



Mayor Lamb closed the Public Hearing and presented the following Resolution:

A RESOLUTION FOR APPLICATION TO THE VIRGINIA DEPARTMENT OF HOUSING AND COMMUNITY  
DEVELOPMENT FOR THE TOWN OF DAMASCUS SCATTERED SITE HOUSING REHABILITATION  
PROJECT PHASE II

**WHEREAS**, the Town of Damascus has previously participated in the Community Development Block Grant (CDBG) program to develop a Prioritized Housing Improvement Plan; and

**WHEREAS**, the Damascus Town council has determined that there is a need and community support for housing rehabilitation projects and has identified housing quality as a priority in its ongoing redevelopment plans; and

**WHEREAS**, the Virginia Department of Housing & Community Development is making available Community Development Block Grant funding for housing rehabilitation projects; and

**WHEREAS**, the Town Council has met the citizen participation requirements of the program by conducting two public hearings in accordance with the CDBG program guidelines; and

**WHEREAS**, the Town is eligible for and wishes to apply for up to \$1,250,000 of Community Development Block Grant funds for the Town of Damascus Scattered Site Housing Rehabilitation Project Phase II.

**NOW, THEREFORE BE IT RESOLVED**, that the Damascus Town Manager is hereby authorized to sign and submit the appropriate documentation for the Community Development Block Grant application for, as well as all appropriate documents associated with the implementation of, the Town of Damascus Scattered Site Housing Rehabilitation Project Phase II; and

**BE IT FURTHER RESOLVED**, that all beneficiaries of the project will be low and moderate income residents of the Town of Damascus.

- Ms. Coleman made a motion to approve the Resolution, as presented. Mr. McCrady 2<sup>nd</sup> the motion, which passed (5-0).

Mayor Lamb reported that a Council Poll was conducted on May 15<sup>th</sup> to move the Council meeting date from June 3<sup>rd</sup> to June 4<sup>th</sup>, which was approved (4-0).

Mayor Lamb called the FY24-25 Budget Public hearing to order and presented the 2024-25 budget synopsis, as follows:

**DAMASCUS, VA**  
**SYNOPSIS OF PROPOSED BUDGET**  
**FISCAL YEAR JULY 1, 2024 – JUNE 30, 2025**

**NOTICE OF PUBLIC HEARING**

The Town Council of Damascus, VA will hold a public hearing for the purposes of public information and fiscal planning regarding the proposed Town Budget for Fiscal Year 2024-2025. The hearing will be held on June 4, 2024, at 7:00 P.M. at the Damascus Town Hall.

The public hearing is held pursuant to § 15.2-2506 of the Code of Virginia, as amended, and is for the purpose of allowing the public to comment on the proposed budget. All citizens have the right to attend the public hearing and to share their views on the proposed budget within such reasonable time limits as shall be established by the Town Council.

The proposed property tax levies for Damascus, VA for the 2024-2025 tax year that would be necessary to fully fund the proposed budgets if approved by the Town Council are as follows:

A unit levy for general town purposes of forty-six cents (\$0.46) per one hundred dollars (\$100.00) of assessed valuation of all taxable real estate and public utilities and fifty-two cents (\$0.52) per one hundred dollars (\$100.00) of assessed valuation of all mobile home, personal property, and machinery and tools. Five cents (\$.05) per one hundred dollars (\$100) of assessed valuation of motor vehicles owned by volunteer rescue squads and fire departments at 100% of fair market value as a separate classification of tangible personal property as provided in VA Code 58.1-3506(A)(15).

The proposed budget is available at Town Hall for review.

Town of Damascus - FY2025 Budget Synopsis		
REVENUE	BUDGET	
Revenue by Source Classification	2023 - 2024	2024 - 2025
Real Estate Tax	\$ 225,000.00	\$ 225,000.00
Personal Property	\$ 70,000.00	\$ 78,000.00
Transient Occupancy Tax	\$ 95,000.00	\$ 127,245.00
Business License Taxes and Fees	\$ 88,500.00	\$ 88,500.00
Meals Tax	\$ 190,000.00	\$ 190,000.00
Cigarette Tax	\$ 62,600.00	\$ 48,000.00
Washington County Sales Tax	\$ 59,000.00	\$ 59,000.00
Trail Days Festival	\$ 70,000.00	\$ 167,000.00
State & Local Fiscal Recovery Funds (ARPA)	\$ 662,911.61	\$ 601,323.26
Miscellaneous	\$ 205,001.00	\$ 206,035.37
Reserves	\$ 374,426.88	\$ 407,048.82
Grant Award Capital Projects	\$ 447,294.11	\$ 90,430.00
<b>TOTAL</b>	<b>\$ 2,549,733.60</b>	<b>\$ 2,287,582.45</b>

