

MICHAEL D. DUNLAP  
CHAIRMAN

MATTHEW JORGENSEN  
VICE CHAIRMAN  
TIFFANY DUNLAP  
STACEY EVANS  
MICHELLE MCINTYRE  
KAARIN NELSON  
MATTHEW SCHILLING



NATE FONTAINE, MAYOR  
EX OFFICIO MEMBER

HARRIET WEST  
ASSISTANT TOWN MANAGER

**Lovettsville Town Council  
Commerce and Business Development  
Committee**  
6 East Pennsylvania Avenue  
Lovettsville, VA 20180

(540) 822-5788  
(540) 822-5788 FAX

**Meeting Agenda  
Lovettsville Commerce and Business Development Committee  
March 11, 2019**

- 1. Call to order**
- 2. Information Items**
- 3. Town Staff Updates**
  - A. Harriet West
    - i. Social Media Archiving Update
    - ii. Committee Chair, Vice Chairs
- 4. Minutes**
  - A. June 18, 2018 (pending final draft)
  - B. July 16, 2018 (pending final draft)
  - C. August 13, 2018 (pending final draft)
  - D. September 10, 2018 (pending final draft)
  - E. October 8, 2018 (pending final draft)
  - F. November 11, 2018 (pending final draft)
- 5. Old Business**
  - A. LOVE sign working group update
    - i. Assign grant applications
  - B. Town/Tourism Booth – Volunteers?
  - C. Business Workshop – Next? Topics?
- 6. New Business**
  - A. Business Checklist
  - B. Business Directory
  - C. Comms plan
    - i. Strategic
    - ii. Crisis
      1. Meetings with County, state
      2. Town staff provide inputs
    - iii. Guidance on timelines of info for Town sites
  - D. Tourism
    - i. Booths
    - ii. Opportunities
- 7. Action Items**
- 8. Adjourn**

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DRAFT DRAFT DRAFT DRAFT DRAFT DRAFT DRAFT DRAFT DRAFT  
MEMORANDUM

TO: Mayor Fontaine, Lovettsville Town Council  
RE: Committee Work Plan

The following work plan **[has been adopted]** by the Commerce and Business Development Committee in accordance with good practice and administration. The Committee expects that additional items will be referred to it during the course of the fiscal year (FY).

It is also expected that the Committee will, from time to time, add to this work plan on an ad-hoc basis to address new issues which may arise within its jurisdiction. All work products will be submitted to the Town Council for review and action as appropriate. Any work not completed by the end of the FY, or into a subsequent fiscal year, may be adopted into the work plan of the following year.

For the Fiscal Year 2019 ending June 30, 2019, the Commerce and Business Development Committee shall strive to undertake action on and provide recommendations to the Town Council for matters including, but not limited to, the following:

1. LOVE sign design, installation and maintenance
2. Opportunities for promotion of tourism in and around Lovettsville to benefit local businesses and economy
3. Pursuit of tourism grants
4. Promotion of Lovettsville as the Gateway to Loudoun
5. Design and placement of Wayfinder signs to promote tourism and local businesses
6. Pedestrian access to local businesses
7. Town promotion at area events
8. Event promotion
9. Business training and development workshops

The Committee looks forward to providing clear direction and recommendations to the Town Council on these and all issues relative to the jurisdiction.

Respectfully,

Mike Dunlap  
Chairman

Adopted: