



**TOWN OF BOWLING GREEN
ECONOMIC DEVELOPMENT AUTHORITY MEETING**

A G E N D A

**Wednesday, April 08, 2026
6:00 PM**

CALL TO ORDER:

Reading, (if required by a Director), approval and correction of the minutes of the last regular meeting and any special meetings held subsequent to the last regular meeting:

1. Minutes- March 11

CITIZEN COMMENTS (EACH SPEAKER NOT TO EXCEED 3 MINUTES):

NEW BUSINESS:

2. Downtown Parking Discussion, Randy Hageman & India Adams-Jacobs

TREASURER'S REPORT:

CHAIRPERSON'S REPORT:

COMMITTEE REPORTS:

OLD BUSINESS:

3. Rack Card Update, India Adams-Jacobs, Town Manager
4. Banners Update, India Adams-Jacobs, Town Manager
5. Meeting Schedule Discussion- Jason Manns, Chair

PRESENTATIONS (not to exceed 15 minutes):

ADJOURNMENT:



TOWN OF BOWLING GREEN ECONOMIC DEVELOPMENT AUTHORITY MEETING

MINUTES

Wednesday, March 11, 2026
6:00 PM

ATTENDEES: Chair Jason Manns, Director Jessica Beale, Director Mary McManus, Director Kyaer Lee, Director Katrice Howard, Director Randy Hageman

STAFF: India Adams-Jacobs, Town Manager; Jeffrey Smith, Administrative Assistant/Deputy Clerk

CALL TO ORDER:

- The Economic Development Authority Meeting was called to order at 6:00 PM by Chair Manns. A quorum was established.

Reading, (if required by a Director), approval and correction of the minutes of the last regular meeting and any special meetings held subsequent to the last regular meeting:

1. Minutes- February 11

- The Authority considered the minutes of the February 11, 2026, meeting.
- A motion to approve the February 11, 2026, meeting minutes were made by Director Howard and seconded by Director Beale. Following a right-hand raise, the motion carried unanimously.

CITIZEN COMMENTS (EACH SPEAKER NOT TO EXCEED 3 MINUTES):

None.

NEW BUSINESS:

2. **Caroline County Tourism & Marketing Presentation, Kathy Beard, Tourism Manager**

- Ms. Kathy Beard, Tourism Manager, provided a presentation regarding Caroline County tourism and marketing efforts. She discussed travel patterns along the Route 301/207 corridor, targeted advertising in other originating markets, and the County's continued efforts to direct travelers through Port Royal and Bowling Green. She reviewed in-house promotional materials, including antique and visitor guides. Ms. Beard also reviewed visitation trends, hospitality and lodging challenges, local tax contributions generated by travelers, and the County's broader promotional strategy, including print, visitor centers, state partnerships, events, social media, and front-desk visitor tracking. Additional discussion focused on the Lovings' addition to the Civil Rights Trail, including a forthcoming interpretive sign on the courthouse lawn, the development of an associated digital story map through the University of Mary Washington, and opportunities to promote Bowling Green through that designation. In response to a question from the Authority, Ms. Beard encouraged continued communication regarding new businesses, events, and Town initiatives so that tourism staff can assist with promotion through County channels.

3. **Joint Economic Development Authority & BGVA Main Street Discussion**

- Lauren Griemsman and Krista Manns, Representatives of BGVA Main Street, provided an update regarding the organization's work and recent progress as part of the Mobilizing Main Street program. Discussion

included the organization's nonprofit status, participation in the state Main Street cohort process, development of a transformation strategy, stakeholder meetings held with community members and business owners, and the resulting report distributed prior to the meeting. Members also discussed recent activities, including support for the business appreciation breakfast, collaboration on Caroline Reads, participation in community events, parking assistance during street closures, planning for Fourth Fridays, and ongoing efforts related to downtown promotion and revitalization. Discussion also addressed the relationship between BGVA Main Street and the EDA, opportunities for collaboration, the possibility of an EDA representative attending future Main Street cohort meetings, and the overlap between Main Street revitalization work and broader economic development goals. The Town Manager noted the group's progress and emphasized that Bowling Green's community participation has been notably strong relative to similarly sized localities.

4. **EDA Budget- FY27**

- The Town Manager presented a draft FY27 EDA work plan and budget framework. Discussion included potential funding for façade grants, mural projects, banner initiatives, and other beautification-related improvements, as well as the anticipated use of current and future Town appropriations to support EDA activities. Members also discussed reinstating a wine festival, including historical costs, prior attendance and revenue figures, vendor participation, ticket pricing, promotional opportunities, and the need to account for event coordination and management costs if the event were to be revived.
- A motion was made by Director Hageman to amend the proposed FY27 work plan to include \$12,500 for a wine festival, totaling the EDA budget to \$25,000. The motion was seconded by Director Lee. Following a roll-call vote, the motion carried unanimously.

5. **Beautification & Gateway Discussion, India Adams-Jacobs, Town Manager**

- The Authority discussed beautification and gateway concepts, with particular focus on downtown banners and related promotional materials. Discussion included possible Fourth Fridays banners, veterans-themed banners, and recognition of Bowling Green's upcoming 350th anniversary, as well as the number of available light poles, estimated costs for brackets and banner sets, and the potential reuse of banners across multiple event cycles. Members also discussed how Fourth Fridays' branding could complement other downtown initiatives and whether QR codes or window-based promotional tools could help direct visitors to participating businesses. The Authority expressed interest in moving forward with Fourth Friday's banners as the most timely and functional initial priority.
- A motion was made to authorize expenditure in an amount not to exceed \$1,750 for brackets and Fourth Friday's banners for the seven downtown light poles by Director Beale and was seconded by Director Hageman. Following a roll-call vote, the motion carried unanimously.

