

VIRGINIA

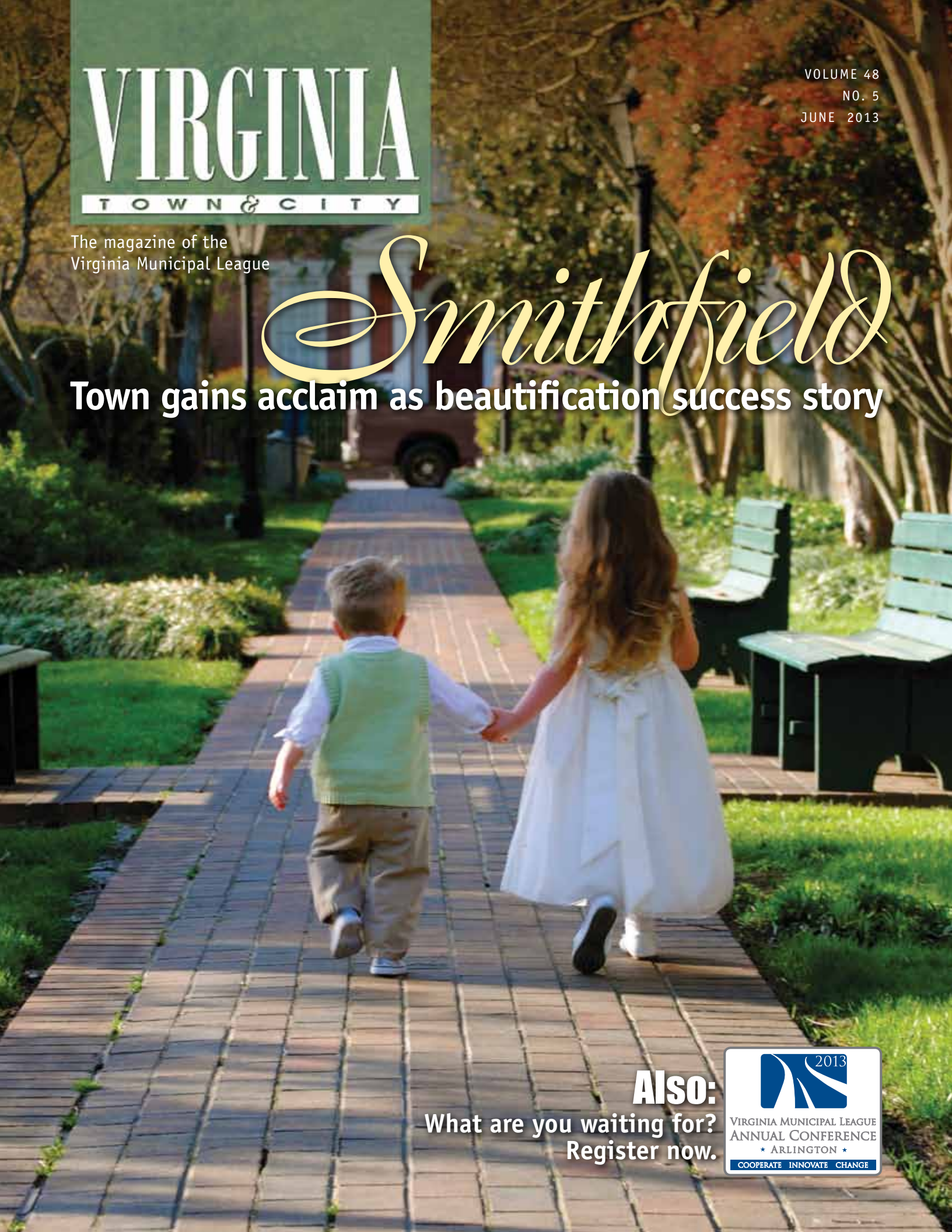
TOWN & CITY

VOLUME 48
NO. 5
JUNE 2013

The magazine of the
Virginia Municipal League

Smithfield

Town gains acclaim as beautification success story



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VIRGINIA

TOWN & CITY

The magazine of the Virginia Municipal League



About the cover

The Town of Smithfield in Isle of Wight County has won national acclaim for its numerous beautification efforts, which are reflected in this image of Hayden's Lane, an idyllic pathway between two busy downtown streets. The adjoining space is used regularly for small ceremonies and gatherings that accommodate up to 25 guests in the garden setting. Photo by Maggie Stoup.

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Center in the Square – a 200,000 square-foot home for museums and the arts in the heart of downtown Roanoke – unveiled its nearly two-year, \$27 million transformation to the public on May 18.

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Last year, the Town of Smithfield won three national awards in a highly-competitive competition called America in Bloom. The richly-deserved national acclaim was no accident. It was the culmination of many years of careful planning, commitment by the town government and intense community involvement.



VIRGINIA MUNICIPAL LEAGUE
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2013 VML Annual Conference: Make plans to come to Arlington

Make plans now to attend the 2013 VML Annual Conference to be held Sunday through Tuesday, Oct. 13-15, at the Marriott Crystal Gateway in Arlington County. Local government officials will find the two-and-a-half days of workshops, general sessions and roundtables invaluable as they chart the futures of their communities.

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Wheeler elected VLGMA president

Poquoson City Manager **Randy Wheeler** was elected president of the Virginia Local Government Management Association on June 21 in Virginia Beach. He will serve a one-year term.

Also elected at the association's annual meeting were President-Elect **Brenda Garton**, Gloucester County administrator; First Vice President **Rebecca Dickson**, Goochland County administrator; Second Vice President **Gregory Kelly**, Abingdon town manager; Third Vice President **Maurice Jones**, Charlottesville city manager; Secretary **Joseph Casey**, Henrico deputy county manager. Staunton City Manager **Steve Owen** serves as immediate past president.

In addition, the following people were elected to serve a two-year term on the VLGMA Executive Committee: Rocky Mount Town Manager **James Ervin**, Portsmouth Deputy City Manager **Brannon Godfrey**, Amherst Town Manager **Jack Hobbs**, James City County Manager **Robert Middaugh**, Williamsburg Assistant City Manager **Jodi Miller** and Portsmouth Intergovernmental Affairs Manager **Sherri Neil**.

Also, the following people will continue to serve on the executive committee for one more year: Bristol City Manager **Dewey Cashwell Jr.**, Petersburg City Manager **William Johnson III**, Essex County Deputy Administrator **Linda Lumpkin**, Amherst County Administrator **Clarence Monday**, Mathews County Administrator **Melinda Moran** and Pearisburg Town Manager **Kenneth Vittum**.

