



TOWN OF OCCOQUAN

Circa 1734 • Chartered 1804 • Incorporated 1874

314 Mill Street
PO BOX 195
Occoquan, VA 22125
(703) 491-1918
www.OccoquanVA.gov
info@occoquanva.gov

Occoquan Town Council

Regular Meeting

December 3, 2019 | 7:00 p.m.

1. Call to Order
2. Pledge of Allegiance
3. **Citizens' Time** - Members of the public may, for three minutes, present for the purpose of directing attention to or requesting action on matters not included on the prepared agenda. These matters shall be referred to the appropriate town official(s) for investigation and report. Citizens may address issues as they come up on the agenda if advance notice is given during 'Citizens' Time'.
4. Approval of Minutes
 - a. November 7, 2019 Regular Business Meeting Minutes
 - b. November 19, 2019 Work Session Minutes
5. Mayor's Report
6. Councilmember Reports
7. Staff Reports
 - a. Town Attorney
 - b. Town Engineer
 - c. Building Official
 - d. Zoning Administrator
 - e. Town Treasurer
 - f. Chief of Police
 - g. Public Works
 - h. Events and Community Development Director
 - i. Boards and Commissions
 - j. Town Manager
8. Regular Business
 - a. Update on Kayak Ramp Project
 - b. Confirmation of 2020-2021 Council Focus Areas
 - c. Community Partnership Award
9. Closed Session
10. Adjournment

Portions of this meeting may be held in closed session pursuant to the Virginia Freedom of Information Act.
A copy of this agenda with supporting documents is available online at www.occoquanva.gov.



OCCOQUAN TOWN COUNCIL
Regular Meeting Minutes-DRAFT
Town Hall – 314 Mill Street, Occoquan, VA 22125
Thursday, November 7, 2019
7:00 p.m.

Present: Mayor Earnie Porta, Vice Mayor Pat Sivigny, Councilmembers Matthew Dawson, Cindy Fithian, Laurie Holloway, and Eliot Perkins

Absent: None

Staff: Kathleen Leidich, Town Manager; Adam Linn, Chief of Police; Martin Crim, Town Attorney; Bruce Reese, Town Engineer.

1. Call to Order

Mayor Porta called the meeting to order at 7:00 p.m.

2. Pledge of Allegiance

3. Citizens Time

Amy Barnes of Center Lane asked for an update on Town storm water management planning. Mayor Porta responded that at each Town Council meeting staff is reminded to prepare for the spring cycle of storm water management grants. The Town Manager, Kathy Leidich, provided a brief update on her discussions with the County regarding the previously-completed storm water study and noted that maintenance staff will be monitoring and cleaning storm water grates.

Terry Haas of Commerce Street spoke to commend the Occoquan Police on their activities related to animal welfare issues and encouraged funding and training to help them continue to improve in this area. She suggested potentially establishing an advisory group on this issue. Mayor Porta noted that an advisory group might be consistent with the topic of “task forces,” which he planned to address during his report. He also thanked Ms. Haas for recognizing the efforts of Occoquan Police on this subject at a recent public Halloween event she sponsored at River Mill Park.

4. Approval of Minutes

A motion was made by Councilmember Perkins, seconded by Councilmember Fithian that the minutes of the October 15, 2019, work session meeting be approved.
Ayes: All, by voice vote.

5. Mayor’s Report

Mayor Porta reported on the following activities in which he participated.

- 10/3 – Attended the Occoquan Pointe HOA Annual Meeting.
- 10/5 – Attended the ACTS IWalk fundraiser.
- 10/17 – Again served as Program Lead for Leadership Prince William’s History & Government Day.
- 10/26 – Participated in the Annual Halloween Costume Parade, judged the costume contest, and attended other parts of the Spirits & Spirits event.

- 10/27 – Attended the ceremony in River Mill Park organized by Terry Haas honoring Town police officers and Pat Lynn for their service related to animal welfare issues.

Mayor Porta also reported on or inquired of staff regarding the following items:

- He confirmed with the Town Manager that staff could not locate the picture plaque of Bob Ritenour that had been removed from the Mamie Davis Park gazebo. He noted that advocates for the recognition of Mr. Ritenour expressed a preference that the plaque not be replaced given its small size; they felt the large portrait in Town Hall represents more appropriate recognition.
- He noted that the Northern Virginia Conservation Trust had conducted their annual monitoring visit on the Tanyard Hill Park conservation easement. They noted that some debris has been gathered near the townhouse subdivision border and that this should be removed by March 1 and signs placed indicating that dumping is not permitted.
- Mayor Porta remarked that he has noticed that the Town Code has not been updated on the Town web site with ordinances adopted since January 1, 2019. While it is updated on the American Publishing Company site, that site is not user friendly, nor is there any link to it on the Town web site. He directed staff to make certain to promptly update the Town Code on the Town web site after each new ordinance is adopted.
- Mayor Porta noted that the final, approved minutes on the Town web site do not show the signature of the Town Clerk or other relevant official and that this should also be corrected on the Town web site.
- Mayor Porta reported that Ms. Loges of the Planning Commission had suggested the creation of some task forces that might assist staff in researching or processing issues of importance. Potential subjects include budget planning, communications, maintenance, volunteer support, and technology. Council members generally agreed that the concept is worth exploring.
- Mayor Porta noted that he and the Town Attorney and others had worked together to develop a set of frequently asked questions (FAQs) related to the proposed “Mill at Occoquan” development, focusing particularly on process, historical, and environmental questions. He distributed copies to the Town Council members for review, noting, as Council Member Holloway indicated, that it is a “living document” that can be added to and modified as needed. Ms. Leidich reported that she had already put it on the Town web site.

6. Councilmember Reports

Councilmember Perkins reported on the activities of the Planning Commission with regard to the “Mill at Occoquan” development. He also noted the substantial increase in the number of children living in Occoquan and participating in Occoquan events and suggested that this is a very positive development for the community.

Councilmember Holloway remarked on an earlier email she had sent to staff regarding the potential use of environmentally-friendly snow melt material. In particular, she asked staff to research whether or not our snow removal contractor could use such material rather than salt or other chemical treatments.

Councilmember Fithian noted the significant community interest in the proposed “Mill at Occoquan” development. She also reported to the Mayor that State Delegate Torian was interested in speaking with him about the storm water management fund opportunities offered by the state.

Councilmember Dawson asked about the status of the parking recommendations from the Planning Commission. Ms. Leidich noted that with the departure of the staff member who was taking the lead on this and the press of other business she had not been able to make the subject a priority. Work will commence on it again in the near future, however. Mayor Porta noted that he had been approached with a recommendation to make Commerce Street two-way again as a way of reducing the impact on the Town of the afternoon rush hour traffic. Councilmember Perkins responded that this idea had been considered and rejected earlier by the Planning Commission, but that it could be reviewed again. Ms. Fithian reminded the Council again that at the appropriate time she would like to see a new, larger free public parking sign at the corner of Washington and Mill Street.

7. Staff Reports

A. Town Attorney:

Mr. Crim reported that he has been working on a revised agreement with AT&T, noting that the revision was necessary since the poles referenced in an earlier version of the agreement are not the Towns. He also indicated that he has been working with staff on reviewing the revised Visitors Center lease and the documents related to the construction of the kayak launch ramp. Additionally, he has been assisting staff with the collection actions for delinquent meals tax payments.

B. Town Engineer:

The Town Engineer’s written report was submitted as part of the meeting agenda. Mayor Porta asked about the status of the stop work order on the Kiely Court project. Councilmembers Perkins and Holloway asked about water drainage from the property and the likelihood of ice developing during the winter months. Sidewalk ice resulting from water associated with this property has been an issue for more than a decade, and Mr. Crim noted that the Town had in the past considered filing a nuisance action against the owners of Rockledge for the drainage and ice buildup on the sidewalk. Ms. Leidich noted that staff will be working with the property owner to ensure pedestrian safety this winter. Councilmember Fithian asked whether or not anything could be done about the raised manhole cover near the Bann Thai restaurant, noting that it was on private property. Mr. Crim noted that since it is on private property, the remedies are limited, but could include a public nuisance action. Mayor Porta suggested discussing the matter with the property owner.

C. Building Official:

The Building Official’s written report was submitted as part of the meeting agenda. Mayor Porta noted that one item showed an issue date of 4/25/2014 and asked that staff contact the Building Official to see if this had been turned over to enforcement staff.

D. Zoning Administrator

The Zoning Administrator's written report was submitted as part of the meeting agenda. Mayor Porta again asked if it contained the status of all identified outstanding violations. Ms. Leidich said she had confirmed that it does.

E. Town Treasurer

The Town Treasurer's written report of audits and tax delinquencies was submitted as part of the meeting agenda, as were draft financial results through September. Mayor Porta asked that staff confirm at a future meeting the reasons for noticeable variances in the IT, Insurance, and Vehicles and Equipment line items of the operating budget., noting that he assumed these expenses generally are greater early in the fiscal year.

F. Chief of Police:

Chief Linn submitted a written report as part of the meeting agenda. Councilmember Holloway noted her frustration that many vehicles that clearly belong to residents in Town are not displaying Town decals. Chief Linn responded that Town Police will soon be initiating an enforcement campaign, noting that a campaign a few years ago almost doubled the number of decals issued. A discussion ensued about the future use of the decals. Staff again noted that if the Town does not issue the decals then the County will get the decal revenue (the County does not issue decals but nevertheless collects the relevant fee in the personal property tax bill). Vice Mayor Sivigny noted that the Town at one time had investigated having the County issue the decals and take a portion of the revenue. This would result in higher levels of enforcement since it would be tied to the personal property tax. Chief Linn responded the County was not ready to pursue this at that time, but might be in a position to do so now.

Vice Mayor Sivigny remarked that he believes we have one of the finest police forces in the area and that he would like to see a mechanism developed to have them recognized as such before the Occoquan community.

G. Public Works

Staff distributed the updated Maintenance Supervisor checklist. Ms. Leidich again confirmed that monthly and annual activities will be added at a later date.

H. Boards and Commissions:

Councilmember Perkins reported that the Planning Commission will be meeting on December 10. Councilmember Holloway reported that the ARB will also be meeting on December 10.

I. Events and Community Development Director

The Events and Community Development Director, Julie Little, submitted a written report with the agenda, and briefly reviewed both the results from the Spirits & Spirits event and the plans for RiverFest. Mayor Porta complimented Ms. Little on the recent Spirits & Spirits event, noting in particular the large crowd that participated in the costume parade.

J. Town Manager:

Ms. Leidich submitted a written manager's report as part of the meeting

8. Regular Business**A. Update on Kayak Ramp Project**

Ms. Leidich provided an update on the kayak ramp project. Mayor Porta asked for confirmation that if all the estimated periods for permitting and construction proved accurate that the project would be completed before construction had to stop in February due to environmental restrictions. Ms. Leidich was unsure, but agreed to confirm what type of construction had to end in February. If, in other words, work in the water was completed by then, could remaining construction continue.

B. Financial Services Update

Ms. Leidich reviewed the status of the financial services agreement with Quist & Associates, LLC, noting progress to date on various items. Ms. Quist answered submitted a written progress report and answered questions from the Town Council.

C. Ordinance to Chapter 78 of the Town Code-Generally Related to Shared Mobility Systems

Mr. Crim noted that there is a January 1, 2020, deadline to adopt either a pilot program or an ordinance to regulate motorized skateboards, scooters, etc. If the Town misses the deadline, then any person may offer motorized skateboards, scooters, bicycles, or electric power-assisted bicycles for hire.

Councilmember Perkins moved that the Town Council adopt Ordinance #O-2019-08 adding Chapter 78 generally related to shared mobility systems, as is reflected in the attachment presented to the Town Council on November 7, 2019, to the Town Code. Councilmember Holloway seconded. Ayes: Vice Mayor Sivigny, Councilmembers Perkins, Holloway, Fithian, and Dawson, by roll call vote. Nays: None

D. Snow Removal Contract

Councilmember Holloway moved to extend the existing contract with Virginia Lawn Service for snow and ice removal services for one year, Fiscal Year 2020, and to set a not-to-exceed amount of \$5,000. Councilmember Fithian seconded. Ayes: Vice Mayor Sivigny, Councilmembers Perkins, Holloway, Fithian, and Dawson by roll call vote. Nays: None.

9. Closed Session

Vice Mayor Sivigny moved that the Council convene in closed session to discuss as permitted by the Virginia Code Section 2.2-3711(A)(1), a personnel matter involving performance of a specific Town employee, and as permitted by Virginia Code Section 2.2-3711(A)(3), a matter involving acquisition of real property for public purposes within Town limits. Councilmember Perkins seconded. Ayes: all, by voice vote. Closed session began at 9:07 p.m.

The Council came out of Closed Session at 9:46 p.m. Vice Mayor Sivigny moved that the Council certify that, in the closed session just concluded, nothing was discussed except the matter or matters (1) specifically identified in the motion to convene in closed session and (2) lawfully permitted to be discussed under the provisions of the Virginia Freedom of Information Act cited in that motion. Councilmember Holloway seconded. Motion passed unanimously. Ayes: Vice Mayor Sivigny, Councilmembers Dawson, Fithian, Holloway, and Perkins, by roll call vote. Nays: None.

10. Adjournment

The meeting was adjourned at 9:47 p.m.

Town Clerk



OCCOQUAN TOWN COUNCIL
Work Session Meeting Minutes - DRAFT
Town Hall – 314 Mill Street, Occoquan, VA 22125
Tuesday, November 19, 2019
7:00 p.m.

Present: Mayor Earnie Porta; Vice Mayor Pat Sivigny; Councilmembers Matthew Dawson, Cindy Fithian, Laurie Holloway, and Eliot Perkins

Absent: None

Staff: Kathleen Leidich, Town Manager; Adam Linn, Chief of Police; Julie Little, Events and Community Development Director; Katy Nicholson, Town Clerk

1. CALL TO ORDER

Mayor Porta called the meeting to order at 7:05 p.m.

2. REGULAR ITEMS

A. Update on Kayak Ramp Project

Ms. Leidich reported that she has a contract ready for Mayor Porta's signature, and she is waiting for Prince William County to approve the building permit.

Mayor Porta asked how long the permitting and construction processes are expected to take; Ms. Leidich responded that each process is expected to take 45 to 60 days, and that the town engineer is waiting for the contractor to prepare the paperwork for the permit application.

Mayor Porta noted that he understands construction will need to stop on February 15 due to environmental restrictions. Ms. Leidich responded that she is working to ensure that construction is complete by that date if necessary.

Mayor Porta said he plans to work with town staff to revise the town budget, as the estimate for the project has increased since the capital plan was adopted.

B. 2020 Meeting Calendars for Councils, Boards and Commissions

Ms. Leidich presented the 2020 meeting calendar, which includes 12 regular meetings and 10 work sessions.

