



TOWN COUNCIL – WORK SESSION MEETING

Tuesday, September 03, 2024 at 6:00 PM

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

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

AGENDA

I. CALL TO ORDER

II. PLEDGE OF ALLEGIANCE

III. AGENDA ITEMS

- [1.](#) Monthly Financial Report
2. Outdoor Events Ordinance
- [3.](#) Military Banner Program Update
4. Trash Bins Update
- [5.](#) GoGov App Updates
- [6.](#) Communication Plan Framework: Councilmember Gallagher
- [7.](#) Town Center Project RFP and Funding: Councilmember Schneider
- [8.](#) Park House Demolition RFP: Councilmember Schneider

IV. ADJOURNMENT

| Income | Actuals | Budget | % of Budget | Comments |
|---|-------------------|---------------------|--------------|--|
| 3110 · GENERAL PROPERTY TAXES | | | | |
| 3110-01 · Real Estate - Current | 0.00 | 473,293.00 | 0.0% | |
| 3110-02 · Public Service Corp RE Tax | 0.00 | 12,600.00 | 0.0% | |
| 3110-04 · Penalties - All Property Taxes | 0.00 | 1,000.00 | 0.0% | |
| Total 3110 · GENERAL PROPERTY TAXES | 0.00 | 486,893.00 | 0.0% | |
| 3120 · OTHER LOCAL TAXES | | | | |
| 3120-00 · Transient Occupancy Tax | 1,378.35 | 225,000.00 | 0.6% | |
| 3120-01 · Bank Stock Tax | 0.00 | 24,000.00 | 0.0% | |
| 3120-02 · Business License Tax | 175.00 | 325,000.00 | 0.1% | |
| 3120-03 · Cigarette Tax | 11,376.56 | 140,000.00 | 8.1% | Collection for the month of July 2024 |
| 3120-04 · Consumer Utility Tax | 8,131.78 | 158,000.00 | 5.1% | |
| 3120-05 · Meals Tax - Current | 86,977.52 | 1,550,000.00 | 5.6% | in process of collecting July 2024 taxes |
| 3120-06 · Sales Tax Receipts | 0.00 | 160,000.00 | 0.0% | |
| 3120-07 · Penalties (Non-Property) | 1,204.46 | 5,000.00 | 24.1% | |
| Total 3120 · OTHER LOCAL TAXES | 109,243.67 | 2,587,000.00 | 4.2% | |
| 3130 · PERMITS,FEES & LICENSESES | | | | |
| 3130-01 · Application Fees | 625.00 | 4,500.00 | 13.9% | |
| 3130-03 · Motor Vehicle Fees | 90.00 | 0.00 | 100.0% | |
| 3130-05 · Other Planning & Permits | 0.00 | 1,000.00 | 0.0% | |
| 3130-06 · Pass Through Fees | 1,297.88 | 15,000.00 | 8.7% | |
| Total 3130 · PERMITS,FEES & LICENSESES | 2,012.88 | 20,500.00 | 9.8% | |
| 3140 · FINES & FORFEITURES | | | | |
| 3140-01 · Fines | 2,890.10 | 20,000.00 | 14.5% | |
| Total 3140 · FINES & FORFEITURES | 2,890.10 | 20,000.00 | 14.5% | |
| 3150 · REVENUE - USE OF MONEY | | | | |
| 3150-01 · Earnings on VACO/VML Investment | 1,614.30 | 13,500.00 | 12.0% | Reconciled July 2024 currently |
| 3150-03 · Interest on Bank Deposits | 19,390.57 | 89,500.00 | 21.7% | Reconciled July 2024 currently |
| Total 3150 · REVENUE - USE OF MONEY | 21,004.87 | 103,000.00 | 20.4% | |
| 3151 · RENTAL (USE OF PROPERTY) | | | | |
| 3151-07 · Haymarket Church Suite 206 | 7,525.18 | 49,207.00 | 15.3% | |
| 3151-08 · 15020 Washington Realty | 9,724.66 | 58,348.00 | 16.7% | |
| 3151-09 · 15026 Copper Cricket | 4,834.88 | 29,008.00 | 16.7% | |
| 3151-11 · Cupcake Heaven and Cafe LLC | 6,031.62 | 36,914.00 | 16.3% | |
| 3151-15 · Revolution Mortgage | 1,329.38 | 7,312.00 | 18.2% | |
| Total 3151 · RENTAL (USE OF PROPERTY) | 29,445.72 | 180,789.00 | 16.3% | |
| 3165 · REVENUE - TOWN EVENTS | | | | |
| 3165-00 · Sponsorships | 9,385.00 | 20,000.00 | 46.9% | |
| 3165-01 · Town Event | 56,947.75 | 80,000.00 | 71.2% | |
| 3165-02 · Farmer's Market | 8,338.75 | 12,000.00 | 69.5% | |
| 3165-03 · Town Ornaments | 60.00 | 10,000.00 | 0.6% | |
| 3165-06 · Town Hats | 20.00 | 0.00 | 100.0% | |
| Total 3165 · REVENUE - TOWN EVENTS | 74,751.50 | 122,000.00 | 61.3% | |
| 3180 · MISCELLANEOUS | | | | |
| 3180-00 · Convenience Fee | 27.35 | 300.00 | 9.1% | |
| 3180-01 · Citations & Accident Reports | 35.00 | 0.00 | 100.0% | |
| 3180-03 · Miscellaneous | 50.00 | 0.00 | 100.0% | |
| Total 3180 · MISCELLANEOUS | 112.35 | 300.00 | 37.5% | |
| 3200 · REVENUE FROM COMMONWEALTH | | | | |
| 3200-02 · 599 Law Enforcement Grant | 0.00 | 36,144.00 | 0.0% | |
| 3200-05 · Communications Tax | 6,056.16 | 80,000.00 | 7.6% | Received July 2024 taxes |
| 3200-06 · Department of Fire Programs | 0.00 | 15,000.00 | 0.0% | |
| 3200-11 · Personal Property Tax Reimburse | 18,626.97 | 18,627.00 | 100.0% | |
| 3200-12 · Railroad Rolling Stock | 1,535.23 | 1,300.00 | 118.1% | |
| 3200-16 · DMV Select Grant | 0.00 | 15,000.00 | 0.0% | |
| 3200-17 · LOLE Grant | 0.00 | 4,393.00 | 0.0% | |
| Total 3200 · REVENUE FROM COMMONWEALTH | 26,218.36 | 170,464.00 | 15.4% | |
| 3500 · Reserve Funds | 0.00 | 283,000.00 | 0.0% | |
| 4002 · Transfer from ARPA Funds | 0.00 | 836,586.00 | 0.0% | |

