

**REGULAR
BUSINESS**

**REPORTS
OF THE
CITY
MANAGER**

R-1



CITY OF HOPEWELL CITY COUNCIL ACTION FORM

Strategic Operating Plan Vision Theme:

- Civic Engagement
- Culture & Recreation
- Economic Development
- Education
- Housing
- Safe & Healthy Environment
- None (Does not apply)

Order of Business:

- Consent Agenda
- Public Hearing
- Presentation-Boards/Commissions
- Unfinished Business
- Citizen/Councilor Request
- Regular Business
- Reports of Council Committees

Action:

- Approve and File
- Take Appropriate Action
- Receive & File (no motion required)
- Approve Ordinance 1st Reading
- Approve Ordinance 2nd Reading
- Set a Public Hearing
- Approve on Emergency Measure

COUNCIL AGENDA ITEM TITLE: Retiree and Active Employee Health Coverage for FY2016-17

ISSUE: Presentation on Retiree/Active Coverage Rates for Plan year 2016-17

RECOMMENDATION: None

TIMING: Plan Year 2016-17

BACKGROUND: Presentation will cover the retiree health insurance rates, which will include total number of retirees and cost. Further the presentation will cover the active employee health insurance rates for the upcoming plan year.

FISCAL IMPACT: None

ENCLOSED DOCUMENTS: PowerPoint presentation for information only.

STAFF: Gail Vance/Aimee Francoeur

SUMMARY: Retiree and Active Health Insurance Rates

Y	N		Y	N	
<input type="checkbox"/>	<input type="checkbox"/>	Mayor, Brenda S. Pelham, Ward #6	<input type="checkbox"/>	<input type="checkbox"/>	Councilor Anthony Zevgolis, Ward #3
<input type="checkbox"/>	<input type="checkbox"/>	Vice Mayor Christina J. Luman-Bailey, Ward #1	<input type="checkbox"/>	<input type="checkbox"/>	Councilor Jasmine E. Gore, Ward #4
<input type="checkbox"/>	<input type="checkbox"/>	Councilor Arlene Holloway, Ward #2	<input type="checkbox"/>	<input type="checkbox"/>	Councilor Wayne Walton, Ward #5
			<input type="checkbox"/>	<input type="checkbox"/>	Councilor Jackie Shornak, Ward #7

Health Insurance Renewal FY16/17

Presented by Gail Vance



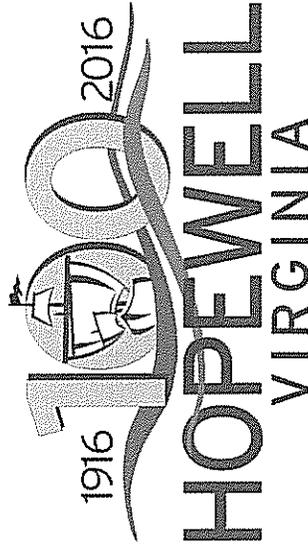
City's Strategy

- The City continues to encourage employees to be “good consumers” of their health care needs which lowers the utilization of services
- The City continues to incorporate robust wellness activities to help decrease employee’s risk factors (i.e., weight control, diabetes management, healthy eating and exercise)

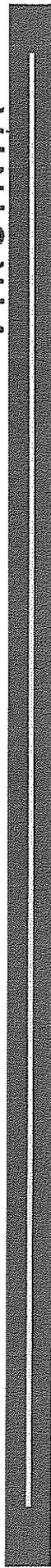
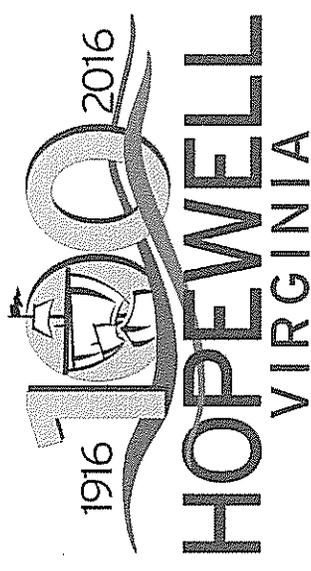


Renewal Update – GREAT NEWS!

- Renewal came in with a 5.7% decrease for the upcoming year (approximately 220K).
- Decrease will be used as an offset to retiree increase
- Rates will be flat this year for active employees!

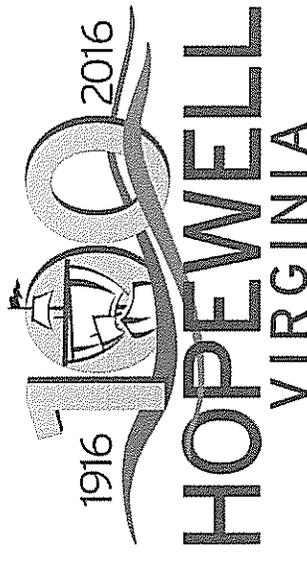


Retiree Update



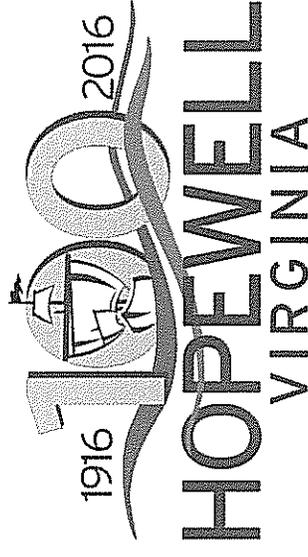
Pre-65 Retirees

- Currently have approximately 22 pre-65 retirees on plan
- Costs the City \$16,123.00 per month (\$193,476.00 annually)



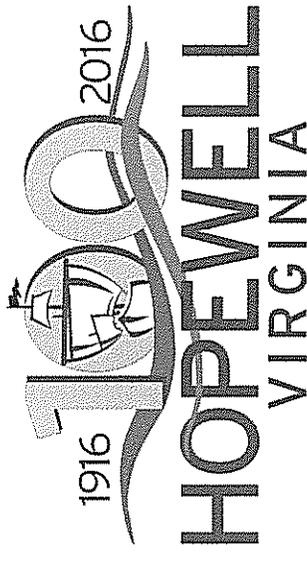
Retiree Reimbursements

- Currently the City reimburses 34 Retirees
- Costs the City \$9,065.22 per month (\$108,782.64 annually)
- *City reimbursements range from \$50.20 – 871.76 per month*



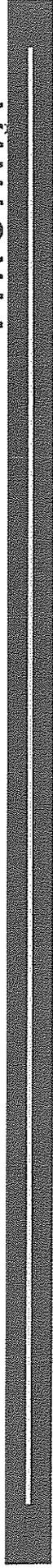
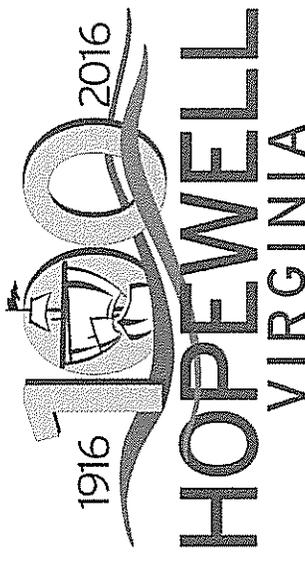
Advantage 65 – 65 and Over Retirees

- Currently the City has 14 Retirees on the plan
 - Plan Started in July 1, 2015 (Part of TLC – Active Group)
 - Costs the City \$2,660.00 per month (\$31,920.00 annually)



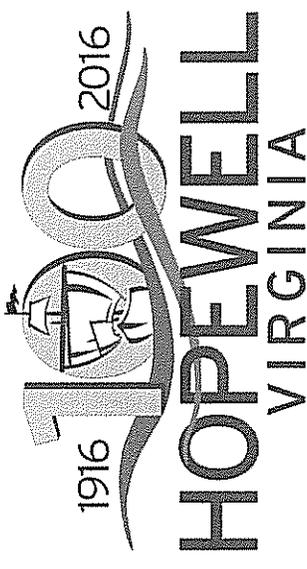
AARP Medicare Supplement – 65 and Over Retirees

- Currently the City has 99 Retirees on the plan (75 Retirees and 24 Spouses)
 - Spouses were covered for pre 2004 retirees
 - Effective July 1, 2016 these retirees will transition to the Advantage 65 Plan (Part of TLC – Active Group)
- Costs the City \$17,651.96 per month (\$211,823.52 annually)



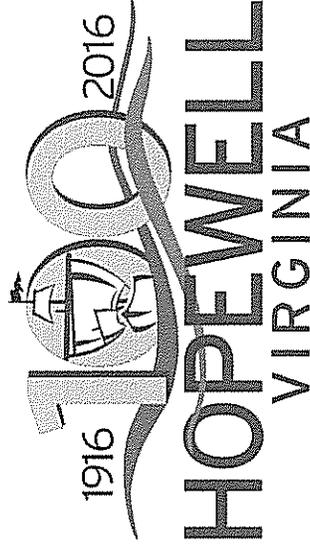
AARP Medicare RX – 65 and Over Retirees

- Currently the City has 96 Retirees on the plan (76 Retirees and 20 Spouses)
 - Spouses were covered for pre 2004 retirees
- Costs the City \$5,761.40 per month (\$69,136.80 annually)



Total Retiree Cost to the City

- The Cost for the City to provide Retiree coverage is approximately \$615,138.96 annually



R-2



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COUNCIL AGENDA ITEM TITLE: Hopewell Downtown Partnership Presentation

ISSUE: Continue funding of the HDP

RECOMMENDATION: Approve recent HDP grant request

TIMING: This budget cycle

BACKGROUND: See grant application

FISCAL IMPACT: Close to \$2.5Million invested into Downtown Hopewell through direct and indirect efforts of HDP.