Mayor Porta noted two errors in the town's meeting ordinance document provided; Ms. Leidich said she would review the ordinance.

Vice Mayor Sivigny mentioned that Council has not always held work sessions in the past. Mayor Porta said he will use his discretion to cancel any unnecessary work sessions in 2020.

Motion to approve the 2019 Town Council meeting and holiday schedule:

Moved by Councilmember Fithian; seconded by Councilmember Holloway.

Motion **passed** unanimously by voice vote.

C. Town Project Overview

Ms. Little reported on the following:

- The town has hired Megan Matheny, a public relations/social media professional, to help identify the town's typical visitor demographics and determine how to reach that target audience. Under the guidance of Ms. Matheny, the town developed new promotional collateral for the Spirits and Spirits event, and is currently rolling out promotional

materials for winter shopping season. Mayor Porta asked whether market research from the town's recent logo/branding project is being used for this initiative; Ms. Little responded that it is being used. Councilmember Perkins noted that he would like to hear about the highlights of any conversations about target demographics and outreach plans; Ms. Little responded that she will make that information available to Council. Councilmember Holloway asked if Ms. Little is reviewing all content produced by Ms. Matheny before it is posted; Ms. Little responded that she is reviewing all materials and that so far, Ms. Matheny has been producing photography and Ms. Little has been creating and posting the actual content.

Ms. Leidich reported on the following:

- In addition to regular duties, staff are working on 21 projects, 13 of which are related to Council's priorities.
- The December 3 Council Meeting agenda will include discussion of Council's proposed 2020 priorities.
- The Service Authority recently fixed the manhole cover in front of Bann Thai so it is now flush with the walkway.
- The town's holiday decorations have been installed.
- Work is progressing on the River Mill bathhouse, and Ms. Leidich expects it to be completed within the next few weeks.
- Ms. Leidich plans to meet with Prince William County regarding the stormwater management project.
- The town is working with the Prince William County building inspector regarding the kayak ramp and Kiely Court projects.
- Ms. Leidich and Ms. Little recently met with the CEO of the Workhouse Arts Center in Lorton to discuss potential tourism/event collaboration.
- Town staff is reviewing standard operating procedures for dock usage following a recent fire; the Town Attorney has advised that while the town cannot regulate smoking on the dock, it can regulate the use of open flame.
- Prince William County staff will present plans for a new visitor center kiosk at an upcoming Architectural Review Board meeting.

Discussion:

- Councilmember Holloway said she has not received many OCQ alerts since she signed up for the system. Ms. Leidich responded that the messaging system has been used for several alerts, and that she is trying to use the system judiciously to avoid "information exhaustion." Mayor Porta suggested that staff include sign-up reminders in all future town newsletters. Councilmember Holloway suggested a review of the message categories. Mayor Porta said he plans to meet with Councilmember Holloway and Ms. Leidich to discuss the system.
- Vice Mayor Sivigny asked whether there were any updates regarding the idea of Prince William County taking over the town's vehicle licensing fee collection process to save the town money and staff time. Chief Linn responded that the county was unable to take over the process this year and is willing to consider it next year if the town is still interested.

- Councilmember Perkins noted that he wants to ensure the town is taking advantage of all opportunities for stormwater management grant funding. Ms. Leidich responded that the town is on track to apply for a grant with a March deadline. Mayor Porta said he would follow up with staff on the status of the grant application.

3. CLOSED SESSION

Motion to convene in closed session to discuss the following as permitted by the Virginia Code Section 2.2-3711(A)(1) A personnel matter involving performance of town employees and as permitted by the Virginia Code Section 2.2-3711(A)(3) a matter involving acquisition of real property within Town limits for public purposes:

Moved by Vice Mayor Sivigny; seconded by Councilmember Perkins.

Motion **passed** unanimously by voice vote.

Closed session began at 7:38 p.m.

Closed session ended at 8:10 p.m.

Vice Mayor Sivigny moved that the Council certify that, in the closed session just concluded, nothing was discussed except the matter or matters (1) specifically identified in the motion to convene in closed session and (2) lawfully permitted to be discussed under the provisions of the Virginia Freedom of Information Act cited in that motion. Seconded by Councilmember Holloway. Ayes: Vice Mayor Sivigny, Councilmembers Perkins, Holloway, Fithian, and Dawson, by roll call vote. Nays: None

4. ADJOURNMENT

The meeting was adjourned at 8:11 p.m.

Katy Nicholson
Town Clerk



TOWN OF OCCOQUAN

Circa 1734 • Chartered 1804 • Incorporated 1874
314 Mill Street • PO Box 195 • Occoquan, Virginia 22125
(703) 491-1918 • Fax (571) 398-5016 • info@occoquanva.gov
www.occoquanva.gov

TOWN COUNCIL

Earnie W. Porta, Jr., Mayor
Patrick A. Sivigny, Vice Mayor
J. Matthew Dawson
Cindy Fithian
Laurie Holloway
Eliot Perkins

TOWN MANAGER

Kathleen R. Leidich, AICP

Town Engineer's Report Town Council Meeting – December 3, 2019

Kayak/Canoe Launch – update from last report

Bid awarded to Delta Marine. Project Manager engaged. Contract signed and Delta moving toward building permits with PW County.

Kiely Court Project – no change from last report

Land Disturbance Permit issued - construction commenced. Building permit applications have been submitted for both houses, but not yet issued. Zoning permits have been issued for both houses. Town staff continues to monitor erosion and sediment controls and parking on/near job site.

Rivertown Overlook Project – no change from last report

Land Disturbance Permit issued – construction proceeding.

Vantage Point BMP maintenance – no change from last report

Bid received from Total Development Solutions (\$38,730). Lynn property – re-inspected with calculations on channel capacity and protective lining. Town Engineer evaluated runoff onto downstream property and prepared channel improvement plan for owner.

Boundary Branch – no change from last report

Boundary Branch, Vantage Point BMP – various stormwater issues throughout Town.

Tanyard Hill Park (Oaks III) – no change from last report

Approved by PWC BOS 5/15/18 with revised proffers

- Use as park and open space – trails and Stormwater Pond shown on GDP
- Plat vacating lot line when site plan needed - NRA to review first
- Access to potential parking lot for trail head allowed off Tanyard Hill
- Reserve ROW along Tanyard Hill and Old Bridge Roads
- Use LID as part of any development
- Pay \$75 per acre zoned (4.229 acres)

Mill at Occoquan – update from last report

Revised preliminary site plan and Special Use Permit applications re-submitted August 2, 2019 – staff report prepared and distributed for Planning Commission hearing. Developer asked for postponement of Planning Commission to date to be determined.

-END-



TOWN OF OCCOQUAN

Circa 1734 • Chartered 1804 • Incorporated 1874
314 Mill Street • PO Box 195 • Occoquan, Virginia 22125
(703) 491-1918 • Fax (571) 398-5016 • info@occoquanva.gov
www.occoquanva.gov

TOWN COUNCIL
Earnest W. Porta, Jr., Mayor
Patrick A. Sivigny, Vice Mayor
J. Matthew Dawson
Cindy Fithian
Laurie Holloway
Eliot Perkins

**TOWN ZONING
ADMINISTRATOR**
Ned A. Marshall

Town Zoning Administrator's Report Town Council Meeting – December 3, 2019

The following is a list of zoning reviews from November 1, 2019 to November 25, 2019:

TZP2019-018 201 Union St fencing and lighting
Disapproved, pending resolution of sign violations

TZP2019-028 Bottle Stop exhaust fan install awaiting approval of ARB

The following is a list of violation letters from November 1, 2019 to November 25, 2019:

As a follow up to previous violations, I inspected the following on 11-25-19:

Berrywood – Trash Enclosure is not present, certified letter (3rd notice) was unclaimed
3rd Base Pizza –seasonal lights still in place.
201 Union St. - Ice Cream Shop –inspection, no change.
426/430 Mill Street – working with contractor on ice/snow on sidewalk
440 Mill Street – sent letter to owner regarding newly constructed fence visible from right of way.

The following is a list of plan reviews from November 1, 2019 to November 25, 2019:

125 Mill Street – permit application for signage.
Requested additional information from applicant, proposed sign dimensions and existing sign dimensions. Still waiting on dimensions for the existing sign. This property is not in the historic district.

-END-



TOWN OF OCCOQUAN

Circa 1734 • Chartered 1804 • Incorporated 1874
 314 Mill Street • PO Box 195 • Occoquan, Virginia 22125
 (703) 491-1918 • Fax (571) 398-5016 • info@occoquanva.gov
 www.occoquanva.gov

TOWN COUNCIL
 Earnie Porta, Mayor
 Patrick A. Sivigny, Vice Mayor
 J. Matthew Dawson
 Cindy Fithian
 Laurie Holloway
 Eliot Perkins

Town Treasurer's Report Town Council Meeting – Dec 3, 2019

TOWN MANAGER
 Kathleen R. Leidich

TOWN TREASURER
 Carla M. Rodriguez

Audits

Audit Type	Current Status	Last FY Audit Completed	Next Steps/Action
Meals Tax Audit	Pending	None	Pink Bicycle Tea Room
BPOL Audit	Pending	2012 License Year	Fathom Realty
Meals Tax Audit	Closed	FY2018	Riverside Coffee and Ice Cream/Compliant
BPOL Audit	Pending	None	The Reclaimed Treasurers
Meals Tax Audit	Pending	None	Tastefully Yours
BPOL Audit	Pending	None	Patriot Scuba
Meals Tax Audit	Pending	None	MCKR Management/Cock and Bowl

Delinquencies

Meals Tax Delinquencies			
Business Name	Length of Delinquency (months)	Date of Last Notice	Status of Compliance
Pink Bicycle Tea Room	20	10/31/2019	Serving Warrant in Debt
Madigan's Waterfront	5	10/24/2019	Compliant/weekly payments
Riverside Coffee & Ice Cream	2	10/24/2019	Not compliant

BPOL Tax Delinquencies			
Business Name	Length of Delinquency (Years)	Date of Last Notice	Status of Compliance
Fathom Realty	1	10/30/2019	Not compliant
13 Magickal Moons	1	10/30/2019	Not compliant
MCKR Management/Cock and Bowl	1	10/03/2019	Not compliant
Pink Bicycle Tea Room	1	10/31/2019	Serving Warrant in Debt
Berrywood, Inc	1	10/30/2019	Not compliant
Designs by Andre'	1	10/07/2019	Not compliant

Real Estate Delinquencies				
Property Owner	Length of Delinquency (Years)	Amount of Delinquency (Tax Only)	Date of Last Notice	Status of Compliance
Granny's Cottage Inc	3	\$201.60	8/31/2019	Serving Warrant in Debt
Houghton, Lance	1	\$10.57	10/30/2019	Not compliant

Transient Tax Delinquencies

Property Owner	Length of Delinquency (months)	Date of Last Notice	Status of Compliance
Ballywhack Inc	10	10/30/2019	Not compliant

NOTES:

TOWN OF OCCOQUAN

RESERVES

AS OF 10/31/2019

	Draft - as of 7/1/2019	Unaudited Income/ (Loss) YTD FY20	Draft - as of 10/31/19
Net Assets without Restrictions			
Operating Reserves	\$ 200,000	\$ -	\$ 200,000
Unrestricted Net Assets	\$ 62,590	\$ (52,691)	\$ 9,899
Event Fund	\$ 129,418	\$ 63,656	\$ 193,074
CIP Fund	\$ 115,611	\$ (10,228)	\$ 105,383
Subtotal NA without Restrictions	\$ 507,619	\$ 737	\$ 508,356
Net Assets with Restrictions			
Public Safety Grant Fund	\$ 45,343		\$ 45,343
Mamie Davis Park Fund	\$ 10,323	\$ (2,104)	\$ 8,219
Public Education Grant	\$ 1,044	\$ -	\$ 1,044
Public Art Fund	\$ 500	\$ -	\$ 500
Mamie Davis (Endowment)	\$ 100,000	\$ -	\$ 100,000
Subtotal NA with Restrictions	\$ 157,210	\$ (2,104)	\$ 155,106
Total Available Net Assets	\$ 664,829	\$ (1,367)	\$ 663,462

TOWN OF OCCOQUAN

BALANCE SHEET

AS OF 10/31/2019

	10/31/2019
ASSETS	
Current Assets	
Total Checking/Savings	\$ 680,329
Total Accounts Receivable	\$ 70,998
Total Other Current Assets	\$ 2,545
Total Current Assets	\$ 753,872
TOTAL ASSETS	\$ 753,872
LIABILITIES & EQUITY	
Liabilities	
Total Accounts Payable	\$ 13,100
Total Credit Cards	\$ 3,980
Total Other Current Liabilities	\$ 13,750
Total Current Liabilities	\$ 30,830
Total Long Term Liabilities	\$ 59,581
Total Liabilities	\$ 90,411
Equity	
Net Assets without Restrictions	
Operating Reserves	\$ 200,000
Unrestricted Net Assets	\$ 62,590
Event Fund	\$ 129,418
CIP Fund	\$ 115,611
Net Assets with Restrictions	
Public Safety Grant Fund	\$ 45,343
Mamie Davis Park Fund	\$ 10,323
Public Education Grant Fund	\$ 1,044
Public Art Fund	\$ 500
Mamie Davis (Endowment)	\$ 100,000
Net Income	\$ (1,367)
Total Equity	\$ 663,462
TOTAL LIABILITIES & EQUITY	\$ 753,872