| | | | |
|---------------------|-------------------|------------------|-------------|
| Total Income | 265,679.45 | 4,810,532 | 5.5% |
| Gross Profit | 265,679.45 | 4,810,532 | 5.5% |

Expense

| | | | |
|---|------------|--------------|-------|
| 01 - ADMINISTRATION | | | |
| 11100 - TOWN COUNCIL | | | |
| 111001 - Convention & Education | 0.00 | 5,000.00 | 0.0% |
| 111002 - FICA/Medicare | 288.78 | 2,000.00 | 14.4% |
| 111003 - Meals and Lodging | 0.00 | 2,500.00 | 0.0% |
| 111004 - Mileage Allowance | 0.00 | 500.00 | 0.0% |
| 111005 - Salaries & Wages - Regular | 3,375.00 | 25,000.00 | 13.5% |
| Total 11100 - TOWN COUNCIL | 3,663.78 | 35,000.00 | 10.5% |
| 12110 - TOWN ADMINISTRATION | | | |
| 1211001 - Salaries/Wages-Regular | 72,874.84 | 486,558.00 | 15.0% |
| 1211002 - Salaries/Wages - Overtime | 0.00 | 4,500.00 | 0.0% |
| 1211003 - Salaries/Wages - Part Time | 8,191.50 | 39,420.00 | 20.8% |
| 1211004 - FICA/Medicare | 5,763.31 | 40,238.00 | 14.3% |
| 1211005 - VRS | 12,105.46 | 78,978.00 | 15.3% |
| 1211006 - Health Insurance | 9,516.80 | 78,213.00 | 12.2% |
| 1211007 - Life Insurance | 1,020.99 | 5,857.00 | 17.4% |
| 1211008 - Disability Insurance | 533.32 | 3,360.00 | 15.9% |
| 1211009 - Unemployment Insurance | 39.65 | 5,995.00 | 0.7% |
| 1211010 - Worker's Compensation | 242.00 | 481.00 | 50.3% |
| 1211011 - Gen Property/Liability Ins. | 17,616.00 | 21,261.00 | 82.9% |
| 1211012 - Accounting Services | 3,915.50 | 12,000.00 | 32.6% |
| 1211014 - Printing & Binding | 833.31 | 8,298.00 | 10.0% |
| 1211015 - Advertising | 1,248.00 | 9,000.00 | 13.9% |
| 1211016 - Computer, Internet &Website Svc | 2,965.94 | 28,550.00 | 10.4% |
| 1211017 - Postage | 441.00 | 5,000.00 | 8.8% |
| 1211018 - Telecommunications | 1,155.38 | 7,500.00 | 15.4% |
| 1211019 - Mileage Allowance | 0.00 | 2,500.00 | 0.0% |
| 1211020 - Meals & Lodging | 980.70 | 7,000.00 | 14.0% |
| 1211021 - Convention & Education | 75.00 | 10,000.00 | 0.8% |
| 1211022 - Miscellaneous | 0.00 | 2,000.00 | 0.0% |
| 1211024 - Books, Dues & Subscriptions | 309.00 | 21,075.00 | 1.5% |
| 1211025 - Office Supplies | 497.78 | 8,500.00 | 5.9% |
| 1211030 - Capital Outlay-Machinery/Equip | 0.00 | 5,000.00 | 0.0% |
| Total 12110 - TOWN ADMINISTRATION | 140,325.48 | 891,284.00 | 15.7% |
| 12210 - LEGAL SERVICES | | | |
| 1221001 - Legal Services | 0.00 | 100,000.00 | 0.0% |
| Total 12210 - LEGAL SERVICES | 0.00 | 100,000.00 | 0.0% |
| 12240 - INDEPENDENT AUDITOR | | | |
| 1224001 - Auditing Services | 0.00 | 25,500.00 | 0.0% |
| Total 12240 - INDEPENDENT AUDITOR | 0.00 | 25,500.00 | 0.0% |
| Total 01 - ADMINISTRATION | 143,989.26 | 1,051,784.00 | 13.7% |
| 03 - PUBLIC SAFETY | | | |
| 31100 - POLICE DEPARTMENT | | | |
| 3110001 - Salaries & Wages - Regular | 85,909.84 | 675,291.00 | 12.7% |
| 3110003 - Salaries & Wages - OT Premium | 4,400.10 | 24,000.00 | 18.3% |
| 3110004 - Salaries & Wages - Holiday Pay | 2,795.28 | 38,041.00 | 7.3% |
| 3110005 - Salaries & Wages - Part Time | 6,910.00 | 27,000.00 | 25.6% |
| 3110007 - Salary & Wages - DMV Grant | 521.91 | 15,000.00 | 3.5% |
| 3110012 - Salaries & Wages - PT Admin. | 1,712.50 | 39,000.00 | 4.4% |
| 3110020 - FICA/MEDICARE | 7,771.16 | 66,545.00 | 11.7% |
| 3110021 - VRS | 12,260.72 | 88,666.00 | 13.8% |
| 3110022 - Health Insurance | 14,918.40 | 140,430.00 | 10.6% |
| 3110023 - Life Insurance | 1,101.02 | 8,036.00 | 13.7% |
| 3110024 - Disability Insurance | 343.56 | 3,070.00 | 11.2% |
| 3110025 - Unemployment Insurance | 120.98 | 4,320.00 | 2.8% |
| 3110026 - Workers' Compensation Insurance | 22,668.00 | 29,581.00 | 76.6% |

