



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
Work Session Meeting
November 20, 2018 | 7:00 p.m.

- 1. Call to Order**
- 2. Regular Items**
 - a. Financial Report
 - b. Events Director Report
 - c. Public Safety Goals Discussion
 - d. Home Business Ordinance Discussion
 - e. Budget Work Session – FY2020 Goal Setting/Financial Policies
 - f. Infiltration Trench
- 3. Closed Session**
- 4. Adjournment**



TOWN OF OCCOQUAN
TOWN COUNCIL MEETING
Agenda Communication

2. Work Session Agenda	Meeting Date: November 20, 2018
2 A: Treasurer's Financial Report	

Explanation and Summary:

This item has been added to the agenda in response to the November Regular Meeting requesting monthly financial information. The Town Treasurer provided a report and Town Council discussion can help to identify what information Town Council would like to receive at the monthly regular meetings.

Attachments:(1) Treasurer's Financial Report

FY 2019
Account Balances
November 16, 2018

	<u>Nov 16, 18</u>
Current Assets	
Checking/Savings	
10001 · Petty Cash	100.00
10010 · CraftShow Cash	300.00
10020 · Operating Account - Payroll	23,452.43
10022 · Operating Account 0058	75,685.17
10030 · Craft Show - Checking	19,748.42
10031 · Craft Show - MM/CD	200,000.00
10033 · Craft Show - Paypal	725.00
10034 · Craft Show - Investment Pool	101,585.12
10080 · Mamie Davis - Checking	5,282.78
10081 · Mamie Davis - MM/CD	100,000.00
10094 · Craft Show- MM 5997	83,678.02
10095 · Bricks MM 2125	8,239.64
Total Checking/Savings	<u>618,796.58</u>



TOWN OF OCCOQUAN
TOWN COUNCIL MEETING
Agenda Communication

2. Work Session	Meeting Date: November 20, 2018
2 B: Events and Community Development Director Report	

Explanation and Summary:

The Events and Community Development Director will provide a report on the outcome of the Spring and Fall 2018 Occoquan Arts and Crafts Shows and the recommendations from the Craft Show Exploratory Committee.

Attachments: (4) Events and Community Development Director Report
Spring 2018 Arts and Crafts Show Report
Fall 2018 Arts and Crafts Show Report
Craft Show Exploratory Committee Charter



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

Events and Community Development Director Report Town Council Meeting – November 20, 2018

2018 Spring Arts & Craft Show Recap

The Spring Arts & Crafts Show on June 2 and 3 this year was disrupted by heavy rain and flash flooding and had to be closed at 3pm both days. The show had a total of 222 vendors, with 68 new. Vendor revenue fell below expectations at \$65,906 and bus revenue was heavily impacted by the weather and fell short at \$10,343.

2018 Fall Arts & Crafts Show

It was a balmy 73 degrees and partly sunny for the weekend of the 2018 Fall Arts and Crafts Show on September 29th and 30th. The show had a total of 261 vendors, with 108 new to the fall show this year. Vendor revenue (booth sales) exceeded expectations at \$85,453. Bus revenue was at its highest in recent years at \$30,126. Net revenues were \$68,444. Due to a hurricane that hit North Carolina, we had some last-minute requests for space from brand-new vendors, and we were happy to accommodate them. Most vendors, however, report hearing about the show from friends or other vendors and through our online marketing program.

Craft Show Exploratory Committee

The Arts and Crafts Show has been held within the Town of Occoquan for the past 50 years. It has evolved from a small event to a large two-day outdoor street festival that sees more than 10,000 visitors to the town. The Town of Occoquan has also changed within this time, growing from approximately 300 residents to more than 1,000, with new residential and commercial developments and a flourishing downtown historic business district. The Craft Show Exploratory Committee was approved in April 2018, and its purpose is to review the goals of the craft shows in Occoquan and provide recommendations to Town Council on the future of the show. Goals of the Craft Show are to: 1) Enhance the Town of Occoquan as a center for living, shopping, dining, art, and history; and 2) Generate funds for town capital projects and other town financial needs. The committee has been meeting regularly since May 2018, has gathered a significant amount of data, and is prepared to make a recommendation.