**TOWN OF OCCOQUAN
PROFIT and LOSS
AS OF 10/31/2019**

Total Funds

GENERAL OPERATING ACCOUNTS

REVENUES		Unaudited			
General Fund	FY 2019 Budget	Actual as of 6/30/19	FY 2020 Budget	Actual as of 10/31/19	% of Budget Used
Real Estate Taxes	232,500	239,882	240,890	3,037	1.3%
Meals Taxes	220,334	190,442	227,320	106,146	46.7%
Other Taxes (Sales,Utility,Communications,Transient)	102,473	103,483	103,310	32,942	31.9%
Fines (Public Safety)	60,000	160,034	162,360	68,920	42.4%
Fees and Licenses (Auto,Business,Late fees,Arch,PM,ATM,Dock,Admin Fee,Eng Fee)	98,150	79,405	92,550	15,195	16.4%
Grants (Litter,HB599,VML,PEG)	25,843	27,141	26,123	8,121	31.1%
Service Revenue (Engineer,Legal,Landscape,CC fees)	5,000	15,712	5,360	2,153	40.2%
Rentals (TH,RMP)	1,500	1,259	4,500	2,038	45.3%
Interest (GF,Brick,Sponsor)	9,120	3,312	7,500	764	10.2%
Other Revenues (Reimbursements, Ins claims,Public Safety fuel refund)	1,000	7,065	-	13,872	42.4%
TRANSFER FROM RESERVES			32,699		
Total Revenues General Fund	755,920	827,735	902,612	253,188	28.1%
EXPENDITURES		Unaudited			
General Fund	FY 2019 Budget	Actual as of 6/30/19	FY 2020 Budget	Actual as of 10/31/19	% of Budget Used
Personnel Services	380,820	374,811	452,226	139,002	30.7%
Professional Services	122,250	135,578	139,250	61,223	44.0%
Information Technology Services	14,050	17,368	13,500	8,548	63.3%
Materials and Supplies	9,000	13,654	15,414	4,733	30.7%
Operational Services	7,500	7,610	11,050	3,372	30.5%
Contracts (Landscaping, Refuse Collection, Snow Removal)	74,500	74,052	82,000	25,334	30.9%
Insurance	20,120	20,992	20,120	12,543	62.3%
Public Information (Newsletters)	3,400	4,079	3,300	875	26.5%
Advertising (Community/ Business Support, Legal Ads)	9,000	7,698	9,000	3,379	37.5%
Training and Travel (Employee, Boards and Commission Training)	13,500	8,368	12,800	5,463	42.7%
Vehicles and Equipment	15,300	28,482	21,000	14,991	71.4%
Seasonal	5,500	1,791	4,500	412	9.2%
Facilities Maintenance	68,030	75,168	85,552	23,020	26.9%
Special Events	12,950	11,074	16,000	2,836	17.7%
Other Expense(Dues and Subscriptions)	-	17,099	-	148	0.0%
TRANSFER TO CIP RESERVE	-	-	16,900	-	0.0%
Total Expenses	755,920	797,824	902,612	305,879	33.9%
General Fund Net Income	-	29,911	-	(52,691)	

TOWN OF OCCOQUAN
PROFIT and LOSS
AS OF 10/31/2019

CS

Unaudited					
Craft Show Fund, Riverfest & Other Events	FY 2019 Budget	Actual as of 6/30/19	FY 2020 Budget	Actual as of 10/31/19	% of Budget Used
Revenue (FL)	203,950	231,298	181,900	113,182	62.2%
Expenses (personnel,materials and supplies,contracts,adverting)	101,954	102,915	108,393	49,526	45.7%
Craft Show Net Income	101,996	128,383	73,507	63,656	86.6%

MDP

Unaudited					
Mamie Davis Fund	FY 2019 Budget	Actual as of 6/30/19	FY 2020 Budget	Actual as of 10/31/19	% of Budget Used
Revenue	2,600	3,505	600	201	33.5%
Expenses (repairs and maintenance)	2,000	-	-	2,305	0.0%
Mamie Davis Net Income	600	3,505	600	(2,104)	-350.7%

TOWN OF OCCOQUAN
PROFIT and LOSS
AS OF 10/31/2019

Unaudited

CIP

CIP Fund	FY 2019 Budget	Actual as of 6/30/19	FY 2020 Budget	Actual as of 10/31/19	% of Budget Used
Revenues	446,300	-	121,965	-	0.0%
TRANSFER FROM GENERAL FUND	-	-	16,900	-	0.0%
Expenses					
Property Acquisition	-	-	-	534	0.0%
Intersection Improvements	420,000	86,720	-	-	0.0%
Sidewalk Maintenance	10,000	-	-	-	0.0%
Building Maintenance	-	-	10,000	-	0.0%
Stormwater Management	-	-	15,000	-	0.0%
Trash/Recycling Containers	17,000	11,747	1,000	-	0.0%
Annex Property Improvements	-	-	1,000	-	0.0%
Street/Curb Program	-	-	5,000	-	0.0%
Mamie Davis Renovations/Upgrades	-	-	1,000	-	0.0%
Gaslight Banner Replacement	-	-	2,500	-	0.0%
Tanyard Hill	4,500	-	-	-	0.0%
Canoe Kayak Ramp	140,000	242	140,000	659	0.5%
Police Vehicle	-	81,281	16,900	-	0.0%
Police Radios	-	-	23,111	-	0.0%
Body Armor	2,400	1,000	1,000	-	0.0%
IBR Reporting	-	-	-	-	0.0%
LIDAR Speed Detection and Related Equipment	2,300	-	7,236	-	0.0%
Office Safety Equipment	5,100	4,931	-	3,564	0.0%
Pedestrian & Bicyclist Safety Program	2,300	-	3,350	-	0.0%
Alcohol Related Safety Projects	-	-	5,879	-	0.0%
Computer Upgrades	-	-	5,000	-	0.0%
Document Management	2,500	-	2,500	-	0.0%
Website Redesign	-	475	7,000	4,965	0.0%
Town Recodification	-	2,998	-	-	0.0%
Parking Management Plan	-	-	5,000	-	0.0%
AV Equipment-Town Hall	-	-	2,000	506	0.0%
Total Expenses	606,100	189,394	254,476	10,228	
CIP Net Income	(159,800)	(189,394)	(115,611)	(10,228)	0.0%
Total Net Income All Funds	(57,204)	(27,595)	(41,504)	(1,367)	3.3%



TOWN OF OCCOQUAN

Circa 1734 • Chartered 1804 • Incorporated 1874
314 Mill Street • PO Box 195 • Occoquan, Virginia 22125
(703) 491-1918 • Fax (571) 398-5016 • info@occoquanva.gov
www.occoquanva.gov

TOWN COUNCIL
Earnest W. Porta, Jr., Mayor
Patrick A. Sivigny, Vice Mayor
J. Matthew Dawson
Cindy Fithian
Laurie Holloway
Eliot Perkins

TOWN MANAGER
Kathleen R. Leidich, AICP

CHIEF OF POLICE
Adam C. Linn, J.D.

Occoquan Police Department

Monthly Town Council Report December 3, 2019

Departmental Goals

- Goal 1: Provide for the public safety of the persons and property of the residents, businesses, and visitors of the Town of Occoquan.
- Goal 2: Promote a professional and accountable police department.
- Goal 3: Promote safe roads and sidewalks in the Town of Occoquan.

Current Initiatives

Continued the Calls for Service police coverage in Town. Working with town officers and auxiliary police officers to increase patrols and visibility during peak calls for service times.¹ Directed business checks and patrols during business hours.¹ Continued community policing and safe sidewalks.¹ Worked with officers to address administrative needs of Police Department.²

Initiated Intersection Control at Commerce St. and Washington St. as well as Union St. and Commerce St. to make sure all vehicles come to a complete stop before entering the intersection.⁵ Directed traffic enforcement on Gordon Boulevard and Commerce Street area (speeding, Block the Box and Driving off Roadway), Union Street/Tanyard Hill Road (speed enforcement), and Washington Street (pedestrian safety and speeding).³ Directed stop sign enforcement and pedestrian safety enforcement in historic district.³ Continued foot patrols and visibility in historic business area.

Continued body worn cameras program for Town Officers and DMV selective enforcement grants to reduce accidents and pedestrian safety.⁴

Community Relations

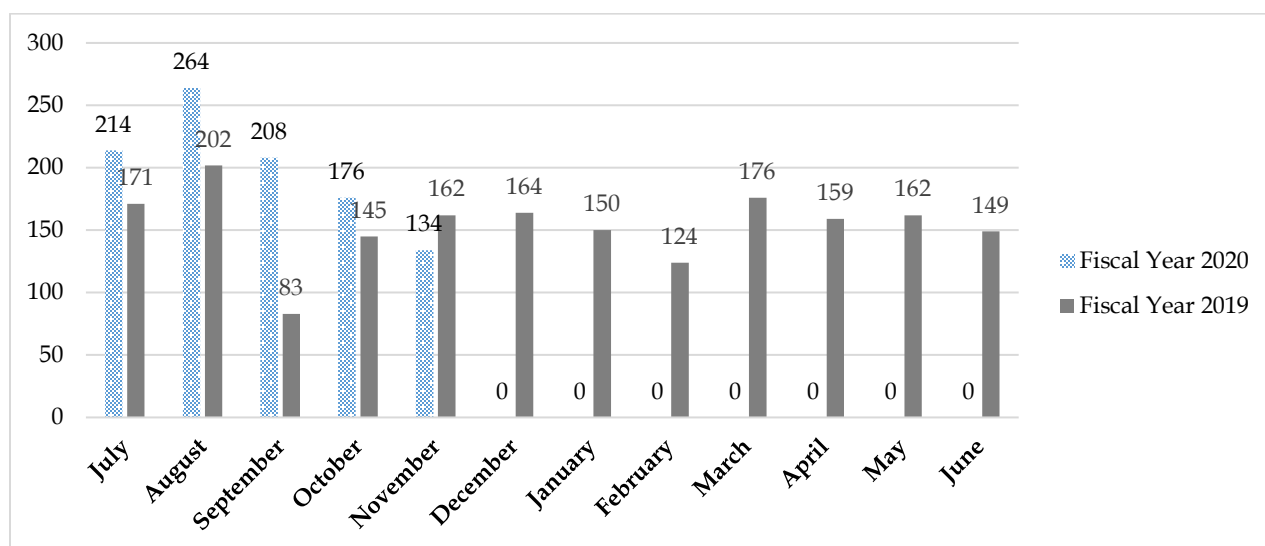
Provided patrol and visibility during Town Openhouse and Tree Lighting, Pokémon, and Black Friday community events. Continued Pedestrian Safety Campaign. Provided patrol and visibility throughout Town, including foot patrols through Historic Downtown and residential areas on Washington Street, East Colonial Drive, Overlook Drive, Fortress Way, Occoquan Heights, and Mill Cross. Continued stop sign and speed compliance details.

Continued with Business Outreach by having Police do regular business checks and speak with business partners regarding any concerns. Spoke with multiple residents, visitors, and business owners throughout the month. Initiated Police Department Instagram site as part of SHIELD program.

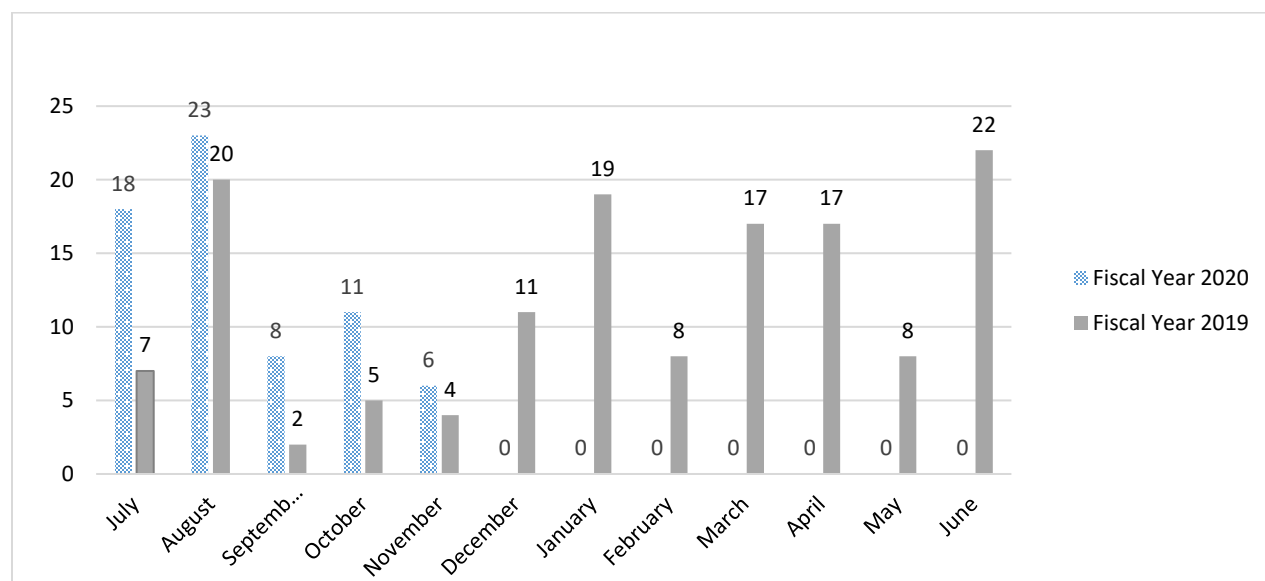
Patrol and Enforcement Activities

As of November 21, 2019, the Town Police made 8 custodial arrests with 16 charges (1 Felony Child Neglect, 1 Unauthorized Use of Vehicle, 5 Misdemeanor Drug Possession, 2 DUI, 3 Reckless Driving, 1 Misdemeanor Warrant Service, 1 Providing False Documents and 2 Driving without a License), issued 134 traffic summonses, and 73 warnings.

