



VIRGINIA: A SCHEDULED WORK SESSION MEETING OF THE SURRY COUNTY BOARD OF SUPERVISORS AND SURRY TOWN COUNCIL HELD IN THE AUXILIARY CONFERENCE ROOM OF THE SURRY COUNTY GOVERNMENT CENTER ON MONDAY, MAY 19, 2025, AT 10 AM.

PRESENT: SUPERVISOR ROBERT ELLIOTT, JR.
SUPERVISOR BREYON PIERCE
SUPERVISOR WILLIAM (TIM) CALHOUN
SUPERVISOR WALTER HARDY

TOWN OF SURRY MAYOR, BENNIE SAVEDGE
TOWN OF SURRY CLERK, MOLLY RICKMOND
COUNCILMAN ROBERT BARRYMAN
COUNCILMAN JOE GARCIA
COUNCILMAN JASON WIEDEL
COUNCILMAN BRIAN AGOR

ABSENT: SUPERVISOR AMY DREWRY

STAFF

PRESENT: MS. LOLA PERKINS, COUNTY ATTORNEY
MS. MELISSA ROLLINS, COUNTY ADMINISTRATOR
MR. DAVID HARRISON, DEPUTY COUNTY ADMINISTRATOR
MR. DELON BROWN, DEPUTY COUNTY ADMINISTRATOR OF OPERATIONS
MS. DOREATHA PIERCE, ECONOMIC DEVELOPMENT
MS. RENEE CHAPLINE, ECONOMIC DEVELOPMENT CONSULTANT
MR. HORACE WADE, PLANNING & COMMUNITY DEVELOPMENT DIRECTOR
MS. HALEY KEENE, SENIOR PLANNER

ALSO

PRESENT: MR. CHRIS THOMPSON, VIRGINIA DEPT OF HOUSING & COMMUNITY DEVELOPMENT
MR. KYLE MEYER, VIRGINIA DEPT OF HOUSING & COMMUNITY DEVELOPMENT
MR. ANDREW FRANZYSHEN, CRATER PDC
MS. HANNAH WOHRLE, CRATER PDC
MR. JAY ELLINGTON, CRATER PDC
MS. ANNE DARBY, SUMMIT

Call to Order

The meeting was opened by Renee Chapline, Economic Development Consultant, who then asked attendees to stand and state their name and affiliated organization.

Discussion Topics



I. Surry County and Town of Surry Collaborative Economic Development Initiatives:
Focusing on Infrastructure, Retail Opportunities, and Community Engagement

Presentations

1. Presentation by: Kyle Meyer, Virginia Department of Housing and Community Development, Program Administrator for the Virginia Main Street Program

The focus of the presentation was the Virginia Main Street Program, which highlighted its success in revitalizing downtown areas, with examples from Saint Paul and Onancock. The importance of community visioning, volunteer engagement, and property owner collaboration was emphasized.

Key Points:

- Explore the Southeast Crescent Regional Commission's economic infrastructure development grant program and submit a pre-application by the end of the week.
- Investigate AARP's Livable Communities and Community Challenge Grant programs as potential funding sources for community improvement projects.
- Stay updated on the status of USDA grant opportunities and assess their applicability for the town/county.
- Coordinate with Virginia Housing to discuss potential financing and grant options for adaptive reuse projects, housing development, and other community needs.
- Register and attend the "Exploring Main Street Community Interchange" webinar on Thursday, May 22, 2025, at 11 am.
- Develop a plan for the next steps and collaborative efforts based on the discussions and identified opportunities.

The Board of Supervisors, Renee Chapline, and Melissa Rollins thanked Surry Town Council, staff, and outside agencies for their participation and collaboration in moving forward in improving all towns of Surry, as well as the County.

Adjournment

There being no further business before the Board, Chair Elliott made a motion to adjourn the work session. Supervisor Pierce seconded the motion. All present voted affirmatively.

(Approved)

The meeting adjourned at 11:50 am.