Hopewell's Gore tapped as NBC-LEO fellow

Hopewell Vice Mayor **Jasmine Gore** has been selected as a 2013-2014 fellow of the National Black Caucus of Local Elected Officials (NBC-LEO) Foundation. The foundation was established by NBC-LEO, a constituency group of the National League of Cities (NLC).

The fellows program focuses on leadership development and provides training and mentoring to African Americans and other elected officials from diverse communities. Fellows participate in learning forums, case study discussions and seminars on leadership development.

For information about the NBC-LEO Foundation, visit www.nlc.org/nbcleoofoundation.

Manassas battalion chief honored



Manassas Fire and Rescue Department Battalion Chief **Todd Lupton** received a 2013 Northern Virginia Regional EMS Award recently. Lupton

- Lupton - was recognized as an Outstanding EMS Administrator for the Northern Virginia Region. These awards are given to individuals or agencies that exemplify outstanding dedication and service to Virginia's EMS system.

Lupton began his career with the City of Manassas in 2011. He was tasked with overseeing the EMS program, which includes the City of Manassas Fire and Rescue Department, the Greater Manassas Volunteer Rescue Squad and the Manassas Volunteer Fire Company. He also recruited a new operational medical director to serve on behalf of all three organizations within the city.

In addition, Lupton has improved EMS reporting, negotiated a new EMS billing contract for the city and coordinated a new contract for the lease of new life packs and AEDs for all city medical vehicles. Under his leadership, the City of Manassas has instituted an in-house Continuing Medical Education (CME) program that keeps Fire and Rescue staff up-to-date on the latest advances in medical care.

Have news about personnel in your city, town or county government? Send information to David Parsons via e-mail at dparsons@vml.org



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Falls Church cruiser deters drunk driving

THE FALLS CHURCH Police Department unveiled cruiser number .08, its newest resource for deterring drunk driving, at the city's annual Memorial Day parade. The half taxicab/half police cruiser is the second in the area of a fleet of Chooser Cruisers designed to be a public service message and a reminder to those who have had too much to drink that they have a choice of the vehicle they'll be in when their carousing comes to a close.

The Falls Church Police's allies in this community policing project are Red Top/Yellow Cab Company and Washington Regional Alcohol Program (WRAP)'s SoberRide.

"There are two great messages that this new vehicle communicates; first, when people include alcohol as part of their celebration they can choose not to put themselves and others at risk by taking a taxi or designating a sober driver. Second, this vehicle demonstrates how law enforcement and private business can work together to save lives," said Wayne Miller, chief operating officer for Red Top and Yellow Cab and Chairman of WRAP's SoberRide Committee.

The new Chooser Cruiser was created using a police car that was due for decommissioning; the car was repainted to half taxicab/half police cruiser. The Sober Ride markings on the car will be interchangeable in English, Vietnamese and Spanish so that the message can reach all members of the Falls Church community. Following its debut, the cruiser will be on display at special events, including SoberRide's designated free cab ride dates (St. Patrick's Day, Independence Day, Halloween, and the winter holiday season) as well as requested venues throughout the city on busy weekend nights.

Washington Regional Alcohol Program is a public-private coalition formed to fight drunk driving, drugged driving and underage drinking in the Washington-metropolitan area. Through public education, innovative health education programs and advocacy, WRAP is credited with keeping the metro-Washington area's alcohol-related traffic deaths consistently lower than the national average. Area residents, however, may best know WRAP via the



Cruiser number .08 is half taxicab / half cruiser.

organization's popular free cab ride service for would-be drunk drivers, SoberRide.

WRAP's SoberRide is called one of the nation's most successful free cab ride programs for would-be impaired drivers. Since 1993, WRAP has provided more than 57,990 safe rides home.

The City of Falls Church's Chooser Cruiser follows in the footsteps of the original Chooser Cruiser, launched by the Arlington County Police Department in late 2012.

Williamsburg market adds SNAP participation

Eating fresh, local food has gotten easier for families in the Williamsburg area. The Williamsburg Farmers Market now participates in the USDA's Supplemental Nutrition Assistance Program (SNAP), formally known as the Food Stamp Program, which offers nutrition assistance to millions of eligible, low income individuals and families.

Households enrolled in the SNAP program can now use EBT (Electronic

Benefit Transfer) cards at the Token Tent to purchase fresh food items at the market. Cardholders determine the amount of purchase and receive wooden tokens, worth \$1 each. With the tokens (which never expire), they can purchase fresh-picked produce, local honey, homemade breads, preserves and other food items, including those produced using organic farming methods.

To help fill the gap, and get more Virginia grown and produced food into the hands of our low-income neighbors, the Williamsburg Farmers Market created the Fresh Food

Fund, a token-matching program for SNAP participants. The Fresh Food Fund provides SNAP shoppers with a dollar-for-dollar match (up to an additional \$10 per week) to spend with market vendors. By making their benefit dollars go farther, the Fresh Food Fund encourages SNAP beneficiaries to shop at farmers markets, so they can enjoy the best local food and support local farmers.

The Fresh Food Fund is sustained through contributions from local businesses and Williamsburg Farmers Market customers. The EBT terminal was provided by Virginia Depart-

ment of Social Services at no cost to the market.

Petersburg Area Transit honored for initiative

Petersburg Area Transit is the recipient of the Virginia Transit Association's Outstanding Program Award (Small System) for the service provided to the Hispanic Community by its 460/County Drive route.

Prior to the establishment of the route, residents in the County Drive area were paying unreasonable amounts to private groups for transportation to shopping centers, doctor's offices and social service visits, as well as recreational and social events.

PAT addressed the problem by adding public transportation to that area in 2012. Each year, the association recognizes outstanding individuals and innovative transit programs that advance public transportation in communities.

Arlington adds energy to comprehensive plan

The Arlington County Board has adopted the Community Energy Plan (CEP) as a new element of the county's Comprehensive Plan. The Comprehensive Plan guides development in Arlington. The board also directed establishment of a CEP Implementation Review Committee.

In adopting the CEP June 15, the board underscored how energy is a critical resource to be considered in all major Arlington planning efforts, while ensuring Arlington remains an innovative, competitive, resilient and sustainable place to live, work, and do business. The CEP addresses all major aspects of energy generation, use and distribution in Arlington between now and the year 2050 and sets ambitious, yet achievable, goals in the areas of building and transportation energy efficiency, and county government activities.

Roanoke County opens new trail system

Roanoke County celebrated the opening of a new trail system on June 4. This event will take place behind the South County Library (6303 Merriam Rd. 24018), with parking and access down the steps to the left of the building.