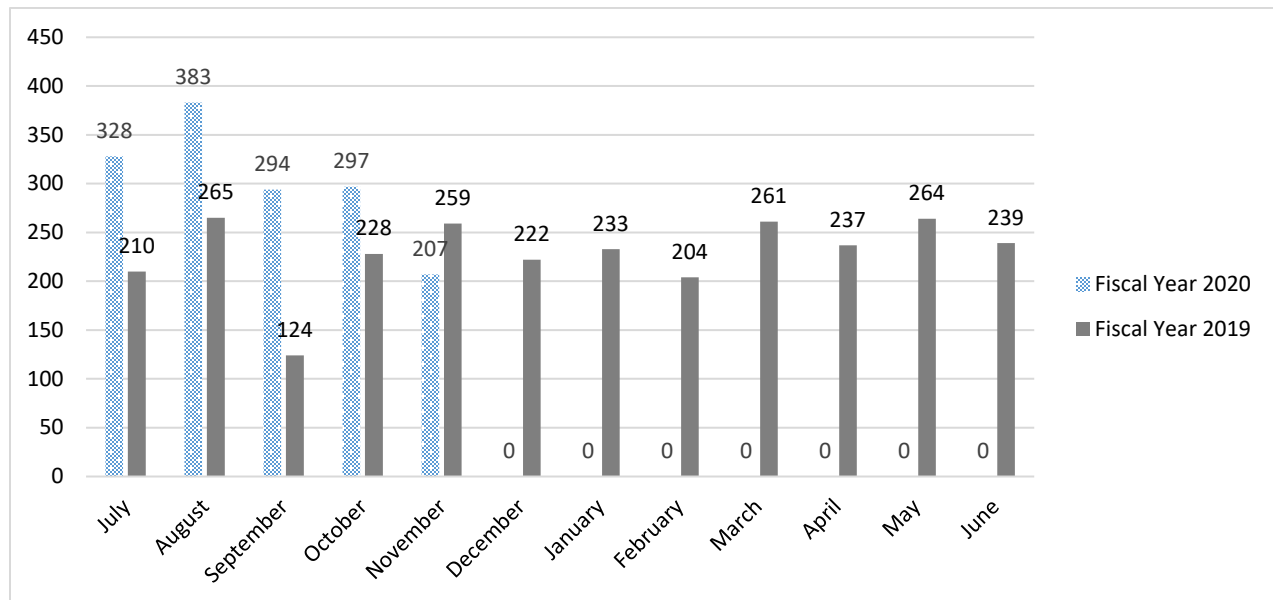
Traffic Summonses FYTD (GRAPH) ⁵



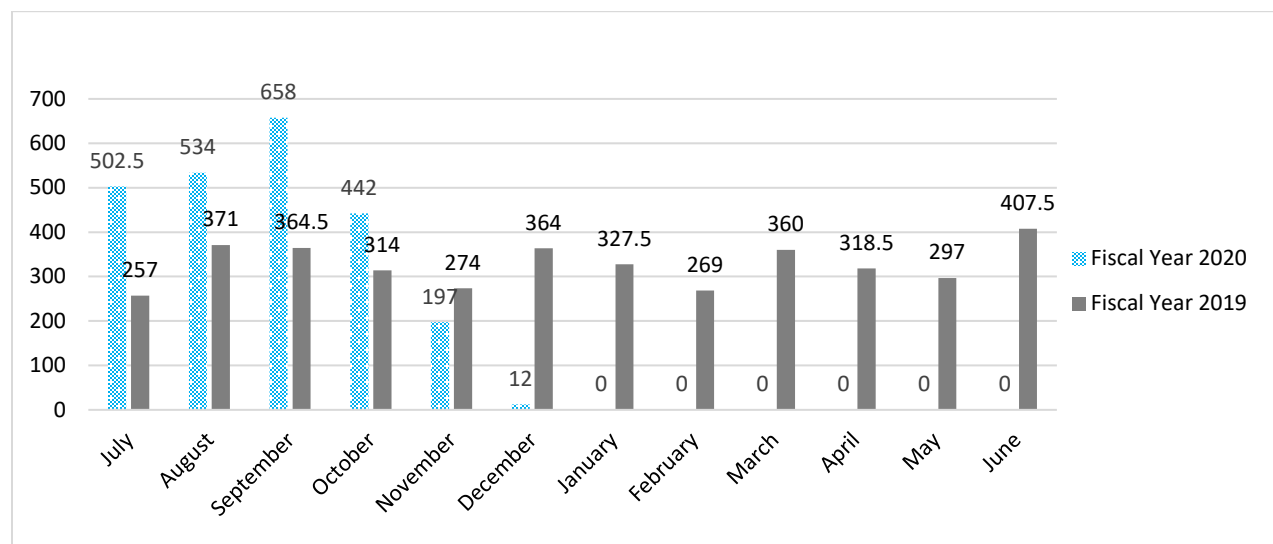
Parking Tickets Issued FYTD (GRAPH) ³

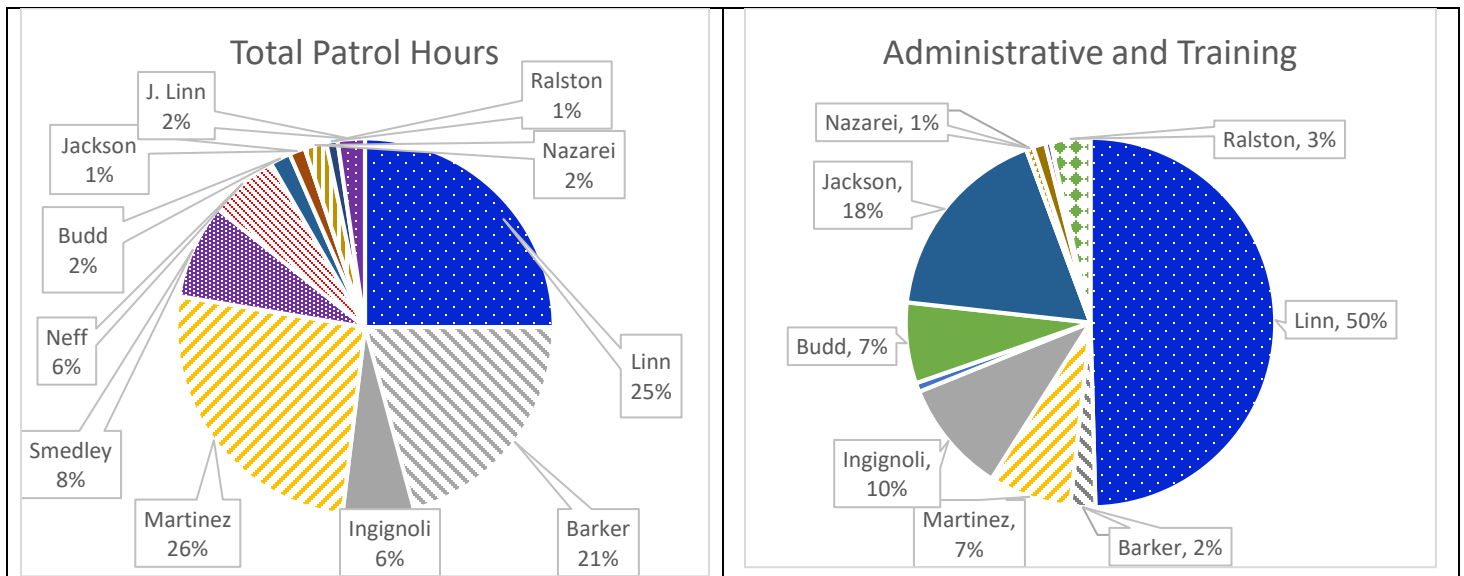


Traffic Stops YTD (GRAPH) ⁵



Patrol Hours FYTD (GRAPH) ⁵





Miscellaneous

Continued auxiliary police officer training.² Continued Narcan – Opioid safety program³. Town Officers taught and attended an in-service training for TECC (Tactical Emergency Casualty Care) for providing emergency medical care.²

¹ Goals 1, 2, and 3

² Goal 2

³ Goal 3

⁴ Goals 1, 2, and 3

⁵ Goals 1 and 3



Maintenance Supervisor Checklist

Weekly Work Checklist

Mondays

- Drive through Town, sweep, dump trash, clean River Mill Park bathrooms
- Check Town rights of way for signs

Tuesdays

- Miscellaneous Repairs (including gaslights and Historic District grates)
- Check Tanyard Hill Park

Wednesdays

- Ensure trash cans dumped by Town's contractor, clean up loose trash left behind
- Clean River Mill Park bathrooms
- Service truck, gator-cart, street sweeper

Thursdays

- Miscellaneous Repairs (including gaslights and Historic District grates)
- Annex clean up

Fridays

- Ensure trash cans dumped by Town's contractor, clean up loose trash left behind
- Sweep Streets, check Town rights of way for signage
- Concert prep: Assisting with stage preparation and unloading/moving band equipment
- Clean River Mill Park bathrooms

Saturdays

- Prep River Mill Park for Movie nights
- Assist Events and Community Development director with Movie nights
- Check/empty public trash cans

Craft Show

- Fix and build signs, order as needed
- Clean coolers
- Stage cones for traffic control
- Pick up ice, load coolers
- Placement of handicapped parking signs
- Set up bus stops (cooler, sign, chairs)
- Placement of parking warning signs on poles (72 hours before event)
- Placement of Craft Show Pick up Signs in parking lots
- Close lot for dumpster and Porto Johns
- Placement of lot parking signs on Rt. 123
- Set up permit parking lots
- Bus stop pick ups
- Refill coolers during the event
- Town Hall set up
- Pick up sodas/waters
- Close Commerce Street at Rt. 123 for event
- Parking enforcement
- Clean up after the show (taking down tents, folding chairs/tables, etc.)
- Break down and put away cones, signs, cans coolers, chairs
- Stage trash cans and bags for trash crew
- Pick up food, drinks, ice, etc. when needed

Monthly Activities

Annual Activities

FY 2020 RiverFest Update

No updates since last report

Background

In April 2018, Town Council established the Craft Show Exploratory Committee to review the goals of the annual Town Arts & Crafts Shows and to provide recommendations to Council on the future of the Shows going forward. Council acknowledged receipt of the Committee's report in January 2019¹. The Events and Community Development Director provided the first update regarding the future event development process for FY 2020 to Council in April 2019.

The current Town Craft Show goals are to:

- **Enhance** the Town of Occoquan as a center for living, shopping, dining, art, and history²
- **Generate** funds for Town capital projects and other Town financial needs

Since 2013, the net revenue for the Spring Craft Show has remained in the \$52,300 to \$54,000 range. The net revenue for the FY 2018 Show was substantially lower (\$29,902) due to extreme weather conditions. The combined annual average net revenue for both shows has been \$106,000. The two major contributors to Craft Show revenues are shuttle bus sales and vendor booth sales. The shuttle bus revenue has remained relatively constant, while the vendor booth revenue has plateaued. Booth slots for each season used to be over 350 in the mid 1990's. More recently, it has been around 250 (For 2019 Spring Craft Show it was 240). Spring Craft Show booth slots are harder to fill.

The Craft Show Exploratory Committee recommendation was for the FY 2020 Spring Craft Show to be replaced with an Occoquan-branded event or events that have a revenue-generating alcohol sales component included. The Committee recognized that the revenue from one event may not be sufficient income to replace the Spring Craft Show revenue, so they also recommended at least one additional revenue-generating event be added in FY 2020 to compensate.

RiverFest

During the FY 2018 Fall Craft Show, 858 patrons completed a survey requesting opinions on what they would like to see in future Town events. Survey respondents felt the Town would benefit from a more diverse set of events. RiverFest incorporates several desired elements that were mentioned by the survey respondents:

- Alcohol related event
- Art Festival
- Retail Event

The relatively stable performance of the Spring Craft Show in years past, provides a solid base for the Town to build on as it develops future events that will ultimately replace it in FY 2020. Because RiverFest will be held on the first weekend of June, keeping the same dates as the Spring Craft Show, the dates will already be familiar to past attendees who already associate this weekend with a Town event.

¹ Council Acknowledged receipt of the report, with the disclaimer that acknowledgement of receipt and authorization to post did not constitute adoption of the recommendations in the report.

² Corresponds with Town Council FY 2020 Priority Area: Community Development and Programming (Increase reputation and viability of annual events).

RiverFest Event

Date

The event will take place Saturday, June 6, 2020, 10-8pm and Sunday, June 7, 2019, 10-5pm

Schedule

- River Activities 10am -5pm
 - Standing Paddle Board Slalom Fun Run, Saturday only
 - River Cruises with Sea Knight Cruises, both days
 - Water Taxi—possible service provided; not revenue generating
- Artisan's Walk 10am – 5pm, both days
- Commercial Booths and Climbing Wall 10am -5pm, both days
- Beer Garden and Shrimp Boil 4pm-8pm, Saturday only
- Two Food Courts

Street Closures

Street closures include the length of Mill Street, from under the Rt. 123 Bridge to the Cul-de-sac; Washington, Ellicott, and Union Streets at Poplar Alley.

Shuttle

Event Shuttle-3 shuttle stops:

- Yellow (under 123 Bridge) delivers patrons directly to water activities, kids climbing wall, commercial booths and one of two food courts
- Green (Footbridge) delivers patrons directly to the Beer Garden, 2nd of 2 food courts and Artisan's Walk
- Purple (Moms) delivers patrons directly to the middle of the show.

Revenue

The event has been determined to be a two-day event for the following reasons:

- Estimate that a two-day event will generate 30-35% increase in revenue over a one-day event
- Two-day event will create an easier transition for long time artisans that are able to be juried into the Artisan's Walk
- Spring Craft Show vendors polled: over 25% said that would not apply to a one-day event, citing distance, logistics, and potential weather as reasons not to attend a one-day event

Ticketed events will be offered online prior to the event for Standing Paddle Board Slalom Fun Run, River Cruises, and Beer Garden/Shrimp Boil. Online ticket sales will provide a better estimate for event expense outlay.

Projected Revenues and Expenditures

RiverFest 2020 Two Days Updated 8 26 19

RiverFest 2020 Revenue

		Notes
Sponsorships	3,000	3 Sponsors @\$1000
Booth Rentals	52,125	125 Artisans @\$300; 20 Commercial @\$500; 10Food @400
Shuttle Fare	20,000	4000 Patrons @ \$5
Merchandise Sales	1,500	Souvenirs
Activity Revenue	8,075	75 Racers @\$15 + 80 Cruisers @\$30 + 160Climbers @\$5 + 150 dinners @25
Alcohol Entry Fees	6,250	250 @\$25
Vendor Parking	2,250	30 spaces @ 75
Total	93,200	

RiverFest 2020 Expenditures

		Notes
On Call Labor	1000	
Materials and Operational Supplies		
ABC License	85	
Merchandise for resale	500	
Activity Expense	750	
Beer Costs	1,800	
TOTAL MATERIALS & SUPPLIES	3,135	
Equipment Rental		
Tent/table Rental	1,000	
Portajohns	2,300	
Shuttle	16,000	
Boat Charter	3,000	
Shrimp Boil	1,500	
ipad rental	534	\$89 each includes 4 G service
Entertainment		
Bands	3,500	
Rock Wall	3,000	
TOTAL CONTRACTS	25,800	
Advertising - Marketing	7,000	
TOTAL ADVERTISING	7,000	
TOTALS	36,935	

RiverFest 2020 Revenue	\$93,200
RiverFest 2020 Expenditures	\$36,935
Net	\$56,265



HOW DO YOU SPEND TIME IN OCCOQUAN?

DAY TOURISM

- Foodies: Ice cream, meal, wine, coffee
- Unique shopping
- Free parking
- Close to DC
- Art
- Souvenirs
- Come for the day; hit the entire town
- Meet ups
- Sat am families/dogs
- Garden ladies & curated shopping experience
- Merchants are also personal shoppers
- Events
- River Activities
- Wedding
- Distinct, walkable downtown

3-DAY GETAWAY

- Mini vacation
- Peaceful getaway away from the city
- Weddings
- HerHideaways/AirBnB
- Destination spot
- History

OUTDOOR ENTHUSIASTS

- Nature walks
- Lunchtime exercise
- Fishermen
- Photographers
- Clean ups
- Kayaking
- Scuba
- Conservationists
- Birdwatchers
- Waterfall and bridges

LOCALS

- Pokémon/Harry Potter
- Residents
 - General services
 - Restaurants
 - Concerts
 - VFW

VISITORS

TOWN EVENTS

RIVERFEST

- Boaters
- Kayakers
- Families w/kids
- Alcohol drinkers
- Festival goers
- Arts and crafts lovers
- Foodies
- Shoppers

FALL CRAFT SHOW

- Arts and crafts lovers
- Foodies
- Alcohol drinkers
- Shoppers

EVENTS

GUILD EVENTS

Chocolate Walk
Peep Show
Lemonade Stroll
Holiday Open House

WINTERFEST

- OCQ experience
- Small Town holiday experience
- Families with kids
- Santa

DISCOVER OCQ

- OCQ experience
- History tours
- Family friendly

MUSIC ON MILL

- Residents
- Followers of bands
- Locals

SPIRITS & SPIRITS

- OCQ experience
- Family friendly

WHERE DO YOU SPEND MONEY IN OCQ?

