



STRATEGIC PLANNING MEETING

Saturday, November 01, 2025 at 8:00 AM

Council Chambers – 15000 Washington St., STE 100 Haymarket, VA 20169

<http://www.townofhaymarket.org/>

MINUTES

I. CALL TO ORDER

Town Manager Emily Kyriazi called the meeting to order. Mrs. Kyriazi introduced Stephanie Davis who will be leading the discussion on updating the Town's Strategic Plan.

PRESENT

Mayor TracyLynn Pater
Vice Mayor Matthew Gallagher
Councilmember Joe Pasanello
Councilmember Alexander Beyene
Councilmember Ken Luersen
Councilmember Justin Baker

Candidates Dave Capossela and Jeff Kress were in attendance to observe the discussion.

II. AGENDA ITEMS

1. Strategic Planning: Year in Review and Plans for the future

The Council referred to the working document to discuss each item as follows:

1.Improve Transportation and Infrastructure to Enrich Quality of Life and Maintain Small Town Feel

- 1.1 - Town Park: Change the title to include park pavilion.
- 1.2 - Town Streetscape: Discussion on the town's streetscape and the ordinance reflecting stamped concrete to remain consistent.
- 1.3 - Municipal parking lot, secure parking lot for PD and Utility Workshop: Staff asked for direction. Suggestion to divide PD parking separately from municipal parking. Conduct a study on municipal parking lot.
- 1.4 - Transportation: Sub-Committee was formed. Kick off meeting to follow.
- 1.5 - Traffic Safety: Combined with 1.4
- 1.6 - Funding on Town Hall site plan: Town Treasurer presented 3 funding scenarios suggested by VML/VACO. VML/VACO will bring in depth presentation to Council at a future meeting yet to be determined.

2. Promote Fiscal Responsibility and Organizational Excellence

- 2.1 - Inventory Asset: Discussion ensued on a different software company.
- 2.2 - Long Term Capital improvement plan: need to get a good asset inventory in order to proceed.
- 2.3 - Rules and responsibilities of liaisons and Council: **Task completed** through revised and adopted Policy and Procedures.
- 2.4 - Networking with other small Towns: **Task completed** with attendance at VML Small Town Conference and re-establish TANV. Discussion followed on staff and Council providing a brief summary of attended conferences.

- 2.5 - Procurement Consultant to update Comprehensive Plan: Establish during budget season with drafting an RFP. Town Treasurer establishes a line item and kick off in July 2026.
- 2.6 - Creation of Town Services "one-pager": Being worked on internally.
- 2.7 - Compensation Study for all Town Employees: **Task completed.** RFP was prepared and ready to award at next Town Council Regular Meeting on November 3.
- 2.8 - Enhance cybersecurity within town hall and police department: Need to make a plan and policy. Councilmember Beyene volunteered to chair the training.

3. Enhance Public Safety and Community Policing

- 3.1 - Conduct annual evaluation of resource needs compared to demands of department: **Task Completed.** Moved 1.7 - Investigate feasibility and implementation of maximum speed limits throughout the Town to this section.
- 3.2 - Continue community engagement for community policing initiative: Continue to monitor.
- 3.3 - Investigate technological advancements to enhance public safety: Discussion ensued on the E-ticket program and the new Flock implementation.
- 3.4 - Achieve initial VLEPSC certification and maintain every four years: Accreditation scheduled for November 16.

4. Foster Economic Development, Tourism, and Support Town Businesses

- 4.1 - Expand an advertising campaign for the business community: Utilizing economic funding to promote businesses.
- 4.2 - Expand partnership with PWC Economic Development and Tourism: Town Manager Kyriazi shared there is not much support from the County. **Task Completed.**
- 4.3 - Benchmark other towns and how they provide funding for start up small businesses: Continued discussion at the TANV meetings.
- 4.4 - Investigate ways to use economic development funds and increase participation at Business Round Table: Combine with 4.1 - Becomes 4.1(B)
- 4.5 - Continue to engage face to face with existing businesses: Staff interaction with businesses will start up again with increased visits.
- 4.6 - Develop a plan to highlight the business community i.e. add Business Spotlight through weekly videos and Restaurant Week: Combine with 4.1 - Becomes 4.1 (C). Hilton Garden Inn will organize Restaurant Week in March.

5. Preserve Haymarket History

- 5.1 - Update contributing resources list to encompass historic structures: Designating staff time to accomplish.
- 5.2 - Develop a plan of recognition of historical sites through walking program and signage program: **Walking program Completed.** Suggestion to have more tours from Spring through Fall at different times of the day. Working at having historic write ups at sites in a plaque form.
- 5.3 - Document and archive historical assets: Combine with 5.1.
- 5.4 - Investigate and define a Historic Preservation program and a museum plan: Start conversation at TANV level. Reach out for internship. Separate museum plan. Waiting on structural engineer report. Town Manager Kyriazi will be proposing a youth program for the museum.
- 5.5 - Investigate the possibility of providing grant funding for local preservation efforts: Strike this number. Possibly add after 5.4 is established.

6. Enhance Community Engagement

- 6.1 - Complete and implement communications plan for the Town: **Task Completed** in Spring 2025 with established Communication Plan.
- 6.2 - Provide list of events, costs/revenue on annual basis for Council feedback and input: Discussion followed.

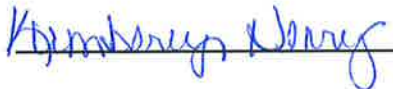
- 6.3 - Encourage murals and community arts in partnership with the Town: Work on an Ordinance that would allow community art work.
- 6.4 - Town design and install LOVE sign.

The Council discussed the three top priorities. The first two include the Town Center Site plan since it's been approved and on a time schedule and the Town Park Pavilion since that is promised to the residents. The third priority was discussed. Ms. Davis suggested that she construct a survey for Council and staff to complete in order to determine.

III. ADJOURNMENT

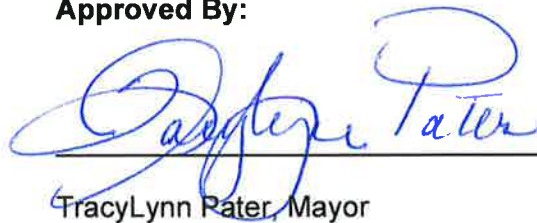
The Strategic Planning meeting adjourned at noon.

Submitted By:

A handwritten signature in blue ink, appearing to read "Kimberly Henry", written over a horizontal line.

Kimberly Henry, Clerk of Council

Approved By:

A handwritten signature in blue ink, appearing to read "TracyLynn Pater", written over a horizontal line.

TracyLynn Pater, Mayor