TREASURER'S REPORT:

- The Treasurer reported that the Town Council had previously approved a \$6,000 budget amendment to allow the EDA to utilize allocated funds, including the previously approved rack card expenditure of up to \$2,000. It was noted that an invoice for the rack card had not yet been received, as revisions were still being completed, including updates to photos, information regarding the Lovings' addition to the Civil Rights Trail, and correction of a historical date.

CHAIRPERSON'S REPORT:

- Chairperson Manns reported that Director Storke was continuing to follow up with the owners of the old mansion property in hopes of reestablishing communication and potentially using the facility for an event in the coming year.

COMMITTEE REPORTS:

None.

OLD BUSINESS:

- The Authority discussed the possible use of space within the local bank building. It was reported that an initial inquiry indicated there was no space currently available for rent; however, further follow-up was planned, including a tour of the building to assess whether office space could be made available by installing a barrier separating tenant space from bank operations. Discussion also included the potential long-term benefit of relocating EDA meeting functions from the current facility, which could allow the existing building to be improved for event use, including weddings and other gatherings.

PRESENTATIONS (not to exceed 15 minutes):

ADJOURNMENT:

- A motion to adjourn the meeting was made by the Chairperson and seconded by Director Beale. Following a voice vote, the motion carried unanimously, and the meeting was adjourned at 7:30 PM.

Attest:

Chair: _____
Jason Manns

Clerk: _____
India Adams-Jacobs, MPA, ICMA-CM



MEMORANDUM

TO: Economic Development Authority

FROM: India Adams-Jacobs, MPA, ICMA-CM, Town Manager

DATE: 4/2/26

RE: Request for Input - Downtown Parking Management Strategy

Purpose

Staff requests from the Economic Development Authority input on proposed downtown parking management strategies to balance customer access, employee parking needs, and business sustainability. Your perspective as business leaders and economic development advocates is essential to developing parking regulations that support rather than hinder downtown commercial vitality.

Background

As downtown Bowling Green experiences increased business activity and customer traffic—positive outcomes of our collective Main Street revitalization efforts—parking management has emerged as a strategic consideration. Current unregulated parking creates challenges: employees using prime customer spaces during business hours, long-term parking, reduced turnover in high-demand areas, and inconsistent parking availability, affecting the customer experience.

Staff is evaluating parking management approaches used successfully in comparable Virginia Main Street communities, including time-limited parking designations in high-traffic commercial areas.

Proposed Parking Management Strategies Under Consideration

Option 1: Two-Hour Parking Zones

- Location: Main Street and Milford Street, the primary commercial blocks
- Hours: Enforced during business hours (e.g., 9:00 AM - 5:00 PM, Monday-Saturday)
- Rationale: Encourages parking turnover; prioritizes customer access; supports multiple business visits during shopping/dining trips
- Employee Impact: Requires employee parking in unrestricted areas or designated employee zones

Option 2: 30-Minute Parking Zones

- Location: High-turnover business frontages (banks, professional services, quick-service businesses)
- Hours: Enforced during business hours
- Rationale: Maximizes parking availability for brief transactions; supports businesses with short customer visit durations
- Employee Impact: Prohibits employee use of premium customer spaces

Option 3: Hybrid Approach

- Two-hour parking: Majority of downtown commercial blocks
- 30-minute parking: Select high-turnover locations (4-6 spaces)
- Unrestricted parking: Side streets, Chase Street lot, peripheral areas for employee and long-term parking
- Rationale: Balances customer convenience, business type variations, and employee parking needs



Option 4: Status Quo (No Regulation)

- Current condition: No time restrictions or designated zones
- Rationale: Minimal administrative burden; no enforcement costs; maximum parking flexibility
- Challenges: Prime spaces occupied by employees/long-term parkers; reduced customer parking availability; business complaints about parking access

Questions for EDA Consideration

Customer Access and Business Impact

1. How do current parking conditions affect your business operations or the businesses you work with?
2. Would time-limited parking in front of your business/downtown businesses improve customer access and convenience?
3. What parking duration best serves typical customer visit patterns for downtown businesses (retail, dining, professional services)?
4. Does lack of available customer parking currently result in lost sales or customer frustration?

Employee Parking Considerations

1. Where do downtown employees currently park during business hours?
2. Would designated employee parking areas (Chase Street lot, side streets, peripheral spaces) adequately serve employee needs?
3. What distance from business to employee parking space is reasonable and practical?
4. Do businesses have concerns about employee parking displacement if customer-priority zones are established?

Implementation and Enforcement

1. What signage approach clearly communicates parking restrictions while maintaining downtown aesthetic character?
2. What enforcement hours balance customer access needs with administrative burden?
3. Should parking restrictions apply seven days per week or exclude Sundays when most businesses are closed?

Economic Development Implications

1. How do comparable Main Street communities manage downtown parking, and what can we learn from their approaches?
2. Would parking management enhance or complicate business recruitment and retention efforts?
3. Does parking availability affect decisions by businesses considering downtown locations?
4. What parking approach best supports long-term downtown economic vitality?

Next Steps

Staff requests EDA feedback by to inform parking management recommendations to the Town Council. Input may be provided through:

- Written comments submitted to Town Manager
- Discussion at April EDA meeting
- Individual meetings with the Town Manager for detailed business-specific concerns

Following EDA input, staff will develop a formal parking management proposal for Town Council consideration, including signage specifications, enforcement protocols, and implementation timeline.



Request

The Economic Development Authority's business perspective is critical to developing parking regulations that support downtown economic vitality. Please provide candid feedback on how parking management would affect business operations, customer experience, employee accommodation, and long-term downtown competitiveness. Staff is committed to parking solutions that enhance rather than hinder the downtown business environment we have worked collectively to strengthen.