I. Topics of Inquiry

Topics of inquiry discussed over the six-month period include: history of the show; revenue; availability of quality vendors; crafting and shopping trends; impact of the show on town merchants, residents, and staff; feedback from attendees, town merchants, and vendors; and other revenue-generating sources.

A. History of the Craft Show

FY2020 will mark 50 years of Occoquan Craft Shows. The Town has operated the Spring Craft Show, called "Occoquan Days," since its inception. The Occoquan Merchants' Association (OMA) used to run the Fall Craft Show and paid 25% of the gross receipts to the town. Craft Show committees met in private residences and turned the net profits of each show over at the

end of each year. The Town took over the operation of the Fall Craft Show after a failed attempt to move the show to Occoquan Regional Park in 1993. Under the leadership of Betty Sandford and Bobbie Frank in the mid-1990s, the two shows flourished, with reported Fall Craft Show revenue exceeding \$94,000 in 1995. Since then, however, revenues have waned, causing town leadership to call for an examination of the show's purpose and goals. This scrutiny is not at all new. In reviewing minutes from Council meetings over the last forty years, council and community discussion has frequently turned to the viability of the craft shows as an adequate and reliable revenue source.

B. Revenue

The combined Spring and Fall Show net revenue peaked in the mid 1990s with a high of \$177,000 in 1995. Since 2008, combined show net revenue averages \$106,000. The two major contributors to revenue are shuttle bus sales and vendor booth sales. While bus revenue has remained relatively constant over the last eight years, (average of about \$40,000), vendor revenue has plateaued. Booth slots each season were reported to be over 350 in the mid 1990s; now we strive for 250. There is no evidence that this trend will reverse itself.

C. Availability of quality artists and crafters

The committee found that the community of traditional handcrafters is shrinking. Many crafters that were prevalent in the '90s have retired and their businesses closed and younger generations of these crafters are not carrying the business forward. Where the Arts and Crafts Shows in Occoquan used to be exclusive to the region, there are now dozens of competing events. Though our entry fees are competitive with other large two or three-day events, they are substantial in comparison to smaller, indoor shows. Further, these shows offer crafters less competition where weather is not a consideration. Occoquan's craft show market is the same at the spring show as it is at the fall. As vendors ultimately want more exposure from different markets and our fall show is typically larger, spring show booth slots are harder to fill. New vendors also shy away from Occoquan's two-day, outdoor venue due to its challenging logistics, e.g., set-up.

D. Crafting Trends and Influences

The traditional definition of "handcrafted" is changing. Recycling, upcycling, outsourcing, and manufacturing are all now considered methods of sourcing materials. Millennials are DIYers that believe in anti-consumption and strive for quality and sustainability in the goods they buy. The Maker Movement has influenced the crafting businesses as well. The inventors and designers of the Maker culture emphasize technological methods where computers and 3D printers are driving innovation.

E. Shopping Trends

In addition, e-commerce has dramatically changed the nature of doing business; fewer vendors are investing in craft shows simply because it's easier to sell online. Etsy reported \$441 million in revenue in 2017. There are now dozens of additional avenues to sell arts and crafts online: Amazon Handmade, Ebay, Craft Mall, Handmade Artists' Shop, and Facebook stores are just a few. Pop-up shops and farmers markets are much less of an initial investment than craft shows.

F. Impact

The Arts and Crafts Shows impact the town in several ways. Residents and merchants are impacted by two weekends a year with 100% road closures in the historic district. Many merchants report decreased sales or stay closed on craft show weekends because there is no place for patrons to park. Potentially thousands in meals tax is lost due to restaurants shutting for all or part of the weekend. Merchants suffer from increased competition that the craft show vendors create. Additionally, the entire town staff operates at 100% capacity in preparation for the craft show, putting all other town business on hold. The dedicated labor costs each year is conservatively estimated at \$18,000 annually.