VIRGINIA MAIN Street

VIRGINIA DEPARTMENT
OF HOUSING AND
COMMUNITY DEVELOPMENT



VIRGINIA DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT
Partners for Better Communities





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(804) 837-6268

kyle.meyer@dhcd.virginia.gov



Kyle Meyer

Community Revitalization
Specialist
VMS

Agenda

Purpose: To explore how to utilize the Main Street Approach to create community-led impacts. The Approach is most effective in places where community members have a strong emotional, social, and civic connection and are motivated to get involved and make a difference.

- Welcome
- Discussion Starter
- What is Main Street
- Virginia Main Street Program
- Questions

Discussion Starter

What do you value most about your downtown?

- Accessibility, proximity to the ferry and capturing visitors
- Restaurants
- Adjacent state park
- Historic architecture
- Music festival
- Love sign
- Interest in common vision



**DHCD is committed to creating safe,
affordable and prosperous communities
to live, work and do business in Virginia.**

As a Main Street America Coordinating Program, Virginia Main Street helps lead a powerful, grassroots network consisting of over 40 Coordinating Programs and over 1,600 neighborhoods and communities across the country committed to creating high-quality places and to building stronger communities through preservation-based economic development.



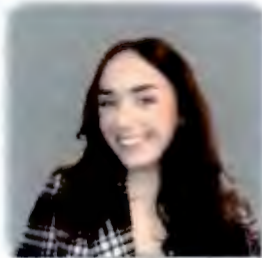
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Meet the Team!



[Courtney Mailey](#)
Program Manager / State Coordinator



[Amy Guzulaitis](#)
Program
Administrator
(Southwest)



[Blaire Buerger](#)
Program
Administrator
(North)



[Kelvin Whitehurst](#)
Program
Administrator
(Central / Shenandoah)



[Kyle Meyer](#)
Program
Administrator
(East)



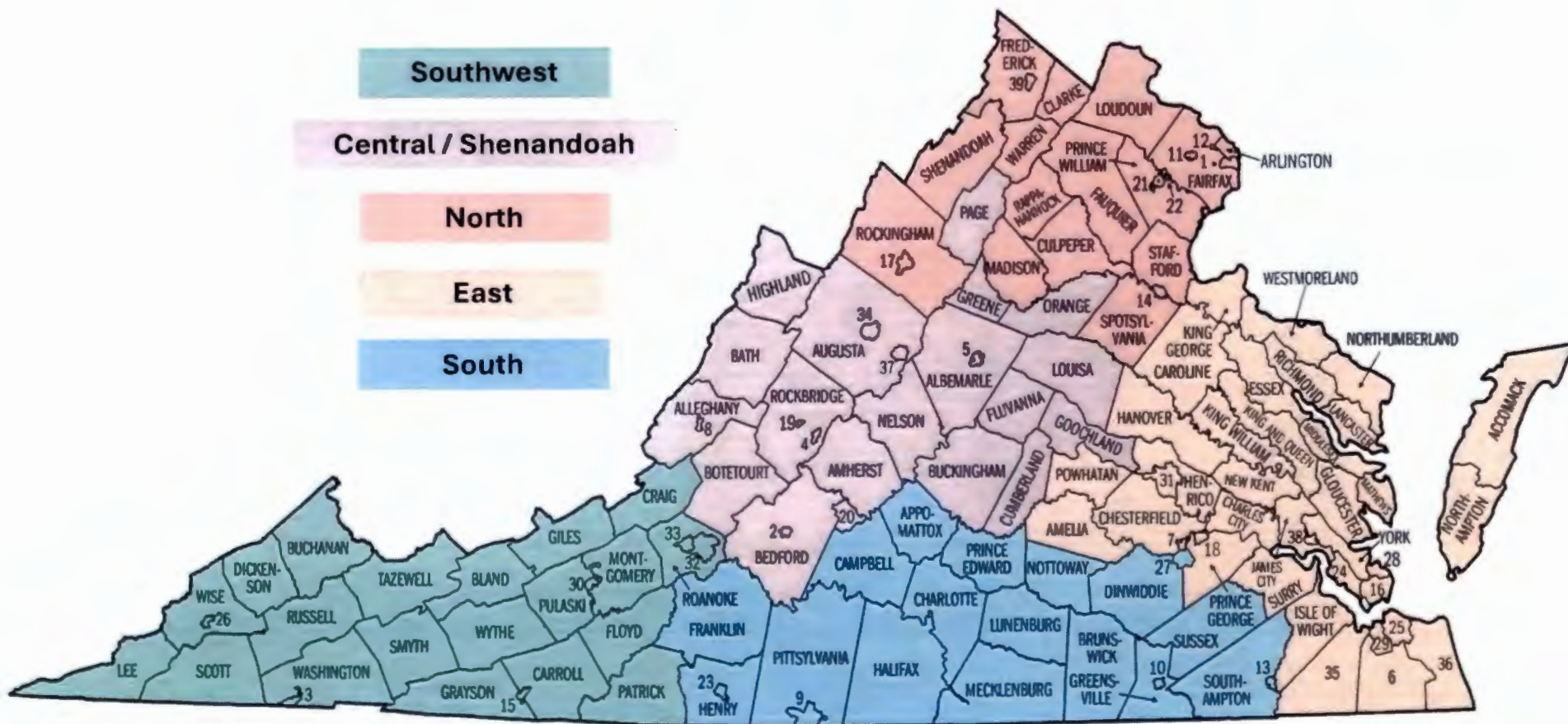
[Zachary Whitlow](#)
Program
Administrator
(South)

