

# Town of Onancock

## Town Council Meeting

### Monday, May 20, 2024

### 7:00 PM

**1) Call to Order and Roll Call:** The meeting was called to order at 7:00 PM and roll was called. Councilmembers Ray Burger, Cynthia Holdren, Joy Marino, Sarah Nock, Maphis Oswald and Mayor Fletcher Fosque were present. Councilmember Brandon Brockmeier was not present. Town Manager Matt Spuck and Town Clerk Debbie Caton were also present. A quorum was established.

**2) The Pledge of Allegiance was recited.**

Councilmember Holdren moved to update the agenda with item 5A to add an update from Lisa Fiege from Onancock Main Street. Councilmember Nock seconded the motion. The motion passed with a 5-0 vote.

**3) Approve minutes from the April 22, 2024, meeting**—Councilmember Marino moved to approve the meeting minutes. Councilmember Oswald seconded the motion. The motion passed with a 5-0 vote.

**4) Budget Hearing – 2024 -2025**

The budget hearing opened at 7:09 PM. The following comments were recorded.

- i. Mark Sinclair – The ad in the Eastern Shore Post dated May 17, 2024, placed by Onancock Residents Group (ORG) was designed to do nothing but smirch the good reputation of the Historic Onancock School (HOS) and insinuate the school is the reason for a 3% tax increase. In the sixteen years of the school's existence the town has never been a major contributor to the school's financial success. The implication they are the cause of a tax increases is false. ORG wants to point fingers at the school and make no mention of other one-time expenditures such as street signs, streetlights, and the sunset park. ORG has cost the town money in legal fees and countless wasted hours of time to the school. Mr. Sinclair supports funding the school.
- ii. Rosemary Paparo – Ms. Paparo is a participant in ORG. Her concern about the proposed budget is the fire department only being funded \$25,000. Onancock Volunteer Fire Department has requested additional funds to help recruit more volunteers. The current volunteers are aging out and if the town does not give additional funds, then we may end up with a paid fire department which will cost more money. Ms. Paparo supports the replacement of wood chips at the Northeast playground with rubberized mulch. Instead of \$80,000 for pickleball

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courts it should be prioritized to resurface the basketball courts as well as benches for caretakers. Ms. Paparo would like to see the financial reports with annotations showing the principle owed on the water bonds. She would like to know the long-term liabilities. Lastly, the town pays for the property and liability insurance and subsidizes the water/sewer bill for HOS; therefore, the spaces should be made available to Onancock town residents first then made available to outside residents.

- iii. Jan Andrejco – Ms. Andrejco wanted to publicly acknowledge the work and service provided by Town Manager Spuck. She wanted to clarify the misinformation related to the pickleball courts. There is room for all the important requests in the 2024/2025 budget. The pickleball courts should be public and free, not monitored by staff. The location of the courts was not proposed in a residential area but behind a residential area. She thinks it is important for the town to create reasons for visitors beyond the marina and playgrounds. There should be daily options not just events to stimulate the economy.
- iv. Kerry Baird – Ms. Baird’s full comments are attached.
- v. Jeff Davis – Mr. Davis’ full comments are attached.
- vi. Margie Labadie – Ms. Labadie’s full comments are attached.
- vii. Pat Fleck – Ms. Fleck’s full comments are attached.
- viii. Cynthia Downing – Ms. Downing’s full comments are attached.
- ix. Maura Davis – Ms. Davis is the president of the Eastern Shore Art League (ESAL). ESAL and HOS have an important relationship being as HOS allows ESAL to have a gallery. In the 2023 publication of the Coastal Virginia magazine, it was listed as one of the top galleries. The space allows for an opportunity to hold workshops and meetings and the organization is growing. This would not happen without HOS so is a symbiotic relationship. Her personal feelings are HOS is the heart of Onancock. What is good for one will benefit the others.
- x. Priscilla Hart – Ms. Hart is extremely encouraged to see there was funding available for a senior gathering space. Although there are available spaces at a few community churches, Ms. Hart thinks a nonsectarian location would be appropriate. She would like to see the \$80,000 requested for pickleball courts be allocated in another manner. With the budget surplus, Ms. Hart would like consideration for a tax relief. (There is a 3% tax increase proposed in the budget for FY25.) Lastly, she thinks a better use of the HOS facility and grounds would be senior housing.
- xi. Eddie Corbett – Mr. Corbett addressed the ad in the Eastern Shore Post placed by ORG. The money being paid into the HOS should be paid by the ones who are receiving the most benefit.