G. Feedback

1. Craft Show Attendees

858 patron surveys were taken at the Fall Arts & Crafts Show which yielded important information for the committee. 92% of respondents rated the Fall Craft Show at least 4 out of 5 stars. When asked how they heard about the event, 40% said they already knew there was an event in Occoquan. Other than the Craft Show, restaurants were cited as the number one reason to come to Occoquan. Significantly, when asked what other events they would consider coming to Occoquan for, the greatest responses were for food and alcohol related events, the top three were Oktoberfest, a food and wine event, and a Taste of Occoquan.

2. Town Merchants

Town merchants were surveyed and 33 responses were received. Of this number, 22 participated in the Fall Craft Show. Of those that did not participate, lack of parking for their customers was the number one reason cited. When asked if the Craft Show brings potential future customers to town that would support their businesses, half said, "maybe" or "no." Many merchants felt that the craft show brings excitement and exposure to the town; other merchants felt that craft show brings direct competition and that the town would benefit from a more diverse set of events.

3. Vendors

When asked what they loved about the Arts & Craft Shows in Occoquan, vendors listed their customers, our location, and the Craft Show staff and volunteers in the top three. Vendors listed logistics, fee rates, and the shuttle system as places for improvement.

H. Other Revenue Sources

Research on other towns' activities shows that there is success when external organizations sponsor an event. Sponsors can offer more resources and do more with publicity and social media. Other Virginia Main Street municipalities offer diverse events year-round and are finding success with events that have an entry fee: food and wine festivals, beer gardens, restaurant weeks, cook offs, etc.

II. Courses of Action

After compiling all the data and with input from town staff, the committee ultimately considered three courses of action for the future of the craft show. Each involved keeping the Fall Craft Show intact. They were:

A. **Course of Action 1:** Keep a spring craft show/festival, but add a revenue-generating component, such as a ticketed beer garden with entertainment as a portion of the show. Possibly creating a new event from the revenue-generating component and phasing the craft show out as it becomes financially feasible.

B. **Course of Action 2:** Add a revenue-generating component such as a beer garden or wine tasting to the Discover Occoquan event (previously May) and for the time being keep a spring craft show or festival of some type. The intent would be to continue to add revenue generating elements to Discover Occoquan with a goal to phase the craft show in its current form out over time.

C. **Course of Action 3:** Replace the Spring Craft Show in 2020 with Discover Occoquan and add a revenue-generating spirit component. Also add two or more revenue-generating events to compensate for the short fall in revenue.

Many factors were under consideration for these courses of action. They included staffing, logistics, contracted services, maintenance, advertising, flexibility, and diversity. In short, the committee agreed that while adding a revenue generating event to the spring craft show could utilize the underlying infrastructure already in place for the craft show (e.g., advertising, shuttle buses, portajohns, etc), the new event would create additional challenges for a staff that is already working at 100% capacity. Adding a revenue-generating event to Discover Occoquan (or similar) event would be more expensive to initiate, but much easier logistically. Assessment of the event will be more accurate if not attached to the craft show.

III. Conclusions

The committee determined that the Arts and Crafts Show is not sufficiently meeting its stated goals. The results of the Craft Show Exploratory Committee's line of inquiry determined that the Craft Show revenue trend is in decline, our population of show vendors is shrinking, and it is necessary to start generating additional alternate revenue streams. Research showed that other municipalities find success with a variety of sponsored, revenue-generating events. The committee agreed that implementing a similar approach could reverse the negative revenue trend as well as promote Occoquan as a year-round tourist destination.

IV. Final Recommendation

The committee recommends adopting Course of Action 3, which involves replacing the Spring Craft Show in 2020 with Discover Occoquan and adding a revenue-generating spirit component. Recognizing that the revenue from this one event would not be sufficient income to replace the revenue generated from the Spring Crafts Show, the committee recommends at least one additional revenue-generating event be added within the fiscal year to compensate. The committee felt that a public relations advisor managing the transition from two craft shows to one craft show in 2020 would be crucial to the success of the transition.