| | | | | |
|--|-------------------|---------------------|--------------|-------------------------------|
| 3110027 · Line of Duty Act Insurance | 5,118.00 | 5,120.00 | 100.0% | |
| 3110028 · Legal Services | 0.00 | 30,379.00 | 0.0% | |
| 3110032 · Computer, Internet & Website | 2,727.00 | 10,000.00 | 27.3% | |
| 3110033 · Postage | 0.00 | 100.00 | 0.0% | |
| 3110034 · Telecommunications | 1,066.78 | 15,300.00 | 7.0% | |
| 3110035 · General Prop Ins (Vehicles) | 6,180.00 | 5,950.00 | 103.9% | |
| 3110037 · Meals and Lodging | 0.00 | 5,000.00 | 0.0% | |
| 3110038 · Convention & Edu. (Training) | 0.00 | 10,800.00 | 0.0% | |
| 3110040 · Annual Dues & Subscriptions | 0.00 | 24,795.00 | 0.0% | |
| 3110041 · Office Supplies | 270.66 | 6,000.00 | 4.5% | |
| 3110042 · Vehicle Fuels | 2,755.73 | 36,700.00 | 7.5% | |
| 3110043 · Vehicle Maintenance/Supplies | 808.47 | 22,000.00 | 3.7% | |
| 3110045 · Uniforms & Police Supplies | 7,964.30 | 45,901.00 | 17.4% | |
| 3110056 · Capital Outlay-Machinery/Equip | 0.00 | 192,405.00 | 0.0% | |
| Total 31100 · POLICE DEPARTMENT | 188,324.41 | 1,569,430.00 | 12.0% | |
| 32100 · FIRE & RESCUE | | | | |
| 3210001 · Contributions to other Govt Ent | 0.00 | 15,000.00 | 0.0% | |
| Total 32100 · FIRE & RESCUE | 0.00 | 15,000.00 | 0.0% | |
| Total 03 · PUBLIC SAFETY | 188,324.41 | 1,584,430.00 | 11.9% | |
| 04 · PUBLIC WORKS | | | | |
| 4110002 · Street Beautification - HF | 0.00 | 2,213.00 | 0.0% | |
| 4110003 · E & S Inspections | 0.00 | 5,000.00 | 0.0% | |
| 43200 · REFUSE COLLECTION | | | | |
| 4320001 · Trash Removal Contract | 16,979.44 | 208,608.00 | 8.1% | Paid up to July 2024 services |
| Total 43200 · REFUSE COLLECTION | 16,979.44 | 208,608.00 | 8.1% | |
| 43100 · MAINT OF 15000 Wash St./Grounds | | | | |
| 4310001 · Repairs/Maintenance Services | 2,416.64 | 111,892.00 | 2.2% | |
| 4310002 · Maint Svc Contract-Pest Control | 0.00 | 5,000.00 | 0.0% | |
| 4310003 · Maint Svc Contract-Landscaping | 4,250.00 | 35,000.00 | 12.1% | |
| 4310004 · Maint Svc Contract Snow Removal | 0.00 | 10,000.00 | 0.0% | |
| 4310007 · Electric/Gas Services | 3,208.77 | 18,593.00 | 17.3% | |
| 4310008 · Electrical Services-Streetlight | 549.10 | 5,500.00 | 10.0% | |
| 4310009 · Water & Sewer Services | 917.80 | 3,850.00 | 23.8% | |
| 4310011 · Real Estate Taxes | 0.00 | 2,500.00 | 0.0% | |
| 4310015 · Maintenance - Vehicle Fuel | 0.00 | 5,000.00 | 0.0% | |
| 4310016 · Maint - Vehicle Maintenance | 0.00 | 3,000.00 | 0.0% | |
| Total 43100 · MAINT OF 15000 Wash St./Grounds | 11,342.31 | 200,335.00 | 5.7% | |
| Total 04 · PUBLIC WORKS | 28,321.75 | 416,156.00 | 6.8% | |
| 06 · ECONOMIC DEVELOPMENT | | | | |
| 60000 · Tourism/Traveling Marketing | 0.00 | 96,429.00 | 0.0% | |
| 60001 · Town Tourism | 2,177.90 | 64,286.00 | 3.4% | |
| 60003 · Advertising | 0.00 | 22,000.00 | 0.0% | |
| Total 06 · ECONOMIC DEVELOPMENT | 2,177.90 | 182,715.00 | 1.2% | |
| 07 · PARKS, REC & CULTURAL | | | | |
| 70000 · HAYMARKET COMMUNITY PARK | | | | |
| 7000001 · Grounds Maintenance/Repairs | 5,080.00 | 25,000.00 | 20.3% | |
| 7000003 · Demolition | 0.00 | 50,000.00 | 0.0% | |
| Total 70000 · HAYMARKET COMMUNITY PARK | 5,080.00 | 75,000.00 | 6.8% | |
| 71110 · EVENTS | | | | |
| 7111001 · Advertising - Events | 1,800.00 | 5,000.00 | 36.0% | |
| 7111003 · Contractural Services | 12,741.48 | 64,950.00 | 19.6% | |
| 7111004 · Events - Other | 4,044.44 | 40,850.00 | 9.9% | |
| 7111005 · Police Department Events | 1,950.80 | 7,800.00 | 25.0% | |
| 7111006 · Farmer's Market | 600.00 | 12,000.00 | 5.0% | |
| Total 71110 · EVENTS | 21,136.72 | 130,600.00 | 16.2% | |
| 72200 · MUSEUM | | | | |
| 7220009 · Advertising | 0.00 | 1,000.00 | 0.0% | |
| 7220012 · Telecommunications | 160.68 | 2,200.00 | 7.3% | |
| 7200015 · Books, Dues & Subscriptions | 0.00 | 250.00 | 0.0% | |