EXPENDITURES	BUDGET	
Expenditures by Activity	2023 - 2024	2024 - 2025
Administration	\$ 394,735.02	\$ 487,498.96
Mayor & Council	\$ 23,700.00	\$ 25,596.00
Grant Award Capital Projects	\$ 447,294.11	\$ 90,430.00
Public Works	\$ 377,732.30	\$ 417,710.02
Police	\$ 345,333.93	\$ 371,397.82
Fire & Rescue	\$ 26,000.00	\$ 31,000.00
Parks & Recreation	\$ 223,176.63	\$ 205,396.39
Swimming Pool	\$ 48,850.00	\$ 57,230.00
State & Local Fiscal Recovery Funds (ARPA)	\$ 662,911.61	\$ 601,323.26
<b>TOTAL</b>	<b>\$ 2,549,733.60</b>	<b>\$ 2,287,582.45</b>

Mayor Lamb opened the floor for public comments and questions. There were none to be heard.

Mayor Lamb closed the Public Hearing and returned to the regular meeting.

# Committee Reports

## **Budget, Finance, and Administration:**

Town Treasurer, Shawna Cook, submitted the following report for the previous month:

**Real Estate & Personal Property Taxes:** *The collection rate for 2023 second half Real Estate is at 81.68% and 2023 Personal Property is at 81.02%.*

**Meals & Lodging Tax:** *\$22,704.03 in Meal Taxes and \$13,047.82 in Lodging Taxes were collected for May 2024.*

<i>Town of Damascus Virginia Investment Pool (VIP)</i>	<i>Account Balance</i>	<i>FYTD Income</i>	<i>Inception Date</i>
<i>RESERVE FUND</i>	<i>\$59,062.28</i>	<i>\$2,896.63</i>	<i>08/11/2017</i>
<i>EARMARK POLICE VEHICLE</i>	<i>\$501.04</i>	<i>\$632.79</i>	<i>04/04/2018</i>
<i>SEWER FUND CD</i>	<i>\$28,711.02</i>	<i>\$1,408.07</i>	<i>11/26/2018</i>
<i>ANTHEM RECOVERY</i>	<i>\$47,985.00</i>	<i>\$2,353.46</i>	<i>12/21/2018</i>
<i>ADDITIONAL WORKING CAPITAL</i>	<i>\$202,562.09</i>	<i>\$776.18</i>	<i>08/08/2019</i>
<i>TRAIL DAYS RESERVE</i>	<i>\$8,142.33</i>	<i>\$399.36</i>	<i>05/14/2020</i>
<i>TOD ARPA 2021</i>	<i>\$622,841.83</i>	<i>\$32,287.39</i>	<i>06/29/2021</i>
<b><i>VIP Stable NAV Liquidity Pool</i></b>	<b><i>\$969,805.59</i></b>	<b><i>\$40,753.88</i></b>	

*Bank of Damascus:*

*General Fund: \$214,341.74*

*CDBG ARC Downtown: \$478.70*

*CDBG Program Income: \$13,548.82*

*ARPA: \$4,509.00*

*Total: \$232,878.26*

## **Announcements:**

- *2024 first half Real Estate bills were slated to go out in the mail June 3, 2024, and they have. The deadline is June 20, 2024.*
- *After a double check of pricing of the Accounts Receivable module with Accufund, the monthly cost would be \$60 for the Cloud version. I would like to request that the Council approve subscription to this module in case we need it for calculations related to interest for late business licenses and meals and lodging taxes.*
- Mr. McCrady made a motion to approve purchasing a subscription for the Accounts Receivable module with AccuFund, as requested. Mr. Kemmerlin 2<sup>nd</sup> the motion, which passed (4-1, with Mr. Fields opposed).

## **Streets, Lights and Maintenance:**

Mr. McCrady reported that the department had been busy with mowing, weed eating, putting up flags, smoothing out ruts in the Town Park, etc.

Mr. Kemmerlin stated that the department's backhoe is worn out and Abingdon Equipment has a 4wd Kubota tractor with front loader and backhoe attachment for \$20,400, and they will take our backhoe as a trade-in for \$5,000, bringing the price down to \$15,400.

- Mr. McCrady made a motion to approve the tractor purchase from Abingdon Equipment for \$15,400, using ARPA funds. Ms. Coleman 2<sup>nd</sup> the motion, which passed (5-0).

### **Parks and Recreation:**

Nothing to report at this time.

### **Planning Commission:**

Nothing to report at this time.

### **Police and Fire Advisory:**

Chief Turner presented the following report for the previous month:

Operations: May 2024, Damascus Officers had 111 calls for service. We have taken 7 investigative reports and made 7 arrests. We had 0 reportable accidents.

Arrests are as follows: Intoxicated in Public 4, Shoplift 1 and Disorderly Conduct 2.

Traffic Enforcement Activities: We issued 9 citations along with 16 warnings. The Speeding violations were 25 mph zone 6, 35 mph zone 1, Expired Tags 1 and Defective Equipment 1.

Speeding complaint areas include: No new complaints

Special Report: We completed our annual Trails Days event, during the event we had 4 arrests, we had a parking issue that will be addressed for next year at Tent City. Overall, Trail Days went well.

#### Special Notes:

*Speed Signs, I had to take one out of service and send it back to the company due to the on/off switch had gotten broken. I sent it back to them and it has been repaired and, on its way, back now. Once it is back in service, I will have traffic data for next month.*

Police Vehicles: Nothing new currently.

Auxiliary: Helped out tremendously during Trail Days.

## Incident Case Status Totals by Offense

Damascus Police Department

(05/01/2024 - 05/31/2024)

Offense:	Active:	Active TOT O/A:	Inactive:	Inactive WOF:	Closed Service:	Closed Except.:	Closed Arrest:	Adult Arrest:	Juvenile Arrest:	Adu./Juv. Arrest:	Unfld.:	Rpted.:	Actual:
280 - Stolen Property Offenses	0	0	0	0	0	1	0	1	0	0	0	1	1
90C - Disorderly Conduct	0	0	0	0	0	0	2	2	0	0	0	2	2
90Z - All Other Offenses	0	0	0	0	2	0	2	4	0	0	0	4	4
<b>Totals:</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>4</b>	<b>7</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>7</b>	<b>7</b>

## Citation Totals by Charge

Damascus Police Department

(05/01/2024 - 05/31/2024)

Charge:	Number of Charges:
46.2-1043 - SLICK TIRES	1
46.2-613 - Expired thirty day tag / Improper Registration	1
46.2-874 - SPEEDING 25 MPH ZONE	6
46.2-875 - SPEEDING 35 MPH ZONE	1
<b>Total:</b>	<b>9</b>

## Arrest Race/Sex Totals by Offense

Damascus Police Department

(05/01/2024 - 05/31/2024)

Primary Offense:	White Male:	Black Male:	Indian Male:	Asian/ Pac. Isl. Male:	White Female:	Black Female:	Indian Female:	Asian/ Pac. Isl. Female:	Juven.:	Adult:	Resd.:	NonRes.:	Arrests:
23C - Shoplifting	1	0	0	0	0	0	0	0	0	1	1	0	1
90C - Disorderly Conduct	2	0	0	0	0	0	0	0	0	2	0	2	2
90Z - All Other Offenses	4	0	0	0	0	0	0	0	0	4	2	2	4
<b>Totals:</b>	<b>7</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>7</b>	<b>3</b>	<b>4</b>	<b>7</b>

## Damascus Volunteer Fire Department

Chief Turner presented the following report for the previous month's activities:

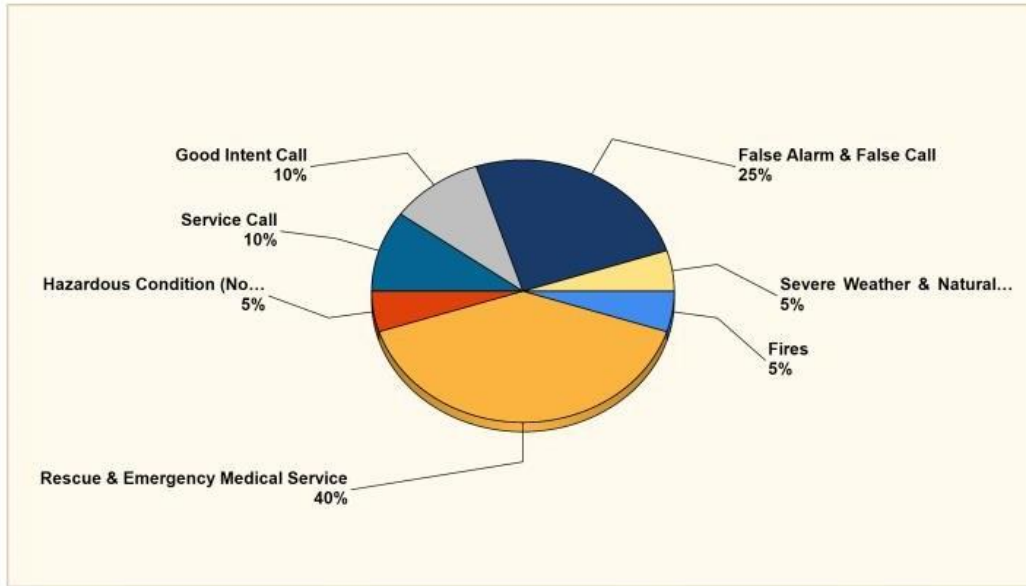
# Damascus Fire Department

Damascus, VA

This report was generated on 6/3/2024 2:49:38 PM

## Breakdown by Major Incident Types for Date Range

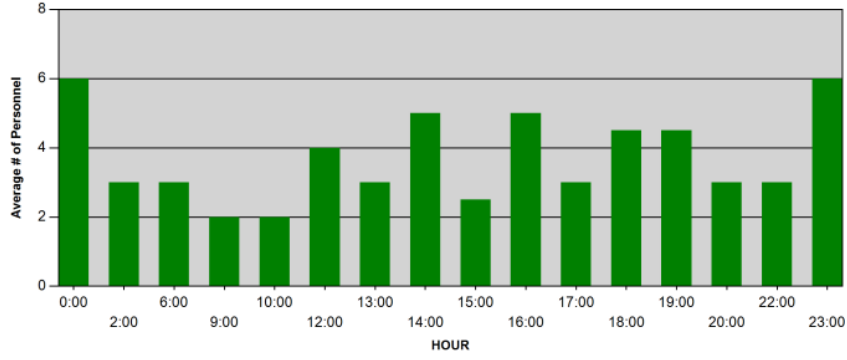
Zone(s): All Zones | Start Date: 05/01/2024 | End Date: 05/31/2024



MAJOR INCIDENT TYPE	# INCIDENTS	% of TOTAL
Fires	1	5%
Rescue & Emergency Medical Service	8	40%
Hazardous Condition (No Fire)	1	5%
Service Call	2	10%
Good Intent Call	2	10%
False Alarm & False Call	5	25%
Severe Weather & Natural Disaster	1	5%
<b>TOTAL</b>	<b>20</b>	<b>100%</b>

Detailed Breakdown by Incident Type		
INCIDENT TYPE	# INCIDENTS	% of TOTAL
100 - Fire, other	1	5%
311 - Medical assist, assist EMS crew	3	15%
324 - Motor vehicle accident with no injuries.	4	20%
341 - Search for person on land	1	5%
400 - Hazardous condition, other	1	5%
553 - Public service	2	10%
611 - Dispatched & cancelled en route	2	10%
700 - False alarm or false call, other	2	10%
731 - Sprinkler activation due to malfunction	1	5%
743 - Smoke detector activation, no fire - unintentional	1	5%
745 - Alarm system activation, no fire - unintentional	1	5%
800 - Severe weather or natural disaster, other	1	5%
<b>TOTAL INCIDENTS:</b>	<b>20</b>	<b>100%</b>

**Average Number of Responding Personnel per Hour for Date Range**  
 Start Date: 05/01/2024 | End Date: 05/31/2024



HOUR	AVG. # PERSONNEL
00:00 - 00:59	6.00
02:00 - 02:59	3.00
06:00 - 06:59	3.00
09:00 - 09:59	2.00
10:00 - 10:59	2.00
12:00 - 12:59	4.00
13:00 - 13:59	3.00
14:00 - 14:59	5.00
15:00 - 15:59	2.50
16:00 - 16:59	5.00
17:00 - 17:59	3.00
18:00 - 18:59	4.50
19:00 - 19:59	4.50
20:00 - 20:59	3.00
22:00 - 22:59	3.00
23:00 - 23:59	6.00