-END-



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 314 MILL STREET, P.O. BOX 195
 OCCOQUAN, VIRGINIA 22125
 703-491-1918, EXT. 2 FAX 703-491-4962

ARTS AND CRAFTS SHOW REPORT
 June 2 and 3, 2018 - FINAL
SPRING 2018 ARTS AND CRAFTS SHOW

CATEGORY	NUMBER OF VENDORS ¹ Spring 2018	NEW SPRING '18	Spring 2017 VENDORS
Town Businesses	27	6	35
Food	18	7	15
Commercial	26	13	37
Non-Profit	15	5	10
Crafter/ Artist	136	37	131
Sponsors	0	0	8
TOTAL	222	68	236

Expenditures (Budgeted vs. Actual)

Expenditure Category	Budgeted Cost	Actual Cost	(+/-)
Buses	\$15,000	\$15,179	\$179
Rentals - Table/Chair & Portable Johns	\$2,500	\$2,492	-\$8
Day of Show Support	\$2,000	\$1,600	-\$400
Security/Traffic Control	\$8,100	\$7,320	-\$780
Advertising	\$7,000	\$5,030	-\$1,970
Materials and Supplies	\$3,200	\$3,238	\$38
Entertainment	\$2,000	0	-\$2,000
Indirect Expenses (Salaries & Wages) ⁴	\$14,475	\$14,475	0
TOTAL EXPENSE	\$54,275	\$49,334	-\$4,941

Revenue (Budgeted vs. Actual)

Revenue Category	Budgeted Revenue	Actual Revenue	+ / (-)
Booth Rentals	\$77,185	\$65,906	-\$11,279
Late Fees	\$1,000	0	-\$1,000
Sponsors ²	\$4,000	0	-\$4,000
Shuttle Bus Income ³	\$22,185	\$10,343	-\$11,842
Vendor Parking	\$2,250	\$2,963	\$713
Merchandise	\$75	\$24	-\$51
TOTAL REVENUE	\$106,695	\$79,236	-\$27,459

Actual Total Revenue	Actual Total Expense
\$79,236	\$49,334
NET REVENUE	\$29,902

Actual vs. Budget

	FY 18 Budget (Per Show)	Actual Spring 2018
REVENUE	\$106,695	\$79,236
EXPENSES	\$54,275	\$49,334
NET REVENUE	\$52,420	\$29,902

Previous Spring Shows' Net Revenue

2017	\$54,295
2016	\$53,608
2015	\$52,353
2014	\$54,360
2013	\$61,513

¹Indicates number of individual vendors, not number of booths sold.

²Sponsorships and service vendors were declined for this show for an estimated loss of \$9,000.

³Severe weather event heavily impacted patronage and shuttle bus revenue during Spring 2018 show.

⁴Estimated salary and payroll taxes for half of the year.



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ARTS & CRAFTS SHOW REPORT

November 20, 2018 FINAL

Fall 2018 Arts & Crafts Show

CATEGORY	NUMBER OF VENDORS ¹ Fall 2018	NEW ² Fall '18	Fall 2017 VENDORS	NEW Fall '17
Town Businesses	34	11	35	6
Food	14	4	13	3
Commercial	33	15	32	12
Non-Profit	16	7	15	4
Crafter/ Artist	164	70	153	36
TOTAL	261	108	248	61

Expenditures (Budgeted vs. Actual)

Expense Category	Budgeted Expense	Actual Expense	(+/-)
Shuttle Buses	\$15,200	\$15,179	-\$21
Rentals - Table/Chair & Portable Johns	\$2,300	\$2,492	\$192
Day of Show Support	\$1,240	\$1,698	\$458
Security/Traffic Control	\$7,400	\$7,320	-\$80
Advertising	\$7,000	\$6,612	-\$388
Materials and Supplies ³	\$3,200	\$2,885	-\$315
Indirect Expenses (Salaries & Wages) ⁴	\$14,475	\$14,475	\$0
TOTAL EXPENSES	\$50,815	\$50,661	-\$154

Revenue (Budgeted vs. Actual)