The new trail – located across from Penn Forest Elementary School and behind South County Library – is within walking distance of three county parks. It features a raised boardwalk through a wetland area, making it a great educational opportunity for students of all ages.

"Libraries, schools and parks provide government services that touch the lives of almost every citizen," said Parks, Recreation & Tourism Director Doug Blount. "The wetland trail project not only provides a physical link between all three, but also enhances the mission of each department in one key area where they overlap – education. This trail will give back to the community for generations to come, by helping youth gain a better appreciation of the natural world through good stewardship and environmental education."

Herndon launches culinary website

The Town of Herndon has launched a website designed to promote its culinary community.

The site – www.DineONherndon.com – is designed to promote everything from coffee and ice cream shops, bakeries and ethnic eateries, to family-owned casual establishments and fine dining restaurants.

Maintaining the town's new brand identity, which celebrates Herndon as a "Next Generation Small Town," DineONHerndon.com provides consumers with a user-friendly site through which to explore all of the town's 120 eateries. Users can easily browse through the multitude of options, whether on a computer or a mobile device.

Diners may can search by restaurant name, restaurant category, type

of cuisine, location, delivery, price range and more. The site's URL and tagline are derived from the town's brand logo, designed so that the "on" in Herndon could be integrated into assorted formats and usages, including designation as a tagline suited for a variety of specific businesses.

Agencies reaffirm Loudoun AAA rating

The nation's top bond rating agencies have affirmed Loudoun County's AAA rating on its general obligation bonds, noting the county's strong financial management practices and policies. Loudoun County has held the Aaa rating from Moody's since 2004, and AAA from Standard & Poor's and Fitch Ratings since 2005.

The reaffirmation of the triple-A rating came in advance of the sale of up to \$64 million in general obligation bonds for construction of new projects and up to \$110.5 million in refinancings. Proceeds from the May 29 sale will be used to finance the cost of fire and rescue apparatus, partial construction of four elementary schools, one middle school, and one high school as well as refunding a portion of the county's outstanding bonds.

ELSEWHERE ...

A state association honored the **Abingdon** Convention and Visitors Bureau recently for its joint marketing initiative with Appalachian Sustainable Development called "Rooted in Appalachia." The Virgo Award was presented by the Virginia Association of Convention and Visitors Bureaus. The Rooted in Appalachia campaign connects residents and visitors to Southwest Virginia's food heritage by highlighting restaurants and businesses that celebrate local food.

Have news about personnel in your city, town or county government? Send information to David Parsons via e-mail at dparsons@vml.org.

Norfolk named All-America City

Programs addressing veterans, flooding, neighborhoods cited

THE NATIONAL CIVIC League has named Norfolk one of 10 All-America Cities for 2013, an honor given each year to towns, cities, counties, neighborhoods and metropolitan regions for outstanding civic achievement. The final judging for the competition was held in Denver.

Norfolk was honored for three community-based projects.

Supporting veterans in a state of wellness

Norfolk has taken significant, measurable steps to provide support for active duty military, veterans and their families, including:

- Creation of an executive level staff position dedicated to the support of veterans.
- Establishment of the Hampton Roads Veteran Action Coalition.
- Participation in the Virginia Values Veterans (V3) program that creates initiatives for employers to hire veterans.

Flooding mitigation

Norfolk is a leader among coastal communities on how to adapt to sea level rise and flooding. To deal with coastal flooding, the city has developed a proactive, four-pronged approach: Plan, Prepare, Mitigate and Communicate. This strategy has a number of components, including:


- Civil engineering and structural approaches, such as building flood walls, elevating roads, extending outfalls and installing pumping equipment.
- Developing appropriate regulations for land use development and re-development.
- Integrating natural best management practices, or green infrastructure, such as trees, rain gardens, wetlands and open spaces to allow water to slow down, soak in, and spread out.

Neighbors Building Neighborhoods (NBN)

The city's neighborhood revitalization initiative called Neighbors Building Neighborhoods is based on two community-building models

that: focus on the positive attributes and successes in a neighborhood and builds on those strengths; and realizes that sustainable change occurs when neighbors work together and take control of their neighborhood with the help of programs, including:

- Matching grants that range from \$500 to \$2,500 to make visible improvements in the neighborhood or in the relationship among neighbors, local businesses and other stakeholders.
- NBN Experience Training developed by city staff and residents with a heavy emphasis on peer-to-peer interaction.
- Front Porch Neighborhood Summit – A forum to foster relationships between city residents and community leaders and to let neighborhood leaders to show off successes and mentor other residents in their efforts.

In addition to Norfolk, the nine other 2013 All America City winners were Birmingham (Ala.), Downey (Calif.), Montrose, (Colo.), Peoria (Ill.), Dubuque (Iowa), Owensboro (Ky.), Dunn (N.C.), Garner (N.C.) and Thomasville (N.C.). 



Norfolk team members participating in the All-America City finals in Denver included (l-r) William “Joey” Poca, a former Army ranger serving as an intern for the City of Norfolk Veterans Affairs; Bettye Potts, chair of the Neighbors Building Neighborhoods Program and vice president of the Campostella Heights Civic League; Capt. John Andrews (USN-Ret.), special assistant to the city manager for veterans affairs; Bryan Pennington, director of intergovernmental relations; Nikki Southall, a board member of the Ingleside Civic League; Rear Admiral Jack Kavanaugh (USN-Ret.), Karen Tanner, president of the Central Brambleton Civic League; Lori Crouch, public relations manager; Marcus D. Jones, city manager; and Elizabeth Hollander, a National Civic League board member. Not pictured is Sophie Williams, director of career development services for Goodwill Industries of Central Virginia and Hampton Roads.

Roanoke's Center in the Square reopens



The renovated Center in the Square is the hub for museums and the arts in downtown Roanoke.

CENTER in the Square – a 200,000 square-foot home for museums and the arts in the heart of downtown Roanoke – unveiled its nearly two-year, \$27 million transformation to the public on May 18.

Renovations to the center include a new box office and remodeled spaces for the Harrison Museum of African American Culture, the History Museum of Western Virginia and the Science Museum of Western

Virginia, including a Butterfly Garden to provide visitors with the opportunity to interact with live butterflies from around the world. In addition, six aquariums with touch-screen technologies have been added to the atrium. They include: the Living Coral Reef Aquarium, the Seahorse and Jellyfish Aquarium, Roanoke Logperch Fresh Water Aquarium, and the Turtles of Virginia Fresh Water Aquarium.