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- xii. Bill Burnham – Mr. Burnham is the president of the Onancock Business and Civic Association (OBCA), a business owner and a long time Onancock resident. Mr. Burnham is in favor of the town supporting the school with a new HVAC system. He believes the HOS is a pillar of the community. Many see the school as a liability and not an asset. Without the school, we are less of a community.
- xiii. Thelma Gillespie – Ms. Gillespie is encouraged to see consideration of the rubberized mulch at the northeast playground. The basketball court needs to be resurfaced and hopes there will be funding for this project too. These two expenditures will be an expense to the town. But the playground and the lighting were not an expense for the town. Both projects were funded by grants.
- xiv. Ed Vargas – Mr. Vargas read an email previously sent to Town Manager Spuck and the Town Council. – see attached.
- xv. Jim McGowan – Mr. McGowan is a long-time resident of Onancock and thinks the town has only gotten better. He thinks HOS is a big part of the improvements. His wife has a built a successful business in the studio space available at HOS. Mr. McGowan supports funding for the school.
- xvi. Mary Clements – Ms. Clements full comments are attached.

The budget hearing closed at 8:02 PM.

#### 5) Public Comments

- i. Rosemary Paparo – Ms. Paparo inquired if the town has contracted with a water engineer and a hydrologist to determine the capability and cost of supplying water to homes outside of town.
- ii. Dana Simson – Ms. Simson feels downtown businesses tend to be ignored because of the focus on HOS. The whole town of Onancock should be honored. Spreading around the focus would make things more balanced. She also has concerns that HOS may not be able to pay back a loan. Also, she would like to see a water study performed and a general study to see how environmentally as we go forward our resources are going to be able to fulfill the need of water to homes outside of town limits.
- iii. Janet Rochester – Ms. Rochester will not be attending town council meetings after tonight. She wanted to express her thanks to the Town Council for their time and their efforts. The town and the shore are dependent on volunteers to get things done.

**5a) Public Presentation – Onancock Main Street** – Lisa Fiege, President asked town council to consider honoring the \$20,000 grant match requested in January 2024. Ms. Fiege's full presentation is attached.

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6) **Resolution to dispose of unused town assets** – Councilmember Nock moved to adopt resolution 5-20-24-1 authorizing Town Manager Spuck to dispose of three vehicles following Virginia Code 15.2-2100 and town purchasing policy Section 9. Councilmember Oswald seconded the motion. The motion passed with a 5-0 vote.

#### 7) **Committee Reports**

- Personnel (Cindy Holdren) – Councilmember Holdren reported the next meeting will be held in June.
- Onancock Main Street (OMS) (Cindy Holdren) – Councilmember Holdren did not have any additional information to what Ms. Fiege presented.
- Historic Onancock School (Sarah Nock) – Councilmember Nock reported the following upcoming events:
  - 2<sup>nd</sup> Annual Blooms and Brushes – Saturday, June 8, 2024, from 11:00 AM to 3:00 PM.
  - Wine Wednesdays each month.

Pavilion construction is continuing as is fundraising. As mentioned in public comments, the furnace needs to be replaced, and FOS is deciding how to keep the building going.