Revenue Category	Budgeted Revenue	Actual Revenue	+/-)
Booth Rentals	\$73,625	\$85,453	\$11,828
Shuttle Bus Income ³	\$25,000	\$30,126	\$5,126
Vendor Parking	\$3,000	\$3,450	\$450
Merchandise	\$100	\$76	-\$24
TOTAL REVENUE	\$101,725	\$119,105	\$17,380

Actual Total Revenue	Actual Total Expense
\$119,105	\$50,661
NET REVENUE	\$68,444

Actual Vs. Budgeted

	FY 18 Budget	Actual Fall 2018
REVENUE	\$101,725	\$119,105
EXPENSES	\$50,815	\$50,661
NET REVENUE	\$50,910	\$68,444

Previous Fall Shows' Net Revenue

2017	\$58,604
2016	\$60,474
2015	\$49,136
2014	\$63,114
2013	\$55,964

¹ Indicates number of individual vendors, not number of booths sold.

² Indicates "New" to the Fall 2018 show. Fifteen of these *new* vendors were new to the Spring show in 2018 and returned to do the fall show.

³ Totals include the Council-approved \$920 for ipad rentals.

⁴ Estimated salary and payroll taxes for half of the year.

ARTS AND CRAFTS SHOW EXPLORATORY COMMITTEE CHARTER

Approved by Town Council: April 3, 2018

BACKGROUND

The Occoquan Arts and Craft Show (“Show”) has been held within the Town of Occoquan for the past 50 years. It has evolved over the years from a small event held in an open lot to a large two-day outdoor street festival that sees more than 10,000 visitors to the town. The Town of Occoquan has also changed within this time, growing from approximately 300 residents to more than 1,000, with new residential developments and commercial redevelopment, and a flourishing downtown historic business district.

As the community continues to grow and change, this event must be reviewed to ensure it is meeting its intended goals:

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

PURPOSE

The Arts and Craft Show Exploratory Committee (“Committee”) will review the purpose and goals of the Show and provide recommendations to Town Council on the future of the Show.

COMMITTEE STRUCTURE AND MEMBERSHIP

The Committee will be a special committee and will serve until final recommendations are provided to Town Council as detailed in this document.

The Committee will consist of ten (10) members, including the following requirements:

- Four (4) members of the business community, with one (1) being a member of the Occoquan Merchants Guild, and having a goal of obtaining a wide representation of business types from the community;
- Four (4) residents with at least one (1) owning property outside of the historic district and one (1) owning property within the historic district;
- Town Manager; and
- Events and Community Development Director.

Town Council will consider and appoint all members.

The Events and Community Development Director will serve as Chairperson. At the first meeting, the Committee will designate a Co-Chair to serve in the absence of the Chair.

MEETINGS

The Committee will meet on a regular basis as agreed upon by members of the Committee. At every meeting of the Committee, the Committee will designate a member to be responsible for preparing minutes. The Committee will review and approve minutes at the beginning of each meeting and submit to the Town Clerk for record retention by the Town of Occoquan.

COMMITTEE RESPONSIBILITIES

The Committee will meet on a regular basis to discuss, analyze, and prepare recommendations and a final report to the Town Council on the future of the Show. The Committee will evaluate and provide recommendations that support the goals of the Show, including:

1. Enhancing the Town of Occoquan as a center for living, shopping, dining, art, and history.
2. Generating funds for town capital projects and other town financial needs.

The Committee may also review the goals and include recommended changes within the report.

In preparing its recommendation, the Committee will consider a variety of factors that impact the Show including, but not limited to:

1. Availability of quality arts and crafts vendors.
2. Shopping patterns (online vs. in-person).
3. Challenges of hosting a multi-day, outdoor street event.
4. Generational impact on arts and crafts development, and shopping patterns.
5. Ability to generate at least \$120,000 in annual net revenue for town capital projects.
6. Competing events; number of similar events in region.
7. Impact on residents and businesses.
8. Community demand for events, including type, frequency, etc.
9. Goals of events: quality of life, revenue generating, tourism impact.
10. Community and business input.
11. Other current town and business events.

The Committee will have approximately six months to provide a final report and recommendation to the Town Council on the future of the Show, with a presentation to Town Council scheduled for the November 2018 work session. Recommendations will be considered for implementation no earlier than the 2019 Fall Show, or as determined and directed by the Town Council.