mainstreet@dhcd.virginia.gov | dhcd.virginia.gov/vms (Program Website) | virginiamainstreet.com (Blog)



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VIRGINIA
MAIN
Street



Main Street is...

- Reinvigorating your traditional downtown neighborhood / commercial district
- Economic development through leveraging your place-based assets, i.e. historic buildings
- Grassroots revitalization strategy, i.e. responsive to the *community* (bottom up approach)



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Outcomes of a Main Street Effort

Economic, Environmental & Social Sustainability

- Utilizes Historic Assets / Buildings
- Public-Private Collaboration
- Preserves and Creates Jobs
- Increases Tax Revenue
- Community Pride
- Vibrancy “I can’t wait to go back”
- Regional Allure
- Sense of Place





- Partnership: Town & St. Paul Tomorrow
- CDBG Business District Revitalization
- VMS Designation (2011)
- Strategy Development
- Community Business Launch
- Financial Feasibility Grant
- Industrial Revitalization Fund





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2024 Economic Impacts: 5 Years

\$5 mil

Total Reinvestment

9

Net Business Created

33

Net Job Growth

\$1/\$12

Reinvestment Ratio

\$345,000

**Volunteer Investment
(Market Value \$34.79/hr)**

Economic Impacts: 5 Year Leveraging

\$442 mil

Total Reinvestment

1,314

Net Business Created

4,037

Net Job Growth

\$1/\$13

Reinvestment Ratio

\$6.5 mil

Volunteer Investment (Market Value, \$34.79/hr)





The Main Street Approach



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The Main Street Approach



College Town

Small-Scale Manufacturing

Outdoor Recreation

Family-Friendly

Military Installation

Home Furnishings

Arts



Organizational Structure

- Distinct organization and governing body
- Typically 501(c)3 nonprofit
- Fundraising benefits – tax deductions





Main Street – Key Partnerships

All three play a role

- Shared Goals
- Shared Responsibilities
- Shared Vision
- Collaboration and Coordination –
not Competition and Confrontation





Harrisonburg Downtown Renaissance

Idea Pop Up



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ONANCOCK 1680
MAIN STREET

[EXPERIENCE](#) [EVENTS](#) [MAIN STREET](#)

[DONATE](#)

VOLUNTEER

Recruitment

Today's volunteers look for:

- Short term assignments
- Flexible timing
- Closed-end assignments
- Fun
- Mixed cultural exposure
- Chance to excel in a new area



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Downtown Lynchburg Association

Funding Strategy

FUNDING THE FUTURE



funding streams is critical to long-term success and strengthens the organization as a whole. DLA executed two innovative fundraisers this year that involved the community in new ways and invited them to invest in Downtown Lynchburg. These programs promote and enhance public and private participation in the continued revitalization of our vibrant city center.