- Planning Commission (Brandon Brockmeier) – In Councilmember Brockmeier’s absence, Town Manager Spuck reported the Planning Commission discussed removing Article 12 from the ordinances. There will be two joint public hearings in June.
- Waterfront (Fletcher Fosque) – Mayor Fosque reported the committee is looking for a new pump out.
- Onancock Economic Development Authority (OEDA) (Joy Marino) – Councilmember Marino reported the committee has received suggestions from residents in the community on how to proceed. Those suggestions will be considered.

#### 8) **Town Managers Report –**

- HRSD is going to bid for the new water meters. The new meters may not be installed until next year.
- Text “pothole” to 757-302-3900 to help with the location of any pothole repairs.
- The new town website is almost ready to be published.
- VA Sail 250 will need committee volunteers to assist with the event.

#### 9) **Mayor’s Report –**

- Mayor Fosque will advertise another “Meeting with the Mayor” for some time in June.
- June 18, 2024, is the deadline to sign up to run for town council or mayor.

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- Steve and Barbara Johnson moved out of the area. Mayor Fosque thanked them for their volunteer work throughout the years. Mr. Johnson was instrumental in the HRSD deal to take over the sewer plant and collection system.

**10) Town Councilmember comments –**

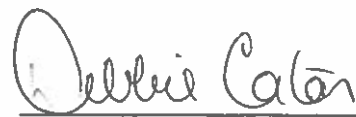
- Councilmember Brockmeier – not present.
- Councilmember Burger – no comments.
- Councilmember Holdren – Councilmember Holdren thanked everyone for their input and attendance.
- Councilmember Marino – Councilmember Marino reminded the audience that historically she has voted “yes” for all requests from HOS. Councilmember Marino asked about the options for HOS to get a loan for the need repairs. Town Manager Spuck explained that HOS do not have assets to secure a loan; therefore, the town would take out the loan. The loan terms would need to be discussed. The three projects qualified for a USDA loan. Of the eighteen public comments, eight speakers lived in town and four of those residents were in favor of funds to assist HOS.
- Councilmember Nock – Councilmember Nock thanked everyone for their input and attendance. She also thanked Barbara and Steve Johnsen and expressed her gratitude to Janet and Haydon Rochester as they have been volunteers on several boards over the years.
- Councilmember Oswald – Councilmember Oswald thanked everyone for their input and attendance. The turnout proves we can all communicate even on hard subjects.

**11) Closed Session – none held.**

**12) Adjourn –** Councilmember Nock moved to adjourn. Councilmember Marino seconded the motion. The motion passed with a 5-0 vote. The meeting adjourned at 8:54 PM.



Fletcher Fosque, Mayor



Debbie Caton, Town Clerk

Mayor Fosque, Town Council and Town Manager Spuck,

I am Kerry Baird, I live at 2 Merry Lane, and I am the new Vice President of Friends of Onancock School.

In the past month, during routine maintenance, we have been advised that our 65-plus year old oil boiler is on its last legs and will most likely not have the capacity to make it through another winter season.

We have been advised that if we can take a large load off the furnace by converting the first floor to a mini-split HVAC system, the furnace may well limp along to heat the lower level for another year. This will cut 18 studios off the old system. Mini-splits are more energy efficient, as individual spaces can be controlled when residents are there, and electric is cleaner and less expensive than oil.

Since Friends of Onancock School does not own the building, we are excluded from obtaining loans to make the necessary improvements. The building is owned by the Town of Onancock. We are therefore asking the Town to apply for the loans referred to on pg 35 of your meeting packet.

I thank you for your time and consideration in preparing your budget for the town for the 2025 fiscal year.

We believe that Historic Onancock School is a valuable contributor to the town, its residents, and visitors to Onancock and the Eastern Shore. We know that you will take the appropriate actions to save this historic building for future generations.

We would appreciate it if you could include this in the Town Council meeting minutes.