**Incident Statistics**

Zone(s): All Zones | Start Date: 05/01/2024 | End Date: 05/31/2024

INCIDENT COUNT			
INCIDENT TYPE		# INCIDENTS	
EMS		8	
FIRE		12	
<b>TOTAL</b>		<b>20</b>	
TOTAL TRANSPORTS (N2 and N3)			
APPARATUS	# of APPARATUS TRANSPORTS	# of PATIENT TRANSPORTS	TOTAL # of PATIENT CONTACTS
<b>TOTAL</b>			
PRE-INCIDENT VALUE		LOSSES	
\$0.00		\$0.00	
CO CHECKS			
<b>TOTAL</b>			
MUTUAL AID			
Aid Type		Total	
OVERLAPPING CALLS			
# OVERLAPPING		% OVERLAPPING	
2		10	
LIGHTS AND SIREN - AVERAGE RESPONSE TIME (Dispatch to Arrival)			
Station	EMS	FIRE	
Station 1400	0:12:15	0:10:26	
<b>AVERAGE FOR ALL CALLS</b>		<b>0:11:14</b>	
LIGHTS AND SIREN - AVERAGE TURNOUT TIME (Dispatch to Enroute)			
Station	EMS	FIRE	
Station 1400	0:03:35	0:04:27	
<b>AVERAGE FOR ALL CALLS</b>		<b>0:04:04</b>	
AGENCY		AVERAGE TIME ON SCENE (MM:SS)	
Damasus Fire Department		48:27	



### Incident Type and Street Name for Date Range

Incident Status: Reviewed | Start Date: 05/01/2024 | End Date: 05/31/2024

Incident Date	Address	Incident Type
05/02/2024	Truckers Ridge RD, Meadow View (RR Name For Meadowview), VA 24361	Medical assist, assist EMS crew
05/03/2024	W Imboden ST, Damascus, VA 24236	Alarm system activation, no fire - unintentional
05/05/2024	Taylor Valley RD, Damascus, VA 24236	Medical assist, assist EMS crew
05/07/2024	35120 Widener Valley RD, Damascus, VA 24236	Smoke detector activation, no fire - unintentional
05/08/2024	Rhea Valley RD, Meadow View (RR Name For Meadowview), VA 24361	Public service
05/12/2024	Chestnut Mountain RD, Damascus, VA 24236	Dispatched & cancelled en route
05/14/2024	W Imboden ST, Damascus, VA 24236	False alarm or false call, other
05/21/2024	Creeper TRL, Damascus, VA 24236	Medical assist, assist EMS crew
05/22/2024	Monroe RD, Damascus, VA 24236	Fire, other
05/23/2024	W Imboden ST, Damascus, VA 24236	False alarm or false call, other
05/24/2024	Mock AVE, Damascus, VA 24236	Sprinkler activation due to malfunction
05/26/2024	Bucks Bridge RD, Glade Spring, VA 24340	Motor vehicle accident with no injuries.
05/26/2024	Creeper TRL, Damascus, VA 24236	Dispatched & cancelled en route
05/26/2024	Mock AVE, Damascus, VA 24236	Public service
05/26/2024	Bucks Bridge RD, Glade Spring, VA 24340	Severe weather or natural disaster, other
05/26/2024	Creeper TRL, Damascus, VA 24236	Search for person on land
05/26/2024	Blue Spring RD, Meadow View (RR Name For Meadowview), VA 24361	Motor vehicle accident with no injuries.
05/27/2024	Jeb Stuart HWY, Damascus, VA 24236	Motor vehicle accident with no injuries.
05/29/2024	Monroe RD, Damascus, VA 24236	Motor vehicle accident with no injuries.
05/30/2024	Mill Creek RD, Chilhowie, VA 24319	Hazardous condition, other
		<b>Total incidents: 20</b>

