

# **Town of Scottsville**

## **Agenda**

### **Town Council Work Session**

**Monday, July 10, 2023, 7:00 PM**

**Victory Hall, 401 Valley Street**

## **AGENDA**

### **1. REPORTS**

- a. Police Chief
- b. Chamber of Commerce
- c. Architectural Review Board
- d. Planning Commission
- e. Treasurer

### **2. MAYOR AND STAFF REPORTS**

- a. Mayor
- b. Town Attorney
- c. Town Administrator
  - 1. Status of VDOT Round Table Meeting
  - 2. Update on Town Events and staff evaluation of 4<sup>th</sup> of July
  - 3. Update on Repairs to Restrooms

### **3. CARRY-OVER TOPICS**

- a. Review of Strategic Planning Documents: Councilwoman Morse\*
- b. Report on Status of the New Web Site: Councilwoman Morse
- c. Dog Park Continued Discussions: Councilwoman Morse
- d. Update Town Maps: Councilwoman Morse
- e. Maintenance Issues: Councilman Hyson
- f. Zoning Ordinance in relation to Tourist Lodging: Council Hyson

### **4. NEW TOPICS**

- a. Hiring of Town Clerk Procedures
- b. Regulations for Hiring part time temporary full time college students

## 5. ADJOURNMENT

This meeting will be held with both remote and in-person access. The Town provides remote access [online at this link](#) or call 301-715-8592, then enter meeting ID 880 5989 4673 and pass code 1744. The Town of Scottsville is committed to the letter and spirit of the Americans with Disabilities Act. Anyone who requires an auxiliary aid or service for effective communication, or a modification of policies or procedures to participate in a program, service, or activity of the Town of Scottsville should contact the Town Administrator at 401 Valley Street, Scottsville, VA 24590, telephone 434-286-9267, as soon as possible but no later than 48 hours before the scheduled event

# Scottsville Town Strategic Plan

Draft for Review

July, 2023

# Objectives, Strategies, Goals, Measures



# Objective 1

## Promote Sound Government Practices

### Objective: Promote Sound Government Practices

Goals (What)	Strategies (How)	Measures (Assess Success)	Outcome (Assess Success)
1. Improve Information Availability	<ul style="list-style-type: none"> <li>Create searchable website</li> <li>Assign content moderators</li> <li>Keep content up-to-date</li> <li>Develop a nontechnical hub of information</li> <li>Facilitate cross-organizational and people-to-organization connections</li> </ul>	<ul style="list-style-type: none"> <li>Website Redesign (5/1/23)</li> <li>Content Migration (6/30/23)</li> <li>Site Training (7/23)</li> <li>Site Release (8/23)</li> </ul>	Greater availability of schedules, documents, research, and decisions.
2. Improve Outward Communications	<ul style="list-style-type: none"> <li>Develop an internal communication plan</li> <li>Implement a bi-annual town update</li> <li>Develop an intranet for better sharing of town/partner communications</li> </ul>	<ul style="list-style-type: none"> <li>Deliver a Plan by 11/23</li> <li>Develop and Deliver a town update in July and January</li> <li>Develop an intranet strategy to accompany the website rollout</li> </ul>	Lessened frustration in day-to-day activities due to a lack of communication
3. Build Financial Capacity	<ul style="list-style-type: none"> <li>Create a plan for new revenue streams                             <ul style="list-style-type: none"> <li>Town Tax                                     <ul style="list-style-type: none"> <li>Vacancy Tax</li> <li>Rental Spaces</li> <li>Events</li> </ul> </li> <li>Increase grant submissions</li> <li>Hire a grant writer</li> <li>Explore implementing a town tax</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Develop list and plan for revenue growth 9/23</li> <li>Meeting and status updates with county on funding status 9/23</li> <li>Submit at least 4 grants by 11/23</li> <li>Hold town discussions on town tax to more evenly distribute financial burden between businesses and residents by 12/23</li> </ul>	Additional capital to help ease existing constraints and allow for additional capital projects to be initiated