TIMELINE

Below is a proposed timeline to achieve main charter objectives:

Activity	Date
Town Council approves committee charter	April 3, 2018
Town Council appoints membership	May 2, 2018
Initial Organizational Meeting <ul style="list-style-type: none">• Establish meeting dates/times• Appoint Vice-Chair, Secretary	Early May
Research period <ul style="list-style-type: none">• Develop community engagement plan/tools• Identify/request necessary resources• Develop and execute research plan	May - August
Community Engagement Meeting	September
Draft Report Prepared	October
Final Report Prepared	November
Presentation to Town Council	November 20, 2018

REPORT

The Committee will prepare a report and present to the Town Council in November 2018. At a minimum, the report will include the following:

1. Description of the Issue
2. Factors Considered
 - a. Community/Residential Input
 - b. Business Input
 - c. Show Goals/Objectives
 - d. Other Factors
3. Recommended Actions
 - a. Recommendations
 - b. Implementation Time Line
 - c. Fiscal Impact
 - d. Community Impact
4. Next Steps



TOWN OF OCCOQUAN

TOWN COUNCIL MEETING

Agenda Communication

2. Work Session Regular Agenda	Meeting Date: November 20, 2018
2 C: Public Safety Goals Discussion	

Explanation and Summary:

This is an opportunity for the Town Council to review the goals set by the Council in March 2015 and reaffirmed in February 2016 for the Occoquan Police Department. No changes or updates to these goals have been made since 2016. The Police Department has completed many of the goals set by Town Council and has hired part-time officers, changing the dynamic of the Department. This is a request for Town Council to review, discuss and provide new or revised departmental goals.

March 3, 2015 Regular Meeting: Town Council discussed public safety as it related to identifying public safety goals for the Town of Occoquan. The Council established the following goals for public safety:

- Protection of private property
- Improvement of pedestrian safety
- Increased patrol hours including nights and weekends
- Prioritizing community meetings outside of town
- Updating department polices

Attachments: (1) November Police Department Monthly Report



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Eliot Perkins

TOWN MANAGER

CHIEF OF POLICE
Adam C. Linn

Occoquan Police Department

Monthly Town Council Report November 6, 2018

Departmental Goals

(Set by Town Council in February 2016)

- Goal 1: Protection of private property
- Goal 2: Improvement of pedestrian safety
- Goal 3: Increased patrol hours including nights and weekends
- Goal 4: Prioritizing community meetings outside of town
- Goal 5: Updating department policies

Current Initiatives

Continued with the Calls for Service police coverage in Town. Working with town officers to increase patrols and visibility on nights and weekends.¹ Continued field training with town officers and worked with officers to address administrative needs of Police Department.

Directed traffic enforcement on Commerce Street and Gordon Boulevard area (speeding, Block the Box and Driving off Roadway), Union Street/Tanyard Hill Road (speed enforcement), and Washington Street (pedestrian safety and speeding). Directed stop sign enforcement and cut-through traffic in historic district.² Increasing foot patrols and visibility in historic business area.

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

Community Relations

Attended quarterly Town/Business Partnership and spoke on public safety matters and introduced new police officers. Provided patrol and visibility during Haunt the Town event, Howl-o-Ween event, River Mill Park events and Pokémon Go 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.

Provided business checks and discussed issues (shoplifting suspect) with local business owners and staff. Spoke with multiple residents throughout the month.

Patrol and Enforcement Activities

During the month of October, the Town Police made 5 arrests (reckless driving, felony fleeing and alluding, felon in possession of firearm and impaired driving), issued 138 traffic summonses, and 80 warnings.



TOWN OF OCCOQUAN
TOWN COUNCIL MEETING
Agenda Communication

2. Work Session Regular Agenda	Meeting Date: November 20, 2018
2 D: Town Code Section 66-10 Zoning Code Amendment Discussion, Uses Permitted in the B-1, R-1, R-2, And R-3 District, Home Occupation Certificate	

Explanation and Summary:

Councilmember Fithian requested Town Council discuss changing the Town Code Section 66-10, Home Occupation Certificate.