BLUFFWALK BRICKS

This program enhances the beauty of downtown while also allowing an opportunity for individuals and organizations to be permanently recognized as shareholders in one of our most celebrated public spaces. In collaboration with the City of Lynchburg, community members can purchase commemorative bricks, and the proceeds support DLA's projects.

181
BRICKS SOLD IN
FIRST SIX WEEKS

19k
REVENUE
GENERATED



THE GREAT BIG GIFT CARD GIVEAWAY

In another program launched this year, community members were encouraged to enter an online raffle for a chance to win downtown prize packs including gift certificates and more, totaling a combined value of \$3,000. This effort promoted downtown businesses and local spending, while also raising money for DLA to reinvest in downtown.

49
PARTICIPATING
BUSINESSES

329
TICKETS
SOLD

5k
REVENUE
GENERATED

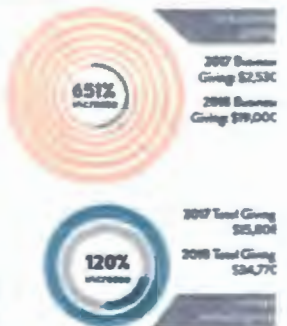


2018
INCOME

- 22% Event/Program Sponsorship
- 15% Event/Program Revenue
- 10% Individual Giving
- 13% Business Giving
- 16% Fundraising Programs
- 19% Grants/Program Revenue
- 3% Merchandise
- 2% Miscellaneous

2018

\$290,960
in Total Income



OUR DONORS

Thank you to the many individuals, companies, and organizations who support Downtown Lynchburg Association

2018 CORPORATE PARTNERS

GIFTS OF \$1,000+

1200 Commerce Street
Bellini and Associates
Bank of the James
BWX Technologies
City of Lynchburg
Double Top Media
Hello Studios
iHeartMedia
Innovative Wireless Technologies
Lynchburg Radio Group
Moore & Giles
The Water Dog Restaurant
Whim Family Foundation
YMCA of Central Virginia

2018 EVENT SPONSORS

Appetech Power
Bassett Credit Union
Blue Ridge Beverage
Centra Health
Craddock Terry Hotel & Conference Center
Central Virginia Community College
Central Virginia Federal Credit Union
Essex Bank
Garworth Financial
Liberty University
NB Handy
Piedra Life
Randolph College
Rise Up Climbing
Sweet Brier College
University of Lynchburg
Waterstone Place and Shawcross Restaurant



