



Agenda

Mornings on Main - August 16, 2021, 10:00 A.M.

In person at 208 N. Union Street, and by Zoom

Join Zoom Meeting

<https://us06web.zoom.us/j/8832444235>

Meeting ID: 883 244 4235

Welcome: Diana Schwartz

- Mornings on Main goal: Build relationships, get to know city officials, share ideas
- Each month: Kelvin Perry will be giving updates
- This month: We will hear from Ken Gillie and Doug Plachinski
- Attendees: Adama Jones (The Brick), George Perdue (Revitalization Station), Lori and Berkeley Bidgood (Impotters), Doug Plachinski (City of Danville Community Development), Ken Gillie (City of Danville Community Development), Kelvin Perry (City of Danville Economic Development), Lauren Parks (Blush and Bashful Waxing Spa), Nuel West (X-S Clothing Design and Alterations), Susan Moss (Head Up, Eyes Forward), Sandra Stone (WAKG), Lori LeGarde (WAKG), Jeffrey Bond (Solex Architecture), Steve Bass (Carter, Craig, Attorneys at Law), Diana Schwartz (River District Association), Kirsten Aherron (River District Association).

Merchant news, updates, celebrations!: Anyone attending, jump in!

- Interest in Fall/Halloween window decorations? Month of October?
- Trick-or-Treating will not be at stores this year, they are doing the Trunk-or-Treat at the Carrington Pavilion. Kirsten will get details and share in the upcoming newsletters.
- Casino? August 23, 2021 there is a public information meeting. At the Casino site. 917 West Main Street, 5:30 PM.
- River Front Park and White Water Park: Still moving forward, they are working on engineering currently.

- Parking and Traffic: Future Mornings on Main topic. Traffic, parking, trolley, downtown circulator. Will continue to share information. Need to educate and raise awareness about pedestrian crosswalks - RDA has looked into doing an education campaign.
- Question: Parking lot at HOME sign? Was in a previous plan, currently no decision has been made and it has been shelved for the time being.
- For more parking questions you can reference the recent Parking Study: https://www.scribd.com/document/468488030/Danville-Parking-Needs#from_embed

RDA Update: Diana Schwartz

- Get Boosted, Small Business Support Program
 - First session is August 26th from 6-8 PM at 208 N. Union Street. Will be an informal ideation to answer the question: If I had _____ I would be able to _____.
 - For existing RD Businesses. Grants up to \$5,000 to implement, ideally prior to the holidays.
 - Examples: Update floor plan, make an e-commerce website, rebranding, new door...etc.
 - **RSVP to the Get Creative session by Friday August 20th.**

River District Update: Kelvin Perry

- Restaurant Impact Survey: How has the pandemic affected them? What can we do to help? Link:
- Keep eyes open for a public input session on the Lou's Antique building. If you have ideas send them to Kelvin Perry. Be creative, outside the box! kelvin.perry@danvilleva.gov
- Economic Development has a revolving loan. Can be used to purchase inventory, or working capital to get through the holiday seasons. Goes before the IDA for approval, so get in touch with Kelvin Perry before then to get it on the agenda. Up to \$25,000, 4% interest rate, generous terms. Contact Kelvin Perry at: (434) 793-1753
- Economic Development is planning a SWaM workshop (Small (under 250 employees), Women, and Minority owned businesses). Being SWaM certified will allow businesses to work more easily with the City, Caesars, and State Agencies. Coming up in October. RDA will share the information about how to register.

Danville City Planning Department: Doug Plachinski - 434-799-5260

- Have been with the City of Danville for a year
- Often sees businesses when they are getting sign permits, or business licenses.
- Serves as staff for the River District Design Commission
- Planning on being at all the Mornings on Main meetings
- Big things coming up: Developing a City Wide Comprehensive Plan - there is so much exciting stuff going on, working to ask the right questions to engage the community. They want to hear the community's needs and want to act upon it strategically to get the best results.
- Working on looking at all the designated historic districts in the city so that historic tax credit funds can be distributed equitably.
- The Commonwealth of Virginia has passed some rules for social districts for allowing alcohol. The City is researching options for implementing this. Looking at including the south side of the River including most of the River District. See more about that moving forward.

Update on RDA Events and Promotions: Kirsten Aherron

Ways to be involved can be found at: [Holiday Merchant Engagement Opportunities](#)

- Home For the Holidays video production is already being planned. It will be 6, 15 minute segments. As a River District business you are able to have a longer interview style segment in the production. The deadline for indicating interest in doing this is **August 31st**. Fill out this interest form: <https://tinyurl.com/HFTHInterviews>.
- Holiday Window Decorating contest - Windows need to be decorated by November 26th. Voting will take place November 26 - December 3, 2021.
- Holiday Gift Guide: Please have promotions and photos to Kirsten Aherron by October 11. If you need help with getting high quality photos email kirsten@riverdistrictassociation.com.

Discussion, Questions, Ideas: Everyone

- Idea: Can we have businesses adopt a window and decorate them? RDA has funds and permission to do something like this. It has been a matter of having the capacity to organize it. RDA is hiring two new people soon, so we can explore this!
- Possible Opportunity: Podcast with WAKG - RDA will explore and pass on information.