This is an opportunity for Council to discuss the requested changes and the impact of these changes within the B-1, R-1, R-2, and R-3 Districts and to direct staff on how to proceed.

Attachments: (1) Town Code Section 66-10

Sec. 66-10. Home Occupation Certificate.

A Home Occupation Certificate shall be required for all Home Business Occupations and is subject to the following standards:

1. No outside employees shall be permitted to work on the premises, except for family members residing in the dwelling.
2. No employee, agent, customer, or client shall be permitted to come to the dwelling unit for business related purposes.
3. No business signs, freestanding or otherwise, shall be permitted on site.
4. On-site storage of materials, merchandise, or equipment is limited to materials customarily found within a residential dwelling. Such as yarn, cloth, paint and cosmetic or similar nontoxic or nonhazardous material, and a telephone, computer or other typical light office equipment necessary to the home business occupation.
5. One company vehicle shall be permitted. A company vehicle is a passenger motor vehicle or light duty truck less than 7,500 pounds gross vehicle weight exclusively used in a business or commercial activity and **shall not include** any of the following: contractor's equipment or other heavy equipment, a garbage truck, tractor or trailer of a tractor-trailer truck, dump truck, tow truck, passenger bus, cement truck, and step vans. The company vehicle must be kept in a garage, accessory building or in designated parking spaces within off-street parking areas in such a manner that meets or exceeds other provisions of the Town Code.
6. The operation must be conducted entirely within the dwelling (not in any accessory structure, i.e., detached shed/garage) by the owner/occupant residing in the dwelling, and shall not change the character of the dwelling unit nor exhibit any exterior evidence of nonresidential use. No outside storage shall be permitted. Commercial deliveries and pickups of supplies associated with the use shall be limited to not more than one per day and shall be made only during business hours.
7. The area devoted to the home occupation shall not exceed 25 percent of the gross floor area of the dwelling unit.



TOWN OF OCCOQUAN

TOWN COUNCIL MEETING

Agenda Communication

2. Work Session Regular Agenda	Meeting Date: November 20, 2018
2 E: Budget Work Session - FY2020 Goal Setting	

Explanation and Summary:

This is to discuss goals and priorities for the upcoming fiscal year in preparation for the FY 2020 Budget process.

In February 2015, the Town Council adopted six priorities that guided the budget development for fiscal years 2016, 2017. For Fiscal Year 2018 the Town Council refined the original goals and added Public Safety as its seventh priority. This process should be reviewed annually and priorities should be established to help guide the FY 2020 Budget process.

The priorities set in 2015 and amended during the FY2018 budget process are:

- Parking Issues
- Pedestrian Safety and Access
- Historic Preservation and Town Appearance
- Riverwalk Project and Usages
- Community Development and Programming
- Stormwater Management
- Public Safety

This is an opportunity to review and/or alter the above priorities and provide guidance to staff on the budget development process in term of goals, priorities and expectations.

Attachments: (1) FY 2019 Town Council Priorities Page

TOWN COUNCIL PRIORITIES

During the FY 2016 Budget process, the Town Council identified six priorities to guide the budget development process. In FY 2018, the Town Council refined these goals and added Public Safety as its seventh priority.

COMMUNITY DEVELOPMENT AND PROGRAMMING

- Develop community programming and events
- Increase reputation and viability of annual events
- Business support

HISTORIC PRESERVATION AND TOWN APPEARANCE

- Maintain and preserve historic properties
- Promote maintenance of public and private properties

PARKING MANAGEMENT

- Manage parking and traffic issues in Historic District

PEDESTRIAN SAFETY AND ACCESS

- Promote safe intersections and sidewalks
- Manage traffic impacts and pedestrian safety
- Increase pedestrian access

PUBLIC SAFETY

- Identify and address public safety concerns

RIVERWALK AND USAGES

- Encourage development of Riverwalk along riverfront
- Manage and support recreation activities and uses

STORMWATER MANAGEMENT

- Identify and support opportunities for stormwater management



TOWN OF OCCOQUAN
TOWN COUNCIL MEETING
Agenda Communication

2. Work Session Regular Agenda	Meeting Date: November 20, 2018
2 F: Infiltration Trench	

Explanation and Summary:

This is in follow up to the Council's discussion regarding the Vantage Pointe Infiltration Trench. Mayor Porta was able to receive a quote for work to be done on the infiltration trench.