FOODIES

- Craft beer/curated wine
- Fine dining
- Specialty foods: seafood, pizza, Tex-Mex
- Quick dining
- Coffee drinkers
- Treats: ice cream, candy, pie

HOLIDAY

- Gifts
- Beauty
- Fashion
- Home décor
- Paper
- Jewelry
- Collectibles
- Toys
- Food
- Fiber art

LODGING

- HerHideaways
- AirBnbs

SHOPPING/ DINING

ART & HISTORY

- Galleries
- Mill House Museum

BOUTIQUES

- Beauty
- Fashion
- Gifts
- Home décor
- Paper
- Jewelry
- Bridal
- Toys
- Wood
- Antiques
- Fiber art

SERVICES

- Counseling
- Law
- Financial services
- Realtor
- Photography
- Pets
- Chiro
- Property mgmt.
- Sewing
- Water
- Nails
- Massages
- Hair
- Yoga
- Bridal
- Optical
- Art
- Scuba
- Music
- Non-profit
- River activities

FY 2020 Social Media Program Support

Background

Megan Matheny was hired to serve as staff support for the Town of Occoquan's social media program and she began work on October 1, 2019.

The general consensus among recent survey respondents is that the Town of Occoquan is clearly known within Fairfax and Prince William counties, but it is less clear that the town is known within the greater D.C. metro area. The public may have a general idea about Occoquan offerings, but may be unaware of the full range of events, activities, and other day-to-day opportunities.

We need to brand ourselves as a **DESTINATION** spot and have a comprehensive plan on how to fully market all that the town has to offer: history, dining experiences, recreation, arts, shopping, and especially the general small-town experience, since our small size and the quaintness of town is a large part of what drives tourism. We need to embrace this unique character as the best part of living, dining, and shopping in Occoquan.

Customer Base

The Town has several types of visitors from the Woodbridge, Fairfax Station, Lorton, Burke, Springfield, Clifton, Haymarket, and Alexandria areas. This customer base includes dual-income, married women with kids, as well as couples and singles. Charts were developed to determine the types of visitors that come to Occoquan, what events they attend, what they do when they come, and how they potentially spend money while they are here. (See attached).

Over 40% of those surveyed at the 2018 Fall Craft Show indicated that they come to Occoquan to dine; over 30% said they come to shop. Beyond the shopping and dining they already do in town, Occoquan's customer base is also interested in experiences such as Discover Occoquan, the Haunted Maze, and Holiday Open House; festivals, such as art, beer or wine or a Taste-of event; and outdoor activities, such as kayaking the river and using the park. RiverFest in June 2020 will include several of these components.

Goals

Based on recent surveys and research, including Imagine's brand profile, the 2018 Fall Craft Show survey, and research as determined by the Craft Show Exploratory and Events committees, social media goals were established for the 2nd quarter of FY2020:

- Embrace our identity: celebrate the historic, quaint nature of the town as a convenient break from the hectic pace of life
- Leverage the town's beauty
- Develop library of professional photos
- Define target audiences and reach out to those audiences accordingly
- Determine effective social media measures to advertise and draw in more tourism
- Encourage influencers and collaborators to stay overnight and endorse Occoquan
- Engage more with regional tourism influencers such as Workhouse, Riverview, PWC Tourism
- Increase engagement and add followers to social media accounts
- Encourage sharing and user-generated content on social media

FY 2020 Social Media Program Support

Recent Social Media Promotions

- I ♥ OCQ/Spring and Fall Craft Shows
- Spooky Occoquan / Spirits & Spirits
- Harvest Occoquan /Thankfulness
- Holly Loves Occoquan/Holiday

Future Promotion Ideas

- 50 Things To Do in OCQ
- Campaigns to represent different buying personas
- Weddings and Homecomings
- Girls Night Out
- Junior Ranger/Geocache/Urban Evolution Parkour for Kids
- Family Portraits
- Food & Beverage bloggers
- Did You Know? Campaign to highlight OCQ service businesses
- Occoquan Eats: Food and History Tours
- Giveaway ideas/contests to target different types of visitors: Vacationers/Day trippers/Outdoor enthusiast/Art / history buff



TOWN OF OCCOQUAN

Circa 1734 • Chartered 1804 • Incorporated 1874
314 Mill Street • PO Box 195 • Occoquan, Virginia 22125
(703) 491-1918 • Fax (571) 398-5016 • info@occoquanva.gov
www.occoquanva.gov

TOWN COUNCIL
Earnest W. Porta, Mayor
Patrick A. Sivigny, Vice Mayor
J. Matthew Dawson
Cindy Fithian
Laurie Holloway
Eliot Perkins

Town Manager's Report Town Council Meeting - December 3, 2019

TOWN MANAGER
Kathleen R. Leidich, AICP

River Mill Park Bath House

Lower level storage room: staff will continue working with Prince William County to complete the required corrective work. Next steps include developing a design plan for the work that conforms to County's building code.

Mill at Occoquan Development Application

The Planning Commission Public Hearing that was scheduled for 11/6/19 was deferred by the applicant. To prepare for the future Public Hearing, the Planning Commission Chairman, Mayor, Town Attorney and staff will likely meet with the applicant and his attorney to review any revised information provided by the applicant.

Visitor Center Kiosk

PWC staff will present the concept for the Kiosk to the ARB at its 12/10/19 meeting. Town staff has reviewed the MOA regarding the Kiosk and is working to finalize it with the County. The Virginia Tourism Corporation has confirmed that the Kiosk meets the required criteria to enable the Tourism sign to remain on Route 95.

Kayak Ramp Project

Staff expects the building permit review/approval process to take approximately 30-40 days to complete. Staff is currently working with the Contractor to complete the forms and provide supporting documentation for the permit. Both the Town and Contractor have signed the construction agreement. Staff will continue submitting reimbursement requests for project costs that have been incurred since 9/1/16. The actual construction of the project will take approximately 45-60 days to complete.

Meetings, Training, and Events

- Annual Tree Lighting/Merchant Guild Open House, November 22
- Thanksgiving Holiday-Town Hall Closed, November 28-29
- Town Council Regular Business Meeting, December 3
- Planning Commission Meeting, December 10
- Architectural Review Board Meeting, December 10
- Christmas Holiday-Town Hall Closed, December 24-25
- New Year's Holiday, January 1, 2020
- Town Council Regular Business Meeting, January 7
- Martin Luther King, Jr. Day, January 20
- Town Council Work Session, January 21



TOWN OF OCCOQUAN

TOWN COUNCIL MEETING

Agenda Communication

8. Regular Business	Meeting Date: December 3, 2019
8 A: Kayak Ramp Project Update	

Explanation and Summary:

In 2013, the Town was awarded a grant through the Federal Highway Administration's Recreational Trails Program (RTP) for the construction of an ADA non-motorized watercraft launch under the Route 123 Bridge. The intent of the project is to provide free water access to the community, including for persons with ambulatory disabilities. This project is consistent with the Town's Comprehensive Plan to increase pedestrian access to the water and will facilitate access to the Town for non-motorized watercraft users on the Occoquan River.

The total budget for the project is \$354,563, with DCR contributing \$283,650. The Town local match is \$70,913. The permit updating process has been completed. Delta Marine has been selected as the Contractor for the project. The Town is required to obtain a Commercial Building Permit from Prince William County for the project. The actual construction of the project will take approximately 45-60 days to complete.

Project Overview

- The Virginia Department of Department of Conservation and Recreation (DCR) has set aside \$283,650 for the project (overall budget for the project is \$354,563). Town Local Match is \$70,913
- Project Agreements signed by Town and DCR
- Construction agreement signed by Town and Contractor
- Environmental Permit updates have been completed
- Building Permit Process is underway

The attached update sheet provides the form and framework for future updates.

Attachments (1): Kayak Project Update

Canoe/Kayak Ramp Project Update

12/3/19

Background

In 2013, the Town was awarded a grant through the Federal Highway Administration's Recreational Trails Program (RTP) for the construction of an ADA non-motorized watercraft launch under the Route 123 Bridge. The intent of the project is to provide free water access to the community, including for persons with ambulatory disabilities. This project is consistent with the Town's Comprehensive Plan to increase pedestrian access to the water and will facilitate access to the Town for non-motorized watercraft users on the Occoquan River.

The Town has obtained/renewed/extended all required permitting as necessary.:

- Marine Resource Commission (VMRC) Permit, VMRC#2012-1293 (extended to 11/31/21)
- Army Corps of Engineers, 18-RP-19 (extended to 9/5/23)
- VDOT Land Use Permit, 948-46789
- US Department of the Interior, Project Review Certification
- Section 106 National Historic Preservation Act
- Town of Occoquan Approved Site Plan

Update

- Project Manager has been Selected: Rick DeMerle (DeMerle Construction Management LLC)
- Project Kick-off Meeting Held with Town Engineer, Project Manager, Contractor-Delta Marine 10/23/19
- Town Manager, Town Engineer, Project Manager Meeting Held with PWC Building Department 10/31/19
- Construction documents signed by Town/Contractor
- Confirmation with Contractor that work can continue work after 2/15/19 on other portions of dock-once pilings are installed

Next Steps

- Work through PWC Commercial Building Permit process
- Project Construction



TOWN OF OCCOQUAN TOWN COUNCIL MEETING Agenda Communication

8. Regular Business	Meeting Date: December 3, 2019
8 B: Confirmation of FY 2020-2021 Council Focus Areas	

Explanation and Summary:

This item provides the background information to support discussion of the Town Council goals and priorities in preparation for the FY 2021 Budget development process.

At the 12/4/18 Town Council Meeting, the Council adopted its overall priorities for the FY 2020 Budget development process. At the 1/15/19 Budget Work Session, the Council aligned these priorities with the priorities highlighted by the following Town planning documents: *Comprehensive Plan Vision 2016-2026; Draft Strategic Plan 2013; and the Planning Commission 2018 Annual Report*. The FY 2020 Council Priorities formed the basis for the adopted FY 2020 Budget and Capital Improvement Program.

Town Council Priorities FY 2020:

- **Community Development and Programming**
- **Historic Preservation and Town Appearance**
- **Parking Management**
- **Public Safety**
- **Stormwater Management**

This evening's discussion provides the opportunity to review and/or alter the above priorities and provide guidance to staff regarding the FY 2021 budget development process in term of goals, priorities and expectations.

Attachments: (3):

1. Town Council Priorities FY 2020
2. Council Priorities Background Information
3. Budget Work Session Packet

Town Council Priorities FY 2020

Community Development and Programming

- **Develop community programming and events**
 - 13) Community Planning Project
 - 57), 57) Participate in VML's Green Government Challenge
 - Goal #4) Be Clean, Green, Safe and Stable
 - 37) Develop growth plan for Town in relation to Prince William/Fairfax Counties
 - 58) Pursue designation as Main Street America Community
- **Increase reputation and viability of annual events**
 - Goal #1) Be the shopping, dining, entertainment hub of Prince William County, Southern Fairfax County and Northern Stafford County
 - 38) Promote coordination of artistic programs with LRPA and Lorton Work House Arts Center
- **Business support**
 - Goal #2) Be an attractive center of employment for start-ups/small businesses (5-25) employees.
 - 55), 55) Develop Green Business Recognition Program

Historic Preservation and Town Appearance

- **Maintain and preserve historic properties**
 - 20) Pursue Scenic Byway designation for Tanyard Hill Road
 - Goal #3) Be regarded as one of the top 5 most attractive small towns in Virginia
- **Promote maintenance of public property**
 - 16) Plan for Riverwalk (concept drawing)
 - 18), 18) Community Study-Brick Sidewalks
 - 56) Incorporated public recycling containers as part of Town's refuse container replacement schedule (FY 2017)
 - 21) Improve the Town's gateways
 - 36) Stewardship of Town's natural resources
 - 42) Maintain woodland preserve buffer/scenic bypass around Tanyard Hill Road
 - 50) Beautification/landscaping efforts to enhance Town aesthetics

Town of Occoquan Comprehensive Plan Vision 2016-2026
(<http://www.occoquanva.gov/comprehensive-plan.html>)

Action Items -FY 2017 and FY 2018

Draft Town of Occoquan Strategic Plan 2013
(<http://www.occoquanva.gov/draft-strategic-plan.html>)

Goals

Planning Commission 2018 Annual Report
(www.occoquanva.gov)

Focus Areas

Parking Management

- **Manage parking and traffic issues in Historic District**
 - 1) Completion of cut-through traffic and parking study (FY 2018)
 - 2) Implementation plan for cut-through traffic and parking study
 - 9) Improved parking management plan
 - 10) Develop Town-owned parking lots
 - 11, 12) Continue requiring developers to provide appropriate off-street parking

Public Safety

- **Identify and address public safety concerns**
 - 17) Designate pick-up/drop-off locations for school and private transportation

Stormwater Management

- **Identify and support opportunities for stormwater management**

Town of Occoquan Comprehensive Plan Vision 2016-2026
(<http://www.occoquanva.gov/comprehensive-plan.html>)

Draft Town of Occoquan Strategic Plan 2013
(<http://www.occoquanva.gov/draft-strategic-plan.html>)

Planning Commission 2018 Annual Report
(www.occoquanva.gov)

Action Items -FY 2017 and FY 2018

Goals

Focus Areas

Town Council Priority Areas

Background

At its business meeting on 12/4/18, the Town Council determined that there would be five (5) priority areas for the FY 2020 Budget:

- Community Development and Programming
- Historic Preservation and Town Appearance
- Parking Management
- Public Safety
- Stormwater Management

At this business meeting, the Council also determined that the maintenance of public buildings and facilities should be a priority regarding the Town's appearance.

Periodically, it is a good idea to review the strategic/comprehensive plans for the Town to see if there is continuing alignment with the council priorities and the focus areas and action items identified in the plans.

The most recent strategic planning documents for the Town include:

- The Town of Occoquan Comprehensive Plan Vision 2016-2026
- The Draft Town of Occoquan Strategic Plan 2013
- The Planning Commission 2018 Annual Report

To help with this review, the Action Items of the Comprehensive Plan, the Focus Areas of the Strategic Plan, and the Action Items identified in the Planning Commission's 2018 annual report have been reviewed through the prism of the Council's FY 2020 Priorities. As can be seen on the attached list, the Action Items and Focus Areas align well with the Council's FY 2020 Priorities.

Comprehensive Plan Vision 2016-2016

The Comprehensive Plan was adopted by the Council in August of 2016 and was amended October 2016. The Plan identified 58 Action Items, which included items that were on-going, and items to be completed in either FY 2017 or FY 2018. Of the items to be completed in either FY 2017 or FY 2018, there are currently 10 items, out of a total of 12, that are outstanding. These items are included in the attached list of the Council's FY 2020 Priorities. The remaining 44 Action Items in the Comprehensive Plan are on-going.