State and federal historic tax credits provided \$18 million of the necessary funding. The balance was raised through contributions to a \$9 million capital campaign. The City of Roanoke supported Center in the Square's capital campaign with a contribution of \$1.5 million, as well as \$500,000 in matching contributions to the Harrison Museum of African

American Culture and the Science Museum of Western Virginia, which are housed in the facility.

Center in the Square has played a significant role in the rebirth of downtown Roanoke since 1979 when it emerged from a comprehensive revitalization project called Design '79. It has been a catalyst for downtown renewal ever since.

The Western Virginia Foundation for the Arts and Sciences, operating as Center in the Square, is independent, private, and a 501(c)(3) non-profit organization. The building is located in the center of downtown, and houses the Harrison Museum of African American Culture, the Historical Society of Western Virginia, Mill Mountain Theatre, the Science Museum of Western Virginia, and Opera Roanoke.

More information is available on their website: www.centerinthesquare.org. 



Six aquariums with touch screens were added to the building's atrium.

Manassas Main Street getting a makeover

MANASSAS is in the midst of improving the streetscape along Main Street from the Norfolk Southern Railroad to Quarry Road in the Old Town area of the city. The project has many elements that are intended to make the street



Utility relocation along Main Street is underway.

more pedestrian friendly and more conducive to citizens and visitors wanting to shop, dine and walk along the street.

“This is another step in the city’s strategic plan to promote our vibrant Old Town area and all it has to offer,” said Mike Moon, the public works and utilities director for Manassas.

In 2000, the city began making over the Old Town area by investing in the transformation of an old candy factory into an arts center and by creating the Loy E. Harris Pavilion. In 2005-2006 the sidewalks on Center Street were widened and streetscapes improved. In 2008, improvements were made to Battle Street. Now, residents and visitors can hear live music while dining or shopping, attend a cultural event at the pavilion or stroll through the Center for the Arts at the Candy Factory.


While conducting business is a bit of a challenge during the improvements, most merchants think the temporary inconvenience is worth the long-term investment.

“... The city has been proactive in getting the word out to residents that Old Town is still open,” said Christine M. Finnie, owner of the Whimsical Galerie on Center Street. “I’m sure that the wider sidewalks, potential for

outdoor dining and trees along the street will encourage more visitors to want to spend time on Main Street, as well as the rest of Old Town.”

The improvements to Main Street will widen narrow sidewalks up to 16 feet in some places. This will allow for outside dining and improved pedestrian flow. The streetscape will add 19 Alleé Lacebark Elm and Green Vase Japanese Zelkova trees to the area, and add handsome brick crosswalks to the street.

According to Commissioner of Revenue John Grzejka, who assesses growth in city business through the meals tax, there has been about a 50 percent increase in dining business in the Old Town area since improvements were made to Battle Street in 2009.

The Main Street Streetscapes project budget is \$1.075 million. Utility relocations for the project are underway. Roadwork will start in late July and should be completed by Nov. 1. 

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Smithfield

Beautification efforts have garnered national acclaim

LAST YEAR, THE TOWN OF SMITHFIELD in Isle of Wight County won three national awards in a highly-competitive competition called America in Bloom. Not only did Smithfield win the overall competition in the category for communities with populations between 8,001 and 13,000, but the town also was recognized in the population category for its community heritage preservation efforts. It also won the overall Best Historic Walking Tour special award.

The richly-deserved national acclaim was no accident. It was the culmination of many years of careful planning, commitment by the town government and intense community involvement by residents and businesses.

To preserve Smithfield's historical charm, the town and individual property owners took the necessary steps to protect the integrity and history of their ancestors by enacting a Historic Preservation District Ordinance in 1970. As you walk the streets of the town today, Smithfield's historical appeal is everywhere. The Historic District boasts more than 70 buildings of exceptional architectural importance, including residences of the Colonial, Federal and Victorian periods. In 1999, Smithfield completed a decade-long Main Street Beautification Project. In 2002, it celebrated its 250th Anniversary. In 2012, it completed the second phase of a beautification project as a number of other projects came to fruition at the same time – all of which added to the ambience

associated with “Smithfield in Bloom.”

The Church Street Beautification Project was completed and the main corridor into the Historic District now features new brick sidewalks, period street lights, attractive landscaping and a softly curving streetscape. The “Taste of Smithfield” – a restaurant and store to

sample and savor Southern fare – is the home of the flagship Smithfield Ham Shop and Café. The strikingly designed storefront features period architecture and enticing outdoor space for enjoying a refreshing repast of Smithfield's famous food products.

The Smithfield Fire House of 1939 has been renovated and includes an array of shops. The lower Main Street retail corridor is alive again. And as a result of the town's creation of an “Arts and Cultural District,” there are a number of new shops boasting everything from cake art and designer consignment home goods to primitive and Americana furnishings.

A year ago, as the community celebrated the “grand re-opening” of the town after several years of dust and construction, the America in Bloom judges spent three days

touring the Smithfield Historic District and surrounding area. They evaluated the community based on six criteria: floral displays, landscaped areas, urban forestry, environmental efforts, heritage preservation and overall impression. Needless to say, they were wowed.

See for yourself on the following three pages.



**Night falls on Smithfield's Main Street.
Photo by Todd Cairns.**



The Berryman Mansion circa 1900 on the banks of the Pagan River.



The entrance to the Smithfield Center Community Building and Smithfield Little Theater. Photo by Lois Tokarz.

The view from the walking trail at Windsor Castle Park to the Lodge at Smithfield Station Hotel, Restaurant and Marina. Photo by Lorella Johnson.



The Pembroke Decatur Gwaltney Jr. House boasts the epitome of Queen Anne style.



The previous site of the town offices and a glimpse of the Visitor Center and The Art Center@319. Photo by Gary L. Hess.



The brick sidewalks along Smithfield's Main Street are adorned with flowers. Photo by Shirley Whitenack.



The Johnson House on Main Street - circa 1880 - has been converted into a private shop. Photo by Gary L. Hess.



The rose garden surrounding the Lundeen statues of Joseph Luter and Joseph Luter II at the Smithfield Foods Corporate Campus in downtown Smithfield. Photo by Russell Parrish.



The Holloway House erected in 1897 in the typical Victorian style of the period. Photo by Lois Tokarz.



The natural arbor over the sidewalk of Wharf Hill. Photo by Wendy Spain.

Register now for VML Annual Conference in Arlington

THE 2013 VML Annual Conference will be held Oct. 13-15 in Arlington County at the Marriott Crystal Gateway

Because of the large size of this Marriott property, all conference attendees will be able to stay in it. There will be no overflow hotels. In addition, there is an incredibly convenient Metro subway stop connected to the hotel that attendees can access without walking outside. An assortment of restaurants, shopping and tourist attractions are all within a short walk or cab ride. The easy-to-navigate Metro system can speed visitors to attractions throughout the region.