ENCLOSED DOCUMENTS: See attached grant application, support letter, and workplan

STAFF:

SUMMARY: The Hopewell Downtown Partnership politely requests continued City support of the HDP in an effort to keep the momentum and progress of downtown revitalization currently underway.

Y	N		Y	N	
<input type="checkbox"/>	<input type="checkbox"/>	Mayor, Brenda S. Pelham, Ward #6	<input type="checkbox"/>	<input type="checkbox"/>	Councilor Anthony Zevgolis, Ward #3
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			<input type="checkbox"/>	<input type="checkbox"/>	Councilor Jackie Shornak, Ward #7

To: Members of Hopewell City Council

The Hopewell Downtown Partnership (HDP) has greatly appreciated the commitment by the Hopewell City Council over the past four years to support our organization and mission to revitalize Downtown Hopewell. The last four years have been difficult, working to reverse the downward momentum that Downtown had experienced for so long. We are finally at a tipping point in the revitalization process, where our efforts, those of City staff and a number of other local organizations, can start to see the fruits of our labor.

Experts always say that revitalization is a process, not an event. We humbly believe this is true, as it often takes several years before results of a specific project come to fruition. In the beginning, we focused on the infrastructure and the look of Downtown, which we accomplished through numerous façade rehabilitations, design and banner programs, and targeted marketing. Next, we reintroduced the residents back to downtown through numerous events and festivals. Thousands of people were either brought back Downtown or visited for their very first time. Finally, we were tasked with perhaps the most difficult, repopulating Downtown with new businesses and life.

Enter the Community Business Launch program. With 6 new businesses being opened directly from the program itself and at least 3 more on the heels of it, the strategy of opening multiple businesses at once was a major achievement. The strength and number of businesses will act as a building block on which more can be layered on top. Within the next year, Downtown Hopewell will take on a new meaning. People will start to populate the sidewalks again and commerce, instead of crime, will begin to be the primary economic activity.

While progress has been made, if we think that it ends here— that the finish line is crossed — then we gravely underestimate the process of revitalization. Take the community of Staunton, or Harrisonburg, downtown communities that went from slums to shopping destinations. Did their programs proclaim victory at the first sign of new business life and disappear under their coat tails? In fact, it was just the opposite. The programs had to grow larger in order to sustain the new marketing and branding effort. They had to closely monitor business closings and vacant storefronts to make sure the momentum didn't shift backwards again. They had to organize multiple festivals and events to keep customers in the stores and families entertained. They now have a district that attracts hundreds of thousands of visitors per year, and it continues to do this through constant planning, reinvention, and execution. As soon as you become stale, people will leave.

We are now at a critical impasse in the revitalization process; a major crossroads where we can smell success but a misstep could spell disaster. We ask that you not give up on the Hopewell Downtown Partnership during this crucial time. We are tirelessly working to expand the organization through new grant partnerships and community support. With our 501 (c) (3) designation secured, we are diligently developing an annual fundraising plan that will be based broadly on support from individuals and businesses throughout our community, corporations, and area foundations. By diversifying our funding support, we will strengthen our organization financially and develop the critical relationships necessary to ensure that HDP continues to mature. Your investment has been fundamental to our success thus far, and we appreciate your continued support as we work to solidify these financial partners.

We ask that you help us reach new heights in 2016 --- the year of the 100th anniversary of this great city, and allow this organization the opportunity to continue to exceed your expectations. In this light, we ask that you continue your support at the current \$70,000/year and provide a one-time \$10,000 additional support for 2016-2017 so that the organization can cover professional development costs and continue to retain the leadership that has brought the organization to where it is today.

Your financial support of the Hopewell Downtown Partnership is a sound investment. **As detailed below, the City's Return on Investment (ROI) over four years, stemming from City Council's commitment of \$280,000 to HDP, produced a return of \$2.5 million --- an 800% Return on Investment!** Thank you, once again, for your continued support and dedication to Hopewell's Main Street program, the Hopewell Downtown Partnership.

If you have any question or concerns please feel free to contact the Executive Director, Evan Kaufman, at 818-438-5659 OR the Board President, Brandon Butterworth, at 804-586-4286, OR the Board Treasurer and past President, Rita Joyner, at 804-731-9380.

HDP Return on Investment

- Design services\$ 35,000
- CBL Program \$100,000
- Branding \$ 15,000
- Organization \$ 7,000
- Park Grant \$ 10,000
- Ignite Hopewell Grant \$ 2,500
- Feasibility Study Grant \$ 25,000
- MUMI Grant \$ 20,000
- IRF Grant \$387,900
- Interior Rehab Grant \$ 35,000
- Brownfields Grant \$400,000
- **Total Direct and Indirect Outside Grant Investment \$1,037,500**
- **Anticipated Private Investment \$1,500,000**
- **Grand Total \$2,537,500**

$$ROI = \frac{(\text{Gain from Investment} - \text{Cost of Investment})}{\text{Cost of Investment}}$$

Hopewell Downtown Partnership, Inc.

---Mission---

The Hopewell Downtown Partnership will partner with local government, existing community and business organizations, as well as our richly diverse community at large, to develop and implement a program for a healthy, vibrant, and prosperous central downtown district.

---Vision Statement---

Downtown Hopewell is a **safe and enjoyable place** where a **revived retail market** provides a **diversity of shopping and entertainment** options. Visitors to Downtown are met with an **appealing gateway design** and **functional way-finding signage** that creates a welcoming environment and provides easy access to Hopewell's historical features. For those who want to live in this exciting area, Downtown will provide a **range of quality housing options** to suit those who desire a place where one can live, work, and play. Easy **access to the Appomattox Riverfront** and area trail systems offer a plethora of **outdoor recreational activities**, while the upper Copeland site is home to a **district anchor mix-use development**. This active living and working environment will attract businesses and investors to the area, and they will be met with a **unified public-private front** that provides a **clear plan for future development**. Finally, an aggressive promotion and **marketing plan** features the district's lifestyle, historical and recreational resources to make Downtown a destination within the region.

---Plan of Work---

Goals:

1. Preserve and promote the entrepreneurial and historic diversity of the downtown while cooperating to achieve its common vision
2. Make the traditional downtown a vibrant, attractive heart of the community creating a sense of pride and identity for Hopewellians
3. Make the downtown an epicenter of economic activity
4. Create an image of downtown Hopewell as a lively, dynamic destination

The specific objectives, activities, timeline, and responsibility on the following pages reflect the incremental steps that the HDP Board of Directors, committees, staff and volunteers will focus on to accomplish the above goals.

The number(s) in parenthesis behind each objective refers to the goal that this objective will help fulfill.

2016 HDP Work Plan adopted at November 2015 HDP Board meeting

Specialty Projects:

1. **Work with City to turn old Social Services into co-working/maker space/community kitchen**
2. **Work with Department of aviation to pursue Sea Plane Base on riverfront in Downtown.**

DESIGN COMMITTEE PLAN OF WORK

Note: The number after each objective refers to the goal that this objective will help fulfill.

Projects:

1. *Develop strategic Downtown beautification projects*
 - a. *Build trashcan containment area in central downtown*
 - b. *Beautify and improve landscaping at Ashford Plaza*
 - c. *Secure funding for comprehensive landscaping plan downtown*
2. *Implement projects to make Downtown Safer*
 - a. *Secure the corner of E Broadway and Hopewell Street*
 - b. *Additional lighting for darker areas of downtown*
 - i. *Implement 'Beacon of Lights' project from Brownfields plan*
 - c. *Security camera system*
 - i. *Ask Quality CCTV to donate PTZ camera based on poor experience with previous employee Ashley Rose – talk to new employee who is member of Donnie Barber Project*
3. *Dressing vacant storefront windows with something interesting, possibly exhibits, or products from nearby businesses*
4. *Wayfinding*
 - a. *Create wayfinding and landmarks (water features) at each key intersection according to Brownfields study plan*
 - b. *Clear a better view of the river if possible*
 - c. *Start a mural project on certain buildings – Jay*
 - d. *Change City Park name to 'Downtown Riverfront Park'*
5. *Create flex spaces at old library site and Patrick Copeland site – see Brownfields plan*
 - a. *Moveable seating, planters, stage to activate vacant spaces temporarily*

Building Improvements

- Objective (#1): Create a more visual appealing downtown through use of infill space
Activity: Develop pocket parks and sculpture/art gardens in available infill space
Task: Use Kathy Frazier to design a sketch of Potential Park or art garden
Task: Create a competition for artists to have work displayed in public space

Timeline: 4/1/16
 Budget: \$2000 and/or in-kind donations
 Objective (#1): Help to maintain historic infrastructure
 Activity: Expand and increase funds of existing interior rehab grant
 Task: Look for specific grants dealing with rehab of historic structures
 Task: Apply for VMS Downtown Improvement Grant

PROMOTION COMMITTEE PLAN OF WORK

Note: The number after each objective refers to the goal that this objective will help fulfill.