BOWLING GREEN'S 4TH FRIDAYS

5PM - 8PM

LOCAL EATERIES

LIVE MUSIC

EXTENDED RETAIL HOURS

SIDEWALK SALES

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

♥ BGVA
MAIN
STREET

VIRGINIA
IS FOR
HISTORY
LOWERS



Bowling Green, VA

EDIT: 1 DATE: 3-27-26

SIZE: 18" x 36"

FABRIC: VINYL

INKS: DIGITAL

POCKETS: STANDARD 3.25"

MOSCA
Design

355 Park Ave.
Youngsville, NC 27596
Phone: (919) 954-0200
Fax: (919) 954-0203
Toll Free: 800-332-6798

APPROVAL SIGNATURE

TAKE NOTHING FOR GRANTED, PLEASE CHECK PROOF CAREFULLY.
Illustrations are a reasonable representation of ink colors on banner fabrics.
All monitors display differently, therefore a free color match sample is available
upon request. **We are not responsible for any errors after approval.**

Anniversary Banners





About Us

Founded in 1981, Mosca Design has been servicing customers in the commercial holiday decorating business for over 40 years. Our founder, George Mosca, still acts as president and CEO today. Mosca Design was started in Raleigh, North Carolina. Recently, we moved into our new office and warehouse located in nearby Youngsville, North Carolina.

George's primary customers in the early years were cities and towns. He provided high level service with the best products in the commercial decorating industry. George has always been an expert with installation and has assisted on many installations over the years. Mosca Design values high quality products that are built to last in harsh environments.

As the company grew, so did our ability to provide products and installation services. George hired sales support associates to help process orders and technicians to help with installations. Today we have 14 full time employees and bring on an additional 10+ during busy season. We are a national leader in commercial holiday décor and banners. We have sold to customers in all 50 states as well as around the world.

Our installation support has also brought us all over the country and into other countries as well. On an annual basis our installation team acts as the primary installer on over 100 unique job sites. During the year we sell products to an average of 3,000 customers

Contact Information

Headquarters:

355 Park Avenue
Youngsville, NC 27596
800-332-6798

Local Contact:

Nina Scherotter
Sales Representative
nina@moscadesign.com
804-724-9650

*“We Decorate America
for the Holidays!”*

www.moscadesign.com



Vinyl Banners

- Commercial Grade
- Heavy Duty 18oz Vinyl
- Digital Printing
- UV Clear Coating to Prevent Fading and Cracking
- Double Stitched Rod Pocket
- Double-Folded Side Hems
- Solid Rust Proof Brass Grommets in Corners for Added Durability
- Double Sided
- 1 Year Warranty
- Average Lifespan: 5-7 Years
- Poles 20+ Feet: 30" x 94" recommended
- 4 Banner Minimum (Mix & Match OK)
- Price Quote Upon Request

Marine Acrylic Banners

- Commercial Grade
- 100% Solution Dyed Sunbrella Brand Marine Acrylic Fabric for Exceptional Durability and Color Brilliance
- Digital Printing
- Fade Resistant and Water Repellant Material. Will Not Rot or Mildew.
- Double Stitched Rod Pocket
- Double-Folded Side Hems
- Solid Rust Proof Brass Grommets in Corners for Added Durability
- Double Sided
- 2 Year Warranty
- Average Lifespan: 10-12 Years
- Poles 20+ Feet: 30" x 94" recommended
- 4 Banner Minimum (Per Design – No Mix & Match)
- Price Quote Upon Request

Banner Sizing Guidelines

Pole Height	Banner Sizes
10'-14'	18" x 36", 18" x 45"
16'-20'	24" x 48" to 30" x 60"
20'+	30" x 94" to 36" x 94"



Banners Sizes

Stock Sizes:

18" x 36"

18" x 45"

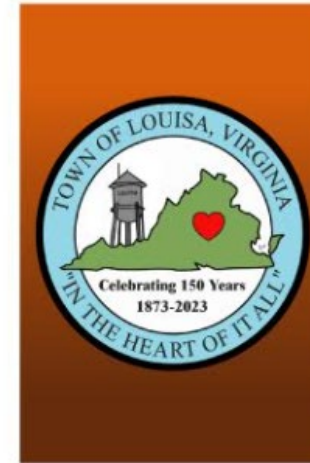
30" x 60"

30" x 84"

30" x 96"

