

TOWN OF CLINCHCO
COUNCIL MEETING
MINUTES OF MEETING ON 11/17/2022

MEMBERS PRESENT: Vice Mayor Jelane Mock, Herbert Branham, Stearl Branham, Trevor Counts

MEMBER'S ABSENT: Mayor Jarvis Deel, Ruby Coleman, Cynthia Ellis

TOWN CLERK: Tina Deel

TOWN ATTORNEY: Greg Baker (Via Telephone)

Call to Order & Welcome by Vice Mayor:

Vice Mayor Jelane Mock called the meeting to order, and asked for everyone to stand for the pledge of allegiance; (everyone stood towards the flag). Vice Mayor Jelane Mock asked for a moment of silence.

Approval of Minutes;

Vice Mayor Jelane Mock asked council to take a look at their minutes; and asked for a motion to approve the minutes; Stearl Branham made a motion to approve the minutes; Herbert Branham seconded the motion; a vote was taken and all members were in favor.

Consent Expenditures:

Vice Mayor Jelane Mock asked for council to look at the expenditure report and if there was any discussion; no discussion was made; Stearl Branham made a motion to approve the expenditure report; Trevor Counts seconded the motion; a vote was taken and all members in favor.

Additions to the Agenda:

Vice Mayor Jelane Mock asked for any additions to the agenda; No additions were added.

Approval of the Agenda:

Vice Mayor Jelane Mock asked for a motion to approve the agenda; Stearl Branham made a motion to approve the agenda; Trevor Counts seconded the motion; a vote was taken and all members were in favor.

Old Business:

FEMA:

Vice Mayor Jelane Mock stated that he spoke briefly about it last it month, the FEMA grant that we were working with. That grant is moving pretty quickly. Me and Tina are meeting at least once a week. Right now, we are just about at the point where it is time to get some letters of interest out to the property owners to see if they are going to be interested in to. After that it is pretty much a full go on that. Tina has done a lot of the leg work on the project; going to the commissioner's office, taking pictures of all the properties. The main areas are Adam, Main and

Mill Street. Tina stated she did grab a couple homes off #9 as well. Jelane stated there are 28 properties we are working on right now. Other discussion was made of the homes that are being worked on.

VISTA:

Vice Mayor Jelane Mock stated that there are two people that have applied for the VISTA position. But there is a wrinkle in this. When we first discussed it we were going to be sharing the VISTA with another group. Somewhere along the lines after we discussed it in our meeting someone determined that we could use them full time so they would change our limit to full time. So now we have two people that are applying for it but they are under the assumption it is full time and we are on the hook for a full-time amount and not half the amount. So, I said before I commit to that I will bring it back to council and let them decide, because what we decided on was part-time and split with someone else. So instead of us paying \$3,500.00 to have them here part-time, it will be \$7,000.00 for full-time and this is a year. Tina explained to council that the VISTA will look for grants to fund themselves, and that would be one of the first things they do, but it is not guaranteed. Other discussion was made of the VISTA position. Herbert Branham made a motion to have a full-time VISTA for one year, and to spend \$7,000.00 out of the ARPA funds; Trevor Counts seconded the motion; a vote was taken and all members were in favor.

RFP for Town's website and logo design:

Vice Mayor Jelane Mock stated first we have Joe Boyd for our website, he says for Consulting for a website wherein the Town of Clinchco is in possession of the Hosting Service Account and in direct relationship with the Administration of the Data Center; a Content Management System so that Staff at the Town of Clinchco can edit and add events or content, the consulting to make the above process feasible is \$129 per hour.

The next one is Kat, she is the one that our former website host, Nathan passed us on to. She said that she could do it for \$40.00 a month, but she didn't really tell us of the services she would be providing.

The Third on for the website is Barbara Wilburn; she said she would do \$25.00 per hour I would change the menu structure and site navigation to make it more user friendly. This would include a separate page for meeting minutes and adding a search feature. We could add the YouTube links to the meetings when possible and a schedule of upcoming meetings. We would develop a site map that outlines that structure. I would also remove all the icons at the bottom of any pages that are not used. (Reddit and twitter for example)

- We would create a page for famous Clincho residents with clickable links to sources of information. This would allow people searching the internet by name to quickly find your site which makes Clincho more visible to the general public.
- I would suggest posting photos and testimonials of current events in Clincho, to showcase the town. An example would be pictures from Zombithon last month or the upcoming parade. There are some photos on your site but most are outdated.
- I would add headshot photos of the current town council and public officials with a short bio so residents can recognize them when they see them. This will add an air of professionalism to the site and the town.