Conference registration

Only people registered for the annual conference will be able to make reservations from the bloc of rooms reserved for VML. The conference registration form on Page 14 may be faxed or mailed to VML, P.O. Box 12164, Richmond, VA 23241; fax 804-343-3758. Checks for the registration fee should be made payable to VML. Purchase order numbers may be sent to indicate that payment is forthcoming. Credit cards for conference registration are not accepted. The deadline for registration refunds is Sept. 13. For information, call the league at 804-649-8471.

Hotel reservations

The hotel reservation form on Page 15 has complete information on the reservation process. Hotel rooms in the VML bloc are only available to people registered for the annual conference; your hotel reservation will not be made until VML has received your conference registration. Please note that hotel reservation forms should be sent by fax, mail or e-mail

to VML Housing Bureau, P.O. Box 241, Washington, VA 22747, phone: 540-675-3118, fax: 540-675-3176; e-mail vml@brmg.com. The deadline for reservations is Sept. 20.

If you book rooms that turn out not to be needed, cancel them as soon as possible so that the rooms can be resold. Please do not wait until the last minute.

appears on Pages 16 and 17.

U.S. Sen. Mark Warner has been invited to address the Monday general session. John Martin, the president of the Southeastern Institute of Research, Inc. and the co-founder of the Boomer Project, will give the keynote address at the Tuesday general session. Some of the other topics on the preliminary agenda range from a review of pressing federal legislative issues playing out at the local government level and emerging trends in land use liability to implementation of the Affordable Care Act and how to become a brew-friendly community. In addition, sessions dealing with housing, social media and FOIA are among a number of others being planned. Tuesday night's closing banquet will feature not only remarks by the league's incoming president and the presentation of awards, but it will also include entertainment by the Capitol Steps, a comedy troupe comprised of congressional staffers who perform original songs laced with political satire.

Mobile workshop

The Arlington conference also will offer VML's first-ever mobile workshop, focusing on the connection between development and transportation. There is no better place to see this connection than in Arlington County, and this Monday afternoon outing will allow participants to see those connections with their own eyes.

Virginia Mayors Institute

The Virginia Mayors Institute will be held Oct. 12-13, also at the Marriott Crystal Gateway. Be sure to list the right arrival date on your hotel reservation form if you are planning to attend this meeting!



Host Night

Arlington County will stage an exciting Host County Night event at Artisphere, a vibrant arts center in Rosslyn where the county's extraordinary assortment of cuisine and culture will be on full display. The evening will include fine food and drink, as well as performances by two dance companies – Los Quetzales and Bowen McCauley Dance; music for dancing by Laissez Foure; and dessert accompanied by a quartet from the Ibis Chamber Society. Bus transportation will be provided.

Conference program

The conference will feature an assortment of educational programs relevant to many of the issues confronting local elected officials across the state. A preliminary agenda



CONFERENCE REGISTRATION FORM

VIRGINIA MUNICIPAL LEAGUE
ANNUAL CONFERENCE
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October 13-15, 2013
Marriott Crystal Gateway
1657 South Eads Street, Arlington, VA 22202

Name _____ Nickname for Badge _____

Title _____ Locality/Agency/Firm _____

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Address _____

City, State & Zip _____

Name of Spouse (If attending) _____

(Spouse/guests must be registered to attend receptions and host locality night)

Basic Registration Fee (includes activities on Sunday, Monday and Tuesday, except for ticketed events listed below; partial registration fees are not available).

Please check appropriate registration fee:

Member
 \$350

Non-Member
 \$475

Spouse
 \$150

Ticketed Events (please check the events you wish to attend and note additional charges):

VML Golf Tournament - East Potomac Golf Course at Haines Point. First tee-time is Sunday at 9 a.m. Registration form will be mailed upon receipt of \$60 tournament fee, which includes the greens fee, golf cart and lunch.

Mobile Workshop on Smart Growth/Transportation - (Monday afternoon, 1:15-4 p.m. - \$15) Bus tour of Arlington County focused on connections between transportation and housing density.

National Black Caucus of Local Elected Officials Luncheon - (Monday - \$40)

Virginia Local Government Management Association Luncheon - (Monday - \$40)

Prayer Breakfast - (Tuesday - \$30)

Women in Local Government Luncheon - (Tuesday - \$40)

Optional Spouse Activity

Tour of Arlington House & Cemetery; includes lunch (Monday - \$40)

Total Registration Fees Due

\$ _____

Check enclosed (**check must be received within 30 days of registration**) OR

Purchase Order No. _____

We do not bill for registration fees. Please return completed form and purchase order or check payable to Virginia Municipal League, P.O. Box 12164, Richmond VA 23241. Credit cards not accepted. If this form is faxed, please do not mail. You may register on-site at the conference. For additional information call VML at 804/649-8471, Fax: 804/343-3758.

Deadline for registration refunds is Sept. 13, 2013. Refunds will not be given after this date. Please give notification of cancellations by fax, letter or e-mail (e-mail@vml.org).



HOTEL ROOM REGISTRATION FORM

VIRGINIA MUNICIPAL LEAGUE
ANNUAL CONFERENCE

★ ARLINGTON ★

COOPERATE INNOVATE CHANGE

October 13-15, 2013

Marriott Crystal Gateway

1657 South Eads Street, Arlington VA 22202

General Instructions

This form must be used to secure your housing accommodations for the 2013 VML Annual Conference or the Mayors Institute in Arlington, VA. All requests must be received in writing on this room reservation form. Each person requesting housing must submit a separate form. You may use a photocopy of this form if necessary. Please follow the instructions listed below to reserve your housing.

- Hotel rooms at the special VML rate **are only available to people registered** for the VML Annual Conference or the Mayors Institute.
- Use a separate form** for each housing reservation required. Photocopy this form, if necessary, to request housing for multiple registrants. **Couples need to only submit one form.**
- Reservations must be guaranteed by a major credit card. No checks will be accepted to guarantee room reservations.** The credit card will not be charged unless you fail to show up for your reserved room.
- Your housing confirmation will show the exact cost amount, including tax, of your reserved room. You may bring a check in this amount to the hotel with you to pay for your room if you do not wish to pay by credit card.**
- Deadline for reservations is September 20, 2013.** Requests received after that date will be handled on a space available basis with no guarantee that the special VML rate will be available.
- Deadline for cancellations of housing reservations is prior to 6:00 PM on your scheduled arrival day.**
- Deadline for cancellations of housing reservations without penalty is 72 hours prior to your scheduled arrival.