### Personnel Hours for Incidents for Date Range (Not Payroll Related)

Start Date: 05/01/2024 | End Date: 05/31/2024

PERSONNEL	TIME SPENT ON INCIDENTS (Hours:Minutes Dispatched to Cleared Scene)
Campbell, Candace	8:04
Hicks, Emilee	0:50
Hicks, Noah	0:50
Johnson, Michael	15:34
Jones, Andrew	2:23
Jones, Dave	0:48
Justice, Jason	5:03
Norris, Ralph	0:37
Phipps, Jennifer	0:26
Richey, Jordan	11:39
Turner, Kermit	15:22
Turner, Walter B	11:08
Widener, Alex	7:01
Widener, Bailey	1:56
<b>Total:</b>	<b>81:39</b>

## Response Percentage per Station per Personnel for Incident Types for Personnel

Personnel: All Personnel | Incident Type(s): All Incident Types | Start Date: 05/01/2024 | End Date: 05/31/2024

Personnel	Calls Attended	% of Calls for Selected Incident Types
<b>Station: Station 1400</b>		
Campbell, Candace	13	65.0%
Campbell, Dalton	2	10.0%
Greer, Jesse	1	5.0%
Hicks, Emilee	6	30.0%
Hicks, Mindi	3	15.0%
Hicks, Noah	8	40.0%
Johnson, Michael	16	80.0%
Jones, Andrew	3	15.0%
Jones, Dave	5	25.0%
Justice, Jason	5	25.0%
Norris, Ralph	1	5.0%
Phipps, Jennifer	9	45.0%
Richey, Jordan	12	60.0%
Turner, Kermit	14	70.0%
Turner, Walter B	16	80.0%
Widener, Alex	12	60.0%
Widener, Anthony	1	5.0%
Widener, Bailey	4	20.0%
<b>Total Incidents for Station Station 1400</b>	<b>20</b>	

**Total Incidents for all Stations**

**20**

## Special Committees

Nothing at this time.

## Citizens Comments

Citizens Comments were heard from the following people:

1. David Atwood, N. Legion St., Damascus

## Manager's Report

### **Scattered Site Housing Rehab Project**

- *Following the public hearing, the resolution to apply is ready for adoption with the necessary certifications.*
- *Applications are due June 12<sup>th</sup>.*

### **Creeper Trail**

- *Trestles 30 & 31: Core sampling is nearly complete, but the samples will have to be sent to a lab for analysis prior to reports back to USFS; once acceptable, USFS will have to make the determination on the available construction options.*
- *Trestle 16: The Conservancy is seeking an engineering firm that can complete the USFS-required pin testing on the steel trestle superstructure.*

## **DOF Urban & Community Forestry**

- *We have submitted and have approval for reimbursement of initial tree removal work. We plan on bidding the majority of the tree removal to be completed at the beginning of FY25, including replanting in the Fall 2024 (minus the work to remove the trees in Tent City).*
- *We are currently in discussions with DOF to receive technical assistance through their program to create a forest resilience plan.*

## **Miscellaneous**

- *Information Technology*: *I'm still working with vendors to finalize a proposal for camera system upgrades Town-wide, integrating into our current network, and including electronic locks for public restrooms, plus managed services. At this point, I think there are several additional considerations.*
  - o *Town Council is asked to approve a consultant to prove included services.*
- Ms. Coleman made a motion to contract with Higher Ground Technologies for \$18,700 for equipment, and installation up to \$19,000, to be paid with ARPA funds; and \$1,050 monthly for managed services, to be paid for out of the General Fund. Mr. McCrady 2<sup>nd</sup> the motion, which passed (5-0).
- *VTC Drive 2.0 grant*: *The Town completed final submission to VTC by 03/15 for the \$20,000 to complete a market study. I'll be following up with Washington County and the IDA and to secure the additional matching funds; we are also applying to the Wellspring Foundation for matching funds to complete the feasibility study and gap analysis (for the previous IDA property).*
- *Laurel Creek Trail*: *I've sent drawings to VDOT to reconfigure the trail along Reynolds Street; once VDOT has agreed, I will order signs and line up contractor(s). I've also had discussions regarding the elimination of the trail section along Reynolds Street.*
- Mr. McCrady made a motion to remove the trail section along Reynolds St. Mr. Fields 2<sup>nd</sup> the motion, which passed (5-0).
- *Printer lease*: *The printer has been ordered and scheduled for delivery/installation around the end of June.*
- *Painting/sealing*: *I've tracked down quotes to complete necessary painting and wood sealing on the structures in the Laurel Creek and Town Park.*
  - o *Town Council is asked to approve a contractor to complete requested work.*
- Mr. Kemmerlin made a motion to approve contracting with J. Ross Conglomerate to complete the requested work, to be paid for using ARPA funds. Mr. McCrady 2<sup>nd</sup> the motion, which passed (5-0).