| | | | |
|---|--------------------|-------------------|--|
| 7220018 - Exhibits & Programs | 400.00 | 2,500.00 | 16.0% |
| Total 72200 - MUSEUM | 560.68 | 5,950.00 | 9.4% |
| Total 07 - PARKS, REC & CULTURAL | 26,777.40 | 211,550.00 | 12.7% |
| 08 - COMMUNITY DEVELOPMENT | | | |
| 81100 - PLANNING COMMISSION | | | |
| 8110001 - Salaries & Wages - Regular | 315.00 | 5,670.00 | 5.6% |
| 8110002 - FICA/Medicare | 26.97 | 500.00 | 5.4% |
| 8110003 - Consultants - Engineer | 653.16 | 15,000.00 | 4.4% |
| 8110004 - Consultants - Comp Plan | 0.00 | 5,000.00 | 0.0% |
| 8110005 - Mileage Allowance | 0.00 | 250.00 | 0.0% |
| 8110006 - Meals & Lodging | 0.00 | 700.00 | 0.0% |
| 8110007 - Convention/Education | 0.00 | 1,000.00 | 0.0% |
| 8110009 - Engineering - Pass Through | 3,917.50 | 0.00 | 100.0% |
| Total 81100 - PLANNING COMMISSION | 4,912.63 | 28,120.00 | 17.5% |
| 81110 - ARCHITECTURAL REVIEW BOARD | | | |
| 8111001 - Salaries & Wages - Regular | 195.00 | 5,830.00 | 3.3% |
| 8111002 - FICA/Medicare | 12.05 | 446.00 | 2.7% |
| 8111005 - Convention & Education | 0.00 | 1,500.00 | 0.0% |
| Total 81110 - ARCHITECTURAL REVIEW BOARD | 207.05 | 7,776.00 | 2.7% |
| 81111 - Board Of Zoning Appeals | | | |
| 8111101 - Convention & Education | 0.00 | 1,500.00 | 0.0% |
| 8111102 - FICA / Medicare | 0.00 | 103.00 | 0.0% |
| 8111103 - Salaries & Wages - Regular | 0.00 | 1,325.00 | 0.0% |
| Total 81111 - Board Of Zoning Appeals | 0.00 | 2,928.00 | 0.0% |
| Total 08 - COMMUNITY DEVELOPMENT | 5,119.68 | 38,824.00 | 13.2% |
| 09 - NON-DEPARTMENTAL | | | |
| 95100 - DEBT SERVICE | | | |
| 9510002 - General Obligation Bond - Prin | 70,700.00 | 70,700.00 | 100.0% |
| | | | upfront cost for the year; next payment will be in February 2025 |
| 9510003 - General Obligation Bond - Int | 1,646.18 | 2,463.00 | 66.8% |
| | | | upfront cost for the year; next payment will be in February 2025 |
| Total 95100 - DEBT SERVICE | 72,346.18 | 73,163.00 | 98.9% |
| Total 09 - NON-DEPARTMENTAL | 72,346.18 | 73,163.00 | 98.9% |
| 94104 - Street Scape - Park Sidewalk | | | |
| 9410402 - Construction | 0.00 | 836,586.00 | 0.0% |
| Total 94104 - Street Scape - Park Sidewalk | 0.00 | 836,586.00 | 0.0% |
| EMPLOYEE BENEFITS | | | |
| 6560 - Payroll Processing Fees | -0.01 | | |
| Total EMPLOYEE BENEFITS | -0.01 | | |
| Total 94105 - PERSONNEL | -0.01 | | |
| 94106 - TOWN CENTER MASTER PLAN | | | |
| 9410601 - Architectural/Engineering Fees | 0.00 | 50,000.00 | 0.0% |
| Total 94106 - TOWN CENTER MASTER PLAN | 0.00 | 50,000.00 | 0.0% |
| 94107 - BLIGHT MITIGATION | 0.00 | 40,000.00 | 0.0% |
| 94108 - Capital Improvement Funds Expens | | | |
| 9410801 - Washington St - Streetscape | 0.00 | 55,000.00 | 0.0% |
| 9410802 - Sidewalk Repairs | 0.00 | 50,000.00 | 0.0% |
| 9410803 - Town Gateway Signs | 0.00 | 50,000.00 | 0.0% |
| 9410804 - VDOT Historic District Signage | 0.00 | 50,000.00 | 0.0% |
| 9410804 - Town Hall / Museum Security Sys | 3,145.00 | 100,324.00 | 3.1% |
| 9410806 - Message Board Trailer | 0.00 | 20,000.00 | 0.0% |
| Total 94108 - Capital Improvement Funds Expens | 3,145.00 | 325,324.00 | 1.0% |
| Total Expense | 470,201.57 | 4,810,532 | 9.8% |
| Net Ordinary Income | -204,522.12 | 0 | 100.0% |
| Other Income | | | |
| 50001 - American Rescue Plan Funds | 0.00 | 50,000.00 | 0.0% |
| 50002 - Development Funds | 0.00 | 75,000.00 | 0.0% |

