

**Special Meeting of the Town Council**  
**June 6, 2022**  
**9:00 am in the Civic Center**  
**Minutes & General Account**

**Council Members Present:** Mayor Montgomery, Council Members Wolfe, Rayborn, & Straughn

**Council Members Absent:** Council Member Capes

**Staff Members Present:** Matthew Johnson, Katie Weiner, Anna Hawryluk, Judy Gallman, Faith Wilson, Paul Blanchard, & Jamey Claybrook

**Visitors Present:** Lyda Carpen, Andrea Spencer, & Carol Brooks

**Call to Order-** Mayor Montgomery called the meeting to order.

- Pledge of Allegiance- Mayor Montgomery led everyone in the Pledge of Allegiance.
- Moment of Silence- Mayor Montgomery called for a moment of silence.

**Consideration of approval of Budget Amendment #19-** Gallman stated that informal bids had been received for the Potter sidewalk project. She said that the lowest bid was \$54,925, which was \$5,000 more than had been budgeted. She noted that budget amendment #19 would appropriate fund balance to pay the difference. She also stated that staff had canceled the order for a garbage truck and that the amendment would adjust the budget to reflect that change. Gallman added that staff did not believe that the golf equipment that had been ordered would be received before June 30<sup>th</sup>. Therefore, the amendment would cancel the financing and appropriate fund balance to pay for the equipment. Gallman requested that Council approve budget amendment #19.

Council Member Rayborn made a motion to approve budget amendment #19. Council Member Wolfe made a second to the motion. The motion passed by unanimous vote.

(Budget Amendment #19)

**Consideration of award of contract to the lowest, responsive responsible bidder for the Potter Sidewalk Improvements-** Johnson said that the CIP identified a need for a sidewalk to be constructed in front of Jamestown Elementary School to improve the safety of pedestrians crossing the Brookdale/Potter intersection. He requested that Council authorize the Town Manager to award the contract to the lowest responsive, responsible bidder, Atlantic Contracting Company, Inc., in the amount of \$54,925.

Council Member Wolfe made a motion to authorize the Town Manager to award the contract to the lowest responsive, responsible bidder, Atlantic Contracting Company, Inc., in the amount of \$54,925. Council Member Straughn made a second to the motion. The motion passed by unanimous vote.

**Discussion about the Update to the Town of Jamestown's Strategic Plan-** Johnson stated that it was time to update the Town's Strategic Plan. He noted that the Plan allowed for Council to set specific goals. He added that staff used the Plan as a guide for budgeting and work prioritization.

Johnson highlighted that one of the goals listed was the development of branding and marketing strategies. He said that staff had been working with Tigermoth Creative to accomplish that goal. He introduced Lyda Carpen and Andrea Spencer with Tigermoth to Council.

Spencer gave an overview of the process that had been conducted to create a messaging guide and brand graphics for the Town. She noted that they had met with residents and local business owners to gain insight about Jamestown's culture and history. She added that Hawryluk and Johnson had reviewed the messaging guide that resulted from their conversations. She noted that the guide would serve as a resource for staff to use to promote the Town. She stated that the four central themes that arose were as follows:

- There are all kinds of ways to get out of the grind and enjoy being in the moment.
- People feel good here.
- Every shop, sip, and bite is specially crafted.
- Great thought and great people went into the establishment of Jamestown centuries ago- and we're committed to being thoughtful about Jamestown's evolution.

Spencer said that the themes were used to create the following two taglines:

- Where history and possibility meet.
- Where the past meets being present.

Council Member Straughn stated that he appreciated that they incorporated the importance of local businesses to the Town's culture.

Carpen gave Council an overview of the proposed graphics that could be used for branding. She noted that the color scheme used the colors that were in the Town's seal. She said that one included more blue hues and the other had more red tones. There were three different conceptual ideas for the graphics. They were as follows:

- *Vintage*- inspiration from postcards and travel posters that gave a nod to Jamestown as a destination
- *Illustrated Montage*- included montage of Jamestown landmarks using a vibrant style
- *Traditional*- type-driven graphic with an interesting shape and text arrangement which could include landmarks

Council Member Wolfe stated that she appreciated their work. She said that she wanted "home" to be incorporated in the tagline. She added that the idea of Jamestown being a great hometown was as important as promoting local businesses.