- Engineering: *I've been working with engineering firms related to beginning several projects, including stormwater and streetscape, and riverine resilience and streambank stabilization. I've lined up a few task orders to start, but there are also significant considerations related to comprehensive project planning and other sources of funding.*
  - o *Town Council is asked to consider accepting task orders and making plans for future projects.*
- Ms. Coleman made a motion to accept the engineering and construction management task orders from McGill & Associates for the Downtown Stormwater Drainage PER and the North Legion St Parking & Sidewalk Improvements using ARPA funds. Mr. Kemmerlin 2<sup>nd</sup> the motion, which passed (4-1, with Mr. Fields opposed).
- Landscaping: *I'll be working on a request for proposals to address several landscaping and hardscaping projects around town and will include considerations for on-going landscaping services and renewals. These projects will be located in the four public parks.*
- It was the consensus of the Council to authorize the Town Manager to put together an RFP for these projects.

### **Code Enforcement:**

The following activity report for the previous month was submitted by the Town's Code Enforcement Officer, Marty Berry:

Visits and Contacts: 12  
 Zoning: 5  
 Lodging: 3  
 Meals: 0  
 Complaints and Investigations: 4  
 Assist P.D: 0

<b>Legal Matters</b>
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Nothing at this time.

<b>Old Business</b>
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Transient Lodging in Residential Areas

- Ms. Coleman made a motion to send the Transient Housing Study Committee's recommendations from 9/22/2021 to the Planning Commission for further study, and that the Planning Commission submit their findings/recommendations to the Council. Mr. McCrady 2<sup>nd</sup> the motion, which passed (5-0).

# New Business

## 1. 2024 DMO (Destination Marketing Organization) Grant

### 2024 DMO GRANT - MARKETING PLAN REVISION

**GRANT # 0324-0010-DMO**

**APPLICANT NAME: Town of Damascus**

#### FIND YOUR WAY TO ADVENTURE IN DAMASCUS

Marketing Plan Item	Description of Marketing Plan Item	Date of Placement or Activity (Month/Year)	Budget Amount
<b>Virginia Travel Guide 2025</b>	One-third page ad promoting Find Your Way to Adventure in Damascus	January to December 2025	4900
<b>Asheville Regional Airport</b>	LCD scroller placement on 5 screens, average of 1.65 million passengers and visitors per year; Note: second closest airport to Damascus and better pricing and placement than nearby Tri-Cities Airport, AVL is still used often by Johnson City metro residents too	July 2024 to June 2025	2850
<b>Asheville Regional Airport</b>	Brochure slot in baggage claim area	July 2024 to June 2025	300
<b>Blue Ridge Outdoors magazine</b>	Full page ad in the November Top Adventure Towns Issue; to split 4 ways in collaboration with 3 Damascus Business Group members TBD	November 2024	1000
<b>Blue Ridge Outdoors + Virginia Sportsman magazine bundle</b>	Full page print ads in both magazines, March Spring Fishing Issue of Blue Ridge Outdoors and Mar/Apr/May Spring Issue of Virginia Sportsman; special bundle rate and 5-way split with Fish Blue Ridge DMO partners	March to May 2025	1010
<b>Blue Ridge Country magazine</b>	Full page ad in July/Aug Splashing in the Mountains Issue; 5-way split with Fish Blue Ridge DMO partners	July and August 2024	935
<b>Blue Ridge Country online</b>	Online sponsored content for Fish Blue Ridge; 5-way split with Fish Blue Ridge DMO partners	July 2024	500
<b>Trailhead Designs print shop</b>	New Rack Card insert "Best of Damascus" to add to Fish Blue Ridge and other regional guides, qty 5,000 copies	July 2024	500
		TOTAL =	<b>\$11,995</b> \$11,680 awarded by VTC

- Mr. McCrady made a motion to approve the revised marketing plan, as presented. Mr. Kemmerlin 2<sup>nd</sup> the motion, which passed (5-0).

## 2024 DMO GRANT - MARKETING PLAN REVISION

**From Virginia Tourism Corporation Grants Team:**

"We have reviewed the following proposal (0324-0010-DMO, Damascus, Find Your Way to Adventure in Damascus) and due to limited funding, Go Virginia regional allocation limits, and your score, we are able to fund your proposal at \$11680."