This is a discussion on the quote that was received.

Attachments: (1) Vantage Pointe Infiltration Trench Quote



**TOTAL
DEVELOPMENT
SOLUTIONS**



Proposal

Total Development Solutions, LLC.
8031 Industrial Park Ct
Bristow, VA 20155
www.totaldevelopmentsolutions.com

Project:
Vantage Pointe Inifltration Trench

Date: 11/16/2018
Proposal: 18415

To:	From:
Town of Occoquan Attn: Earnie Porta, JD, PhD 314 Mill Street PO box 195	Bryan Johnson (703) 222-0497

Scope of Work:

Infiltration Trench Maintenance

Description	Quantity	UOM	Unit Price	Extended Price
Infiltration Trench Repair:				
Rework outfall	1.00	LS	\$2,250.00	\$2,250.00
Re-Grade Swale and Stobilize with Straw Netting	1.00	LS	\$2,995.00	\$2,995.00
Flush Structure 2 to Structure 1	1.00	LS	\$2,500.00	\$2,500.00
Remove Brush from Infiltration Trench	1.00	LS	\$1,850.00	\$1,850.00
Install Cap on Observation Well	1.00	LS	\$235.00	\$235.00
Remove Top 6" of Aggregate Layer and Filter Fabric	1.00	LS	\$9,150.00	\$9,150.00
Install New Filter Fabric	1.00	LS	\$1,750.00	\$1,750.00
Install New Aggregate 57 Stone	1.00	LS	\$14,250.00	\$14,250.00
Restore Access	1.00	LS	\$1,250.00	\$1,250.00
Concrete Replacement	1.00	LS	\$2,500.00	\$2,500.00
Infiltration Trench Repair Subtotal:				\$38,730.00

Proposal Total:	\$38,730.00
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Terms & Conditions:

All work is to be completed in a workmanlike manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written order, and will become an extra charge over and above the cost estimate. All agreements are contingent upon strikes, accidents or delays beyond our control. Payment is due within 30 days of invoice date.

Should you wish to accept this proposal, please sign and initial one (1) copy of this proposal and return it to our office for our records. Signing of this proposal will be our authorization to proceed with the work and associated costs as outlined above. This proposal may be withdrawn if not accepted within 30 days of proposal date.

GENERAL CONDITIONS:

- 1) All work to be performed during normal business hours (6:30-4:30, Monday through Friday).
- 2) TDS accepts the responsibility for contacting Miss Utility to mark public utilities. The owner shall be responsible to locate any private utilities.
- 3) The owner shall provide reasonable access to the site.
- 4) TDS shall not be responsible for construction or material failures caused by factors beyond our control, including, but not limited to delays or failures caused by weather, acts of God, acts of suppliers and subcontractors, or any other cause beyond our control.

EXCLUSIONS:

- 1) Permits, engineering, stakeout and as-built drawings
- 2) Dewatering (unless specified in contract)
- 3) Damage to unmarked private utilities
- 4) Rock excavation
- 5) Relocation or capping of existing utilities
- 6) Soil testing and other testing (unless specified in contract)

CREDIT AND PAYMENT TERMS:

- 1) TDS may require that a credit check be made and approved prior to proceeding with any work.
- 2) Payment is due within 30 days of invoice date. All amounts not paid within 30 days shall bear interest at the rate of 1% per month until paid.
- 3) In the event that payment is not made within 30 days, TDS reserves the right to terminate this contract.
- 4) In the event that TDS retains an attorney to recover the amount due under this agreement, the Purchaser agrees to pay all attorney fees and court costs incurred by TDS.

Acceptance	
Accepted by:	_____
Title:	_____
Date:	_____
Owner PO #:	_____