**PLEASE PRINT CLEARLY
AND ANSWER ALL QUESTIONS BELOW**

Last Name: _____ First Name: _____

Title: _____ Locality or Business: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Email CC to: _____

Room reservations cannot be confirmed until VML Conference registration is paid. All reservations must be made through the VML housing bureau to get the conference rate. **The hotel will not take reservations directly.**

Hotel & Address	No. of beds in room	No. of people in room	Daily Rates Incl. Tax
Marriott Crystal Gateway 1657 S. Eads St., Arlington, VA 22202	<input type="checkbox"/> 1 or <input type="checkbox"/> 2	<input type="checkbox"/> 1 or <input type="checkbox"/> 2	\$265.55

Arrival Date: _____ Departure Date: _____ Check if attending the Mayors Institute, Oct. 12-13.

Please note any special disability accommodations needed _____

Guarantee my hotel reservation by: Visa Mastercard American Express Discover

Credit Card #: _____ Exp: _____

Name on Card: _____ Signature: _____

**Please return completed form to: VML Housing Bureau
P.O. Box 241
Washington, VA 22747**

**Phone: (540) 675-3118
Fax: (540) 675-3176
Email: VML@brmg.com**

Confirmations will be emailed to the address(es) provided on your reservation form.



PRELIMINARY AGENDA

VIRGINIA MUNICIPAL LEAGUE
ANNUAL CONFERENCE
* ARLINGTON *

COOPERATE INNOVATE CHANGE

October 13-15, 2013
Marriott Crystal Gateway
1657 South Eads Street, Arlington, VA 22202

All activities take place at the Marriott Crystal Gateway, with the exception of Host Night and the ticketed spouse event on Monday.

Sunday, October 13

9 a.m. VML Golf Tournament
East Potomac Golf Course at Haines Point
Sponsored by Hurt & Proffitt

Don't miss this opportunity to play a great course in our nation's Capitol. East Potomac, part of the National Park System, is across the Potomac River from Crystal City. It has an 18-hole layout and two nine-hole courses that features views of the monuments, harbor, airport and the Potomac River.

1 - 3 p.m. Executive Committee Meeting

Noon - 6:30 p.m. Registration

1 - 6:30 p.m. Exhibit Hall

2 - 5 p.m. Long Bridge Park Tour
Bike or take a van to explore the creative redevelopment of a brownfield.

3 - 5 p.m. Legislative Committee Meeting

4 p.m. Nominations Committee

4:30 - 6:30 p.m. Opening Reception in the Exhibit Hall

Monday, October 14

8 a.m. - 4 p.m. Registration

8 a.m. - 2:45 p.m. Exhibits

8 - 8:45 a.m. Continental Breakfast, Exhibit Hall

9 - 11:45 a.m. Opening session
Keynote speakers
Senator Mark Warner (invited)

11:45 a.m. - 1 p.m. NBC-LEO Program and Luncheon
(tickets required)

11:45 a.m. - 1 p.m. Virginia Local Government Management Association Luncheon
(tickets required)

11:45 - 1 p.m. Lunch in the Exhibit Hall

1:15 - 2:30 p.m. Concurrent Sessions

Mobile workshop: Smart growth & transportation (pre-registration, extra fee required). Tour of Arlington County focused on the link between development and transportation.

Breakout Sessions

Intervention program for substance abuse among teens
Land use liabilities – sponsored by VML Insurance Programs
Federal issues update
Affordable Care Act
Town track: Cigarette taxation

2:30 - 2:45 p.m. Refreshment Break

2:40 p.m. Raffle Drawing in the Exhibit Hall
Please note that Exhibit Hall closes at 2:45 p.m.

2:45-4 p.m. Concurrent Sessions

Mobile workshop – continued

Breakout sessions

Storm water innovations
Social media issues
Encouraging a brew-friendly community
Property code enforcement
Transit funding update

6 - 9 p.m. Host County Night
An evening at Artisphere -
Sponsored by Arlington County

Enjoy an evening of fine food and drink, as well as performances by two dance companies – Los Quetzales and Bowen McCauley Dance; music for dancing by Laissez Foure; and dessert accompanied by a quartet from the Ibis Chamber Society. Bus transportation will be provided.

Tuesday, October 15

7:45 - 8:45 a.m. Prayer Breakfast
(tickets required)

8 - 9 a.m. Continental Breakfast

8 a.m. - Noon Registration

Tuesday, October 15 continued

9 - 10:30 a.m. General Session
Keynote Address - Responding to
Changing Demographics
Speaker - John Martin, Southeastern
Institute of Research

10:30 - 10:45 a.m. Refreshment break

**10:45 a.m. - Noon City, Town and Urban Section
Elections & Workshops**

The annual meetings of the City, Urban and Town Sections include the election of the chair and vice chair of each section and a workshop. The chair of each section sits on the VML Executive Committee.

City Section: Housing issues

Town Section: How towns can take a leadership role in improving government

Urban Section: Turning around low performing schools

Noon - 1:15 p.m. Group Luncheon
Keynote address-Workplace Incivility
Sponsored by VML Insurance Programs

**Noon - 1:15 p.m. Women in Local Government
Luncheon** (tickets required)

**1:20 - 3 p.m. Concurrent Workshops
& Local Government Round Tables**

Freedom of Information Act

University/Communities Connections

Local Government Roundtables

Appalachian Trail Community designation
Bells & whistles & trains
Effect of insurance changes on coastal communities
Establishing a public arts foundation
First-time homeowner program
Gang prevention
HEAL Communities
Improving bicycling access
Regulating food trucks
Role of SCC in utility regulation and rates
Smart phone applications for local governments
Solar battery banks for critical infrastructure
Tourism assessments
Urban wildlife management

**3:10 - 4:30 p.m. Business Meeting
& Election of Officers**

5:30 - 6:15 p.m. Reception

6:15 - 9 p.m. Annual Banquet
Remarks by Incoming President
Presentation of Achievement Awards
Entertainment: The Capitol Steps



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Longer version of job ads posted at www.vml.org

A complete up-to-date listing of job ads submitted to VML for publication is posted at www.vml.org. Visit the VML website and click on "Marketplace" to read the complete descriptions of these and other openings.