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Culpeper
Renaissance

Extended
Hour
Campaign



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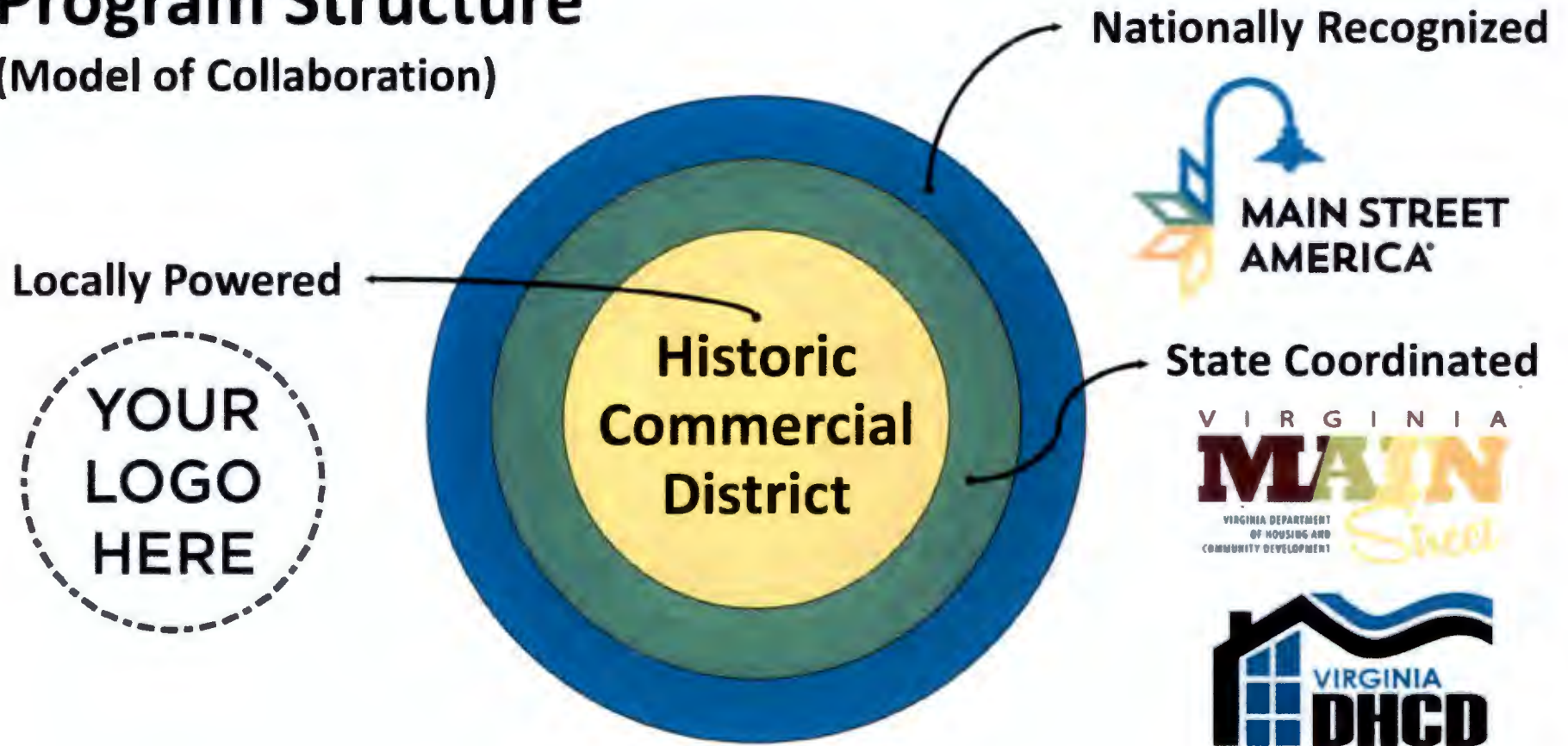
V I R G I N I A
MAIN
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Program Structure

(Model of Collaboration)





Virginia Main Street



Technical Assistance

Professional services that support revitalization efforts and organizations.



Training

Regular board, volunteer and staff training in the Four Points of the Main Street Approach.



Grant Funded Projects

Strategic project development and resource identification for implementation.



Knowledge Sharing

Connecting leaders with data, best practices, and peers in order to find solutions and opportunities.