Custom Sizes Available

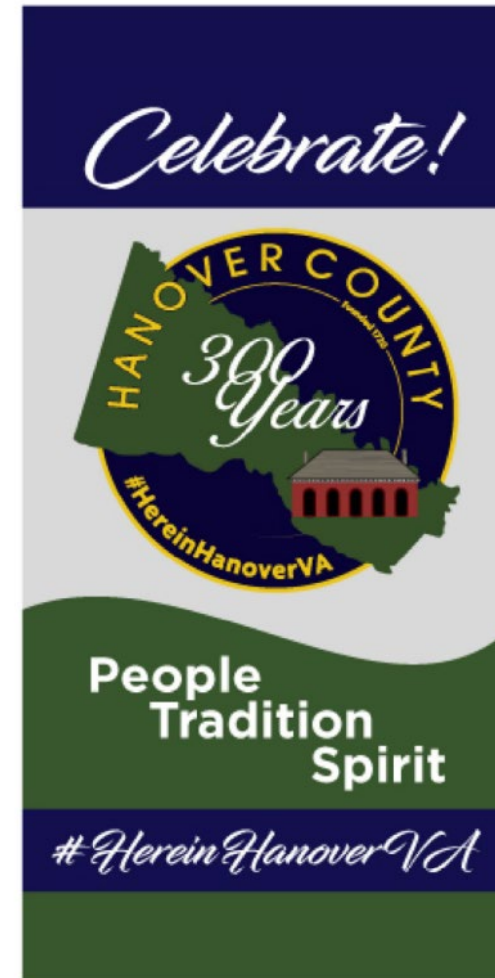
Anniversary Sample Banners



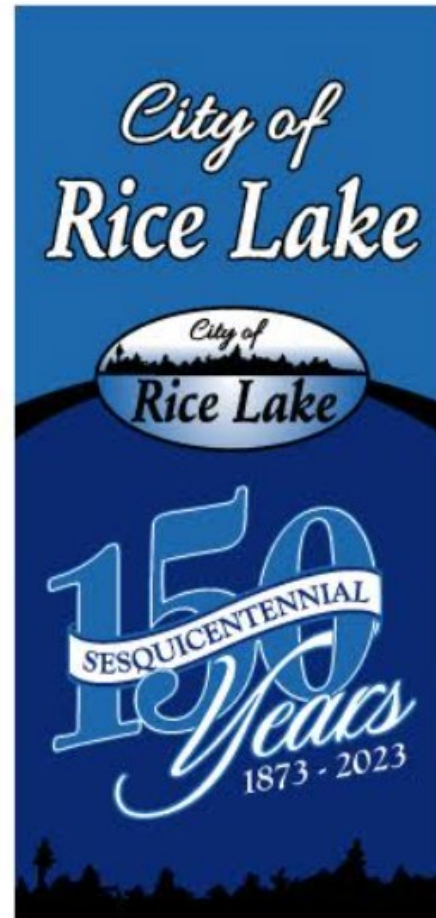
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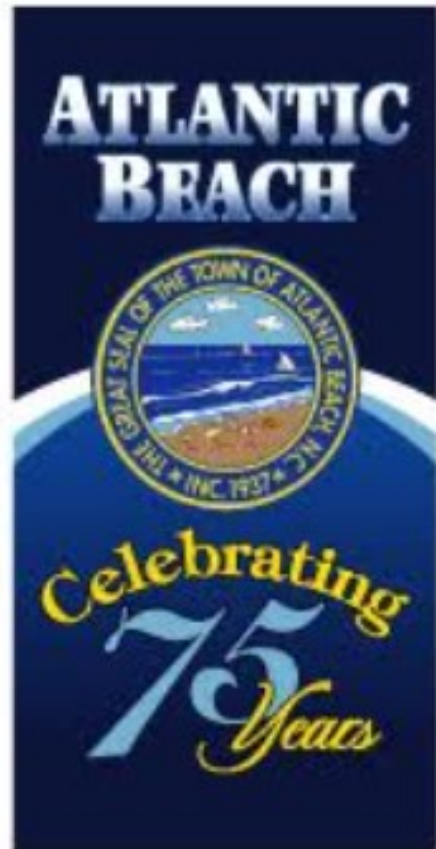
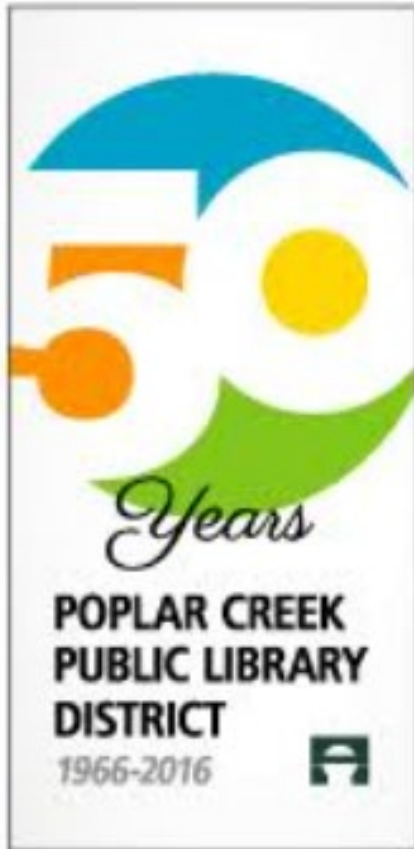
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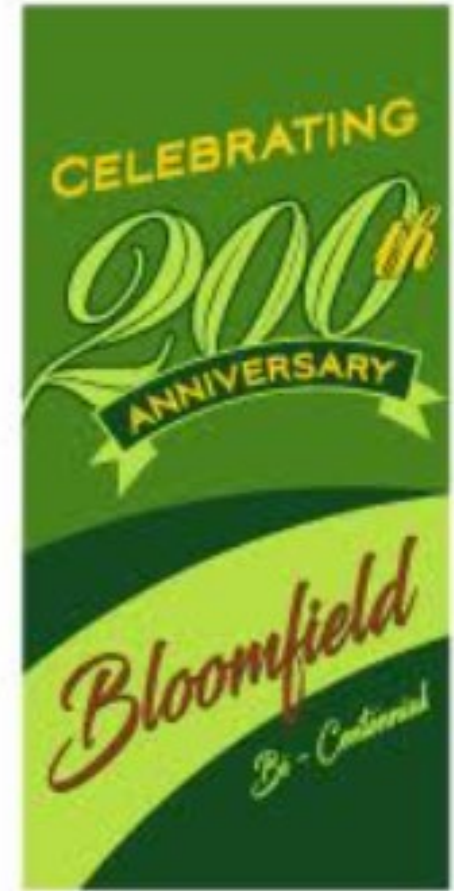
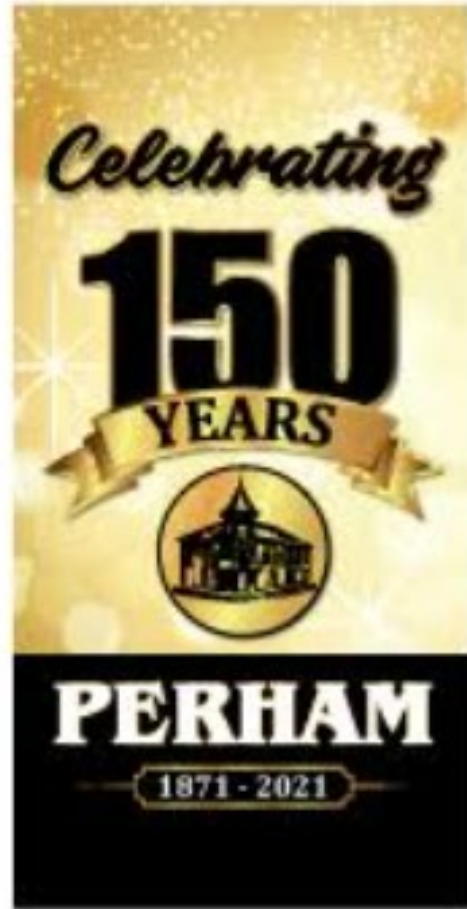