Multi-year Projects (Which should coe from the operating budget, not reserves)

|   |    |         |    |         |    |         |    |         |         |
|---|----|---------|----|---------|----|---------|----|---------|---------|
| Landscaping (est.)                          |    |         |    |         |    |         |    |         |         |
| - Custis                                    | \$ | 12,300  | \$ | 12,950  | \$ | 12,950  | \$ | 12,950  | 12,950  |
| - Town Hall Parking                         | \$ | 7,330   | \$ | 5,150   | \$ | 5,150   | \$ | 5,150   | 5,150   |
| - Entry Garden                              | \$ | 22,395  | \$ | 9,110   | \$ | 9,110   | \$ | 9,110   | 9,110   |
| Est. Year 2                                 |    |         |    |         |    |         |    |         |         |
| - Wharf                                     | \$ | 12,300  | \$ | 12,300  | \$ | 12,300  | \$ | 12,300  | 12,300  |
| - Kayak Landing                             | \$ | 9,110   | \$ | 9,110   | \$ | 9,110   | \$ | 9,110   | 9,110   |
| - Town Square                               | \$ | 5,150   | \$ | 5,150   | \$ | 5,150   | \$ | 5,150   | 5,150   |
| Est. Year 3                                 |    |         |    |         |    |         |    |         |         |
| - Queen St                                  | \$ | 5,150   | \$ | 5,150   | \$ | 5,150   | \$ | 5,150   | 5,150   |
| - NE Park                                   | \$ | 9,110   | \$ | 9,110   | \$ | 9,110   | \$ | 9,110   | 9,110   |
| - Welcome Center                            | \$ | 3,500   | \$ | 3,500   | \$ | 3,500   | \$ | 3,500   | 3,500   |
| Est. Year 4                                 |    |         |    |         |    |         |    |         |         |
| - Side of Roseland                          | \$ | 9,110   | \$ | 9,110   | \$ | 9,110   | \$ | 9,110   | 9,110   |
| - Dog Park Entry                            | \$ | 5,500   | \$ | 5,500   | \$ | 5,500   | \$ | 5,500   | 5,500   |
| - Butterfly Garden (Holly/Jefferson)        | \$ | 12,500  | \$ | 12,500  | \$ | 12,500  | \$ | 12,500  | 12,500  |
| <b>FOS</b>                                  |    |         |    |         |    |         |    |         |         |
| Loan for Electrical (\$100k, 20yr, 4.5%)    | \$ | 7,688   | \$ | 7,688   | \$ | 7,688   | \$ | 7,688   | 7,688   |
| Loan for Mini-Splits (\$300k, 20 yr., 4.5%) | \$ | 23,063  | \$ | 23,063  | \$ | 23,063  | \$ | 23,063  | 23,063  |
| Loan for Windows (\$200k, 20 yr., 4.5%)     | \$ | 15,375  | \$ | 15,375  | \$ | 15,375  | \$ | 15,375  | 15,375  |
| Advertising                                 | \$ | 30,000  | \$ | 40,000  | \$ | 50,000  | \$ | 50,000  | 50,000  |
|   | \$ | 118,151 | \$ | 139,896 | \$ | 167,656 | \$ | 194,766 | 194,766 |

Jeff DAVIS ✓

Good Evening

I am 1 of the volunteers who helps with routine maintenance of HOS

As a result I witness families enjoying the facilities of the playground installed by FOS

Additionally I see folks enjoying a walk on the nature trail, some of whom are accompanied by their dog

You approach the school & are welcomed by LOVE

The classic columns segway to doors which with warming weather are often open

I've had the benefit of talking with Alumni who all share a common thread, they enjoyed their time at Dranceck School.