- I would add a page specifically for RFP's and things the town wants to sell and transfer them to an archive page when they are complete. There are some RFP's on there now but some appear to be outdated.
- I would add a page for Upcoming Events or "What's Happening in Clincho". This would be easily accessible to anyone coming to the site to help promote local events. There is a section of the news page that displays some events but needs to be updated.
- We can add a page for the Coal Miners Monument (a subpage of Clincho Information) and list the names included on the monument. This would help when someone was looking for a specific person and would drive business to the monument. We can add a "Donate" button on this page as well as others you think are appropriate.
- We can add forms that the public can download as needed. Upon further review of your site, I did find a form for business license tax. I would suggest changing the format for that to a PDF instead of a Word document.
- We can add the PDF's you have of the local ordinances to allow people to view them for themselves.
- We can change the home page to the site to include important links and be more reflective of Clincho. Style and colors can be changed and the new logo added. We can create an inactive page to review before we let it go live to the public to make sure it is what you want. It can be tested on computers as well as mobile devices to ensure it reads well on all platforms.
- I would recommend training Tina on some of the basics for Squarespace so she could make minor changes as desired.

Strearl Branham made a motion to go with Barbara Wilburn for the town's website; Herbert Branham seconded the motion; a vote was taken and all members were in favor. Jelane Mock stated he was going to talk to her and see if he can get a yearly rate out of her instead of an hourly rate, Jelane stated this should be covered under the ARPA money as well.

Vice Mayor Jelane Mock stated for the Logo we have Joe Boyd: A new logo would be \$40-\$80 depending on the number of re-works desired. \$40 has one re-work, \$80 has 2 re-works.

The other Logo: Included in package: Training Delivery: Cost Proposal:
 Logo design featured here in 4various background colors - grey, black, white, and transparent. A color pallet curated specifically for Clinchco, VA - featured colors are used in this proposal. There are 5 colors included along with hex codes. Training on the importance of branding and how to utilize effectively for the Clerk. Via zoom or in person Complete rebranding package - \$400.

Council made discussion of the two different proposals, and how they liked the one that offers training the best.

Strearl Branham made a motion to go with the second Logo proposal for \$400.00 and for the money to come out of the ARPA account; Herbert Branham seconded the motion; a vote was taken and all members were in favor.

New Business:

Christmas:

Vice Mayor Jelane Mock asked Tina to go ahead and discuss Christmas with council. Tina stated she would like to have some money to purchase Christmas candy. I have been working really hard to organize our Christmas Parade, I have several so far that has entered the parade. I do believe we will have a decent line up. Tina asked council if they were interested in purchasing a

cardinal costume, it will cost around \$150.00. Council discussed how many bags of candy Tina should make. Council decided on \$150.00 for candy and \$150.00 for the cardinal costume; Vice Mayor Jelane Mock asked for a motion. Herbert Branham made a motion to spend \$300.00 and take it out of the event line item for the candy and costume; Stearl Branham seconded the motion; a vote was taken and all members were in favor.

Clinchco/County economic Development workshop:

Vice Mayor Jelane Mock stated that me and Tina received an email today from Dana the new IDA director for the county. The email stated as we look into the next year and start planning for 2023, we would like to create a working group between the county and each of the towns. The goal would be to ensure that our goals are aligned and to put our brains together to see what we can come up with for the betterment of the town. What we envision would be 5 or so folks that would meet on a monthly basis for the first couple of months and then we can adjust as needed.

I would like to start this in January. My thoughts are that we should include the two of you, myself, Larry, an IDA board member, and a town council member. Is this something you would be interested in?

Vice Mayor Jelane mock asked council is this something that we would be interested in and if so which council member would like to go? Council decided that yes, it would be important for Clinchco to be represented and it was decided that Stearl or Herbert Branham would try to be there to attend.

Public Comments:

Vice Mayor Jelane Mock asked for public comments; no comments were made.

Council Comments:

Vice Mayor Jelane Mock asked for any council comments; Jelane stated that we did have a Dan Pezzoni sent us an email that said, I see that a Preliminary Information Form for the Clinchco Historic District was considered at the March 2021 Board of Historic Resources/State Review Board meeting and I trust that as a result the district is considered eligible for the state and national registers. I am a Virginia-based architectural historian who has prepared over 200 National Register of Historic Places nomination reports since the 1980s, and I would be happy to work with the Town toward listing of the historic district if you are in need of a consultant. This would be only the second listing in Dickenson County, the first being the county courthouse 40 years ago, and as such would likely receive strong support from the Department of Historic Resources. I have worked in your area in the past, preparing National Register reports for Sunnydale Farm and the Southwest Virginia Museum Historical State Park in Wise County. Tina emailed him back to let him know it will be discussed at the council meeting and she would get back with him.

Adjournment:

Herbert Branham made a motion to adjourn; Stearl Branham seconded the motion; a vote was taken and all members were in favor.