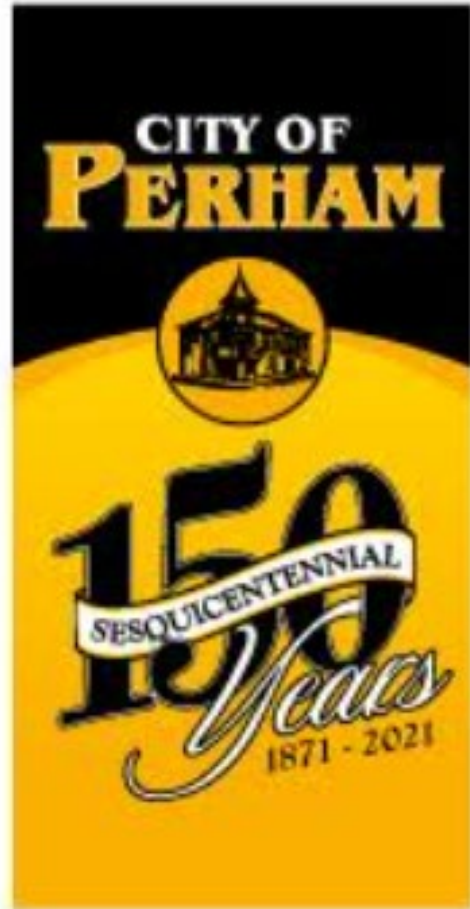
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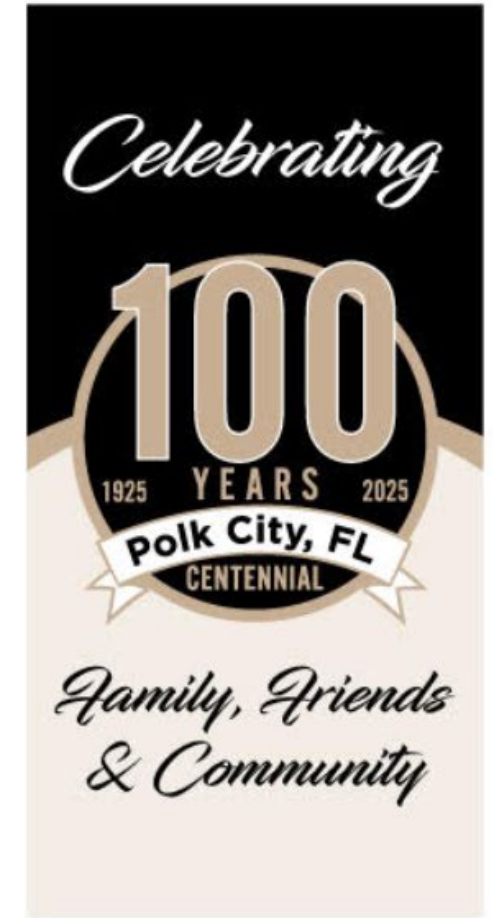
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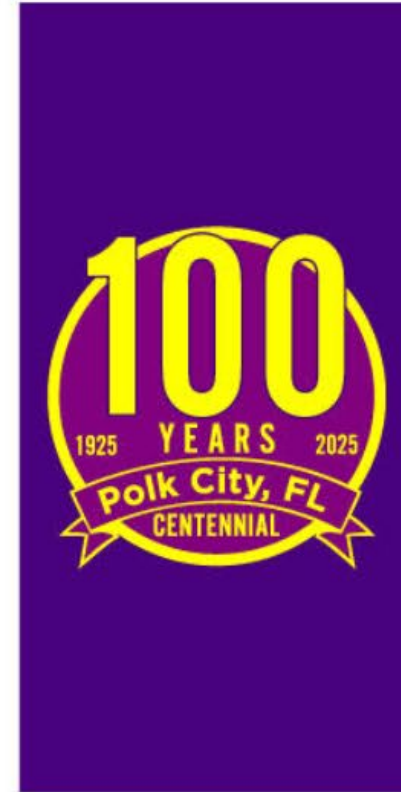
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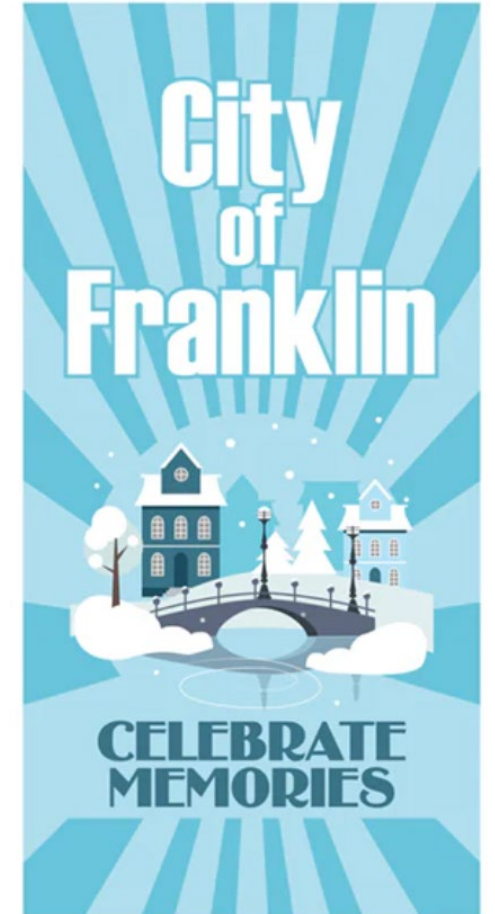
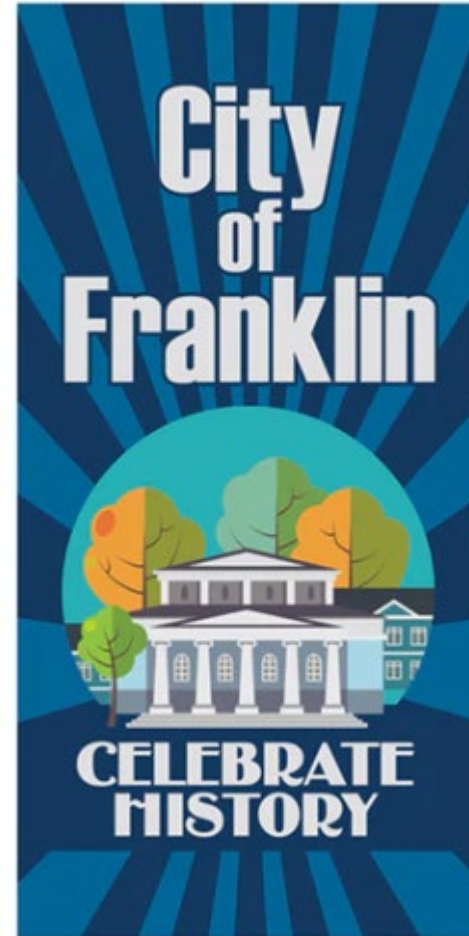
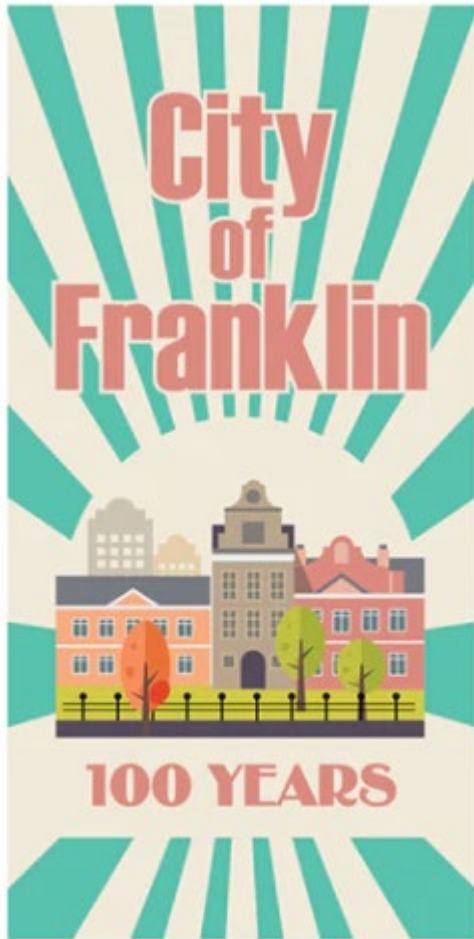
Anniversary Sample Banners