Draft Strategic Plan 2013

The Draft Strategic Plan was prepared between January 2012 and January 2013. It represents the Occoquan Strategic Planning Committee's response to the June 2011 Charter document which tasked the Committee with preparing a Strategic Plan that "makes recommendations for a 5-10-year vision for the Town, as well as specific recommendations on how to implement that vision." The four Strategic Goals of the Plan define the "big picture" of what the Plan is trying to achieve. The Plan also provides measurable objectives. The Committee was made up of Council members, Town residents and facilitated by a consultant.

Planning Commission 2018 Annual Report

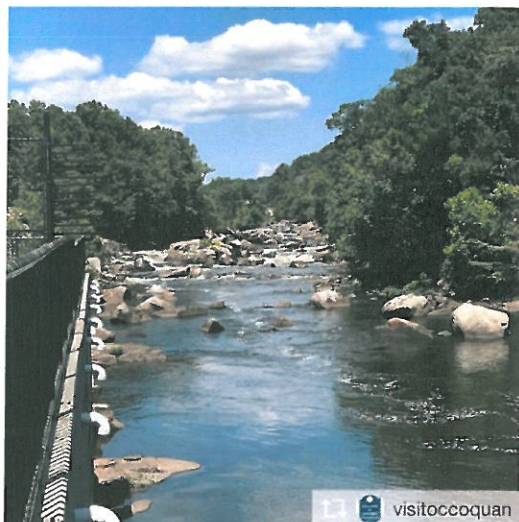
The Planning Commission 2018 Annual Report was accepted by Town Council at its 1/2/19 business meeting. The Town Code requires the Planning Commission to develop a report regarding its activities and to present this report to the Town Council annually. The 2018 Annual Report includes information on the Planning Commission's actions during 2018, including tracking the Town's progress in regards to completing the Action Items listed in the Comprehensive Plan. The Annual Report also includes the Comprehensive Plan Action Item priorities for the Commission in 2019.

Budget Focus Areas

- **Facility and Park Maintenance**
 - Maintenance Yard
 - Mill Street Storage
 - Town Hall
 - Mill House Museum
 - Visitor Center
 - River Mill Park
 - Mamie Davis Park
 - Tanyard Hill Park
 - Furnace Branch Park
- **Stormwater Management**
- **Capital Asset Replacement Program**
 - Vehicles/Equipment
 - Town Building Maintenance
 - Street Maintenance



Occoquan 2020



Town Council Priority Areas

Background

At its business meeting on 12/4/18, the Town Council determined that there would be five (5) priority areas for the FY 2020 Budget:

- Community Development and Programming
- Historic Preservation and Town Appearance
- Parking Management
- Public Safety
- Stormwater Management

At this business meeting, the Council also determined that the maintenance of public buildings and facilities should be a priority regarding the Town's appearance.

Periodically, it is a good idea to review the strategic/comprehensive plans for the Town to see if there is continuing alignment with the council priorities and the focus areas and action items identified in the plans.

The most recent strategic planning documents for the Town include:

- The Town of Occoquan Comprehensive Plan Vision 2016-2026
- The Draft Town of Occoquan Strategic Plan 2013
- The Planning Commission 2018 Annual Report

To help with this review, the Action Items of the Comprehensive Plan, the Focus Areas of the Strategic Plan, and the Action Items identified in the Planning Commission's 2018 annual report have been reviewed through the prism of the Council's FY 2020 Priorities. As can be seen on the attached list, the Action Items and Focus Areas align well with the Council's FY 2020 Priorities.

Comprehensive Plan Vision 2016-2016

The Comprehensive Plan was adopted by the Council in August of 2016 and was amended October 2016. The Plan identified 58 Action Items, which included items that were on-going, and items to be completed in either FY 2017 or FY 2018. Of the items to be completed in either FY 2017 or FY 2018, there are currently 10 items, out of a total of 12, that are outstanding. These items are included in the attached list of the Council's FY 2020 Priorities. The remaining 44 Action Items in the Comprehensive Plan are on-going.

Draft Strategic Plan 2013

The Draft Strategic Plan was prepared between January 2012 and January 2013. It represents the Occoquan Strategic Planning Committee's response to the June 2011 Charter document which tasked the Committee with preparing a Strategic Plan that "makes recommendations for a 5-10-year vision for the Town, as well as specific recommendations on how to implement that vision." The four Strategic Goals of the Plan define the "big picture" of what the Plan is trying to achieve. The Plan also provides measurable objectives. The Committee was made up of Council members, Town residents and facilitated by a consultant.

Planning Commission 2018 Annual Report

The Planning Commission 2018 Annual Report was accepted by Town Council at its 1/2/19 business meeting. The Town Code requires the Planning Commission to develop a report regarding its activities and to present this report to the Town Council annually. The 2018 Annual Report includes information on the Planning Commission's actions during 2018, including tracking the Town's progress in regards to completing the Action Items listed in the Comprehensive Plan. The Annual Report also includes the Comprehensive Plan Action Item priorities for the Commission in 2019.

Budget Focus Areas

- **Council Priorities**
- **Facility Maintenance**
 - Maintenance Yard
 - Mill Street Storage
 - Town Hall
- **Park Maintenance**
 - River Mill Park
 - Mamie Davis Park
 - Tanyard Hill Park
 - Furnace Branch Park
- **Stormwater Management**
- **Capital Asset Replacement Program**
 - Vehicles/Equipment
 - Town Building Maintenance
 - Street Maintenance

Town Council Priorities FY 2020

Community Development and Programming

- **Develop community programming and events**
 - 13) Community Planning Project
 - 57), 57) Participate in VML's Green Government Challenge
 - Goal #4) Be Clean, Green, Safe and Stable
 - 37) Develop growth plan for Town in relation to Prince William/Fairfax Counties
 - 58) Pursue designation as Main Street America Community
- **Increase reputation and viability of annual events**
 - Goal #1) Be the shopping, dining, entertainment hub of Prince William County, Southern Fairfax County and Northern Stafford County
 - 38) Promote coordination of artistic programs with LRPA and Lorton Work House Arts Center
- **Business support**
 - Goal #2) Be an attractive center of employment for start-ups/small businesses (5-25) employees.
 - 55), 55) Develop Green Business Recognition Program

Historic Preservation and Town Appearance

- **Maintain and preserve historic properties**
 - 20) Pursue Scenic Byway designation for Tanyard Hill Road
 - Goal #3) Be regarded as one of the top 5 most attractive small towns in Virginia
- **Promote maintenance of public property**
 - 16) Plan for Riverwalk (concept drawing)
 - 18), 18) Community Study-Brick Sidewalks
 - 56) Incorporated public recycling containers as part of Town's refuse container replacement schedule (FY 2017)
 - 21) Improve the Town's gateways
 - 36) Stewardship of Town's natural resources
 - 42) Maintain woodland preserve buffer/scenic bypass around Tanyard Hill Road
 - 50) Beautification/landscaping efforts to enhance Town aesthetics

Town of Occoquan Comprehensive Plan Vision 2016-2026
(<http://www.occoquanva.gov/comprehensive-plan.html>)

Action Items -FY 2017 and FY 2018

Draft Town of Occoquan Strategic Plan 2013
(<http://www.occoquanva.gov/draft-strategic-plan.html>)

Goals

Planning Commission 2018 Annual Report
(www.occoquanva.gov)

Focus Areas

Parking Management

- **Manage parking and traffic issues in Historic District**
 - 1) Completion of cut-through traffic and parking study (FY 2018)
 - 2) Implementation plan for cut-through traffic and parking study
 - 9) Improved parking management plan
 - 10) Develop Town-owned parking lots
 - 11, 12) Continue requiring developers to provide appropriate off-street parking

Public Safety

- **Identify and address public safety concerns**
 - 17) Designate pick-up/drop-off locations for school and private transportation

Stormwater Management

- **Identify and support opportunities for stormwater management**

Town of Occoquan Comprehensive Plan Vision 2016-2026
(<http://www.occoquanva.gov/comprehensive-plan.html>)

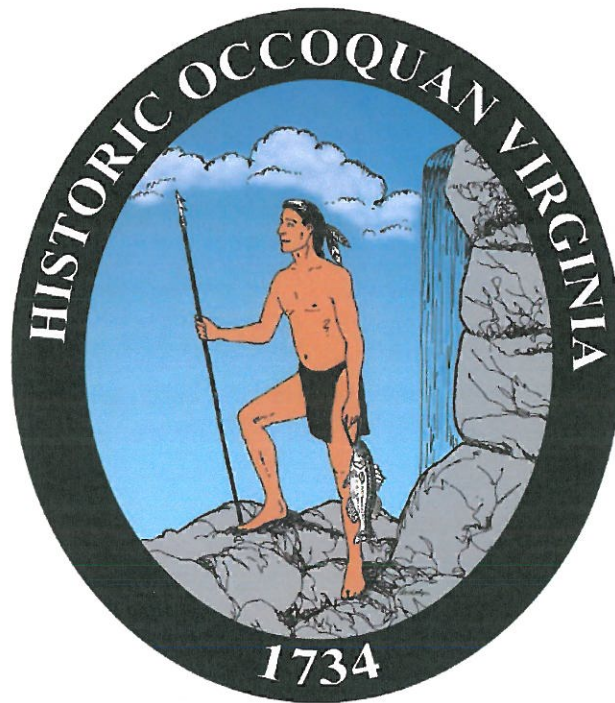
Draft Town of Occoquan Strategic Plan 2013
(<http://www.occoquanva.gov/draft-strategic-plan.html>)

Planning Commission 2018 Annual Report
(www.occoquanva.gov)

Action Items -FY 2017 and FY 2018

Goals

Focus Areas



Planning Documents

Comprehensive Plan 2016-2026

Draft Strategic Plan 2013

Planning Commission 2018 Annual Report

CHAPTER NINE

IMPLEMENTATION & ACCOUNTABILITY

Overview and Vision

Over the next ten years, the Town plans to vigorously pursue all the ambitious goals outlined in this Comprehensive Plan with diligence and the utmost care. The Town is steadfastly committed to preserving and enhancing the natural environment and the charm that defines Occoquan and its surroundings, while at the same time respecting the needs of the business community. The Town's leadership is confident that through the implementation of this Plan, Occoquan will continue to be the jewel in Prince William County where people will want to visit, live, and raise their families.

Annual Plan Accountability Report

The Planning Commission will review the Comprehensive Plan and prepare an Annual Report for the Town Council with updates and status on the Plan's actions/goals and timeline. The report will be prepared by the Planning Commission with support from Town Staff to be presented at the January Town Council work session each year. The recommendations and updates from the Annual Report will be included as part of the annual budget and capital improvement plan process. The Comprehensive Plan will be fully revisited and readopted at least every five years.

Action Plan

See following pages for Action Plan.

No.	Action Item Description	Community Character/Life	Circulation and Mobility	Economic Vitality/Diversity	Environmental Stewardship	Regional Coordination	Lead Department, Function	Funding Source	Target Completion Date (FY)
1	A new Town traffic study should be prepared based on current and future growth.		X	X			Town Manager, Community Plan	CIP	FY2017
2	Based on the traffic study, the Town should implement an enhanced street and traffic flow management and execution plan for local and commuter traffic, particularly during peak hours and holidays. The management plan should not jeopardize current Town historical, environmental, business flow, and resident living concerns. Traffic calming measures should be considered as part of any traffic flow management plan.	X	X		X		Town Manager, Community Plan	CIP	FY2017
3	As part of the parking and traffic study, the Town should investigate and make recommendations on the need to widen portions of Commerce Street between Union and Washington Street to accommodate additional on-street parking. Any widening project will include new curbs and brick sidewalks consistent with other Business District improvements.	X	X	X			Town Manager, Community Plan	CIP	FY2017
4	It is encouraged that all Town sidewalks be 6 to 10 feet in width on each side. Within the historic district, such sidewalks shall be brick.	X	X				Town Manager, Community Plan	CIP, Grant	Ongoing
5	As a part of the site plan or subdivision approval process, developers should be required to improve adjoining streets to VDOT standards.	X	X	X		X	Planning Commission, Town Council	Property Owner, Developer	Ongoing
6	All residential streets serving lots less than one acre in size should be constructed with curbs and gutters and with sidewalks on at least one side.	X	X	X	X		Planning Commission, Town Council	Property Owner, Developer	Ongoing

No.	Action Item Description	Community Character/Life	Circulation and Mobility	Economic Vitality/Diversity	Environmental Stewardship	Regional Coordination	Lead Department, Function	Funding Source	Target Completion Date (FY)
7	No street rights-of-ways in Occoquan should be vacated until the surrounding properties have been fully developed or an alternate plan for handling automobile circulation in the vicinity has been endorsed by affected property owners and by Town Council.		X				Planning Commission, Town Council	Property Owners	Ongoing
8	A new Town parking study should be conducted based on current and future expected growth.	X	X	X		X	Town Manager, Community Plan	CIP	FY2018
9	Based on the parking study, the Town should work on an improved parking management and execute the plan. Courses of action should be developed to improve commercial district and nearby residential area parking rules.	X	X	X			Town Manager, Community Plan	CIP	FY2017
10	Continue to look for suitable close in sites and develop Town-owned parking lots.		X	X	X		Town Manager, Community Plan	CIP	Ongoing
11	Continue to require developers to provide appropriate off street parking.		X	X	X		Planning Commission, Town Council	Property Owners, Developers	Ongoing
12	Encourage use of business-owned vacant land for commercial parking.		X				Town Council		Ongoing
13	It is recommended that the Town conduct a community planning project to identify streetscaping, sidewalk, traffic, parking and overall community development planning. Such planning shall include intersection improvements to install crosswalks and increase pedestrian safety and circulation.	X	X	X		X	Town Manager	CIP	FY2017

No.	Action Item Description	Community Character/Life	Circulation and Mobility	Economic Vitality/Diversity	Environmental Stewardship	Regional Coordination	Lead Department, Function	Funding Source	Target Completion Date (FY)
14	The Town shall continue to improve and expand sidewalks to preserve downtown historical character. Pedestrian access serves as the life-line of commerce and daily living activities for residents and visitors alike.	X	X	X	X		Town Manager, Community Plan	CIP	Ongoing
15	Improve pedestrian circulation facilities so as to decrease automobile reliance.	X	X	X	X		Town Manager, Community Plan	CIP	Ongoing
16	Planning for a Riverwalk, with vegetation buffers to mitigate stormwater runoff, shall be finalized and a revenue stream identified to complete the project.	X	X	X	X		Planning Commission, Community Plan	CIP, Grant, Property Owners, Developers	FY2018
17	Designated transportation pick-up and drop-off locations for public school and private transport should be considered as part of the overall Town strategy.		X			X	Planning Commission, Community Plan	CIP	FY2017
18	The Town should conduct a community study to improve and expand the use of brick sidewalks to the Town center. The study should also incorporate streetscaping, beautification, and woodland protection.	X	X		X		Town Manager, Community Plan	CIP	FY2017
19	The Town should continue to safeguard and improve Town gateways as they are of great importance to community business growth. Important consideration should be placed on the protection and preservation of gateways as they serve to affirm the Town's historical and environmental characteristics.	X	X	X	X		Town Manager, Community Plan	CIP	Ongoing
20	The Town will pursue designation of Tanyard Hill Road as a State scenic byway as one way of preserving its character.	X	X		X	X	Planning Commission	CIP	FY2017