They like seeing it flourish, I myself had relatives who attended,

Recently we put together a beautiful set of soccer goals another safe & enjoyable space for the youth

we as well sanded painted & installed new nets on the 30+ yr old goals from the youth program

The reason I know such history a gentleman saw our work came over told us his participation in their legacy

(1)



Jeff DAVIS (V)

Just a few Saturdays ago we had our first field day

In spite of an inclement start a noteworthy number of families showed up

Participants enjoyed field games, mural painting, tacos, ICSS & music

Positivity abounds to those who merely enter

We continue to work towards the preservation of family, community & history

These are values to embrace

(2)

Margie Labadie, Onancock resident, Treasurer of the BOD of Friends of Onancock School

The Friends of Onancock School's Board of Directors, and all our volunteers, care for the Historic Onancock School. We literally put our time and LOVE into HOS. How you ask?

Here is a brief list of SOME of the assets that HOS brings to the Onancock community:

**The Playground with rubber mulch, benches, picnic tables, blackboards (on the Playground Buddy app)**

It took 1600 volunteer hours to construct it and \$106,000 to make the playground the way it is today. \$10,600 was paid by an HOS fundraising campaign. \$15,000 came from a **DHCD** Grant applied for by the Town of Onancock. The balance was paid by public contributions/donations

**How much did it cost taxpayers of Onancock? Zero! \$0.00**

**The Disc Golf Course is an official 1/2 course with professional baskets (UDisc app)**

It took 20 volunteer hours to install and \$ 5400. to make it the way it is now. It was completely funded by grant money.

**How much did the taxpayers of Onancock pay? Zero! \$0.00**

**The Athletic Field with 2 new sets of soccer goals**

It took 15 volunteer hours to install and \$3500. to make it the way it is used today. \$1500. came from the HOS budget. \$2000. was paid through grant funding.

**How much did it cost taxpayers of Onancock? Zero! \$0.00**

**Onancock Nature Trail**

The Eastern Shore Master Naturalists and citizen volunteers installed it at no cost. A Chesapeake Bay Foundation grant funded interpretive signs. HOS volunteers and Master Naturalists have maintained the trail for 15 years.

**How much did the taxpayers of Onancock pay? Zero! \$0.00**

**The Little Free Library & the Story Trail**

Were both constructed by HOS volunteers. \$2300 was the total cost of both and were completely funded by donations.

**How much did it cost the taxpayers of Onancock? Zero! \$0.00**

**Our Love Sign.**

It took over 100 volunteer hours to build and install it and \$10,900 to fund it the way it is today.

It was funded completely through donations.

**How much did the taxpayers of Onancock pay? Zero! \$0.00**

Our building and grounds provide free internet to the public through Neubeam at no cost to taxpayers.

We maintain the creek observation deck and have replaced the rails and bench there.

Since 2009 HOS has spent approximately \$200,000 on routine maintenance to the building we lease to keep it in sound and safe condition including servicing the roof, very old furnace, gutters, painting. We provide maintenance to the town owned public parking lot.

**And we pay the town \$4500 seasonally to mow the grass.**

We would like the Historic Onancock School to continue to be an asset for our town.

We want to save it and keep it as a vital Community Center. We ask the Town Council for support.

**I thank you for your time. I ask that you please include this statement in Town Council Minutes.**

Mayor Fosque, members of the Town Council and Town Manager Spuck.

I am Pat Fleck and I live in Onancock, just outside the town limits. I am the secretary for the Board of the Friends of Onancock School.

I would like to respond to the statements made during public comments last month, in regard to the playgrounds at the Historic Onancock School and the Northeast section of town.

The speaker implied, by omission, that the playground at HOS was funded by the town. In fact, no taxpayer dollars were used to build that playground. Funding from The Robert E. and Marie Orr Smith Foundation provided substantial grants totaling over \$86,500 for the playground equipment, the rubber mulch, and additional amenities including ADA-accessible sidewalks, shaded picnic areas, a Little Free Library, and a story trail. In addition to the Orr Smith grant, Friends of Onancock School received a \$15,000 Department of Housing and Community Development grant, and through their own fundraising campaign raised over \$10,000 for picnic tables and benches.

The construction of the playground took about 2 months to complete and was accomplished by over 30 volunteers donating more than 1500 hours of their time.