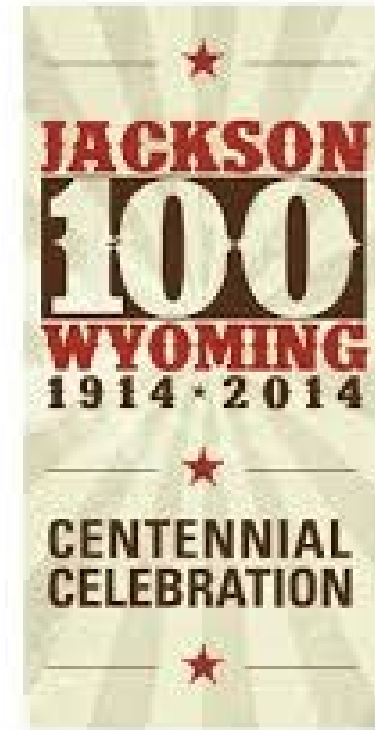
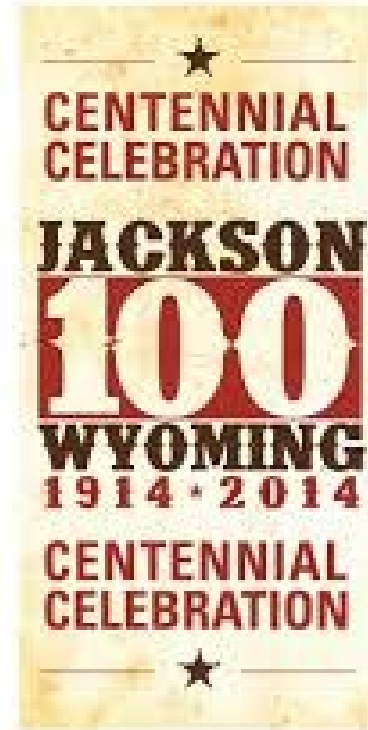
Anniversary Sample Banners



Anniversary Sample Banners



Anniversary Sample Banners



Anniversary Sample Banners

125 Years

BOYKINS

1884 - 2009

1866 2016



150 YEARS

TOWN OF FLORENCE



SEBASTIAN

CENTENNIAL CELEBRATION

1924 - 2024

Come Join the Celebration!