No.	Action Item Description	Community Character/Life	Circulation and Mobility	Economic Vitality/Diversity	Environmental Stewardship	Regional Coordination	Lead Department, Function	Funding Source	Target Completion Date (FY)
21	The Town should plan in its CIP for how to implement and finance improvements to the Town's gateways.		X			X	Planning Commission, Town Manager, Budget/CIP	CIP	Annually
22	The Town will protect its tributary streams and the Chesapeake Bay from nonpoint source pollution through the continued application of its Chesapeake Bay Preservation Ordinance and Erosion and Sediment Control Ordinance.				X		Planning Commission, Engineering	Operating Fund, Developer	Ongoing
23	Minimize the environmental impacts of site development through the continued use of performance standards.	X			X		Planning Commission, Engineering	Operating Fund, Developer	Ongoing
24	Vegetative buffer areas along the Occoquan River will be established during development or redevelopment where not in conflict with future plans for an Occoquan Riverwalk.				X		Planning Commission, Engineering	Operating Fund, Developer	Ongoing
25	Preserve natural open spaces and forest resources.	X			X		Planning Commission, Engineering	Operating Fund, CIP, Grants	Ongoing
26	Water quality best management practices that require little or no surface space (such as sand filtration systems and rooftop detention) will be required in densely developed areas to address water quality without detracting from the Town's unique urban character.	X			X		Planning Commission, Engineering	Operating Fund	Ongoing
27	Where practical and feasible, the Town will retrofit older stormwater management facilities to perform water quality functions to better protect downstream areas from degradation.				X	X	Town Council, Town Manager, Engineering, Stormwater Management Plan	CIP, Grants	Ongoing

No.	Action Item Description	Community Character/Life	Circulation and Mobility	Economic Vitality/Diversity	Environmental Stewardship	Regional Coordination	Lead Department, Function	Funding Source	Target Completion Date (FY)
28	Long-term operation of privately-owned BMPs established in compliance with the Chesapeake Bay Preservation Ordinance will be ensured through maintenance agreements and regular site inspections.				X		Town Manager, Engineering, Stormwater Management Plan	Operating Fund	Ongoing
29	Ensure new development and redevelopment complies with the Town's Chesapeake Bay Preservation Ordinance.				X		Planning Commission, Engineering	Operating Fund, Developer	Ongoing
30	Protect the important natural function of floodplains by limiting disturbance and development activity.				X		Floodplain Manager, Planning Commission	Operating Fund	Ongoing
31	Encourage the use of newer, more effective BMP strategies as they become available.				X		Planning Commission, Engineering	CIP, Developer	Ongoing
32	Monitor the Town's surface and groundwater resources. The Town will continue to work with the Environmental Protection Agency and the Department of Environmental Quality to prevent and remediate underground storage tank spills. The Town will also continue working with the Prince William County Health Department to prevent septic tank failures.				X	X	Town Manager, Engineering	Operating Fund	Ongoing
33	Update erosion and sediment regulations and enforcement procedures as more effective practices become available.				X		Town Council, Town Manager, Engineering	Operating Fund	Ongoing

No.	Action Item Description	Community Character/Life	Circulation and Mobility	Economic Vitality/Diversity	Environmental Stewardship	Regional Coordination	Lead Department, Function	Funding Source	Target Completion Date (FY)
34	Development on significant steep slope areas in excess of a 20% grade is strongly discouraged. Development in areas with highly erodible soils, including areas of less than 20% grade must demonstrate that water quality will not be adversely affected.				X		Town Manager, Engineering	Operating Fund, Developer	Ongoing
35	Boating and other tidal shoreline access structures should be sited, designed, and constructed in such a manner that minimizes adverse environmental impacts.				X		Town Manager, Engineering, Planning Commission	Developer	Ongoing
36	Encourage stewardship of the Town's natural resources through increased awareness of environmental impacts from daily activities.				X		Town Manager, Planning Commission	Operating Fund	Ongoing
37	Planning Commission will meet with representatives from both Prince William County and Fairfax County Planning Commissions in order to agree on a mutually beneficial and cooperative growth plan for the town and its shared surrounding areas.	X		X	X	X	Planning Commission	Operating Fund	Ongoing
38	Create a dialogue with LRPRA and the Lorton Work House Arts Center in order to enhance town goals that promote the coordination of our surrounding residential areas and neighboring artistic commercial enterprises.	X		X	X	X	Planning Commission, Town Council	Operating Fund, CIP, Grants	Ongoing
39	The Town's Police Department will continue to partner with both PWC and FC police departments in order to reduce cut through traffic and its impacts.	X	X			X	Police	Operating Fund	Ongoing
40	The Town will create a dialogue with PWC and FC Boards of Education in order to promote the cultural and economic history of the town. This cross border education will serve to enhance and promote an inter-county understanding while promoting the past and future of the town.					X	Planning Commission, Town Council	Operating Fund, CIP	Ongoing

No.	Action Item Description	Community Character/ Life	Circulation and Mobility	Economic Vitality/ Diversity	Environmental Stewardship	Regional Coordination	Lead Department, Function	Funding Source	Target Completion Date (FY)
41	The Town will enhance its relationship with Virginia's regional State Historic Preservation Office (SHPO) and PWC historic associations in order to enhance its Preservation efforts and standards. This dialogue will result in a beautification of the town that promotes a revitalized, yet historically accurate, commercial and residential area with an end goal of preserving and enhancing Rockledge.	X		X		X	Town Manager, Planning Commission, Town Council, Non-Profit Historic Association	Operating Fund, CIP, Grants	Ongoing
42	Ocoquan will work with PWC and LRPRA in order to maintain a woodland preserve buffer and scenic bypass along Tanyard Hill Road.	X				X	Town Manager, Planning Commission	Operating Fund	Ongoing
43	The geographic extent of the Business (Commercial) District shall not be expanded beyond Center Lane or east of Gordon Boulevard (Route 123).		X	X			Planning Commission	Operating Fund	Ongoing
44	Office development in the Business (Commercial) District shall be limited generally to mixed use projects. Large buildings devoted solely to offices or residential will be considered inappropriate in light of the existing scale and character of buildings and activities.	X	X	X			Planning Commission	CIP, Developer	Ongoing
45	Residential uses in the Business (Commercial) District are encouraged in order to maintain activity and diversity. Residential uses may be in the form of detached dwellings, multi-family dwellings, or dwelling units combined with commercial activities in one structure. Such development is consistent with historic conditions as well as recent trends. Projects that result in a net loss of residential dwelling units are considered to be undesirable.	X		X			Planning Commission	Developer	Ongoing

No.	Action Item Description	Community Character/Life	Circulation and Mobility	Economic Vitality/Diversity	Environmental Stewardship	Regional Coordination	Lead Department, Function	Funding Source	Target Completion Date (FY)
46	Generally, industrial activities other than craft type activities associated with a retail sales facility, shall be prohibited in the Business (Commercial) District. Industrial activities that serve to re-create those historically associated with the Town may be appropriate if presented in a style and scale consistent with the Historic District.	X		X			Planning Commission	Developer	Ongoing
47	The preservation of existing older structures shall receive the highest priority in considering the appropriateness of proposed development or redevelopment within the Historic District.	X		X			Planning Commission, Architectural Review Board	Developer	Ongoing
48	Architectural review of proposals within the Historic District shall be undertaken from the viewpoint of Occoquan as it developed from its founding through the early 20th century.	X					Architectural Review Board	Developer	Ongoing
49	The limits of the Historic District shall not be significantly expanded or changed from the current.	X					Planning Commission, Town Council	CIP	Ongoing
50	Beautification and landscaping efforts should enhance the aesthetics of the Town.	X			X		Planning Commission, Town Council, Town Manager	Operating Fund, Developer	Ongoing
51	The Occoquan Riverwalk, once completed, will be open for public access and use.	X	X				Town Council	Operating Fund	Ongoing
52	Development and redevelopment along the Business District portion of the riverfront should plan for access to and/or the expansion of the Occoquan Riverwalk.	X	X				Planning Commission, Town Council	Developer, Operating Fund	Ongoing

No.	Action Item Description	Community Character/Life	Circulation and Mobility	Economic Vitality/Diversity	Environmental Stewardship	Regional Coordination	Lead Department, Function	Funding Source	Target Completion Date (FY)
53	Redevelopment of underutilized properties along the Ocoquan riverfront will be actively promoted. Development should be of a water-oriented nature. Mixed use incorporating river front activity, housing, retail and offices will be encouraged.	X	X	X			Planning Commission	Developer, Operating Fund	Ongoing
54	The Town shall periodically review and amend, where necessary, the Zoning Code so as to ensure there are no unnecessary burdens placed on the development or redevelopment of property located within the Town.			X			Planning Commission	CIP	Bi-Annual Review
55	Develop a Green Business Recognition Program to highlight and encourage eco-friendly business practices and initiatives. Businesses to be recognized that have received a Green Certificate from a third-party organization.	X		X	X		Planning Commission	Operating Fund	FY 2017
56	Incorporate public recycling containers as part of the Town's Refuse Container Replacement Schedule. Measure recycling compliance with Town contractor. Include recycling and refuse container plan as part of overall Community Planning process.	X			X		Community Plan, Town Manager	CIP	FY 2017
57	Participate in VML's Green Government Challenge. Obtain at least 100 "Green points" to obtain "Green Government" certification.	X			X		Town Manager	Operating Fund	FY 2018
58	Pursue designation as Main Street America community.	X	X	X	X	X	Community Plan, Town Manager	CIP, Grants	FY 2019



Town of Occoquan **Strategic Plan**

Strategic Planning Committee
January 2013

Town of Occoquan Strategic Plan

Prepared by

Betty Dean (Committee chair)

Barry Dean

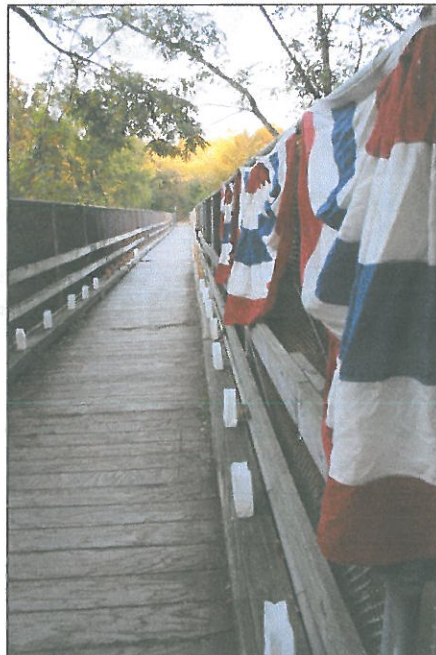
Susan Lee-Merrow

Christine Myskowski

Liz Quist (Occoquan Town Council)

Jared Espenschied

(graduate student/consultant, American University)



Goal #1

Be the shopping, dining and entertainment hub of the premier leisure destination in Prince William, southern Fairfax, and northern Stafford counties.

Occoquan enjoys a wealth of natural assets that, properly leveraged, make it uniquely suited to become a highly touted destination. These include: having a waterfront location at the juncture of two major commuter routes, being located in the nation's 9th wealthiest county; enjoying a compact, walkable downtown; and boasting an interesting, visible and well-documented history. This goal is based on the concept of building upon what is already in place to attract the kinds of businesses and visitors who are already pre-disposed toward this kind of setting.

Objective 1.1

Two or more entertainment venues, offering a minimum of 125 events annually, in some combination of performing arts, live music; recreation/games (non-gambling), film, etc. are operating within town limits.

Target Completion:
4th quarter FY16

Objective 1.2

The number of dining options in town is doubled and includes a range of options from casual family dining through fine dining.

Target Completion:
4th quarter FY16

Objective 1.3

A minimum of 15 rooms for overnight accommodations and the capacity to host business meetings (with appropriate technological amenities and breakout capabilities) for 150 people are available within town limits.

Target Completion:
4th quarter FY17

Objective 1.4

Occoquan and/or the Occoquan region has been rated as a "top shopping" (or equivalent) destination by at least 2 premier regional and/or national publications or websites (such as Washingtonian magazine, Virginia Living, Washington Post, Southern Living, Travel & Leisure, etc.).

Target Completion:
4th quarter FY18



Goal #2

Be an attractive center of employment for start-ups and small businesses (5-25 employees) in targeted sectors.

This goal is based on the concept that the attraction of non-retail businesses will benefit the retail base by increasing the number of people who are in town during the day, and encourage a culture of creativity, innovation and entrepreneurship that will in turn attract more visitors and businesses. The plan envisions retail businesses at street level in the downtown district, with professional services and non-retail businesses occupying space on upper floors that are less attractive for retail and which may lack the amenities of class A office space but be quite suitable and more affordable for startup situations and micro-businesses.

Many of the same natural assets that make Occoquan desirable as a leisure destination also create a favorable environment for very small non-retail businesses. This is particularly true for entrepreneurs who are members of what is known as the "creative class" – people who make their living with their ideas. Such individuals may bring a natural enthusiasm for the creative repurposing of space while benefiting from opportunities to work where they can walk to take a client to a restaurant for lunch or stroll along the riverfront while contemplating their next idea.

Objective 2.1

Prince William County's Economic Development department and the Town establish a joint initiative to attract "creative class" entrepreneurs to the Occoquan region.

Target Completion:
3rd quarter FY14

Objective 2.2

Non-retail employment has increased 30% - as measured by the number of full-time equivalent employees whose primary work location is within town limits.

Target Completion:
4th quarter FY16

Objective 2.3

A minimum of 5 new non-retail "creative class" businesses start or re-locate within town limits.

Target Completion:
1st quarter FY16

Goal #3

Be regarded as one of the top 5 most attractive small towns in Virginia.

During the SWOT sessions held as part of the planning process, residents, merchants and visitors alike expressed their affection for the town and appreciation of its distinctive features. Words such as "charming", "quaint" and "quirky" were used. Stakeholders also listed the town's sense of community and its historic characteristics as strengths. However, the largest overriding concern regarded a perceived deterioration in the general upkeep and look of the town, coupled with concern that development opportunities be approached thoughtfully and with a view toward the long term. By creating a proactive approach to capitalizing on the town's physical assets and enhancing its aesthetics, Occoquan will improve its ability to attract businesses and visitors, and improve property values and quality of life for residents and existing businesses.