These volunteers came from the town and beyond the town limits.

The playground is a regular destination for home school groups and elementary school field trips. It is also a venue for children's' birthday parties and family reunions. It is not unusual to see families sharing a picnic dinner at the playground during the warmer months.

The HOS playground is open to all and is a gift to this community.

VIII

**Mayor Fosque, members of the Town Council and Town Manager Spuck**

**My name is Cynthia Serini Downing. I own property on Mt Prospect.**

**20 May 2024**

Since emotion is being used to influence your budget decisions, I would like to offer a different use of emotion. The one of history and heritage. Other Town Councils who have gone before you all have faced the hard decisions when it came to the Town's budget.

In 1920, the residents of the Town of Onancock, unhappy with the quality of the school building provided by Accomack County, approached the Town Council to find a way to build a State of the Art building for the school age children in town to attend but also to have a place to gather for meetings, social events and entertainment.

Because of the efforts of the Town Council and the residents of Onancock, in 1921, the dream of having their own school and community center became a reality.

In 2006, a small group of alumni and interested citizens who recognized the importance of preserving this property and stepped up to become its stewards since the Town of Onancock was in no position to restore it.

For 16 years the Friends of Onancock School has worked to restore this piece of Town history to be once again a viable "place for all" to gather and enjoy.

I am asking this Town Council to also consider itself along with Friends of Onancock School as stewards of the property that a past Town and its Council fought so hard to obtain.

Please give the budget items in your packet careful consideration thru a different lens. FOS has taken care of the property for 16 years without any funding from the Town. We have a proven record.

On a personal note, I am very sad that so much time, money and energy is being spent to discredit the Town Council and the work of FOS. The Shore is a very special place. This is not how we do business here.

Please include this statement into the Town Council minutes

(hand Debbie a copy)

XW

**Debbie Caton**

**From:** Matt Spuck  
**Sent:** Friday, May 31, 2024 11:18 AM  
**To:** Debbie Caton  
**Subject:** Fw: Onancock Pickleball courts



**Matt Spuck**  
Town Manager  
t: 757-787-3363  
e: matt.spuck@onancock.com | w: www.onancock.com  
a: 15 North Street, Onancock, 23417

**From:** Ed Vargas <evargas8456@gmail.com>  
**Sent:** Monday, May 20, 2024 3:23 PM  
**To:** fosque@onancock.com <fosque@onancock.com>; Brandon Brockmeier <bbrockmeier@onancock.com>; Ray Burger <rburger@onancock.com>; Cindy Holdren <children@onancock.com>; Joy Marino <jmarino@onancock.com>; Sarah Nock <Snock@onancock.com>; Maphis Oswald <moswald@onancock.com>; Matt Spuck <matt.spuck@onancock.com>  
**Subject:** Onancock Pickleball courts

Hello Onancock Town Council members:  
Just a few thoughts about why it would behoove the town to build pickleball courts.

- Pickleball is the fastest growing sport in the country.
- It has been added to the Olympics as it requires speed and agility to play well.
- It is a game that all ages can learn easily, and promotes quality social and family time.
- I, being a young 68 years old, have personally played against other players ranging in age from 7 years old to 86 years old, so there are no age limits on who can play and enjoy it.
- In addition to enjoying the game itself, the atmosphere fosters camaraderie and good social networking. Once someone begins playing they quickly find that they belong to a new group of acquaintances and friends.
- It helps keep all players active with a moderate amount of low impact physical exercise.
- I have been approached by many visitors to Onancock asking if there are pickleball courts they could use. Unfortunately the answer is no at present, with the closest courts being at the YMCA in Onley, but those require Y membership to use.
- With courts being located within Onancock, many of these visitors would play at our courts, and then stroll through the town, quite probably eating at one of our restaurants, and/or purchasing goods from one of our stores. Both add to the town's economy.

