

(Please complete the form and return to Angela Wiggins at awiggins@virginia.org)

Organization Name: City of Norton
Contact Person: Katie Dunn
Physical Address: 618 Virginia Avenue, N.W., Norton, VA 24273
Mailing Address: P. O. Box 618, Norton, VA 24273
Main Phone Number: 276-679-1160
Toll Free Number:
Fax Number: 276-679-3510
Email Address: katied@nortonva.org
Website Address: www.explorenortonva.com / www.nortonva.gov

RESOLUTION

WHEREAS, the City of Norton is dedicated to enhancing its downtown; and

WHEREAS, the City of Norton received a Downtown Revitalization Grant in 2017; and

WHEREAS, the Virginia Department of Housing and Community Development's Virginia Main Street Program offers Affiliate Membership for communities that undertaking downtown revitalization activities; and

WHEREAS, Affiliate Membership in Virginia's Main Street Program provides access to all Virginia Main Street training and limited on-site assistance as resources may allow; and

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Norton hereby authorizes the City Manager to make application to the Department of Housing and Community Development's Virginia Main Street Program for consideration of Affiliate Membership.

Adopted this 6th Day of February 2018.

City of Norton

William J. Mays, Mayor

ATTEST:

City Clerk



Affiliate Community Application

The Affiliate option is for communities that are exploring downtown revitalization, that are preparing for designation or that may not be eligible for designation. It provides access to all Virginia Main Street training and limited on-site assistance, as resources permit. The applicant may be the local government, or a partnership of local government and a private sector organization. Please see the Program Guidelines for more information.

Submission Instructions

Applications for DHCD Commercial District Affiliate status may be submitted at any time, and should be submitted on the forms provided by the Department of Housing and Community Development. All questions must be answered in the space provided.

Applications should be typed and transmitted in electronic format (i.e. pdf, doc)

Attachments, such as maps, should fit within the 8 1/2" x 11" application.

If you have questions, please contact:

Rebecca Rowe, Program Manager
rebecca.rowe@dhcd.virginia.gov or (804) 371-7040

Kyle Meyer, Community Development Administrator
kyle.meyer@dhcd.virginia.gov or (804) 371-7078

Joy Rumley, Community Development Administrator
joy.rumley@dhcd.virginia.gov or (276) 676-5471 ext. 7

Tory McGowan, Community Development Administrator
Tory.mcgowan@dhcd.virginia.gov or (804)371-7076

Applications Should Be Submitted To*:

Rebecca Rowe, Program Manager
 Virginia Main Street Program
 Virginia Department of Housing & Community Development
rebecca.rowe@dhcd.virginia.gov

*In the subject line of the transmittal email, please include your community name and affiliate application.

Applicant Information

Community: _____ Population: _____

Private Sector Organization (if applicable):

Designated Contact Person:

(Include name, title/affiliation, address, phone, fax and e-mail)

Date:

Affiliate Commitment Statement

_____ agrees to meet the requirements of a DHCD Commercial
(Community/Organization)

District Affiliate as outlined in the ***Program Guidelines*** and will be eligible to receive Affiliate services from Virginia Main Street as long as the requirements are met. *(Attach a resolution adopted by the local government -- and by the private sector partner organization, if applicable -- authorizing this application)*

Signature of Authorizing Agent from Local Government (please print name and title)

Signature of Authorizing Agent from Private Sector Organization, if applicable (please print name and title)

- **Briefly describe the economic and physical characteristics of your downtown or commercial district** (attach an 8½" X 11" map with building footprints showing district boundaries; include an aerial photo, if available).

- **Briefly describe the structure of your organization (attach list(s) of Board or committee members)**

- **Briefly outline the efforts made to improve the downtown or commercial district over the past five years.**

- **Briefly describe what you hope to achieve by participating as an Affiliate.**

SCHOOL BOARD
Sherry Adams, Chairperson
Mark Leonard, Vice-Chairperson
Carol Caruso
April Fletcher
Joseph Stallard



DIVISION SUPERINTENDENT
Gina J. Wohlford
gwohlford@nortoncityschools.org
Phone 276.679.2330
Fax 276.679.4315

TO: Jeff Shupe
FROM: Jacqueline Brooke
SUBJECT: Request for Funds

DATE: December 19, 2017

Norton City Schools requests a deposit of City Funds in the amount of \$100,000 to cover December 2017 payroll expenditures.

Thank you!