Director of Public Works, Falls Church

SALARY: \$100,000-plus DOQ/DOE (+) benefits. Directs all facets of the department, including: Capital Improvement, Stormwater Utility, Sanitary Sewer Utility, Transportation Infrastructure, Solid Waste Management, Urban Forestry, Government Facilities, Government Fleet, and Private Development Site Compliance. Reqs. registration as a P.E. in Va.; graduation from accredited college with major course work in civil engineering or related field; 10 yrs. public works exper. with increasing responsibility. Submit letter of interest, resume, salary history and 3 professional references to: City of Falls Church, Human Resources Division, 300 Park Ave., Falls Church, VA 22046 or send by e-mail in PDF format to: hr@fallschurchva.gov. Deadline: July 12. EOE.

Network / System Administrator (IT Department), Winchester

SALARY: \$50,148-\$80,225 DOQ/DOE (+) benefits. Perform technical analysis, troubleshooting and configurations req'd to deploy Microsoft Windows based on IT solutions. Assists the department director with analysis, procurement and implementation of technology systems. Reqs. exper. in Windows desktop and server operating systems and the installation, configuration, troubleshooting, and repair of personal computer systems/software. Reqs. associate's degree (bachelor's preferred) in computer technology or related field, but any comb. of certifications, educ. and exper. may be considered. Learn more and apply at www.winchesterva.gov. Open until filled. EOE.

Utility Services Mechanic (Public Services Department), Winchester

SALARY: \$27,934-\$44,678 DOQ/DOE (+) benefits. Duties include driving and walking to read and inspect water meters; locate, repair and install water and sewer mains and services; inspect and troubleshoot lift stations; perform maintenance and repairs on same; work with sewer cleaning equipment. Reqs. H.S. diploma or GED equiv. and valid Class B CDL or ability to obtain within 6 mos. To learn more or apply, visit www.winchesterva.gov. Open until filled. EOE.

Assistant Director (General Services), Isle of Wight County

SALARY: Negotiable DOQ/DOE (+) benefits. Experienced professional will manage the Public Works, Engineering and Public Utilities divisions. This includes overseeing the county's building maintenance, solid waste, water and sewer systems, storm water management, erosion and sediment control, construction administration, and engineering functions. Reqs. B.S. in civil engineering or 8-10 yrs. relevant, progressively responsible work exper. Preference P.E. with local govt. exper. Submit application, cover letter, and resume to: HR, P.O. Box 80, Isle of Wight, VA 23397. Contact: www.iwus.net or call 757-365-6263. Open until filled. EOE.

Director of Community Development, Powhatan County

SALARY: Negotiable DOQ/DOE (+) benefits. Responsible for management of the Department of Community Development, to include the planning, zoning, environmental, building inspections and economic development functions. Serves as primary technical adviser to the county administrator, Planning Commission and Board of Supervisors regarding land use issues. Will be responsible for the design and implementation of a streamlined plan to coordinate land-use, economic development and building inspection to create a business-friendly environment. Reqs. relevant master's degree and min. 7 yrs. in local govt. planning, including min. 3 yrs. supervisory exper. AICP certification req. Submit county application, cover letter, resume, salary history and work related references to: Human Resources, County of Powhatan, 3834 Old Buckingham Road, Powhatan, VA 23139 or e-mail: humanresources@powhatanva.gov. Application can be downloaded at www.powhatanva.gov. Open until filled. EOE.

Director of Information Technology, Essex County

SALARY: \$50,000-\$70,000 DOQ/DOE (+) benefits. Responsible for serving the needs of all departments through management of the Information Systems function, which includes data and telecommunications services for multiple locations. Reqs. bachelor's degree in computer science and/or a comb. of educ. and relevant exper. Exper. in local govt. and management strongly preferred. Complete details at www.essex-virginia.org/employment.htm or call 804-443-4331. To be considered, a completed Essex County Employment Application is req'd. Open until filled. EOE.

Town Manager, Mineral

SALARY: \$34,000-\$40,000 DOQ/DOE (+) benefits. (Pop. 490) Serves as chief administrative official responsible for the overall performance and operation of the town organization, which includes a DMV Select

office. The town is upgrading its water and sewerage system. Must be knowledgeable in supervising a major utility project and certified within 6-8 mos. with a Class VI Water Operator License. Reqs. bachelor's degree from an accredited college or equiv. exper. in managing a business/public service organization. Must submit a request for an application from the mayor, Pamela Harlowe, P.O. Box 316, Mineral, VA 23117. Deadline: July 18. EOE.

Civil Engineer II (Water Quality Engineer), Vienna

SALARY: \$64,750-\$105,377 DOQ/DOE (+) benefits. Review construction and engineering plans; inspect residential and commercial construction projects for compliance with codes, regs and town standards. Reqs. P.E.; civil engineering degree preferred. Must be able to attain Storm Water Inspector Certification Waterworks Operator Class 5 License within 1 yr. Complete description, announcement and apply online at www.viennava.gov. Deadline: Aug. 10. EOE.

Construction Plans Examiner (Community Development Department), Manassas

SALARY: \$52,873-\$87,235 DOQ/DOE (+) benefits. Process and review building and site plans to ensure compliance with local, state and federal codes and ordinances, including the Uniform Statewide Building Code. Plan review responsibilities encompass all trades for both commercial and residential projects. Reqs. bachelor's degree in engineering, architecture, or related field; supplemented by 4-6 yrs. exper. in building inspection, plan review, permitting or building code enforcement; or an equiv. comb. of educ., training and exper. Reqs. certification by VDHCD in plan review for all trades. Complete city application at www.manassascity.org/jobs. Open until filled. EOE.

Accounting Manager, Manassas

SALARY: \$76,003-\$125,403 DOQ/DOE (+) benefits. Manages accounting function for the city, including general ledger, accounts payable, payroll and fixed assets. Reqs. bachelor's degree in accounting or related field and 4-5 yrs. progressively responsible related exper. Prefer prior supervisory exper. CPA desired. To apply, complete city application at <http://www.manassascity.org/jobs>. Open until filled. EOE.

Finance Director, Bedford

SALARY: \$59,276-\$83,755 DOQ/DOE (+) benefits. Prefer municipal exper. Oversee all business operations, including activity of the general, solid waste and electric funds, and all town revenues and expenditures. Supervises all employees of the Finance Department. Is staff member primarily responsible for annual bdtg and audit preparation activities. Reqs. educ.

and exper. equiv. to a relevant bachelor's degree. Submit cover letter, resume, salary history and current contact information for 3 professional references to: Finance Director Search, ATTN: Human Resources, 215 E. Main St., Bedford, VA 24523. Open until filled. EOE.