Projects:

1. *Sponsor fundraising events/festivals*
 - a. *A boat regatta*
 - b. *Fishing contest*
 - c. *Fourth of July celebration*
2. *Use a variety of media: facebook, twitter, Instagram, etc*
3. *Expansion of the downtown farmer's market – look at possible new location and times*
 - a. *Produce brochures to give shoppers*
 - b. *Collect email start a market newsletter and possibly co-op*
 - c. *Create order form on website so people can buy online and pick up at market*
4. *Merchandise/Brand awareness – Bumper stickers, shirts, hats, “we support downtown”*
 - a. *Billboards, videos*
 - b. *Create branding campaign and marketing materials for grand re-opening of downtown with entrance of new businesses*
5. *Website Makeover*
 - a. *Use interns or VCU students*
6. *Target audience: young urban professions ; restaurant lovers (foodies) ; entertainment seekers ; collectors/specialty shoppers ; culture & art enthusiasts ; adventure/outdoor travelers ; local convenience shoppers*

Objective (#1): Promote existing downtown products and services to build positive image and change misunderstood perceptions of downtown
 Activity: Develop a downtown directory and sub directories (food, professional services, antiques and second hand)
 Responsibility: Promotion committee members, downtown business owners
 Budget: \$1,000

Retail Development

Objective (#3): Plan a Spring retail promotion
 Activity: Research the right date and type of retail promotion and plan the details
 Timeline: Begin 2/6/16

ECONOMIC RESTRUCTURING COMMITTEE PLAN OF WORK

Note: The number after each objective refers to the goal that this objective will help fulfill.

Projects:

1. *Secure sale of Conway Court and Riverton Apartments*
 - a. *Develop apartments that attract young people by the river – mixed use commercial and residential*
2. *Produce a report/publish quantifying growth in Downtown*
 - a. *Rent/square foot*
 - b. *Occupancy rates*
 - c. *Tax growth*
3. *Downtown Tour for new businesses*
 - a. *Broker/agent open house of downtown properties*
4. *Fort Lee Focused Group Study*
5. *Create revolving loan fund*
6. *Begin to develop buildings as a non-profit developer*
7. *Establish a database of businesses with 2 or more locations and a distinct/rare product in the larger region*
 - a. *Create Business recruitment guide*
 - b. *Telemarketing for business recruitment*
8. *Establish database of properties for sale/rent on website*

Market Research

Objective (#3): Learn about downtown's current economic condition and identify opportunities for growth.
Activity: Gather all readily available information, examine it to identify weaknesses and opportunities in the marketplace and share the information with the other HDP committees.
Task: Examine any market analysis recently conducted by chain stores or franchises that have opened in the area
Timeline: Complete by 4/1/16
Responsibility: Economic Restructuring committee members, EDA, VSU Economics
Budget: \$500

Objective (#3): Monitor the economic performance of the district
Activity: Identify information needed and design a survey to gather the data
Task: Find app based software to have volunteer conduct surveys semi-annually
Task: Measure annual performance by conducting an annual business survey to measure changes in jobs and businesses in the district
Timeline: Complete by 3/1/16, ongoing
Responsibility: Economic restructuring committee members, downtown business and property owners, volunteers to take surveys
Budget: \$200

Business Assistance

Objective (#1): Strengthen existing businesses
 Activity: Implement business assistance and expansion programs
 Task: Spend \$50/week boosting Facebook posts for one business each week
 Task: Identify need for and hold a visual merchandising seminar (with design committee).
 Task: Identify good business practice information that could be shared with businesses via newsletter
 Task: Print updates on market opportunities and information on changing markets to business owners through the HDP newsletter utilizing Marc Wilson "Staying Relevant..." presentation materials
 Task: Identify a merchandising expert to address the annual meeting (one year from kick-off date)
 Timeline: 03/01/16, ongoing
 Responsibility: Economic Restructuring committee members, annual meeting sponsors
 Budget: \$2,500 (plus funding from annual meeting sponsors)

Entrepreneur and business recruitment

Objective/Project (#1,#3): Develop a Crowdsourcing and Crowdfunding campaign
 Activity: Use an interactive web based platform to engage community about specific ideas and projects they would like to see downtown. Achieve 500 distinct online members in first six months of operation.
 Task: Set up online crowdsourcing platform similar to bristolrising, envisionroanoke, or popularize. Choose best firm to host that meets marketing, monetization, and community needs
 Task: Promote use of site for interactive community participation through direct mail campaign, banner, unique flyer/business cards, newspapers, and other platforms. Create unique logo and ID for program
 Task: Build up participation on site and start with focus on overall downtown and what people would like to see there.
 Task: Start using specific buildings at a cost to property owners (promotion) and crowdsource business ideas for specific buildings
 Task: Use top ideas to perform feasibility study on business idea.
 Task: Use entrepreneur/business plan competition to find individuals to start desired new businesses.
 Task: Start recruiting regional business that fit market niche using all available research, business recruitment plan, and crowdsourcing.
 Task: Begin implementation of crowdfunding and revolving funds/low interest loans to help fund start-ups and specific projects.

Objective/Project (#3): Hopewell Community Business Launch Program
 Activity: Continue the Hopewell CBL program for the second year
 Task: Reach out to area banks, city, and foundations for donations and grants
 Task: Create list of in-kind partners (i.e. photography, website, loans, etc.) that will provide valuable start-up resources to winners of competition

Task: Place new businesses in strategic clustering within downtown
Timeline: Begin 5/1/16 so businesses can be up and ready by holidays 2015
Responsibility: Program manager, ER committee, chamber, EDA, SBDC, CPDC, Gateway
Budget: \$3000 and/or in-kind. Costs should be covered by sponsorships for event

Financial Assistance

Objective (#3): Develop financial incentives and capital for building rehabilitations and business development (after market research completed)
Activity: Establish a comprehensive strategy to create positive economic change by attracting investment to the commercial district
Activity: Identify sources of financing
Task: Create a matching-fund grant pool (identify funding source)
Task: Create a low-interest revolving loan fund (i.e. through grant, contact Denny Morris at Crater PDC about existing revolving credit)
Timeline: 6/1/16
Responsibility: ER Committee members, other committees, Virginia Gateway, Crater PDC, local banks, REDC
Budget: Unknown

Property Development

Objective (#3): Find new economic uses for traditional downtown buildings (after market research)
Activity: Compile a packet of information that would be useful to business developers
Task: Identify any revisions of land-use regulations to allow a broad range of uses downtown
Task: Find space in under-used upper-floor spaces and large, white-elephant buildings
Task: Use vacant space for industries such as publishing, telecommunications, small-scale assembly/manufacturing operations, craft industries, and consulting firms.
Task: Identify regulations/guidelines that apply to infill construction
Timeline: 7/1/16
Responsibility: ER Committee members, City planner, city hall personnel
Budget: \$1000

ORGANIZATION COMMITTEE PLAN OF WORK

Note: The number after each objective refers to the goal that this objective will help fulfill.

Projects:

- 1. Secure 501c3 nonprofit status*
- 2. Diversify Board Representation*

- a. *Invite someone from Ft. Lee*
 - b. *Invite business community to attend Board meetings to stay aware of activities*
 - c. *Develop a comprehensive funding plan for organization to include Fundraising, Sponsorships, Donations, Government, and Grants*
3. *Bring satellite Tourism Office Downtown*
 4. *Find ways to communicate HDP vision and mission to all stakeholders*
 5. *Talk to City about creating BID district or something similar where HDP would get a percentage of increased sales tax in the district*

Volunteer and Membership Development

Objective (#1): Develop partnerships to fulfill HDP's Plan of Work
 Activity: Identify programming partnerships that are needed by HDP committees
 Timeline: Ongoing
 Responsibility: HDP committees, board of directors, prospective partners throughout the community
 Budget: \$0

Objective (#1): Develop and manage a volunteer base
 Activity: Identify ways to attract, engage, and retain volunteers
 Task: Have branding consultants develop volunteer brochure for HDP
 Task: Create planning and speaker sessions that call for community support and engage supporters to share ideas and work on them in a committee
 Task: Present to other civic clubs and orgs in area (i.e. Kiwanis, rotary, woman's group, gardening group, artists, etc.) and present opportunities for volunteering
 Task: Have each board member and committee member talk with friends, neighbors and family about becoming involved
 Task: Set up walking tour of downtown
 Task: Create flyers, promotions items, and spread throughout community
 Timeline: Develop committees and volunteer base by end of year, ongoing
 Responsibility: Committees, Board, program manager
 Budget: \$1000

Activity: Educate volunteers on the HDP program and specific opportunities
 Timeline: 1/1/16, ongoing
 Responsibility: Program manager, experience board and committee members
 Budget: \$0

Activity: Develop membership brochure and actively seek new members
 Task: Discuss appropriate membership fees and member benefits
 Task: Using branding consultant or other graphic designer to create updated membership brochures
 Timeline: 2/1/16
 Responsibility: Program manager, organization committee members
 Budget: \$500

Activity: Actively seek new member
Task: Door to door sales and donations
Task: Set up a direct mail campaign in targeted areas
Timeline: 4/1/16
Responsibility: Organization committee, volunteers
Budget: Unknown

Activity: Develop a method of honoring investors, partners, and volunteers and make a report on the program's accomplishments
Timeline: Prior to annual meeting date
Responsibility: Organization committee and board members
Budget: \$900 (programs, speakers, 2015 report, etc.)