MECKLENBURG COUNTY

Celebrating 250 years

VIRGINIA

BOYDTON - MARCH 1
CHASE CITY - MAY 2
CLARKSVILLE - JULY 19
SOUTH HILL - OCTOBER 3
LA CROSSE - OCTOBER 4
BRODNAX - OCTOBER 4


www.VisitMeckVA.com

EVERMORE



Community Improvement District

100 YEARS STRONG

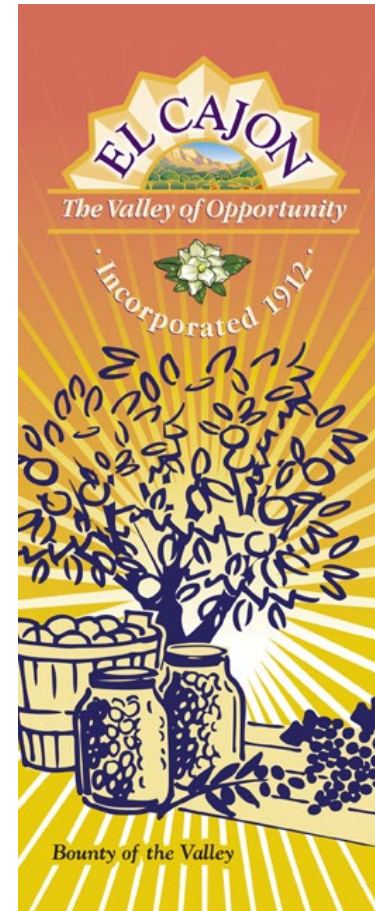
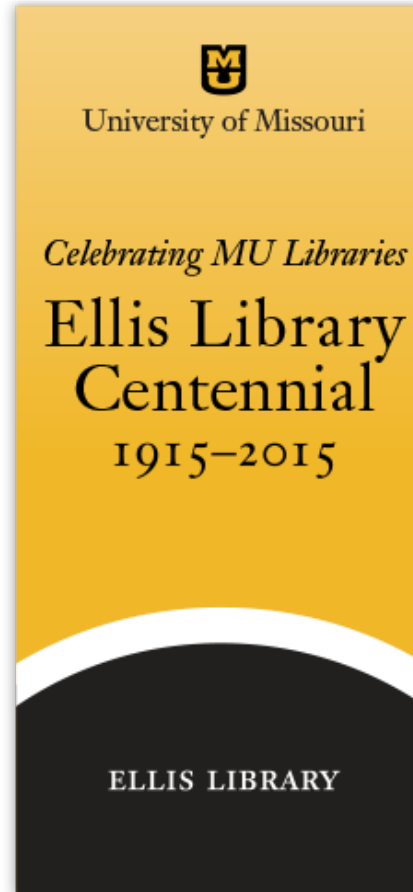
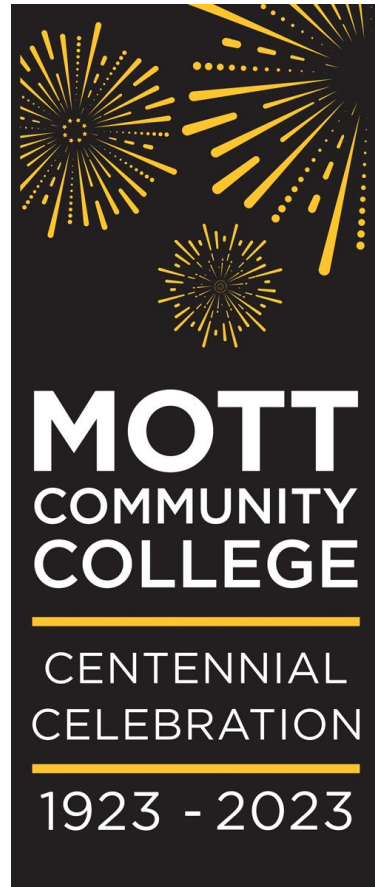
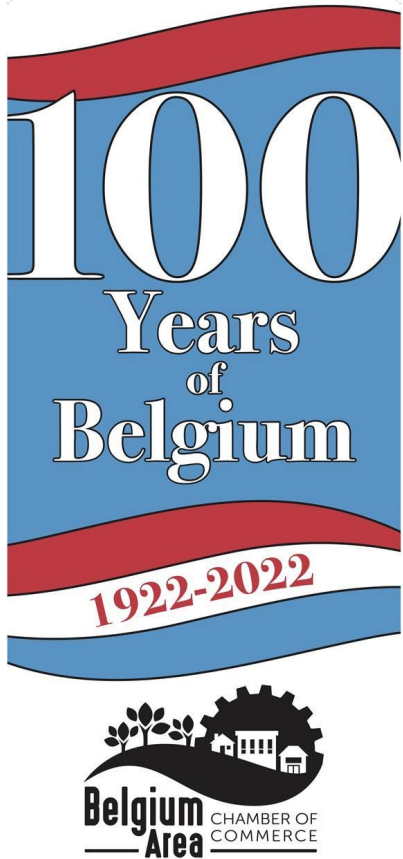