Mayor Montgomery said that she liked the use of the colors from the seal in the graphics. She stated that she was leaning towards the second option with the different landmarks. She added that she did not like the, "Where the past meets being present," tagline.

Council Member Straughn agreed that he did not like that tagline. However, he added that he liked the other one much better. He said that he liked the first graphic option, but he wanted to ensure that anyone included in the photographs were from Jamestown.

Council Member Rayborn said that she loved the second graphic option. She said that it reminded her of mid-century art which was aligned with the Town's incorporation date. She added that it was less likely to look dated in the future. She also liked the tagline that referenced history.

Carpen stated that it seemed that there was consensus on the tagline, "Where history meets possibility." She asked Council if they had a color scheme preference. Mayor Montgomery stated that she liked the version which displayed blue as the prominent color because it was less likely to fade than red on banners, signs, etc. Council agreed with Mayor Montgomery on the color scheme. Carpen discussed the graphic options with Council. She said that she could change some of the elements of the second option if that would be beneficial. Mayor Montgomery requested that the public library, the Shubal Coffin house, and the old firetruck be included. Council Member Straughn wanted the American flag to be depicted, and Council Member Rayborn wanted the train to be switched to a passenger train.

Johnson presented an overview of the updates to the Town's Strategic Plan. He noted the goals that had been completed and highlighted the ones that staff had added to the Plan. The goals that staff had added to the Plan were as follows:

- Maintain and Update Strategic Plan Outcomes and Goals
- Update Facility Use Policy for Jamestown Golf Clubhouse
- Provide for the repair, improvement, and replacement of vehicle and facility needs
- Seek marketing opportunities to promote Jamestown
- Update Solid Waste Collection Policy
- Work with PSFD to create a plan for Fire Station Improvements
- Increase internet capabilities at all Town facilities
- Seek additional revenue sources for street resurfacing
- Utilize the Bicycle and Pedestrian Plan to improve and build sidewalk and cycling connectivity
- Utilize ADA Plan to increase compliance in public facilities
- Utilize Comprehensive Parks and Recreation Plan/Golf Strategic Plan to guide park infrastructure improvements

Johnson asked Council to share any goals that they would like to add.

Council Member Wolfe wanted to add the following goals: update Facility Use Policy for the Ragsdale Civic Center, seek marketing opportunities to promote the Clubhouse, provide a citizen academy, and provide personal protection/training for staff.

Council Member Straughn reiterated the need to provide training for staff if additional personal security measures were granted.

Mayor Montgomery called for a ten minute recess at 10:05 am.

Mayor Montgomery called the meeting back to order at 10:15 am.

Hawryluk provided dots to Council Members and requested that they vote for their priorities.

Council Member Straughn stated that some of the goals included in the “Staff Excellence” focus area could be covered by policy because they were ongoing initiatives. Council agreed with him. Johnson and Hawryluk discussed moving those ongoing staff-oriented goals to a different section of the Strategic Plan.

Johnson presented the goals that Council had selected as their priorities. The Council priorities were as follows:

- Update facility use policy and forms for Town facilities (Clubhouse, Civic Center, etc.)
- Further develop Music in the Park and other Town-sponsored events
- Develop and implement a citizen academy
- Evaluate effectiveness of current solid waste collection & recycling services
- Prepare plans for updating/installing restroom and shelters for golf and recreation facilities
- Maintain integrity of water/sewer/stormwater infrastructure
- Install security measures at Town facilities
- Research and implement safety options and ongoing training for security of Jamestown staff
- Utilize the Bicycle and Pedestrian Plan to improve and build sidewalk and cycling connectivity
- Schedule work session to discuss the Town’s role in marketing opportunities
- Implement strategies to recruit employees from diverse populations
- Prepare a plan to implement government mandated stormwater regulations
- Seek opportunities for grant funding for pedestrian and parks/recreation facilities

Council spoke about the details of the goal to “Schedule work session to discuss the Town’s role in marketing opportunities” with Johnson.

**Adjournment-** Council Member Straughn made a motion to adjourn. Council Member Rayborn made a second to the motion. The motion passed by unanimous vote.

The meeting ended at 10:55 am.

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Mayor

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Town Clerk