# Objective 2

## Foster Smart Growth

### Objective: Foster Smart Growth

Goals (What)	Strategies (How)	Measures (Assess Success)	Outcome (Assess Success)
1. Increase Affordable Residential Opportunities	<ul style="list-style-type: none"> <li>Investigate zoning plans for higher density                             <ul style="list-style-type: none"> <li>Lower Housing Costs</li> <li>Aging (ADUs)</li> <li>Tiny homes</li> <li>Townhomes</li> <li>Duplexes</li> <li>Homestays</li> </ul> </li> <li>Incorporate concepts into the comprehensive plan</li> </ul>	<ul style="list-style-type: none"> <li>Build this into the comprehensive plan (12/23)</li> <li>Revised zoning laws to make affordable housing easier (Q1/23)</li> <li>Increase in town population</li> <li>Increase in town revenue</li> </ul>	<ul style="list-style-type: none"> <li>Improved quality of life for residents.</li> <li>Increase in town population implies more business revenue.</li> </ul>
2. Increase Community Services	<ul style="list-style-type: none"> <li>Measure current county services/ performance</li> <li>Explore adding an additional medical service in town</li> </ul>	<ul style="list-style-type: none"> <li>MAP2 Health provider ratios</li> </ul>	<ul style="list-style-type: none"> <li>Improved quality of life for residents</li> </ul>
3. Prepare Future Growth Scenarios	<ul style="list-style-type: none"> <li>Work with county to determine a fair distribution of resources for future growth breakpoints</li> <li>Conduct analysis of existing infrastructure for expansion</li> <li>Explore high density options</li> <li>Develop partnerships with developers</li> </ul>	<ul style="list-style-type: none"> <li>Agreement on general growth principles as documented in the comprehensive plan (Q1/23)</li> </ul>	<ul style="list-style-type: none"> <li>Common understanding of growth patterns for the town</li> </ul>



# Objective 3

## Promote Tourism and a Thriving Economy

### Objective: Promote Tourism and a Thriving Economy

Goals (What)	Strategies (How)	Measures (Assess Success)	Outcome (Assess Success)
1. Increase in Short-Term Lodgings Sector	<ul style="list-style-type: none"> <li>Publish a list of local Airbnbs</li> <li>Add a section for Airbnbs on the new website</li> <li>Facilitate lodging options via zoning ordinances</li> </ul>	<ul style="list-style-type: none"> <li>Increase in local lodging numbers</li> <li>Increase in stays at local lodgings</li> <li>Increase in revenue via meals tax</li> <li>Total revenue increase</li> </ul>	<ul style="list-style-type: none"> <li>Additional visitor traffic adding to vibrancy and local business and revenue in town</li> </ul>
2. Promote Town Identity	<ul style="list-style-type: none"> <li>Facilitate, partner and plan on a town revitalization program</li> <li>Develop tourism brochures and maps (businesses, restaurants)</li> <li>Partner with Chamber of Commerce for funding ideas and a plan</li> <li>Increase tourism information on the town website</li> </ul>	<ul style="list-style-type: none"> <li>Increase in local lodging numbers</li> <li>Increase in stays at local lodgings</li> <li>Increase in revenue via meals tax</li> <li>Total revenue increase</li> </ul>	<ul style="list-style-type: none"> <li>An increased pride in community</li> <li>Additional visitor traffic adding to vibrancy and local business and revenue in town</li> </ul>
3. Increase Tourism Business Base	<p>Promote historic character by improving maintenance and tourism advertising</p> <p>Promote Outdoor Dining</p> <p>Partner and develop Scotts Hill town tours (history, history, architecture, others)</p> <p>Strengthen CACV relationship</p>	<p>CACV data can verify numbers</p> <p>Increase in local party numbers</p> <p>Total revenue increase</p> <p>Reduction in meals tax</p>	<p>An increased pride in community</p> <p>Additional visitor traffic adding to vibrancy and local business and revenue in town</p> <p>An increased interest in visiting in or around the town</p> <p>A business-friendly environment</p>