Public relations and communications

Objective (#4): Promote Hopewell Downtown Partnership as Hopewell's Main Street program
Activity: Utilize HDP website, facebook, and constant contact
Task: Write one e-newsletter per month
Task: Write weekly facebook posts
Task: Update website with new events and news stories
Timeline: 2/1/16 Ongoing
Responsibility: Organization committee with help from director and intern
Budget: \$1000

Fundraising/Finance

Objective (#1): Raise funds to support a strong downtown revitalization program
Activity: Use Techsoup and Flash Fund for discounted software fees and grants for consultants if needed
Timeline: 3/1/16
Responsibility: Organization committee members, volunteers
Budget: \$200

Objective (#1): Manage finances
Activity: Develop an annual budget
Timeline: Yearly in November/December
Responsibility: Board members, organization committee, and program manager
Budget: \$0

Activity: Find and manage HDP office and staff finances
Timeline: Ongoing
Responsibility: Board and organization committee members
Budget: Unknown

**CITY OF HOPEWELL, VIRGINIA
COMMUNITY GRANT (GC)
FY 2014-15 GRANT APPLICATION**

OPERATING BUDGET INFORMATION

Please provide the following budget information for the program for which funding is requested for both the current year (FY 2013-14) and as projected for the coming fiscal year (FY 2013-14) and the projected budget for the entire organization for the coming fiscal year (FY 2013-14). Also, give a brief explanation by line item, for any major changes in income or expense categories.

SPECIFIC PROGRAM INFORMATION		Current FY 15	Projected FY 2016	Projected FY 2016	
A. Support and Revenue (Income)		(Organization)	(Program)	(Organization)	Comments
1	Contributions	5,274		10000	
2	Special Events	12,128		15000	
3	Grants: Government (Federal and State)	154449		50000	Restricted Grants Income
4	Grants: Government (Local excluding CG)				
5	Grants: Foundations			45000	Cameron and JRF
6	Membership Dues – Individual				
7	Fees for Service	140			
8	Investment Income				
9	Transfers from Program in Surplus				
10	Transfer from Fund Balance / Reserve	32506		16051	
11	Other (Please specify)				
12	FY 2012-13 CG Grant / FY 2013-14 CG Grant	70000		80000	
TOTAL A. SUPPORT AND REVENUE		\$274,497	\$0	\$216,051	
B. Expenses – Compensation					
1	Salaries	37489.58		69000	employees whereas 2015
2	Fringe Benefits (e.g., health insurance)	salary			
3	Payroll Taxes (e.g., FICA, Medicare)	17388		28000	
Total B. EXPENSES – COMPENSATION		\$54,878	\$0	\$97,000	
C. Expenses – Non-Compensation					
1	Supplies	631.57		650	
2	Telephone				
3	Postage and Shipping	8.82		50	
4	Occupancy (e.g., Rent, Mortgage)	1880		1880	
5	Equipment Rentals and Maintenance				
6	Insurance	1884		1884	
7	Printing and Publications	424		1000	
8	Travel	1100		3000	
9	Conferences and Meetings	1164.71		2000	
10	Special Assistance to Individuals				
11	Organization Dues	100		100	
12	Awards and Grants to Other Agencies	157588		50000	
13	All Other	38787		38000	Special events+
Total C. EXPENSES – NON-COMPENSATION		\$203,568	\$0	\$98,564	
D. Overhead (Indirect Expenses):					
Total Program Expenses (B + C + D):		\$258,446	\$0	\$195,564	
Projected Surplus / Deficit (A – E):		\$16,051	\$0	\$20,487	this may be much smaller if

Notes:

We plan to hire another full time employee in 2016 that can be the events and promotions coordinator along with helping with administrative tasks. We will also hire an independent contract for the second year as the farmer's market manager. All state and federal grants are project specific and cannot be used for operations. This is why we are asking for a little more to support the operational budget. With a second employee and 501c3 in place, the organization is confident that it can raise a significant amount of contributions from the public, businesses, and corporations. This will be the organizations highest priority.

Agency/Program Name:

Hopewell Downtown Partnership

R-3



CITY OF HOPEWELL CITY COUNCIL ACTION FORM

Strategic Operating Plan Vision Theme:

- Civic Engagement
- Culture & Recreation
- Economic Development
- Education
- Housing
- Safe & Healthy Environment
- None (Does not apply)

Order of Business:

- Consent Agenda
- Public Hearing
- Presentation-Boards/Commissions
- Unfinished Business
- Citizen/Councilor Request
- Regular Business
- Reports of Council Committees

Action:

- Approve and File
- Take Appropriate Action
- Receive & File (no motion required)
- Approve Ordinance 1st Reading
- Approve Ordinance 2nd Reading
- Set a Public Hearing
- Approve on Emergency Measure

COUNCIL AGENDA ITEM TITLE:

ISSUE: Request for financial support for the ImPower Youth Conference. Request to use or allocate funding from the Youth Initiative line item to support conference needs that are not funded by sponsorship or donations. Current funding in the Youth Initiative line item is 30,000, of which 0.00 has been spent in this current fiscal year. Primary focus for funding will be directed towards: conference packet and meals.

RECOMMENDATION: Recommend City Council support allowing City Manager’s Office and/or Clerks Office to approve purchase orders for conference materials.

TIMING: April 12, 2016

BACKGROUND: In celebrating the City of Hopewell’s 100th Anniversary and in conjunction with the City Council’s Strategic Plan, the ImPower Youth Conference will be held May 21st, 2016. The Conference will serve as a catalyst for the City of Hopewell’s “Youth Initiative” by providing an event the will empower, engage, and educate youth and young adults within the City of Hopewell.

The ImPower Conference being co-sponsored by the Crater Workforce Investment Board. The event will be hosted at both the Beacon Theater and Appomattox Regional Library. Registration is free to all participants; however, we are requesting a can donation for the Food Pantry or 1 household item for donation to The James House. Attendee must be between ages 16-21. Sessions will be available for parents as well that will be housed solely in the library.

Y	N		Y	N	
<input type="checkbox"/>	<input type="checkbox"/>	Mayor, Brenda S. Pelham, Ward #6	<input type="checkbox"/>	<input type="checkbox"/>	Councilor Anthony Zevgolis, Ward #3
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<input type="checkbox"/>	<input type="checkbox"/>	Councilor Arlene Holloway, Ward #2	<input type="checkbox"/>	<input type="checkbox"/>	Councilor Wayne Walton, Ward #5
			<input type="checkbox"/>	<input type="checkbox"/>	Councilor Jackie Shomak, Ward #7

Initial information about the conference was distributed to members of members of City Council via e-mail on 12/19/2015. Request for support to host the ImPower Youth Conference was presented to City Council during the 10/13/2015 City Council Meeting and followed up with an e-mail 10/14/2015. Lastly, during the 1/26/2016 City Council Meeting, a request was made for funding for the Impower Youth Conference during the vote to approve funds to support 100th Anniversary events.

The ImPower Youth Conference will feature 6 Tracks with consist of 4 breakout sessions each. Tracks include:

1. Live Well- H.E.A.L
2. What's Next?
3. Reach Higher
4. The Real World
5. Making Money
6. Get Social

Live Well- H.E.A.L will promote the recently passed H.E.A.L resolution, Let's Move national initiative and will expose participants to healthy eating and active living activities. This track will have a municipal impact due to the fact that if focus on health which is an area that the City of Hopewell scores poorly in within the Commonwealth.

What's Next? Will focus on "life after high school" and will feature recent HHA graduates. Breakout sessions will explore how to deal with real-life situations as recent graduates come into adulthood. This track will impact the areas of focus that the City of Hopewell as a municipality currently does not have programs to support.

Reach Higher will promote the national initiative "Reach Higher" that inspired every student in America to take charge of their future by completing education past high school, whether at a professional training program, a community college, or a four-year college or university. This track will also feature alternative options such as vocational school or military service. The goal of "Reach Higher" is for that by 2020, America will once again have the highest proportion of college graduates in the world. This track will have a municipal impact due to the fact that per the 2010 Census, the City of Hopewell educational attainment post High School graduation is low, to include very few residents that have obtained Bachelors' degrees. Moreover, statistics prove that the industries the majority of Hopewell residents have careers in are non-STEM related, which is opposite of national workforce trends. The goal of this track is to inspire youth to fill 21st century jobs that may fill the skills gap within the City of Hopewell.

The Real World will promote the national initiative "Ready By 21" which focuses on building youth to be ready for the real world by early adulthood. This track will feature sessions that will teach real life skills such as managing funds, leasing apartments/cars, traveling, etc. One session in particular will feature the "Complete Streets" initiative, which was recently adopted by City

Y	N		Y	N	
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<input type="checkbox"/>	<input type="checkbox"/>	Vice Mayor Christina J. Luman-Bailey, Ward #1	<input type="checkbox"/>	<input type="checkbox"/>	Councilor Jasmine E. Gore, Ward #4
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Council. This session will have a municipal impact because feedback can be used for the Comprehensive Plan. In addition, feedback will help support the H.E.A.L Committees mission.

Making Money will promote the national initiatives “Startup America”, which promotes entrepreneurship and “TechHire” which focuses on STEM and filling/creating jobs for the 21st century. Moreover, this track will feature sessions that teach skills to help youth and young adults land and keep jobs. The track has a municipal impact because it promotes business startups, and building a solid workforce within the City of Hopewell.

Get Social will promote interpersonal skills, and expose participates to networking and the realities of social media usage.