FARMERS BANK

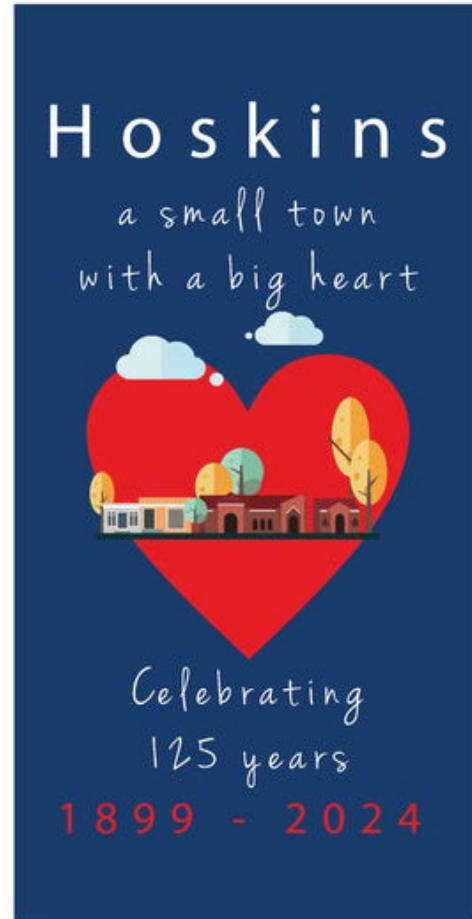
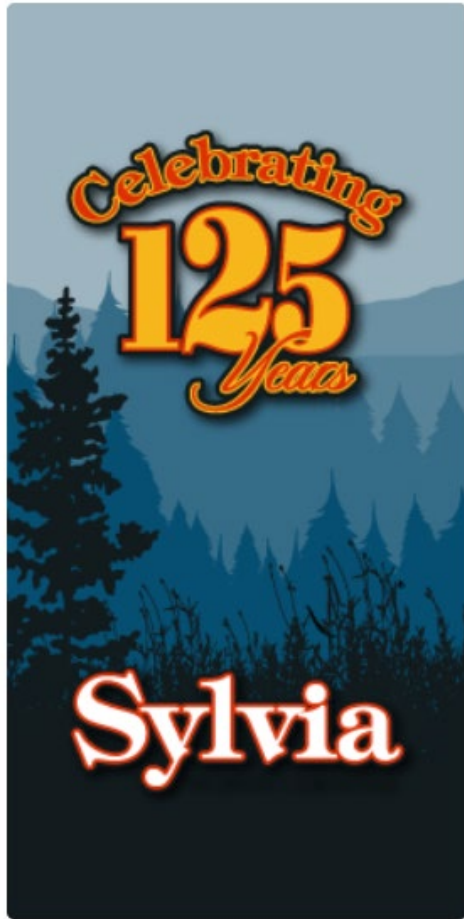
CELEBRATING 100 YEARS

farmersbankva.com
757-242-6111

Anniversary Sample Banners



Anniversary Sample Banners



Anniversary Sample Banners



Anniversary Sample Banners



Anniversary Sample Banners



Anniversary Sample Banners



Anniversary Sample Banners



Logistics

- Net20 Days Terms
- 3 Weeks Turnaround Time
- Shipping via UPS Ground

Testimonials

Jacqueline Johnson

6 reviews · 1 photo

★★★★★ 3 months ago

The City of Portsmouth held our inaugural Holiday Nights At The Park in 2023. The success of the event was mostly because of the commitment to quality and excellence from Mosca Design. Nina was amazing from our first conversation. She listened to our team, created an awesome display within our budget and walked us through the entire install process. This was a new event for the City of Portsmouth and it was met with overwhelming excitement. We will be working with Nina in future years as we expand the light display throughout the park. Thanks Mosca!

Karen Zamorski

1 review · 1 photo

★★★★★ 3 months ago

We have been working with Mosca Design for the last several years for our holiday decorations. We have created a focal point in our plaza that now displays our Holiday Tree that we have added to over the years. We hold a parade each year that brings Santa and Mrs. Claus to the plaza where we light the tree for the first time before the children begin lining up to see Santa. This night draws over 2,000 visitors to the kick-off of our holiday season. Working with our representative, Nina Scherotter, couldn't be easier! She keeps us informed on products she knows will fit in with our theme's and let's us know when we will get the most bang for our buck. Highly recommend Mosca!

Karen Zamorski, Executive Director, Cape Charles Main Street

Tamyra Vest

3 reviews · 8 photos

★★★★★ 3 months ago

Working with Mosca Design has been a great experience. They have above-and-beyond exceptional customer service.

Great customer service can really make a difference, especially when you are dealing with something as festive and important as holiday decorations or something as meaningful as a veterans banner.

Mosca Design has helped South Boston, VA create a visual display at Christmas that regularly has people stopping by as they drive through to comment how great we look, as well as the locals commenting on how proud they are of their hometown. Mosca Design has done an excellent job with their products in helping us create a warm and welcoming atmosphere.

Hesham Shaban

5 reviews

★★★★★ 3 years ago

Couldn't be more pleased with how this turned out! Everyone we spoke to was friendly, professional, and courteous at all times. The end results were even better than we had hoped. 10/10. Highly recommend.

Joy Fairbanks

7 reviews

★★★★★ 3 months ago

Hi, I'm from a small town with limited finances for lighting. Nina from Mosca was very helpful in guiding me through the process and providing information any time I asked. I was very pleased and our town is quite happy with the lighting we chose. In fact, we came back for more.

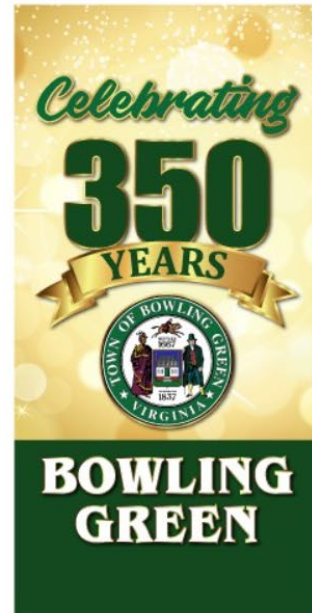


THANK YOU!

Nina Scherotter

nina@moscadesign.com

www.moscadesign.com



Bowling Green, VA			355 Park Ave. Youngville, NC 27596 Phone: (919) 954-0200 Fax: (919) 954-0203 Toll Free: 800-332-6798	APPROVAL SIGNATURE _____
EDIT: 2	DATE: 3-30-26			
SIZE: 18" x 36"				
FABRIC: VINYL				
INKS: DIGITAL				
POCKETS: STANDARD 3.25"		<p>TAKE NOTHING FOR GRANTED, PLEASE CHECK PROOF CAREFULLY. Illustrations are a reasonable representation of ink colors on banner fabrics. All monitors display differently, therefore a free color match sample is available upon request. We are not responsible for any errors after approval.</p>		