**ITEMS EXCLUDED IN GRANT - INCLUDE BY GENERAL FUND?**

<b>Blue Ridge Outdoors e-newsletter***</b>	E-newsletter ad for promotion of new Find Your Way to Damascus video, 44,000 email subscribers, July to pair with The Road Trips issue	July 2024	250
<b>Blue Ridge Outdoors e-newsletter</b>	E-newsletter ad for promotion of new Find Your Way to Damascus video, 44,000 email subscribers, September to pair with The Biking Issue	September 2024	250
<b>Blue Ridge Outdoors magazine</b>	Half page ad in the April Outdoor Family Issue; to split 4 ways in collaboration with 3 Damascus Business Group members TBD	April 2025	600
<b>Virginia Living Magazine</b>	Half page ad in the Travel Virginia issue; to split 4 ways in collaboration with 3 Damascus Business Group members TBD	September and October 2024	498
<b>Virginia Living Magazine</b>	Half page ad in the Travel Virginia issue; to split 4 ways in collaboration with 3 Damascus Business Group members TBD	March and April 2025	498
<b>Virginia Living Magazine</b>	Half page ad in the Travel Virginia issue; to split 4 ways in collaboration with 3 Damascus Business Group members TBD	May and June 2025	498
<b>TOTAL</b>			<b>\$2,594</b>

\*\*\*July 2024 e-newsletter ad is contingent on availability at this point

- Ms. Coleman made a motion to approve the additional items on the revised marketing plan, as presented, to be paid for using local funds. Mr. Kemmerlin 2<sup>nd</sup> the motion, which passed (5-0).
2. Schedule a Special Called Meeting for adopting the FY24-25 budget, conducting interviews for the Town Manager position, and any other business Council wished to include.
- Ms. Coleman made a motion to schedule two Special Called Council meetings, on June 17<sup>th</sup> and 18<sup>th</sup>, at 3pm or later. Mr. Kemmerlin 2<sup>nd</sup> the motion, which passed (5-0).

### Consent Agenda

- Mr. McCrady made a motion to pay the bills for invoices exceeding \$2,500, 2<sup>nd</sup> by Ms. Coleman. The motion passed (5-0).

- Mr. McCrady made a motion to pay the bills presented as well as the standard and/or recurring bills that will come in before the next Council meeting. Mr. Kemmerlin 2<sup>nd</sup> the motion, which passed (5-0).

## Mayor & Council Members Reports

Mayor Lamb thanked the Chief, Auxiliary members, Trail Days committee, Tuesday and Julie for the hard work put into another successful Trail Days festival.

Ms. Coleman said the picnic tables in the park are in really bad shape; and suggested the possibility of putting pickleball courts, with removable nets, on the concrete pad in front of the gazebo.

Mr. Kemmerlin stated the newly renovated park bathrooms have been reopened and are already being made disgusting. It is terrible that people would do this, or allow this to be done, to our public facilities. Also, he wishes the Town had more things for residents and tourists to do.

Mr. McCrady stated that trees that are encroaching on the Town's right-of-way will be trimmed back. Also, there are several potholes that need to be filled, and we are still waiting on the Service Authority to finish repairing the road cuts on S. Railroad Ave. as well as Bank St.

## Announcements

### UPCOMING EVENTS & OTHER ANNOUNCEMENTS:

- Farmers Market - Saturdays 9am-noon
  - Town Pool is open for the season
  - June 1<sup>st</sup> – Dam Yeti 50 Miler and 55k race
  - 1<sup>st</sup> and 29<sup>th</sup> – 'Fire By Night' in the Town Park with local churches
  - June 19<sup>th</sup> – Town Hall will be CLOSED in observance of Juneteenth
  - The Town's July 3<sup>rd</sup> Independence Day Celebration will take place at a new location at the Beaverdam Creek Park on S. Shady Ave.
- *For information on upcoming events, go to our website [visitdamascus.org](http://visitdamascus.org). For citizen info go to **damascus.org**, and don't forget our social media presence on **Facebook** and **Instagram!***

- Mr. McCrady made a motion to adjourn, 2<sup>nd</sup> by Mr. Fields. The motion passed (5-0).

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Katie Lamb, Mayor

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Tuesday Pope, Clerk