FISCAL IMPACT: We believe that youth and young adult empowerment is priceless. (Keep this first sentence) The City of Hopewell currently spending approximately 400,000 per year for juvenile detention. We believe that this conference in conjunction with new additional youth programming can make a direct community impact that will decrease the funding we are required to contribute for juvenile delinquency However, for the conference we are requesting a 5,000 of the existing 30,000 Youth Initiative line item money be used to support conference funding requests

ENCLOSED DOCUMENTS: 1.Conference Overview 2. Breakout Sessions with descriptions

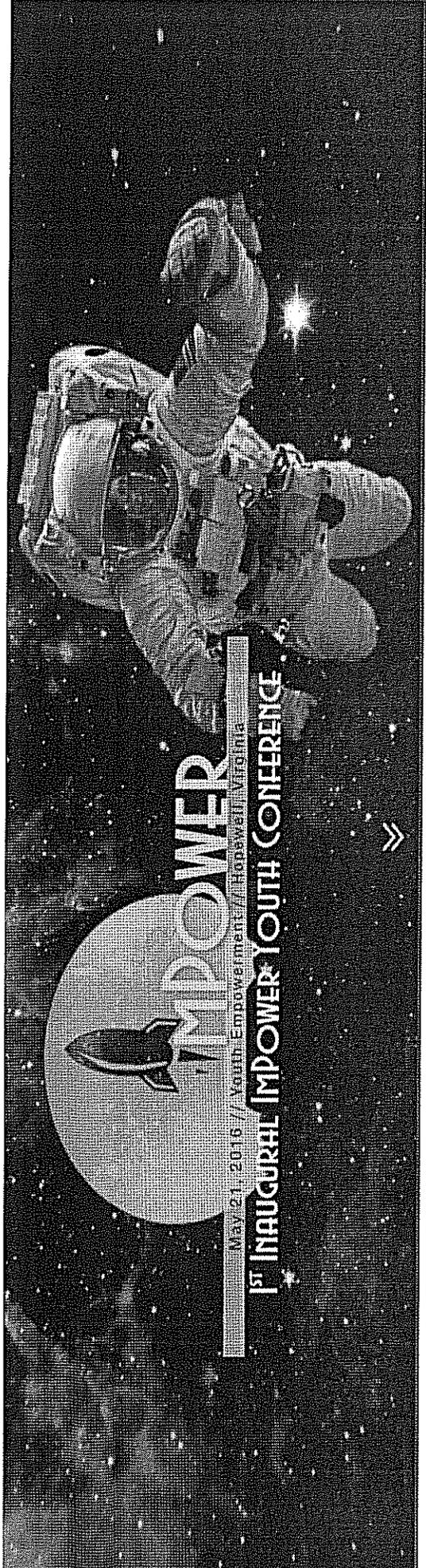
STAFF: City Council Jasmine Gore with support of City Manager’s Office

SUMMARY: Request City Council to approve using funds from the Youth Initiative line item to help co-sponsor the ImPower Youth Conference-conference packet supplies and/or lunch. The ImPower Youth Conference is listed as a 100th Anniversary event. Also this conference is currently sponsored by the Crater Workforce Investment Board. Latest purchase requests will be supplied at Council meeting, due to evolving sponsorships.

Youth Conference Packet Supplies:

1. Totes
2. Shirts
3. Name Tags/Layards
4. Conference Ribbons
5. Notebook/Folder
6. Lunch/Snacks
7. Conference Signage

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<p>Mayor, Brenda S. Pelham, Ward #6 Vice Mayor Christina J. Luman-Bailey, Ward #1 Councilor Arlene Holloway, Ward #2</p>	<p>Councilor Anthony Zevgolis, Ward #3 Councilor Jasmine E. Gore, Ward #4 Councilor Wayne Walton, Ward #5 Councilor Jackie Shomak, Ward #7</p>																				



Join us as we take off on a journey to give the youth of the City of Hopewell a unique experience for the first time. Spring 2016 we will host the 1st Annual ImPower Youth Conference! This conference will be one full day of events, break-out sessions and workshops. These sessions are designed to facilitate youth and young adult engagement while providing resources to help catapult them into their future endeavors.

Many professionals travel to new locations to attend work-related conferences for leadership and development skills. Most of us feel empowered and have a sense of accomplishment once we return home. Most importantly, professionals leave conferences with cutting-edge information, tangible knowledge, hands-on experiences, connections, and memories. Our aspiration is for the youth and young adults that reside within the City of Hopewell to have similar experiences. We want all attendees to walk away from this conference feeling inspired, informed and empowered!

Join the experience.

ImPower vs. Empower

em·pow·er
əm'pou(ə)r/
verb

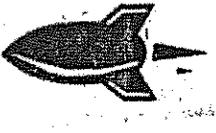
1. give (someone) the authority or power to do something.
2. make (someone) stronger and more confident, especially in controlling their life and claiming their rights.

Keeping with the theme of the conference of “empowering” youth and young adults, we felt it vital to maximize self-empowerment. To do this we choose to do a play on words and the spelling of empower. Each play on words expresses a thought or emotion we want each participant to own as he or she completes the conference.

ImPowerful ImStrong ImTalented
ImUnique ImCreative ImDetermined
ImBrave ImNeeded ImInspirational
ImSmart ImLoved ImImportant
ImMe ImWorthy ImPassionate



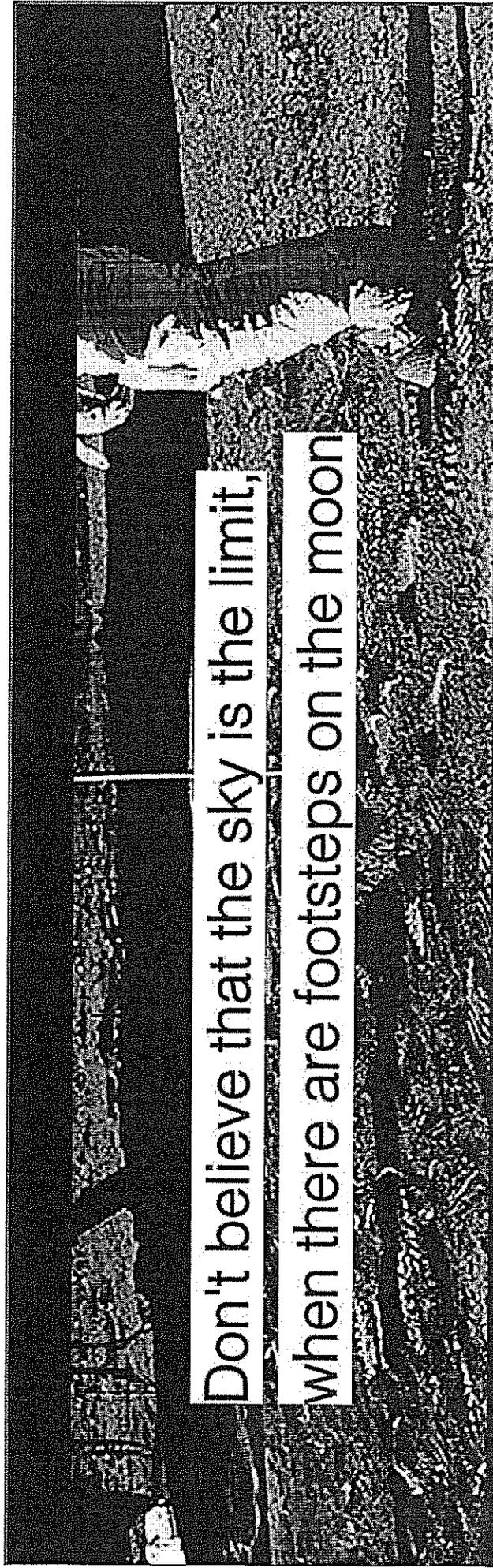
Ready to Blast Off?



We chose a space theme because we want conference attendees to realize that the sky is the limit...but not really. We want them to think about breaking glass ceilings and opening new doors for themselves and others. So in actuality, the sky isn't the limit.

Our mantra is *"Don't believe that the sky is the limit, when there are footsteps on the moon."*

We want youth to blast off into their futures. We want them to know that it is okay "to shoot for the moon...even if they miss, they will land among stars."



**Don't believe that the sky is the limit,
when there are footsteps on the moon**

When & Where

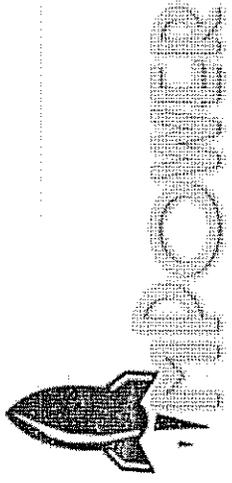
When: Saturday, May 21, 2016

The mission for this conference is to provide a unique experience for participants as they are empowered to take the world by storm. In order to do this, we want to create an environment that is active, vibrant and fun. Therefore, the conference will be housed in both the Beacon Theater and Appomattox Regional Library. The highlight of the conference will be the both the formal luncheon, and ice cream networking social to serve as the Closing Session.

Where: Downtown Hopewell.

Beacon Theater & Appomattox Regional Library

Designated travel times between sessions will help ensure attendees' safety. During travel breaks attendees will be allowed to travel in groups between sights with a designated chaperone. Wrist bands will be given to attendees ages 18 and under to ensure that all minors are easily recognizable.



Registration

Who can register?

Registration is open to the City of Hopewell residents age 16- 21 years of age.

Business-casual attire is preferred for all participants

How to register?

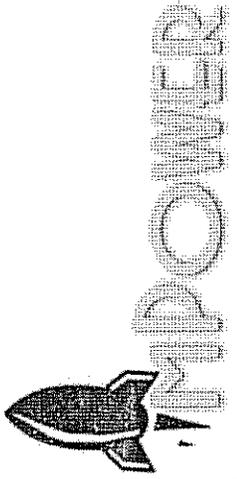
Registration for the full conference will be online.



Advance registration for sessions with *limited* space will be noted online.

Parents and/or guardians

It is important that youth and young adult attendees feel that this is “their” conference. However, we want to make sure we provide learning opportunities for both attendees and parents that wish to remain on site without interference. Therefore, sessions will be offered for parents and/or guardians in one wing of the library.