| | | | | |
|--|--|--------------------|------------------|---------------|
| Total Other Expense | | 0.00 | 125,000 | 0.0% |
| Other Expense | | | | |
| 98000 - Development Expenditures | | | | |
| 98000-1 - Parks & Recreation | | 0.00 | 75,000.00 | 0.0% |
| Total 98000 - Development Expenditures | | 0.00 | 75,000.00 | 0.0% |
| 97001 - American Rescue Plan Expenses | | | | |
| 97001-2 - Town Website | | 0.00 | 50,000.00 | 0.0% |
| Total 97001 - American Rescue Plan Expenses | | 0.00 | 50,000.00 | 0.0% |
| Total Other Expense | | 0.00 | 125,000 | 0.0% |
| Net Other Income | | 0.00 | 0.00 | 0.0% |
| Total Net Income Operational / Other Budget | | -204,522.12 | 0.00 | 100.0% |



Town of Haymarket
15000 Washington Street, #100
Haymarket, VA 20169
703-753-2600

Memorandum

To: Town Council
From: Alexandra Elswick, Deputy Clerk
Date: August 21, 2024
Re: Military Tribute Banner Application

After the discussions from the July Work Session and August Town Council Meeting, I am making the following recommendations for the Military Tribute Banner Application:

Applicant/Sponsor: All active-duty military personnel and Veterans residing in the Town of Haymarket or with immediate family members (spouse/partner, parent, grandparent, child or sibling) living in the Town of Haymarket will have the opportunity to apply in the first 30 days of the application's opening. After this initial 30-day period, the application will be open to residents of the Haymarket zip code, 20169. To apply, applicants must submit a completed application, proof of residency, a digital portrait of the serviceperson, verification of active-duty status or proof of honorable discharge (DD form 214), and the program rate.

Applicants may submit up to two applications per household. Town Staff may review a third application in special circumstances (for example, if one household wishes to honor a child, a parent, and a grandparent). Once the maximum number of banners (currently 42) has been reached, the application process will be closed for the remainder of the two-year term, and a waitlist will be started. After the two-year period, the applicant may reapply for another two-year period, but priority will be given to in-town residents on any waitlist.

I suggest applications open on January 3, 2025.

Banner Information: The banner is a full-color 20x40 18oz premium vinyl featuring a patriotic design displaying the honoree's photo and basic military information such as branch, prominent awards, and medals.

Display Period: The banners will be displayed from Memorial Day through July 4, and again in November for Veterans Day each year. Please note exact dates subject to change without notification. The display period will run for two years. At the end of the display period, banners can be returned to sponsors upon request.



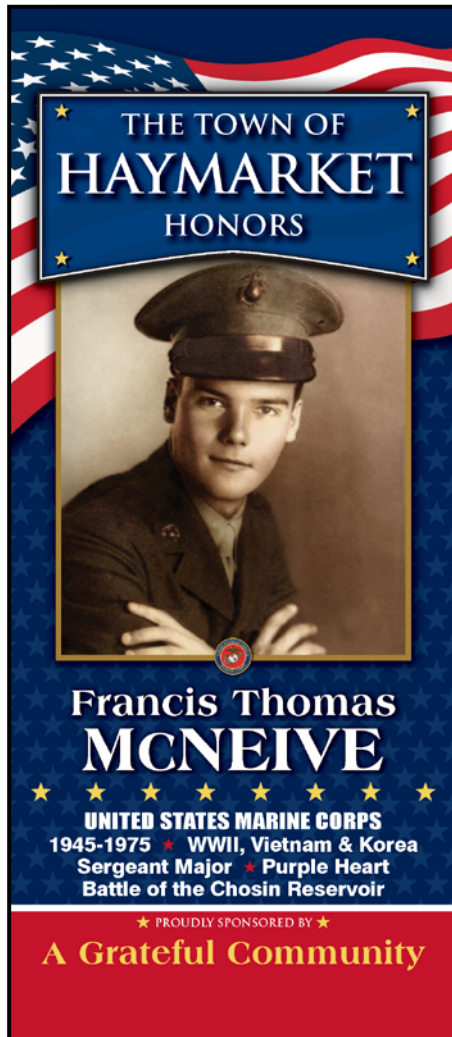
Town of Haymarket
15000 Washington Street, #100
Haymarket, VA 20169
703-753-2600

Display Location: Banners will be displayed within the Town limits along Washington Street. A digital file of the artwork/banner will also be displayed on the website during the application period.

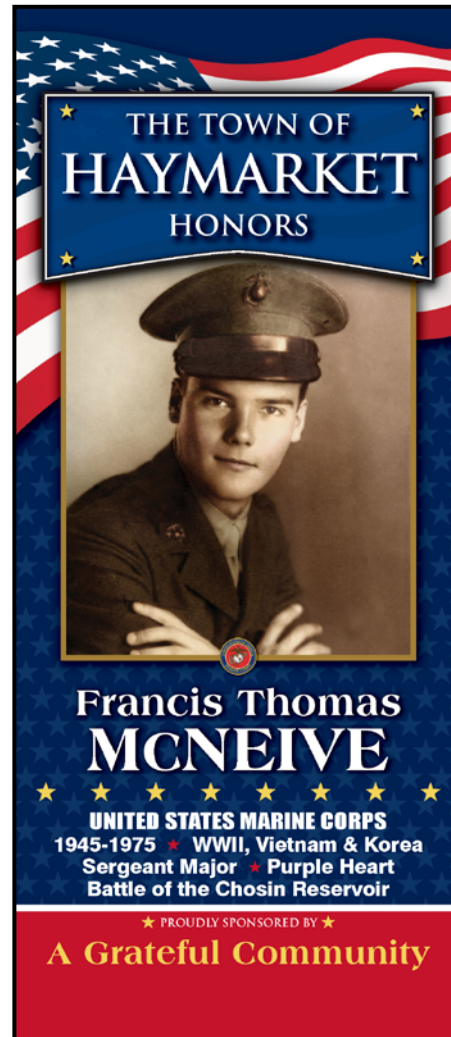
Sponsorship Rate: The applicant/sponsor will be responsible for the banner fee, which includes shipping and is approximately \$100.00. This can be paid by check or credit card to the Town of Haymarket. The Town of Haymarket will cover the costs of putting up and taking down the banners, as well as storing them during the sponsor's 2-year application period. I recommend the Town pay for the cost of any replacement banners during the 2-year application that are outside the company's 1-yr. guarantee (damage due to weather, box trucks, stolen etc.)