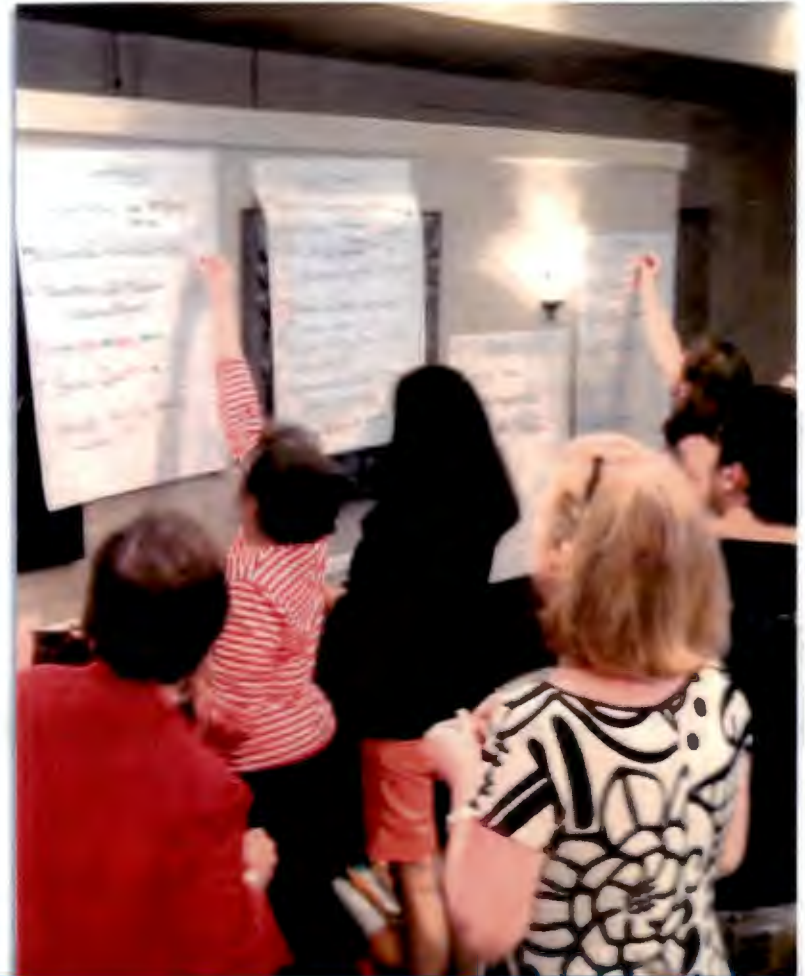
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Technical Assistance

- One-on-one strategic counsel
- One-day, in-community specialize services
- Design Assessment + Design Committee
- Branding Assessment + Community Identity
- Board Governance
- In-community technical assistance and plan development
- Annual MSA Accreditation review





Funding Resources

	Community Vitality Grant	Downtown Investment Grant	Financial Feasibility Grant	Technical Assistance Grant
<i>Who is eligible?</i>	EMS, MMS	AVMS	All tiers, AVMS priority	AVMS, MMS
<i>Maximum Award</i>	\$15,000	\$75,000	\$25,000	\$5,000
<i>Match Required</i>	3:1	1:1 for requests of \$50,001+; 2:1 for requests of \$25,001 to \$50,000; and 3:1 for requests up to \$25,000	None	None
<i>Project Types</i>	Downtown revitalization & physical improvements	Small business support & technical assistance	Real estate redevelopment assessment	Organizational capacity building



■ Knowledge Sharing

- **Data Collection and reporting**
 - Economic Development Data
 - Annual budget, salary and organizational structure information
 - Placer.ai data
 - BOOMS, new
- **Online Resources**
 - **Technical Resources**
 - [Old Building Maintenance and Repair](#)
 - [Murals](#)
 - [Wayfinding Sign Systems](#)
 - [Upper Story Housing Development](#)
 - **Case Studies**
- **Help Desk and Customized Q&A**
 - Depth of research depends on tier level



VMS Tier Levels of Participation



Local Program Types

1	Exploring Main Street (60+ Communities)	• Local Government • Neighborhood Commercial District • 501c3 (Nonprofit) / 501c6 (Chamber) • Other
2	Mobilizing Main Street (11 Communities)	• Bowling Green; Front Royal; Leesburg; Occoquan; Portsmouth; Pulaski; Roanoke; Rocky Mount; Salem; Waynesboro; Woodstock
3	Advancing Virginia Main Street (35 Communities)	• 501c3 Nonprofit Organization (35)





Community Accreditation Standards

In 2024, Main Street America (MSA) will fully transition to New Accreditation Standards to designate programs as MSA Accredited members. The new framework represents a more cohesive and holistic set of expectations!



**New Community
Self-Assessment Tool**



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Baseline Accreditation Requirements



What activities will best leverage what you value most about your community?

Next steps:

- [Apply for Exploring Main Street](#) (VMS Program tier)
- Include signed resolution (sample shared)
- Connect to building owners for buy-in
- Read VMS Blog: [Demonstrating the Power of Main Street](#) (publish date: 5/21/25)

Questions / Contact:



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Thank
You



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