The two locations that I have heard being considered in Onancock are the Dog Park and the baseball fields park. A third viable location would be the Historic Onancock School.

The noise generated from pickleball games is minimal, and much less than any event would generate at the new Pavilion being built at the HOS. The noise is also much less than that generated at the baseball fields on game days. Pickleball has a sound similar to ping pong, and **not** the constant noise level generated by baseball games and surrounding crowd noise.

The issue of bathrooms could be addressed short term with Port-a-potties, with a possible future improvement being a fixed restroom facility.

Three courts would be ideal, with possible future improvement being the addition of a canvas type of canopy, if not a metal building enclosure.

These courts would be a positive addition to the town, and should be given consideration to be included in the 2024/2025 town budget.

Respectfully,  
Edward Vargas  
10 Kerr Street  
Onancock, VA 23417  
757-894-2399

Mary Clements, 8 Joynes Street and 59 Market Street

First I'd like to thank the mayor for the 1 on 1 meeting held on Tuesday, 7 May. I found it very informative and hope they become a routine every few months.

I carefully read the information package for tonight's meeting. I was very please to see the "match" of \$45,000 dollars listed on page 34 under Possible Uses of 2024 Reserves. I sincerely hope that being at the bottom of this list doesn't indicate the order of priority for reserve spending.

The OVFD wrote for and received a grant to rehab and equip a special rescue unit. This unit will be the first of its kind on Virginia's Eastern Shore. It's designed to provide special extrication capabilities in profound vehicular accidents. Route 13 traffic already exceeds the highway safety designs and accidents will only increase with the uncontrolled growth happening in Accomack County.

To secure this grant, OVFD requires matching funds. The proposed Reserve Spending funds will provide that match.

There's a special term within the Trauma community known as the Golden Hour. If extrication, treatment and transportation of the victim can occur with in an hour of the trauma, the likelihood of survival is significantly increased. This new unit is designed for that purpose.

Over the past few years, the town has spent large amounts of tax dollars on enrichment programs. You can live without art, music, theater performances, dog parks, pickle ball courts and walking trails. You can't live without a heart beat, or if you're being crushed under an overturned SUV. The town must redirect unused funds to the extremely important job of saving lives.



Mary Clements

I formally request that:

1. The matching funds of \$45,000 dollars be approved.
2. That the amount be doubled to \$90,000 dollars. -and-
3. That the town annual contribution of \$25,000 dollars, an amount that hasn't been reevaluated in at least 4 years, be doubled.

The requested funds are not for enrichment, but for the valuable lifesaving services of a voluntary group- the Onancock Volunteer Fire Department.

Thank you.

(2)

L. Fiege

5A

Good evening Onancock Town Council and residents!

Back in January of this year, Onancock Main Street asked Town Council to support the Virginia Tourism Corporation Marketing Leverage Program grant that Onancock Main Street would be applying for in March. Town Council graciously voted to appropriate the \$20,000 grant match for expanded marketing efforts for the town.

This is a 1:1 grant matching program which is designed to help localities leverage their existing marketing funds. This grant requires a targeted research-based marketing plan to drive Virginia tourism. OMS' total grant proposal was slated to spend a total of \$40,000 in marketing dollars on behalf of the town.

Onancock Main Street recently received our award letter from the Virginia Tourism Corporation for this grant. According to the Virginia Tourism Corporation, they received 180 applications for this grant which totaled \$4 million in requested grant funds with only \$1.5 million to share among those applicants. Therefore, OMS was funded at 65% of the initial request, which is \$13,000.

As good stewards, we wanted to make Town Council aware of this change. However, because we want to continue to provide the maximum benefits to Onancock, we are requesting that you keep the originally appropriated \$20,000, which would allow us to fund 82.5% of our original, impactful projects despite the Virginia Tourism cut. While several marketing initiatives from the original proposal are no longer fundable, we have worked diligently with a professional marketing team to maximize the benefit of the remaining projects.