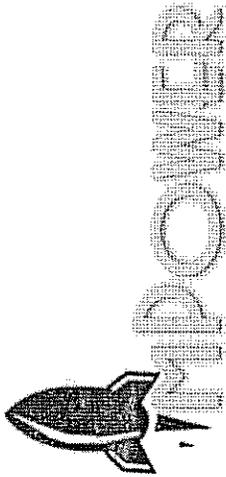


Conference Rates

All conference events and meals will be free to all registered participants. In an effort to expand our social outreach we will ask for each attendee to donate one canned good for donation to the City of Hopewell Food Pantry or item to for donation to the James House.

Exhibit Hall

Exhibit Hall booths will be set up for attendees and parents to explore resources and city-wide opportunities in addition to attending dynamic breakout sessions.



Youth Conference Tracks

6 conference tracks are available for attendees to choose from. Tracks are comprised of 4 sessions each. Conference attendees are not required to complete a track. Non-track electives are available for participation as well. However, attendees that complete any given track will receive special recognition during the Closing Session.

 Live Well-H.E.A.L. (Healthy Eating, Active Living)

 Reach Higher

 What's Next?

 The Real World

 Making Money

 Get Social

Schedule

Full Day Schedule

7:30 AM-8:30 AM	60 min.	Conference Registration
8:30 AM-9:00 AM	30 min.	Opening Session and Conference Introduction
9:00 AM-9:40 AM	40 min.	Breakout Session or Workshop
9:40 AM-9:45 AM	5 min.	Travel to Breakout Sessions and Workshops
9:45 AM-10:25 AM	40 min.	Breakout Session or Workshop
10:25 AM-10:30 AM	5 min.	Travel to Breakout Sessions and Workshops
10:30 AM-11:10 AM	40 min.	Breakout Session or Workshop
11:10 AM-11:15 AM	5 min.	Travel to Breakout Sessions and Workshops
11:15 AM-11:55 AM	40 min.	Breakout Session or Workshop
11:55 AM-12:00 PM	5 min.	Travel to Mid-Day Session & Luncheon
12:00 PM-1:00 PM	60 min.	Mid-Day Session & Luncheon with Keynote Speaker
1:00 PM-1:05 PM	5 min.	Travel to Closing Session
1:05 PM-1:45 PM	40 min.	Closing Session and Awards Ceremony
1:45 PM-1:50 PM	5 min.	Travel to Breakout Sessions and Workshops
1:50 PM-2:30 PM	40 min.	Ice Cream Social and Closing Event

Examples of Session Interactivity & Creativity

Live Well

Let's Move!- Join the national movement to fight childhood obesity and star in the City of Hopewell's "Gimmie Five" video! Learn and perform the Let's Move! dance and flash workout to Beyoncé's "Move Your Body"

****The City of Hopewell is a member of the Let's Move! Initiative and has medal standing in 4 of the 5 program categories.**

To watch the official video of Beyoncé's "Move Your Body" click [HERE](#)

To view an example of a "Gimmie Five" video click [HERE](#)

Throwback

Walk It Off- Participants will act out hypothetical situations that resemble potential real-world scenarios. Attendees will learn how best to act in situations that they may feel scared, angry, embarrassed or nervous. Scenarios will mimic situations with peer pressure, policing, dating, bullying, etc

****Comedians and actors will be used to help act out multiple scenarios on stage so that participants will be more inclined to participate. Comedy will be a tool to help serve as an icebreaker so that attendees are not nervous about how they interact with each other.**



Examples of Session Interactivity & Creativity

Get Social

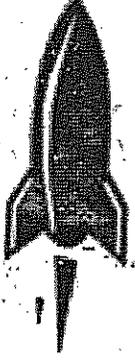
Love Thy Selfie- Everyone loves to post their pictures online but the photos you post on the internet will follow you for life. Take a modeling class to learn how to take selfies that will not hunt you for years to come.

****Modeling coaches, public safety officials and others will be used to relay the dangers of social media to attendees in a fun way. Modeling coaches will help teach attendees how to take a tasteful selfie with keeping up the latest “trends” and #’s. Public safety officials will be present to speak about cyber predators, and crimes that pertain to sharing “certain” pictures with outside parties as revenge. Business leaders will be present to share how and why they look up social media profiles for potential employees. Celebrity photos and social media trends will be used throughout the session.**

Career Ready

UMMM...Not- Everyone is nervous to interview for their dream job. Partner with a coach to complete a mock interview for your future job. Learn how to emphasize your strengths, frame response to questions and bring out your personality during your interview!

****Participants will perform a mock interview with their coaches facing the dressing room mirrors. As a result, attendees will be able to view their face expressions, reactions to questions and posture during the mock interview. The overall goal is for participants to creatively look at themselves from the employer point of view.**



Examples of Session Interactivity & Creativity

Government

#MyCity2016- Do you have a vision for the City of Hopewell? Meet with City staff and plan the future of the City of Hopewell the way you envision it. Set the bar as high as you can and dream big!

****Complete Streets in a nationwide movement launched in 2004 that integrates people and place in the planning, design, construction, operation, and maintenance of our transportation networks. The City of Hopewell passed a resolution to support the initiative. As a result this session is designed for youth to participate in planning their future city. That information can be incorporated in upcoming City Plans and budget cycle. In addition, if the feedback is great-the information obtained could sustain the creation of a Youth/Cultural plan.**

Barriers & Bridges

Pinkies Up.-Ever feel out of place when going to certain events? Learn etiquette for various events and the ins & outs of how to attend a formal event.

****Participants will attend a “charm school” to learn etiquette as they practice in a real life setting. Attendees will attend a tea party with formal table settings, finger sandwiches and crumpets. Additional scenarios will be provided to interact with attendees to improve job networking and other interpersonal skills.**



Join the momentum.

Join us as we work with community partners and volunteers to make this event success. We believe that it is imperative to have local figures, and members of the community, school staff and faculty engaged in all aspects. We are also reaching out to home-grown talent and celebrities to be a part of this event. Although we are grateful for the partnerships we have made, we still need help.

Just enough to help.

If your organization would like to be involved in this project, please respond to our planning committee about how your organization would like to contribute. Our goal is to solicit sponsorships and partnerships to accommodate up to 150 conference attendees. We are also seeking exhibit hall booth participants, volunteers, and in-kind donations, door prizes and give-aways until **March 17, 2016**. During the 1st week in April we will begin marketing the conference via social media, official website, conference mobile app, and with the City of Hopewell's 100th Anniversary events.

Now is your chance to be a founding partner in a never before seen event in the City of Hopewell. Now is the time to join forces as a community to combat the youth violence and the breakdown in community building and engagement. #IfNotNowThenWhen?



Sponsorship Opportunities

Presenting Sponsor – 1 available - \$2,500

- Name/Logo on official website
- Name/Logo on official registration page
- Friend status on official social media pages
- Name/Logo on official program guide cover
- Name included in press release
- Name/Logo in media assets
- Signage on-site (location/size tbd)
- Table/booth on-site (location/size tbd)

Mid-Day Session Sponsor – 2 available - \$1,000

- Name/Logo on official website
- Name/Logo on official registration page
- Friend status on official social media pages
- Name/Logo on official program guide cover
- Name included in press release
- Name/Logo in media assets

Supporting Sponsor - \$500

- Name/Logo on official website
- Name/Logo included in program guide
- Signage on-site (location/size tbd)
- Table/booth on-site (location/size tbd)

Friend of the Summit - \$200

- Name/logo on official website
- Name only included in official program guide
- Table/booth on-site (location/size tbd)



In-Kind Donations

Conference Registration Packet

- Conference Tote
- Conference Shirt
- Conference Program
- Conference Notepad
- Conference Pen
- Conference USB Drive

Conference Marketing

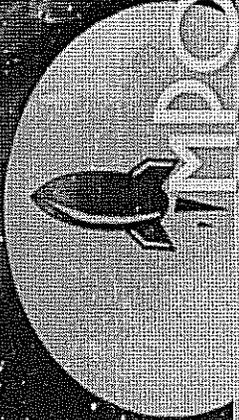
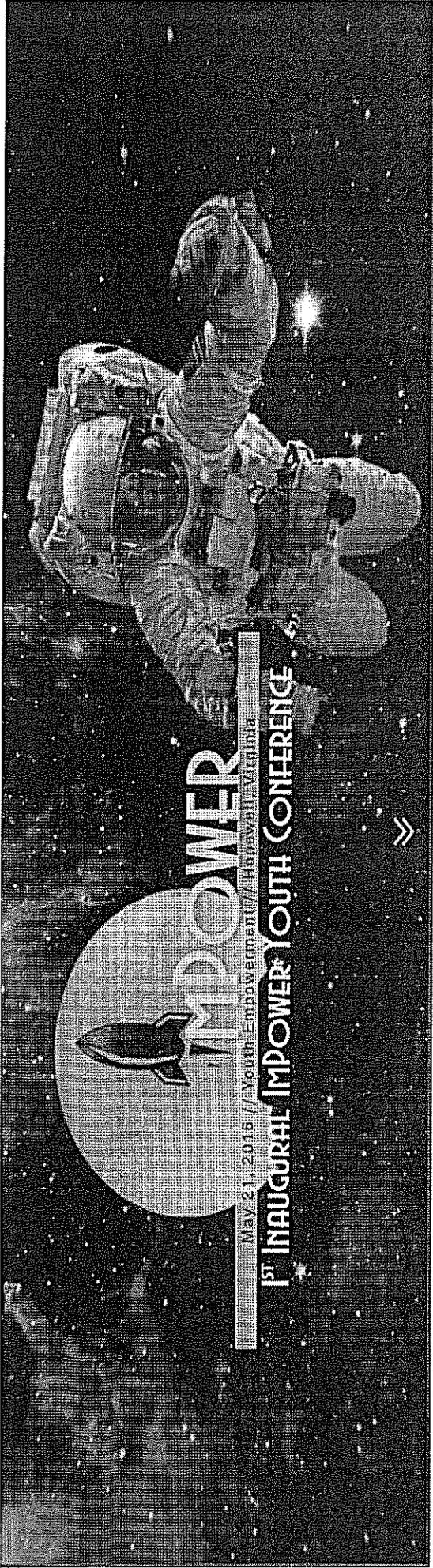
- Conference Podium Sign
- Directional Floor Decals
- Conference Posters
- Conference Directory/Map Signage