Directive: The Town Council directs staff to proceed with the Military Tribute Banner Program Application process.

FRONT



BACK



HAYMARKET, Section III, Item3.
MILITARY TRIBUTE
BANNERS

BANNER PROOF
04/17/2021

JOB #: HAYMVA-0521-001
CITY: Haymarket, VA
NAME: Francis McNeive
CONTACT: Carole-Marie McNeive
EMAIL: cmcneive5@gmail.com

ADDITIONAL INFO NEEDED:
NONE

NOTES:
Due to space limitations, not all information provided could be included on banner.

PLEASE REVIEW YOUR PROOF(S) VERY CAREFULLY FOR ACCURACY...

including all spelling, dates and information. You may go to the website order approval section to either approve or request changes to your proof. Although, we strive to keep errors to a minimum, they do occur at times due to our production demands.

We do rely on you, the customer, to help us in producing the best, error-free, product possible. Any errors or changes after approval of artwork is given is the responsibility of the client so please proof your artwork thoroughly.

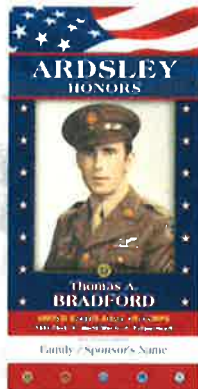


HONORING THE WORLD'S GREATEST DEFENDER OF FREEDOM
- THE UNITED STATES MILITARY.



MILITARY TRIBUTE BANNERS

GIVING HONOR TO WHOM HONOR IS DUE.



Ardsley, New York Military Tribute Banner Program

**THIS PROGRAM IS CURRENTLY NOT ACCEPTING
NEW SUBMISSIONS.**

Honoring our residents' beloved Veterans, Active-Duty, Reserve, and National Guard members with these beautiful military banners displayed on Ashford Avenue. This is our way of saying "Thank You" to the brave men and women of our great United States military.



Beautiful Full-Color Banner Honoring Your Hero
Attractive 30"x60" Patriotic Design
Honoree's Photo & Basic Military Information Displayed
Family or Business Name Printed on Banner

- DISPLAY PERIOD -

Veterans Month: Annually during the entire month of
November

(Exact dates subject to change without notification.)

- DISPLAY LOCATION -

Banners will be displayed throughout Ardsley.

Sponsorship Rate

\$220

per sponsored banner

You may pay by check made payable to:

AMERICAN LEGION POST 458

Write "Military Banners" in memo line
Mail to: **American Legion Post 458**
P.O. Box 530 • Ardsley, NY 10502

~ ADDITIONAL INFORMATION ~

At the end of the annual display period, banners can be returned to sponsors upon request.

Space is limited so ensure a spot by submitting your hero's sponsorship order today.

For additional details, regarding the 2024 display period, please email:
ardsleymilitarybanners2022@gmail.com



Honoring our military heroes throughout communities nationwide.

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Sample banners are printed on the same material as our program banners, but are not reinforced stitched for outdoor pole display.

Free samples are to help communities start a program - NOT FOR PERSONAL USE. THOMAS A. BRADFORD will ship on samples.

We will not process free sample orders for communities that already have a program in progress without prior approval from that program head first.

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NOTE: Slight changes to styles occur from time to time and may not be reflected on images below.