IT Public Safety Specialist, Manassas

SALARY: \$49,795-\$64,729 DOQ/DOE (+) benefits. Provide first line hardware/software support to public safety personnel. Prefer familiarity with law enforcement applications (VCIN/NCIC, Computer Aided Dispatch, Netmotion VPN, and RMS), including security, user profiles, performance monitoring and tuning, hardware/software inventory and tape backup and recovery of systems. Reqs. bachelor's degree in IT or related field supplemented by 2 yrs. exper. utilizing computer technology; or any equiv. comb. of educ., training and exper. that provides the req'd knowledge, skills and abilities. Complete city application at www.manassascity.org/jobs. Open until filled. EOE.

911-Operations System Coordinator, Virginia Beach

SALARY: \$55,656-\$83,484 DOQ/DOE (+) benefits. Lead the Emergency Communications and Citizen Services (ECCS) Support Division, including oversight of the department's enterprise functions to include H.R. administration, recruitment and retention, training, policy/accreditation, dept. analysis and technology sections. Visit www.vb.gov/careers for more detailed job info and to apply on-line. Job #5380. Deadline: July 15. EOE.

Systems Engineer II / III (Software Engineer / 2 vacancies), Virginia Beach

SALARY: \$64,542-\$96,814 for SE II; \$74,806-\$112,209 for SE III (+) benefits. Both positions will help form the newly-created mobile application development team. Will perform advanced technical analysis and design, apply advanced modern technologies, programming, testing, implementation, documentation and maintenance of mobile applications; work on multiple projects simultaneously; create and manage development estimates, plans and schedules to adhere to deadlines; provide formal and informal training and act as lead developer for junior staff. In addition, the III level will supervise multiple projects and teams of IT professionals. Visit www.vb.gov/careers for more detailed job info and to apply on-line. Job #5378. Deadline: July 21. EOE.

Systems Analyst I, Virginia Beach

SALARY: \$55,656-\$83,484 DOQ/DOE (+) benefits. Performs a needs assessment,

cost benefit analysis, and associated studies on system requests to provide management with decision making tools and information in determining system feasibility; performs systems analysis on policies and procedures that relate to IT asset management projects to implement structured automation. Visit www.vb.gov/careers for more detailed job info and to apply on-line. Job #5379. Deadline: July 14. EOE.

Assistant Director of Parks and Recreation, Luray

SALARY: \$35,000-\$40,000 DOQ/DOE (+) benefits. (pop. 5,000) Ideal candidate will possess a good understanding of municipal recreation programs, grant writing, event planning, landscaping/horticulture and athletics. Prefer degree in recreation administration or a closely related discipline. Luray is a hub of outdoor recreation in the Shenandoah Valley with a highly visible Parks and Recreation Department. Town employment application available at www.townofluray.com. Submit resume and application to: Town of Luray, Attention Charles Hoke, P.O. Box 629, Luray VA 22835, or by e-mail to cmhoke@townofluray.com. Deadline: July 5. EOE.

Division Chief - Volunteer Services (Fire/Rescue), Albemarle County

SALARY: \$55,058-\$72,465 DOQ/DOE (+) benefits. Works directly for the chief of the Albemarle County Fire/Rescue Department (ACFR). Develops and provides programs and services in support of the volunteer fire departments and rescue squads of the coordinated fire and rescue system to ensure the health of the volunteer system. Reqs. relevant associate's degree (bachelor's preferred) or any comb. of educ., exper. and training that provides the req'd knowledge, skills and abilities, supplemented by fire service and technical courses as prescribed by the Va. Office of EMS and Va. Department of Fire Programs. National Fire Academy Executive Fire Officer graduate preferred. Complete job description and on-line application at www.albemarle.org/jobs. Contact: 434-296-5827. Deadline: July 8. EOE.

Town Manager, Pulaski

SALARY: Negotiable DOQ/DOE (+) benefits. (pop. 9,086; \$13.1 million bdtg.) Serves as chief administrative officer working under the direction of the mayor and town council. Reqs. equiv. of bachelor's degree from accredited college with major course work in public admin., business admin., engineering or a related field with min. 7 yrs. of municipal administrative exper. or min. 7 yrs. of combined municipal and business administrative exper. Applications and full job description available at either the Town of Pulaski Municipal Building or at www.pulaskitown.org. Submit application to: Mayor Jeffrey S. Worrell, Town of Pulaski, P.O. Box 660, Pulaski, VA 24301. Open until filled. EOE.

Environmental Planner / Zoning Compliance Officer, King William County

SALARY: \$36,089-plus DOQ/DOE (+) benefits. Has a primary role of administering, inspecting and enforcing the county's environmental ordinances. Reqs. relevant bachelor's degree or any comb. of relevant educ. and exper. An Erosion and Sediment Control Inspector Certification from DCR is req'd within 6 mos. Applications at www.kingwilliamcounty.us. Submit application to Sandy Conley at either sconley@kingwilliamcounty.us or Human Resources, P.O. Box 215, King William VA 23086. Deadline: July 3. EOE.

Data Systems Manager, New River Valley Planning District Commission

SALARY: \$35,000-\$48,000 hiring range DOQ/DOE (+) benefits. Manages the Geographic Information System (GIS), data center, technology needs and website maintenance for regional planning agency that serves 12 govts. and 2 universities. Reqs. any comb. of educ. and exper. equiv. to a relevant bachelor's degree and min. 4 yrs. relevant exper., or a master's degree in a related field with min. 2 yrs. exper. For full job announcement, e-mail Julie Phillips at jphillips@nrvpdc.org. Submit cover letter, resume and 3 samples of work (e-mail or CD) to: Kevin R. Byrd, Executive Director, 6580 Valley Center Drive, Suite 124, Radford, VA 24141 or to kbyrd@nrvpdc.org. Deadline: July 16. EOE.

Library Section Supervisor (Youth Services), Falls Church

SALARY: \$55,663-plus DOQ/DOE (+) benefits. Organize special programs for the Youth Services Section of the Mary Riley Styles Library such as the Summer Reading Program, monthly special programs and guest performances, arts and crafts, informational talks, story hours, school tours and book talks. More info at: www.fallschurchva.gov. Send city application or resume to: City of Falls Church, HR Division, 300 Park Ave., Falls Church, VA 22046 or hr@fallschurchva.gov. Open until filled. EOE.


SUBMITTALS: *Submit ads as text files via e-mail to David Parsons at dparsons@vml.org. VML posts job ads on its website at no cost to its local government members. Non-members are charged a flat rate of \$25 per ad, which includes a listing in the VML eNews newsletter and publication in Virginia Town & City (deadlines permitting). VML edits position descriptions in printed publications because of space limitations.*



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