Conference Mid-Day Session Luncheon

- Drinks
- Salad & Bread
- Meal (Entire entrée or dish)
- Formal table setting

Conference Ice Cream Social & Closing Event

- Awards for "track" graduates
- Ice Cream
- Toppings



May 21, 2016 / Youth Empowerment / Hobbsville, Virginia

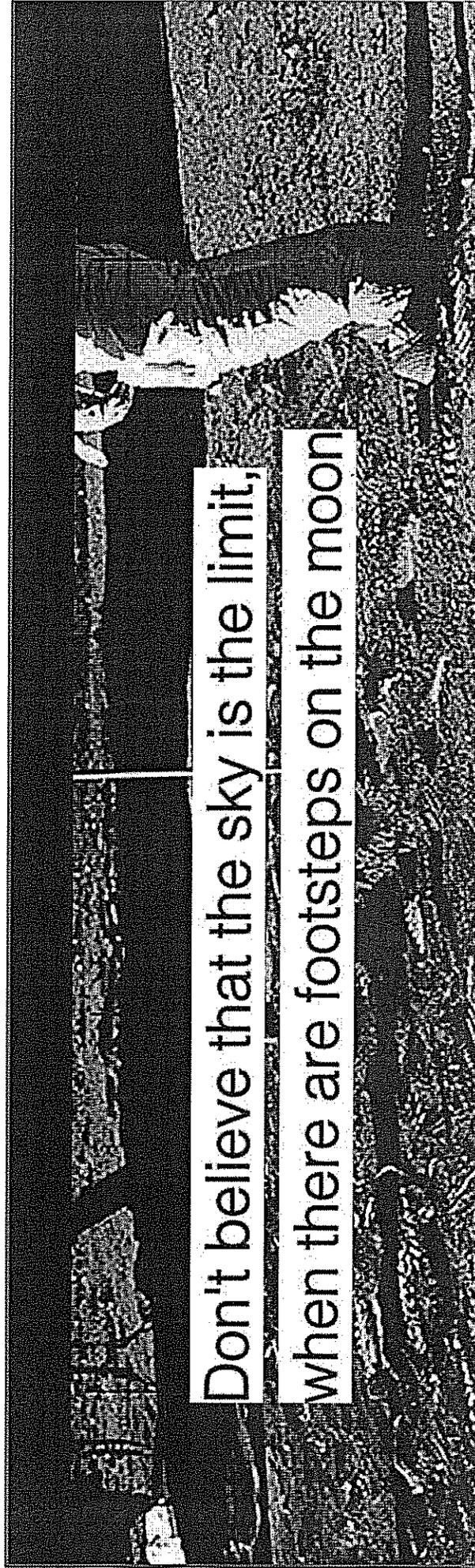
1ST INAUGURAL IMPOWER YOUTH CONFERENCE



For Inquires or questions please contact:

City Councilor Jasmine Gore:
E-Mail: Impoweryouthconference@gmail.com
Office Phone: (804) 446-0009

NaQuetta Mitchell
E-Mail: NaquettaMitchell@gmail.com
Phone: (804) 943-3671



Don't believe that the sky is the limit,
when there are footsteps on the moon

TRACK

Live Well: H.E.A.L (Healthy Eating, Active Living)

1	<p>Kitchen Wars-</p> <p>Do you eat on-the-go? Minimize eating at fast food restaurants by learning how to eat fast and healthy. Compete and show off your culinary skills by preparing a quick healthy snack.</p> <ul style="list-style-type: none"> • Teach-how to make a healthy snack • Teach-how to read nutrition labels • Engagement Aspect- Food Competition
2	<p>Let's Move!-</p> <p>Join the national movement to fight childhood obesity! Learn and perform the Let's Move! dance and flash workout to Beyoncé's "Move Your Body"</p> <ul style="list-style-type: none"> • Engagement Aspect- Group Dance
3	<p>F.A.B (Fit, Athletic, Balanced.)-</p> <p>Stay F.A.B by learning best practices to maintain a balanced fit and athletic life. In addition to learning fitness basics, explore ergonomics, the importance of posture, and learn exercises that can be done in and outside of the gym.</p> <ul style="list-style-type: none"> • Teach-General Fitness habits (posture, ergonomics, etc.) • Teach- Athletics/Exercise habits • Teach- How to balance healthy living/eating habits in life • Engagement Aspect- Outgoing presenters
4	<p>#GimmeFive -</p> <p>As part of the fifth anniversary of Let's Move!, we would like to join in the #GimmieFive challenge. We are challenging participants to #GimmeFive things they are doing to eat better, be more active, and lead a healthier life. Participants will design the City of Hopewell's official #GimmieFive video, set to the Uptown Funk song. This video will be shared nationally as a part of the First Lady's Let's Move! Initiative.</p> <ul style="list-style-type: none"> • Engagement Aspect- Videos of other challenges, group project

TRACK

What's Next?

1	<p>Life After High School-</p> <p>Are you nervous about what to expect after graduation? Hear stories from recent Hopewell High School graduates about personal experiences and life adjustments after graduation.</p> <ul style="list-style-type: none"> • Engagement Aspect- Outgoing presenters, personal narratives, recent grads
2	<p>Walk it Off-</p> <p>Learn first-hand how and when to engage in certain situations. Interact with impromptu actors and coaches to play out several scenarios. Learn how to lead by example and to not follow others footsteps in compromising situations.</p> <ul style="list-style-type: none"> • Engagement Aspect-Acting, comedy and impromptu acting

3	<p>Reality Life vs. Real Life- Life doesn't always grant the free passes many of us see on T.V. Review some footage from many of our favorite reality T.V shows and determine what the real life consequences would be.</p> <ul style="list-style-type: none"> • Teach- Behaviors scene online have different consequences in real life • Engagement Aspect- Video Clips from popular reality T.V. shows
4	<p>Rites of Passage (X) (Y)- Discuss coming into adulthood and what the many elements that entails. Don't forget that there is no such thing as an overnight success. The only failure in your teens and 20s is inaction. Everything else is trial and error. Learn to know the difference between what's urgent and what's important, and how to know which one matters more. Discover ways to juggle urgent and important needs while balancing your spiritual life, relationships with your family, friends and most importantly yourself.</p> <ul style="list-style-type: none"> • Engagement Aspect- Outgoing presenters, personal narratives
TRACK	
Reach Higher	
1	<p>The Fork in the Road- After high school your path in life will reach a fork in the road. You will be forced to make the decision to go to college, military or workforce. Learn about ways and resources to help you make your decision.</p> <ul style="list-style-type: none"> • Engagement Aspect- Outgoing speaker
2	<p>Grasshopper- Don't think college is for you? Learn about different career pathways that do not require college such as apprenticeships, fellowships, military service, trade schools or internship programs.</p> <ul style="list-style-type: none"> • Engagement Aspect- Representatives from each career field to show options and answer questions
3	<p>Joining the Ranks- Managing the application process for college can be very confusing and difficult. Often times it can be overwhelming to determine which school is right for you. Learn about how to manage application checklist, timelines and research school requirements.</p> <ul style="list-style-type: none"> • Engagement Aspect- Outgoing presenter
4	<p>Be Extra.- Some graduate degrees or career fields require additional commitments outside of degree requirements. Also, there are multiple networking and advancement opportunities that can come from participating in extracurricular activities. Learn about clubs, internships, co-ops, associations and Greek life can be of benefit to you.</p> <ul style="list-style-type: none"> • Engagement Aspect- Outgoing presenters
NEED PERON IN-MIND TO CONFIRM	
The Real World	
1	<p>Coins- Being adult comes with a lot of responsibility such as paying bills. Discover how to obtain and use a checking account, debit card, and credit card. Learn how to create a personal budget by recording and tracking expenditures, how to pay a bill, write checks, save money, review pay stubs, and plan for large purchases.</p>