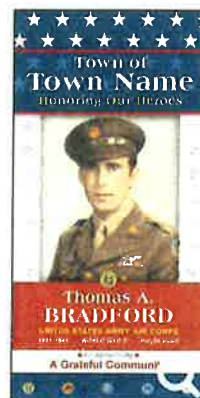
Front Styles



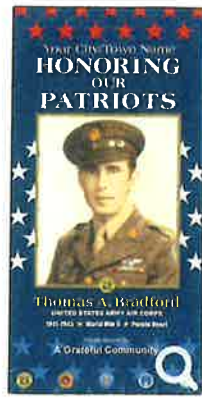
sample front 1



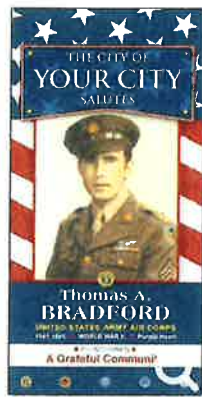
sample front 2



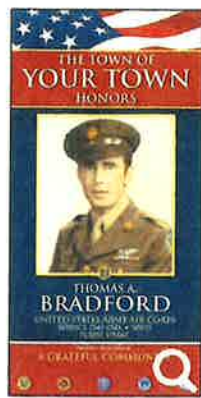
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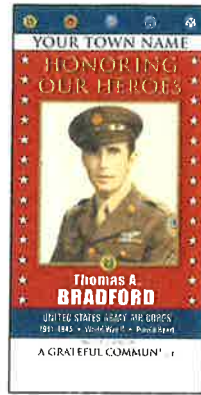
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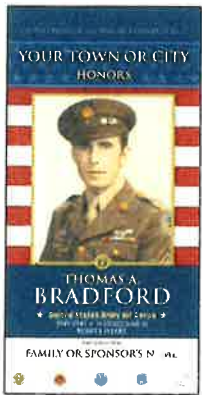
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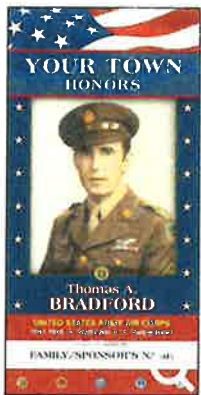
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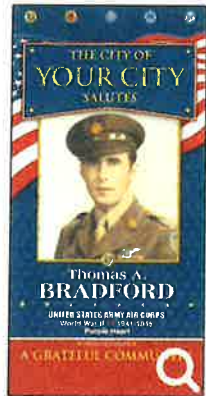
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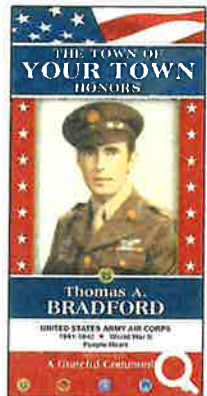
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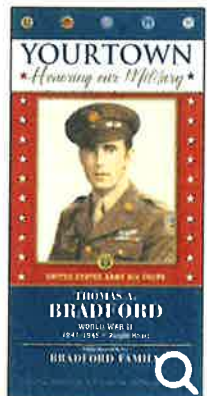
sample front 9



sample front 10



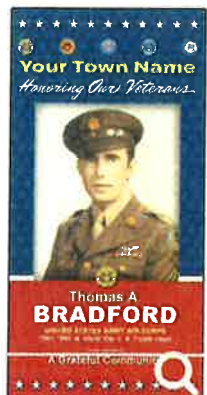
sample front 11



sample front 12

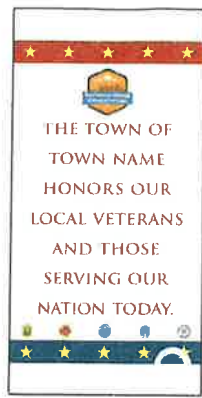


sample front 13

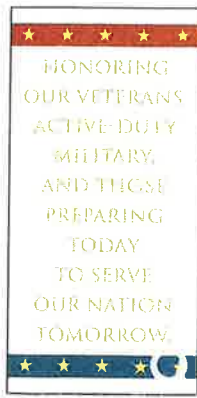


sample front 14

Back Styles



sample back 1



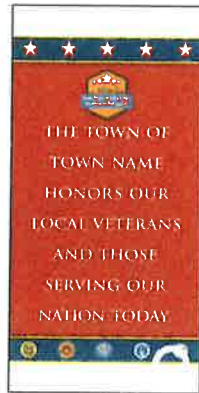
sample back 2



sample back 3



sample back 4



sample back 5



sample back 6



sample back 7

Order your town's banner





BANNER SPONSORSHIP AGREEMENT

| SPONSOR'S INFORMATION (please complete) | SPONSORSHIP | SPONSORSHIP DATES |
|---|--|--|
| Contact Name: _____ Address: _____ City: _____ ST: _____ ZIP: _____ Tel: () _____ E-mail: _____ | _____ Sponsorship @ \$ _____ ea. Total Due \$ _____ Paid for by: <input type="checkbox"/> Cash <input type="checkbox"/> Check Date Received: _____ Received by: _____ | Sponsorship Date(s):** <input type="checkbox"/> _____ <small>**Exact dates of display may be subject to change without notification. Weather, unforeseen circumstances or other events may cause slight changes in the length of display time and/or interruptions during display period.</small> |

| | |
|--|---|
| Honoree Name: _____ Branch of Service: _____ Rank: _____ Dates of Service (Year to Year): _____ Major War(s) Fought in: _____ | Sponsor's Name: (Exactly as it is to appear on banner - 32 characters or less.) _____ Additional Info: (Prominent Awards / Medals - Up to 2 allowed. Space permitting.) _____ _____ |
| NOTE: Due to space limitations, some information provided may not make it onto banner. Information provided may be subject to DD214 verification. | |

Date Signature of Sponsor

Date Printed Name of Representative

NOTE: This form is for your internal use only. Information on this form must be keyed into your online Military Tribute Banners ordering page manually to submit order.



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Town of Haymarket
15000 Washington Street, #100
Haymarket, VA 20169
703-753-2600

Memorandum

To: Honorable Mayor and Town Council
From: Julia Crofford, Events Coordinator
Date: August 20, 2024
Re: GoGov App – Citizen Request Feature

Overview: As of August 1st, there has been a total of 219 downloads, 21 of those users have created an account on our site. The Citizen Request Feature is customizable and can be adjusted as we learn what works for us. Topics are created based on what items we want tracked. These items can be assigned to a staff member for completion, along with a due date and reminders as the item is coming due. As requests come through an automated response can be sent notifying the user how much time is expected for a response. On the staff side of the app there is an interactive list of every item that a staff member is working on. GoGov also has a reporting suite available to pull metrics on all the current and past items that have been managed through the system. GoGov’s entire solution utilizes HTTPS protocol. The cost of adding this feature is \$4,200/year.

The Events Coordinator recommends moving forward with adding this feature to the My Haymarket App to encourage communication between town residents, staff, and council.

Objectives and Goals

The Town of Haymarket in Virginia is committed to serving our residents, businesses, and visitors by providing public services in a fiscally prudent and socially responsible manner. Our mission is guided by a vision of nurturing a historic past while embracing a positive future. The core values supporting this mission include transparency, innovation, integrity, respect, accountability, inclusiveness, loyalty, teamwork, and leadership. These principles are integral to the town's strategic initiatives, which focus on fostering community and economic well-being, practicing good governance, enhancing community engagement, and securing the financial future of the town.