Objective 3.1

An "Arts and Cultural" district is established within the Historic District. (See Addendum D – Arts and Entertainment District Legislation).

Target Completion:
2nd quarter FY14

Objective 3.2

Undeveloped riverfront property at the West end of Mill Street has been redeveloped as an architecturally distinctive "landmark" multi-use commercial property.

Target Completion:
4th quarter FY16

Objective 3.3

A publicly accessible, waterfront boardwalk extends the length of Mill Street.

Target Completion:
4th quarter FY17

Objective 3.4

80% of waterfront buildings and 40% of other buildings in the Historic District have participated in a formal "renewal" program aimed at improving structural integrity, aesthetic appeal, facades and waterfront views.

Target Completion:
4th quarter FY17

Objective 3.5

Occoquan is listed on the "prettiest small towns" or equivalent lists of at least 2 premier regional or national publications or web sites.

Target Completion:
4th quarter FY18

Goal #4

Be clean, green, safe and stable.

In order to accommodate the business growth envisioned in the plan, and to continue to build and improve upon the already exceptional quality of life enjoyed by its residents and businesses, Occoquan will need to upgrade its infrastructure while maintaining the safe and wholesome environment as well as the sense of community so often cited as vitally important to its stakeholders. This goal centers on building connections, both virtual and physical, between Occoquan and its surroundings, while at the same time employing a proactive approach toward the preservation of its environment – in both the human and ecological sense of the term.

Objective 4.1

A study is completed that examines the potential impact of time-limited on-street parking in the town's business district and provides recommendations for whether or not to implement such limits and if so by what method.

Target Completion:
4th quarter FY14

Objective 4.2

Reliable, free Wi-Fi is available to visitors throughout the retail shopping/dining district and reliable broadband is affordable and accessible to businesses and residents.

Target Completion:
4th quarter FY14

Objective 4.3

Public transit (PRTC or alternative) is available from the town to VRE and other key locations.

Target Completion:
4th quarter FY15

Objective 4.4

65% of residents and merchants meet established goals for recycling and energy conservation (and other possible "green" goals such as water conservation).

Target Completion:
End of FY18

Objective 4.5

At the plan's conclusion, the crime rate is the same or lower than at the plan's inception.

Target Completion:
End of FY18



TOWN OF OCCOQUAN

TOWN COUNCIL MEETING

Agenda Communication

8. Regular Business	Meeting Date: January 2, 2019
8D: Request to Accept Planning Commission 2017 Annual Report	

Explanation and Summary:

The Occoquan Town Code, Chapter 2, Section 2-248, requires the Planning Commission to develop a report regarding its activities and present to the Town Council annually. The report includes information on the Planning Commission's actions during the 2018 year including Comprehensive Plan Action Item tracking. The report also includes Comprehensive Plan Action Item priorities for the Planning Commission for 2019.

Town Staff's Recommendation: Recommend acceptance.

Cost and Financing: N/A

Account Number: N/A

Proposed/Suggested Motion:

"I move to accept the Planning Commission 2018 Annual Report."

OR

Other action Council deems appropriate.

Attachments: (1) Planning Commission 2018 Annual Report



TOWN OF OCCOQUAN

Planning Commission

2018 Annual Report

Comprehensive Plan Action Item Tracking

The Planning Commission reviewed the action items that are still open in the Comprehensive Plan and are recommending the following priorities for 2019 for the Planning Commission, Town Council, and Town Staff.

1. Parking and Cut-Through Traffic

Action Items: 9, 10, 11, 12

With Comprehensive Plan action items #1 and #8 "A new Town parking study should be conducted based on current and future expected growth." completed, it follows that action item #9 "Based on the parking study, the Town should work on an improved parking management and execute the plan. Courses of action should be developed to improve commercial district and nearby residential area parking rules." The Planning Commission will provide their analysis and recommendations based on the study, which the Town Council may factor into their prioritizations.

Some of the Planning Commission's recommendations are intended to further other action items in the Comprehensive Plan. For example, signage and map recommendations will further action item #10 "Continue to look for suitable close in sites and develop Town-owned parking lots." While timed or metered parking will further #12 "Encourage use of business-owned vacant land for commercial parking." Action item #11 "Continue to require developers to provide appropriate off-street parking" will be an ongoing consideration in the approval of new developments.

2. Occoquan Beautification

Action Items: 18, 21, 36, 42, 50

Keeping Occoquan beautiful and inviting is a high priority for Planning Commission members. To further this goal, prioritizing #21 "The Town should plan in its CIP for how to implement and finance improvements to the Town's gateways" will create a welcoming façade for the Town, draw attention to it from outside county roads, and promote the Town.

In the interest of promoting community involvement and grassroots stewardship in Town, #18 "The Town should conduct a community study to improve and expand the use of brick sidewalks to the Town center. The study should also incorporate streetscaping, beautification, and woodland protection." compliments #36 "Encourage stewardship of the Town's natural resources through increased awareness of environmental impacts from daily activities." and #42 "Occoquan will work with PWC and LRPRA in order to maintain a woodland preserve buffer and scenic bypass along Tanyard Hill Road." These efforts could involve coordination with additional groups like Friends of the Occoquan and encourage in-Town grass-roots



TOWN OF OCCOQUAN Planning Commission 2018 Annual Report

efforts like "Adopt a Road" for Tanyard Hill to get residents involved with VDOT providing safety measures. For Town budgeting priorities, #50 *"Beautification and landscaping efforts should enhance the aesthetics of the Town,"* contributes to the above efforts.

Action item #20 *"The Town will pursue designation of Tanyard Hill Road as a State scenic byway as one way of preserving its character."* was researched by the Planning Commission in 2018, and it was found that the road would need to be 10 miles long or connect to other scenic byway roads adding up to 10 miles in order to qualify for this status. The Commission will continue to consider options on this item.

3. Promoting the Town

Action Items: 37, 38, 58

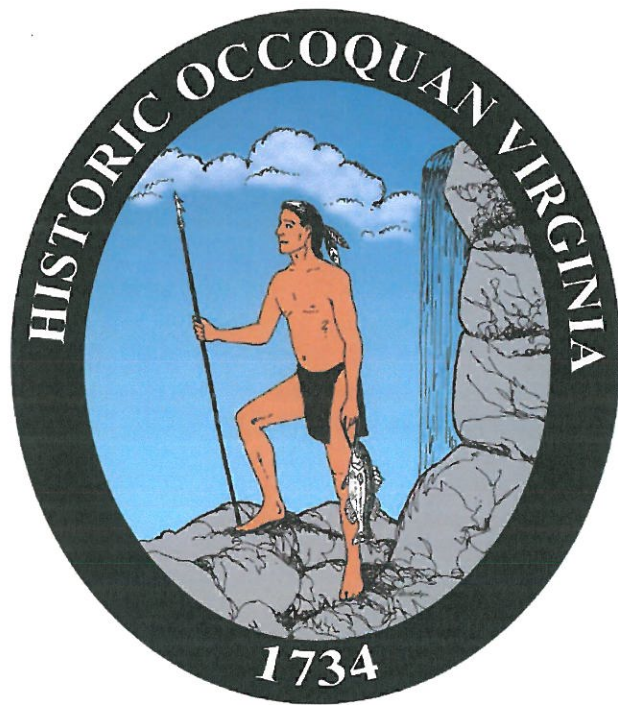
In the interests of promoting the town, better understanding the Town's place in the larger surrounding communities, and forging mutually beneficial partnerships the Planning Commission will take on #37 *"Planning Commission will meet with representatives from both Prince William County and Fairfax County Planning Commissions in order to agree on a mutually beneficial and cooperative growth plan for the town and its shared surrounding areas."* and 38 *"Create a dialogue with LRPA and the Lorton Work House Arts Center in order to enhance town goals that promote the coordination of our surrounding residential areas and neighboring artistic commercial enterprises."*

The Planning Commission will also resume research on #58 *"Pursue designation as Main Street America community,"* which was started but progress was stalled due to Commission member turnover.

4. Green Government

Action Items: 55, 57

Finally, in coinciding with stewardship of the Town and its natural resources, #55 *"Develop a Green Business Recognition Program to highlight and encourage eco-friendly business practices and initiatives. Businesses to be recognized that have received a Green Certificate from a third-party organization."* and #57 *"Participate in VML's Green Government Challenge. Obtain at least 100 'Green points' to obtain 'Green Government' certification."* will compliment both beautification efforts in Town and promotion efforts.



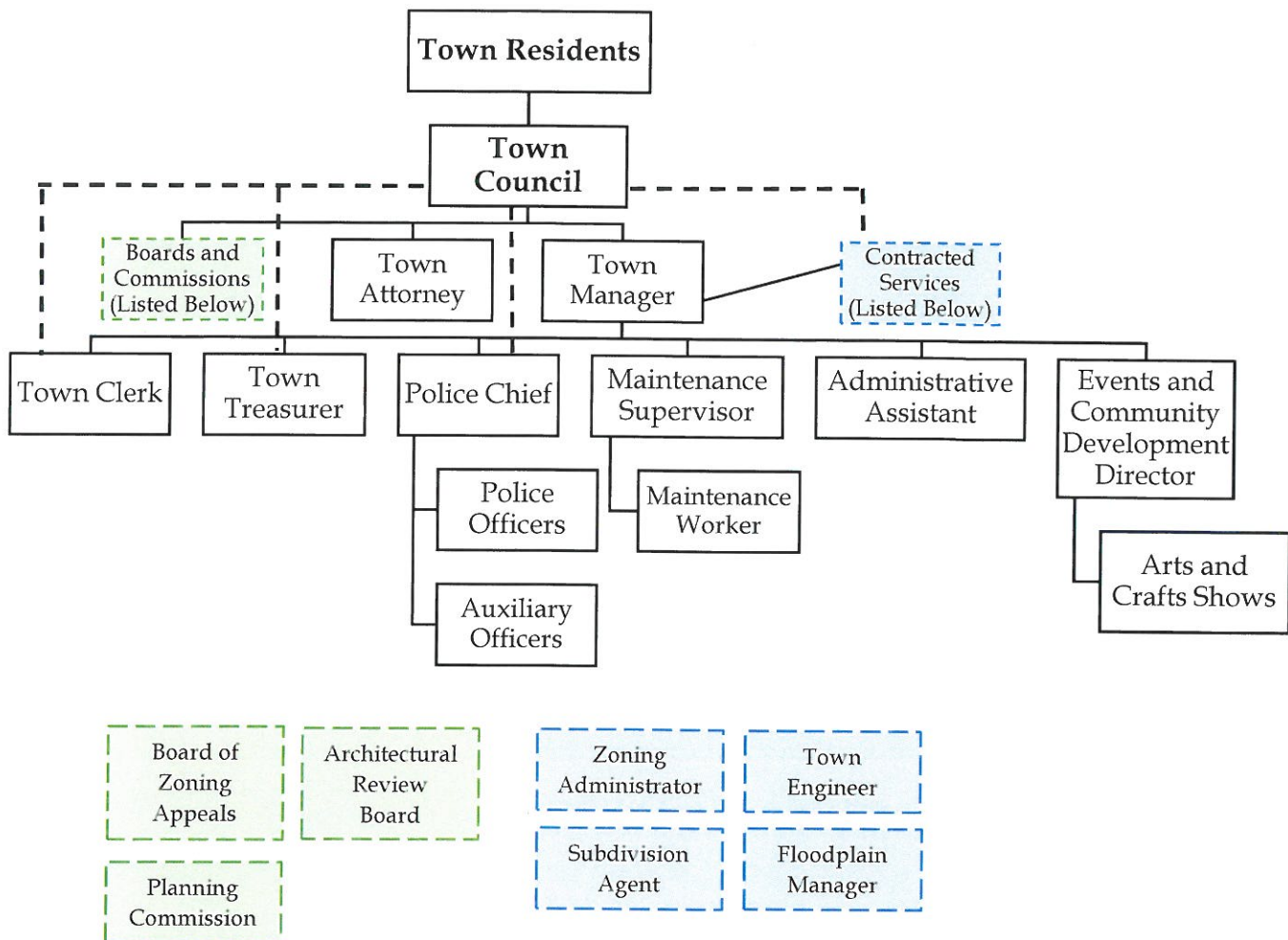
Town Staff

Organizational Chart

TOWN OF OCCOQUAN

Organizational Chart

FY 2020 Budget



----- Designates Town Council Appointment, Reports to Town Manager

Full time:

- Town Manager
- Police Chief
- Town Clerk
- Maintenance Supervisor

Part time:

- Treasurer
- Events/Community Development Director
- Administrative Assistant

Total Town Staff

7

Part time Police Officers (4)



Town Projects

Town Projects Currently Underway

1. River Mill Park Restroom
2. Kayak/Canoe Launch
3. Website Redevelopment
 - a. New Town Logo
4. Stormwater Management
 - a. Vantage Point BMP
 - b. Stormwater Plan
5. Exploring the development of 2 New Town Events to Replace Spring Craft Show; Developing a sponsored summer concert & movie series
6. Tanyard Hill Park
7. Development Projects
 - a. Kiely Court
 - b. The Mill at Occoquan
 - c. Rivertown
8. Intersection Improvements
 - a. Washington and Mill Streets
 - b. Ellicott and Mill Streets
9. Parking Study Implementation
10. Special Events Policy
11. Bond Release SOP
12. Researching Air BnB Registration
13. Researching Financial Software Packages
14. Developing Town Maps



TOWN OF OCCOQUAN

TOWN COUNCIL MEETING

Agenda Communication

8. Regular Business	Meeting Date: December 3, 2019
8 C: Community Partnership Award	

Explanation and Summary:

At the November 7, 2019 Town Council meeting, Staff presented the idea for the creation of a Community Partnership Award to recognize an individual or business that demonstrates an outstanding commitment to the Town. For Council consideration, Staff has developed the following guidelines for recognizing future award recipients:

- Recipient demonstrates outstanding community commitment through support of Town events, program development consistent with Town priorities, and community service.
- Award is not an annual award. It is only given when an individual or business demonstrates an outstanding commitment to the Town.

2019 Award to be presented at the 1/21/20 Work Session.

Town Manager's Recommendation: Approval.

Events and Community Development Director Recommendation: Approval.

Proposed/Suggested Motion:

"I move that the Town Council hereby establish the Community Partnership Award to recognize an individual or business that demonstrates an outstanding commitment to the Town, with the 2019 award to be presented to the recipient at the Council Work Session on January 21, 2020."

OR

Other action Council deems appropriate

Attachments:

1. Individual Award
2. Award Plaque for Town Hall

TOWN OF OCCOQUAN COMMUNITY PARTNERSHIP AWARD



2019 Occoquan Community Partnership Award

Recognizing the outstanding commitment to the community
demonstrated by

TOIWN OF OCCOQUAN COMMUNITY PARTNERSHIP AWARD