# Objective 4

## Cultivate Community Connections

### Objective: Cultivate Community Connections

Goals (What)	Strategies (How)	Measures (Assess Success)	Outcome (Assess Success)
1. Strengthen Community Engagement	<ul style="list-style-type: none"> <li>Sponsor More Events</li> <li>Develop additional civic activities</li> <li>Hold more public engagement forums</li> <li>Make it a policy for each town council member to visit local businesses once a month</li> </ul>	<ul style="list-style-type: none"> <li>Add quarterly public engagement meetings</li> <li>Add quarterly community meetings</li> </ul>	<ul style="list-style-type: none"> <li>An increased level of trust</li> <li>A more vibrant and friendly environment</li> </ul>
2. Increase Walkability	<ul style="list-style-type: none"> <li>Revise zoning and subdivision ordinances</li> <li>Evaluate and build out enhanced crosswalks</li> <li>Develop this in the focus on walkability in the comprehensive plan</li> <li>Develop and promote maps for walking town and trail</li> </ul>	<ul style="list-style-type: none"> <li>Decrease in vehicle count on Route 20</li> <li>Reduction in pedestrian incidents</li> </ul>	<ul style="list-style-type: none"> <li>Promotion of a walkable community aligns with broader health, climate, and community goals</li> <li>A more vibrant and friendly environment</li> </ul>



# Objective 5

## Protect and Promote Our Natural Environment

### Objective: Protect and Promote Our Natural Environment

Goals (What)	Strategies (How)	Measures (Assess Success)	Outcome (Assess Success)
1. Preserve Local Environment	<ul style="list-style-type: none"> <li>Plant trees to meet the obligations in the county Hazard Mitigation Plan</li> <li>Develop a relationship with JRA field office (State of the James)</li> <li>Preserve Hunt/Southern Land for Wildlife/Plant Protection/Dam</li> </ul>	<ul style="list-style-type: none"> <li>Measure percentage of tree covers</li> <li>Number of tree pits</li> </ul>	<ul style="list-style-type: none"> <li>Continued emphasis on small town values and benefits</li> <li>Community that values what our local environment has to offer</li> </ul>
2. Improve Park Accessibility	<ul style="list-style-type: none"> <li>Maintain existing town parks/spaces</li> <li>Improve park signage</li> <li>Provide Parking at Van Cleef</li> </ul>	<ul style="list-style-type: none"> <li>Improved score card numbers</li> <li>Signs up indicating location of parks</li> <li>Increase in visitor numbers and website statistics</li> </ul>	<ul style="list-style-type: none"> <li>Strengthen community connections</li> </ul>
3. Increase Local Events	<ul style="list-style-type: none"> <li>Add 2 additional local events</li> </ul>	<ul style="list-style-type: none"> <li>2 additional local events held</li> <li>Increase in town revenue</li> </ul>	<ul style="list-style-type: none"> <li>Strengthen community connections</li> </ul>

# Objective 6

## Provide Accessibility for All

Objective: Provide Accessibility for All				
Goals (What)	Strategies (How)	Measures (Assess Success)	Outcome (Assess Success)	
1. Promote Accessibility Awareness	<ul style="list-style-type: none"> <li>• Adopt trail construction standards (copy Albemarle?)</li> <li>• Insure ADA is a focus of the strategic plan and built into comprehensive plan</li> <li>• Indicate ADA parking and access on maps</li> <li>• Promote ADA awareness on website</li> <li>• Provide ADA access to all park spaces</li> </ul>	<ul style="list-style-type: none"> <li>• ADA indicators on existing maps</li> <li>• Updated website that is ADA compliant (7/23)</li> <li>• Identify and a plan for ADA parking at Van Clief</li> </ul>	<ul style="list-style-type: none"> <li>• Accessibility brought to the forefront of thinking when addressing concerns, building town spaces, or planning events.</li> </ul>	
2. Elevate Animals and Wildlife	<ul style="list-style-type: none"> <li>• Identify space for and build a dog park</li> <li>• More visibility and emphasis on local wildlife on website</li> </ul>	<ul style="list-style-type: none"> <li>• Dog park proposal submission to Town Council (10/23)</li> <li>• Updated Website with outdoor information (9/23)</li> </ul>	<ul style="list-style-type: none"> <li>• Increased community interaction</li> <li>• Better life for town pets</li> </ul>	