This comprehensive Communication Plan has been created to support the core values and principles identified above. The objective of this plan is to:

- Foster community engagement from our residents, businesses, and visitors
- Ensure the rapid dissemination of emergency and non-emergency information through proper channels
- Increase awareness of town events
- Increase awareness of town opportunities (volunteer and community)
- Increase awareness of town businesses and their offerings

Our Audience

Internal Stakeholders:

Each has a role in supporting effective communication

- Town Mayor
- Town Vice Mayor
- Town Council Members
- Town Manager
- Town Police Chief
- Town Clerk
- Town Vice Clerk
- Town Treasurer
- Town Events Coordinator
- Town Planning Commission
- Town ARB
- Town BZA

Each of these members are responsible for various aspects of the communications plan. Training should be conducted for all on effective communication practices and use of communication tools.

External Stakeholders:

Key Demographics: Do we have this information?

- Residents (adult and youth)
 - Average Household Size
 - Age Groups of Residents
 - Languages Spoken
 - Communication Preferences (might need a survey)
- Businesses
 - List of businesses to be added as an appendix
 - Do we have their website, Facebook/Instagram/X profile?
- Non-profit Organizations
 - Appendix
 - Do we have their website, Facebook/Instagram/X profile?
- Houses of Worship
 - Appendix
 - Do we have their website, Facebook/Instagram/X profile?
- Residents and businesses within close proximity of town (Town Supporters)
 - Haymarket Day, Farmers Market, and Holiday vendors
 - Appendix
 - Do we have their website, Facebook/Instagram/X profile?

Key Messages

As a Town, we need to always develop key messages that align with the town's values, goals, and initiatives. At all times we must ensure these messages are consistent across all platforms.

We must also tailor the messages to adapt to different audiences while maintaining the core message. This may include changes to languages that we need to support.

Key messages we typically will need to inform residents of include:

- Public Safety
 - Emergencies and Alerts
 - Weather
 - Natural Disasters
 - Emergency Services that have an immediate impact on residents and businesses
 - Non-emergency information
 - Informational in nature
 - Health & Safety
 - Flu outbreaks

- COVID-19 precautions
 - Water or air quality issues
- Government Updates
 - Public Notices
 - Regular Meetings
 - Public Hearings
 - Election Information
 - Voter Registration
 - Polling Locations
 - How to apply to run for office
- Community Events
 - Haymarket Day
 - Holiday Event
 - Farmers Market
 - Summer Concerts
 - Others
- Community Programs
 - Recreational Programs
 - VSL, GHBL, etc.
 - Arts Programs
 - Crossroads Art Alliance
 - Volunteer Opportunities
 - Cultural Activities
 - Museum exhibits
 - Historical information
- Public Works
 - Upcoming road closures
 - Upcoming utility work
 - New construction impacts
 - Trash & recycling
- Financial and Taxes
 - Property Taxes
 - Business Registration
 - Meal Tax
 - Vehicle Registration & Decals
- Education
 - School updates and information
 - Adult education opportunities

Communication Channels

Below are the traditional communication channels we use.

Traditional Media

- Bull Run Observer?
- Printed newsletter

Digital Media

- Town Website
- Social Media
 - Facebook
- My Haymarket App
- Town Emergency Text Platform

Direct Engagement

- Town Meetings
- Walk With the Mayor
- Surveys
- Town Events

Content Strategy

We need to create an internal “Content Calendar” for regular updates and content dissemination. This should include town events, regular announcements, and relevant news. The calendar should include the responsible party for creating the content.

We should have a centralized area where content producers can access approved logos, infographics, videos, and images to make content more engaging.

We should create a platform to encourage residents to share their town stories, photos, and feedback to enhance our history.

Crisis Communication Plan

We need to create and publish the following a list of Emergency Contacts for key personnel involved in crisis management.

Pre-approved templates should be created for publishing information regarding different types of emergencies (natural disasters, public health emergencies, etc.).

We should establish Rapid Response Protocols for quickly disseminating information through all available channels in time of crisis.

Feedback Mechanisms

Surveys and Polls should be conducted to regularly solicit feedback from residents to gauge the effectiveness of communications and identify areas for improvement. Open forums can be used to discuss issues and gather input directly from residents. Online Feedback Forms on various channels can provide easy-to-use online forms for residents to submit comments, suggestions, and concerns.

Evaluation and Adjustment

We will conduct periodic reviews of the communications plan to assess its effectiveness using analytics tools where possible to track engagement, reach, and feedback.

From there we will make necessary adjustments based on the evaluation results to improve future communication efforts.

Legal and Ethical Considerations

At all times we MUST ensure all communications comply with all relevant laws and regulations, such as data protection and privacy laws.



Town of Haymarket
15000 Washington Street, #100
Haymarket, VA 20169
703-753-2600

Memorandum

To: Honorable Mayor and Town Council
From: Marchant Schneider
Re: Town Center RFP

Summary: The Council has prioritized three capital improvements projects. In light of the recent financial report / presentation, a discussion regarding moving forward with Request for Proposals (RFP) and funding for the Town Center site plan due to increased pedestrian and vehicular traffic activity at the Washington Street / Jefferson Street intersection.



Town of Haymarket
15000 Washington Street, #100
Haymarket, VA 20169
703-753-2600

Memorandum

To: Honorable Mayor and Town Council
From: Marchant Schneider
Re: Park House Demolition RFP

Summary: Discussion of the RFP In light of the recent financial report / presentation, public feedback and interest, increasing public services / staffing needs, pending strategic planning session and limited bidding.