

New Market Green Team Meeting Minutes Author of Minutes – Chris Goettge, The Faux Group, Inc.

Date – 10-24-2016

Time – Convened, 6:33 pm  
Adjourned 8:22 pm

Location - New Market Town Hall

Voting Members Present

Jennifer Runkles (vice chair)  
Lisa Haskins  
Michelle Corpora  
Linda Spoales

Non-voting Sustainable Team Representatives

Winslow Burhans, Current Mayor of New Market  
Steve Pippen, Team representative

Non-voting Ex officio

Jake Romanell

Non-voting Staff Present

Pat Faux, The Faux Group, Inc.  
Chris Goettge, The Faux Group, Inc.

Actions

1. Pat F. presented an update of the aerial photo with concentric rings at 1 and 2 miles centered on Town Hall. This is intended to help identify business to be included in the New Market business directory.
2. Open discussion about how to identify the New Market boundaries, Jen R. moderating. Pat Faux will sketch the boundary and circulate to the Green Team
3. Open discussion how to employ current technology to elevate the profile of local businesses. Options discussed included QR codes and mobile web sites.
4. Jake R. offered that the town might be well advised to employ a consultant to suggest a market strategy unique to New Market. Possible themes/strategies include:
  - a. Arts and entertainment
    - i. Promote live / work
    - ii. Allow seasonal leases
    - iii. Adjust zoning
  - b. Wine Shelters
    - i. Temporary (weekend /seasonal)
    - ii. Permanent (regularly scheduled events)
5. Winslow B. suggested that the Town may need to ‘step-up’ and front money to generate activity. He suggested that the Town had three strong assets:
  - a. The Town will grow significantly in the next 15 years
  - b. The Town is getting new streetscape
  - c. There is land available to grow, it needs to be annexed
6. Pat Faux offered that the zoning could be adjusted to accommodate future changes in market and indicated that perhaps the town strategy might include the ability of the property owner to propose certain landuses that address market pressures and compliment comp plan based landuse proposals.

Next Meeting –

November 14<sup>th</sup> 6:30 pm the main subject will be the assignment of projects and the action plan. This will be a joint meeting with the town’s Sustainable Team, (the group of individuals assigned to pursue the state’s designation).

Future meeting dates

November 28<sup>th</sup>, 2016  
December 12<sup>th</sup>, 2016  
January 9<sup>th</sup> and 23<sup>rd</sup>, 2017  
February 13<sup>th</sup> and 27<sup>th</sup>, 2017