	<ul style="list-style-type: none"> • Teach- How to manage funds; use a group project to relay how money is spread to cover bills. Possible project could be to use a "paycheck" and have participants budget for a set determined about of bills and wants. Bills and wants out cost the pay check. Group will need to determine how to budget. • Use the project described above to also teach how large purchases need to be planned out. • Teach how to use basic money management systems. • Engagement Aspect- Group project
2	<p>The Dotted Line-</p> <p>Do you have dreams of owning your own house and car? In order to purchase a home and car, you must have credit. Understand what a credit score is and how it applies to your life. Learn how to track your credit score, build and maintain your credit. Walk through the process of reviewing and signing leases and contracts. Discover how to lease or purchase a vehicle. Determine how to search and sign a lease for an apartment. Remember, signing on the dotted line requires a certain level of responsibility.</p> <ul style="list-style-type: none"> • Engagement Aspect- Outgoing speaker
3	<p>Jet-Setting-</p> <p>If you could go anywhere in this world-where would you go? Imagine traveling the world and seeing first-hand some of your favorite places. Expose yourself to the world of traveling. Learn how to use public transportation (airport, train station, subway). Get to know how to pack for trips, plan an itinerary and what to do in case of an accident or emergency when travel plans don't go as planned.</p> <ul style="list-style-type: none"> • Engagement Aspect- Props, and imagination/video to show prominent travel places in U.S and abroad. Focus on nearby travel destinations such as D. C, Beaches, etc.
4	<p>#MyCity2016-</p> <p>Ever wonder if those in charge with local government or the community care about what's going on in your neighborhood? Now, is the time to speak up and let your voice be heard! Share what's going on in your community and talk about issues that you feel does not get any or enough attention. Meet with City staff and plan the future of the City of Hopewell the way you envision it. Set the bar as high as you can and dream big!</p> <ul style="list-style-type: none"> • Engagement Aspect- Group project
NEED PERON IN-MIND TO CONFIRM	
Making Money	
1	<p>UMMM...Not-</p> <p>Everyone is nervous to interview for their dream job. Partner with a coach to complete a mock interview for your future job. Learn how to emphasis your strengths, frame response to questions and bring out your personality during your interview!</p> <ul style="list-style-type: none"> • Engagement Aspect- Outgoing coaches, ability to view facial expressions in dressing room mirrors
2	<p>The Ladder-</p> <p>At every company you must "earn your strips". Learn the basics about how to work from the bottom to the top in any career field. Discover how to apply different job experiences as stepping stones and specialize your work and volunteer history to get to the next level.</p> <ul style="list-style-type: none"> • Engagement Aspect- Personal narratives, actual business owners
3	<p>Rip the Runway-</p> <p>Watch the latest fashion trends come down the runway as you learn how dress and accessorize for your future job. Learn tips on how to stand out and stay true</p>

	<p>to your style.</p> <ul style="list-style-type: none"> Engagement Aspect- Fashion Show
4	<p>The Apprentice- Ever wonder about what is really like to own your own business and what it takes to be successful? Speak with local business owners about their experiences with running successful local businesses, how long and what it took to be their own boss. Then break into teams to review potential a business projects and/or work scenarios.</p> <ul style="list-style-type: none"> Teach-Habits that make a good employee (attendance, appearance, etc.) Teach-Negotiation and investment skills Engagement Aspect- Group project
TRACK	
Get Social	
1	<p>Network- Learn how to build relationships and your reputation. Explore ways to hold a conversation with someone of any-age in any environment and how to look for clues that they'd rather be left alone. Learn how to approach a stranger, be approachable and break out of your shell to make a name for yourself. Market yourself as the person you inspire to be. Brand yourself with traits and qualities people will automatically recognize as you enter the room.</p> <ul style="list-style-type: none"> Engagement Aspect- Videos/Photos of celebrities
2	<p>Love Thy Selfie- Everyone loves to post their pictures online but the photos you post on the internet will follow you for life. Take a modeling class to learn how to take selfies that will not hunt you for years to come.</p> <ul style="list-style-type: none"> Teach-How employers search social media during hiring process Teach- How it is not okay to blackmail partners using old photos/criminal charges Teach- How schools look at social media during application process Engagement Aspect- Videos/Photos of celebrities
3	<p>Pinkies Up.- Ever feel out of place when going to certain events? Learn etiquette for various events and the ins & outs of how to attend a formal event. Practice your attendance at various outings and settings.</p> <ul style="list-style-type: none"> Teach-How to RSVP and attend a formal event Engagement Aspect- Interactive theme/storyline, recreation of formal event
4	<p>#MyCity2016- Ever wonder if those in charge with local government or the community care about what's going on in your neighborhood? Now, is the time to speak up and let your voice be heard! Share what's going on in your community and talk about issues that you feel does not get any or enough attention. Meet with City staff and plan the future of the City of Hopewell the way you envision it. Set the bar as high as you can and dream big!</p> <ul style="list-style-type: none"> Engagement Aspect- Group project

R-4



CITY OF HOPEWELL CITY COUNCIL ACTION FORM

Strategic Operating Plan Vision Theme:

- Civic Engagement
- Culture & Recreation
- Economic Development
- Education
- Housing
- Safe & Healthy Environment
- None (Does not apply)

Order of Business:

- Consent Agenda
- Public Hearing
- Presentation-Boards/Commissions
- Unfinished Business
- Citizen/Councilor Request
- Regular Business
- Reports of Council Committees

Action:

- Approve and File
- Take Appropriate Action
- Receive & File (no motion required)
- Approve Ordinance 1st Reading
- Approve Ordinance 2nd Reading
- Set a Public Hearing
- Approve on Emergency Measure

COUNCIL AGENDA ITEM TITLE: Appomattox Cemetery Policy

ISSUE: In response to some recent requests to modify the existing City Code restrictions pertaining to marker sizes in the Appomattox Cemetery, The Public Works Department would like to propose some changes to City Code that will provide more flexibility in the design of grave markers.

RECOMMENDATION: It is recommended that the City Code pertaining to new marker widths in the Appomattox Cemetery be modified to limit the total lot width of the marker to the lot width minus 6 inches on each side of the marker. Also, It is also recommended that the City Manager be granted the authority to make exceptions to size limitations in unique situations.

TIMING: To be effective upon passage.

BACKGROUND: Public Works has received several emotional appeals to increase the size limitations on new markers being installed in the Appomattox Cemetery. The current Code requires the markers be limited to two thirds of the lot width. Staff has no issues with increasing the limitations to provide more space for larger and/or combined lots.

The maximum width increase would occur on a double plot space (8 feet max) with one combined marker. The limitation in this situation would be increased from 5 foot, 4 inches to 7 feet. There would be no change for the smallest scenario of a single 3 foot wide lot. That limitation will be 2 foot wide under both the old and new rules.

FISCAL IMPACT: None

ENCLOSED DOCUMENTS: None

STAFF: Edward O. Watson, Director of Public Works

Y N

- Mayor, Brenda S. Pelham, Ward #6
- Vice Mayor Christina J. Luman-Bailey, Ward #1
- Councilor Arlene Holloway, Ward #2

Y N

- Councilor Anthony Zevgolis, Ward #3
- Councilor Jasmine E. Gore, Ward #4
- Councilor Wayne Walton, Ward #5
- Councilor Jackie Shornak, Ward #7

R-5



CITY OF HOPEWELL CITY COUNCIL ACTION FORM

Strategic Operating Plan Vision Theme:

- Civic Engagement
- Culture & Recreation
- Economic Development
- Education
- Housing
- Safe & Healthy Environment
- None (Does not apply)

Order of Business:

- Consent Agenda
- Public Hearing
- Presentation-Boards/Commissions
- Unfinished Business
- Citizen/Councilor Request
- Regular Business
- Reports of Council Committees

Action:

- Approve and File
- Take Appropriate Action
- Receive & File (no motion required)
- Approve Ordinance 1st Reading
- Approve Ordinance 2nd Reading
- Set a Public Hearing
- Approve on Emergency Measure

COUNCIL AGENDA ITEM TITLE: Approve on first reading the FY 2016 - 17 Budget.

ISSUE: Need to approve next year's budget.

RECOMMENDATION: Staff recommends adopting the FY 2016 – 17 budget pending a second reading.

TIMING: April 12, 016 meeting

BACKGROUND: None

FISCAL IMPACT: \$165,738,604

ENCLOSED DOCUMENTS: Public hearing notice

STAFF: Jerry L. Whitaker, Director of Finance

SUMMARY: Adopt a resolution to approve the FY 2016-17 budget pending second reading

Y N

- Mayor, Brenda S. Pelham, Ward #6
- Vice Mayor Christina J. Luman-Bailey, Ward #1
- Councilor Arlene Holloway, Ward #2

Y N

- Councilor Anthony Zevgolts, Ward #3
- Councilor Jasmine E. Gore, Ward #4
- Councilor Wayne Walton, Ward #5
- Councilor Jackie Shornak, Ward #7

BUDGET RESOLUTION AMENDMENT
FISCAL YEAR 2015-2016

WHEREAS, at the meeting of the City Council of the City of Hopewell held on April 12, 2016, a budget amendment was introduced to appropriate funds for the FY 2015-2016 budget to provide funds for Court appointed attorney fees.

WHEREAS a budget amendment to appropriate funds in the amount of \$15,000 for Court-appointed attorney fees from the Unassigned Fund Balance for the FY 2015-2016 budget, was introduced and,

WHEREAS, sufficient funds exist in the respective unassigned fund balance account,

BE IT, HEREBY, RESOLVED by the Council of the City of Hopewell that:

Sec. 1 The following designated funds and accounts shall be appropriated for funds for Court appointed attorney fees from the Unassigned Fund Balances.

General Fund-011:

Resources:

Fund Balance..... \$15,000

Appropriations:

District Court Operations \$ 15,000

**REPORTS OF
THE CITY
ATTORNEY**

**REPORTS
OF THE
CITY CLERK**

Appointments/Reappointments to Boards and Commissions

April 12, 2016

VACANCIES

Talent Bank Resumes on File

Board of Equalization

(4) Reappointments

John Tyler Community College

(2) Reappointments

Hopewell Redevelopment & Housing Authority

(4) TBR's on File

REPORTS
OF
CITY
COUNCIL

**CITIZEN/
COUNCILOR
REQUEST**

**COUNCIL
COMMUNICATIONS**

ADJOURN