

## Town of Haymarket Town Manager Report and Tracking Log

| Task                                                       | Assigned to                   | Strategic Plan Goals and Strategies                                                                                                                                                             | Comments:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
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| <b>Office of the Town Manager and Zoning Administrator</b> |                               |                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| RFP for Sidewalk                                           | Emily K/Thomas                | Goal 1: Improve Transportation and Infrastructure ... Strategy 1.2 Complete, expand and maintain the town streetscape                                                                           | Punchlist for the Sidewalk has been completed, working to schedule the next walk through of the project. Deed has been resubmitted to VDOT for approval                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Communications Plan                                        | EK, Tracylynn, Matt Gallagher | Goal 6: Enhance Community Engagement .. Strategy 6.1 Complete and implement the communications plan for the Town                                                                                | Working with Julia to gather data on the current efforts. Will continue to gather data through the end of the calendar year and then discuss with Vice Mayor if there are areas of concern that need addressing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| GOGov App                                                  | Emily and Julia               |                                                                                                                                                                                                 | No issues with the app, running smoothly at this time                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| County Contact RE: Stormwater Assessment Program           | Emily                         |                                                                                                                                                                                                 | UPDATE: Uploading site plan files into the Dropbox for the consultant, determining which hard files are missing to coordinate a handoff meeting. Held the kick off meeting for the Stormwater Analysis project with PWC and JMT on July 2nd. the main focus areas are 1. An existing channel between Fayette and Jefferson Street just South of Washington Street, 2. A historic water collection point between the Crossroads Village Center Development and the older single family homes on the north side of Fayette Street, and 3. <b>A channel behind Haymarket Baptist Church that leads to I 66.</b> I will connect with the Town Engineer to determine if this focus area is still an ongoing issue, the last report we had on the issue was in 2019. If this area is not a top priority I will work with JMT to allocate the funding to a widespread analysis of the stormwater systems. JMT is preparing a new timeline for the project with an end date in Spring/Summer 2026. I will share the updated timeline when I receive it. PWC, JMT and the Town will meet on a monthly basis for the project. UPDATE: Meeting scheduled on site for August 26th |
| Comprehensive Zoning Inspection                            | Emily K/Thomas                |                                                                                                                                                                                                 | 14801 Washington St owner has removed the debris on the property. Town Planner will be completing the first quarter inspection week of July 7th - specifically addressing temporary signs this quarter UPDATE 7/22/2025 Town Planner completed inspection of temporary signage and other zoning issues in the Town on Friday July 11th, follow up and notices to be sent out to businesses by COB of 7-25. Specifically addressing tall overgrowth on several commercial sites along Washington Street. 8/18/2025--Town Planner will perform routine monthly zoning compliance inspections in Town, next inspection scheduled for Tuesday, August 26th, 2025.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Business Roundtable, Town Business Visits and Check-Ins    | Emily K and Roberto           | Goal 4: Foster Economic Development, Tourism, and Support Town Businesses Strategy 4.4 Investigate ways to use economic development funds and increase participation at the Business Roundtable | The next business roundtable meeting will be August 26th at the Hilton. Additionally, I am coordinating with our Chief of Police to host a forum with our Business Owners to discuss public safety in the Community, safety precautions for opening/closing businesses daily and other safety tips. The forum will be held in August/Sept at Town Hall - need to finalize a date with the Chief. We will advertise the forum at the next business roundtable to get the information directly to the businesses.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Park Building                                              | Emily                         | Goal 1: Improve Transportation and Infrastructure ... Strategy 1.1 Complete the implementation of the Town Park                                                                                 | All demolition work is completed. Awaiting final E&S measures to take hold, i.e.. grass growth - monitoring site for complete growth                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Staff Meetings                                             | Staff                         |                                                                                                                                                                                                 | Staff Meetings held weekly on Wednesdays                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Strategic Plan Implementation                              | Emily                         |                                                                                                                                                                                                 | Following discussion at the Town Council work session June 30th -- Council will make recommendations for additions to the Strategic Plan, additions will be compiled and discussed/reviewed at the Fall Retreat meeting with consultant and the plan amended as appropriate. I have also suggested at the fall retreat meeting that the Council have a discussion on prioritizing items in the plan for the Staff to work on. Councilmember Pasanello suggested adding the Compensation Study and Analysis to the Strategic Plan under Goal #2. I will track recommended additions in my Strategic Plan working document as discussed by the Town Council.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Museum: Crossroads Arts Alliance                           | Emily/Tracylynn               |                                                                                                                                                                                                 | UPDATE: Met with CAA on August 21 follow -up with the organization after they received notice of the new plan for the Museum going forward. Working on an agreement plan and fee structure for the new rental terms                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Community Outreach : Youth in Government                   | Emily/Mary                    |                                                                                                                                                                                                 | At our 7-17 meeting, I discussed with Councilwoman Ramirez the upcoming Fall schedule and work load for the Town Staff. Based on Staff bandwidth, I requested the program be moved to February and be offered as a two day (2 hr evening) program. Additional details will follow from Councilwoman Ramirez                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Town Park/Playground                                       | Emily K.                      |                                                                                                                                                                                                 | Solutions for the oak mites were provided by the professionals; at this time there are no feasible solutions to guarantee a fix to the issue. At this time we are allowing nature to run its course with the oak mites. Nadia has closed the garden for the season due to the oak mites and her volunteer being unable to work at the garden without issue from the oak mites. We have only received the single complaint of oak mites at the park.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Meeting with CXO/County Correspondence                     | Emily K                       |                                                                                                                                                                                                 | Next CXO Meeting is August 29th.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Landfill Questions from Council                            | Emily                         |                                                                                                                                                                                                 | Council brought up concerns regarding Town Resident use of the PWC landfill and transfer station at the June 30th meeting. I contacted Monica Gorman with PWC to clarify answers --Residents of the Town are permitted to use the facilities and must show a proof of residency via drivers license or other approved documentation. Fees will be assessed to the residents according to the adopted fee schedule. Town Staff will be creating a website page for the Landfill information and links to the PWC Pages - we will also share the information out via the app and social media links                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

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| Real Estate Tax Bill, PWC Fees Assessed, Questions from Council | Emily                  |                                                                                                                                                                                                                                                                                            | Council brought up questions regarding the fees assessed by PWC on the real estate tax bill. Specifically determining which fees are assessed to residents and what do these fees afford our Town residents. A POC at the tax office in PWC has confirmed Stormwater and Solid Waste management is NOT assessed. Taxes that ARE assessed are personal property taxes, real estate, mosquito and forest pest control and fire & rescue levy.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Haymarket Compensation Study                                    | Emily                  |                                                                                                                                                                                                                                                                                            | Posted and awaiting the closure of the RFP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Website Redesign                                                | Emily/Julia            |                                                                                                                                                                                                                                                                                            | Working with CivicPlus (current website host) to discuss a redesign of the site. Held two meetings to discuss new features and redesign. Received cost estimate for the work - scheduled the cost estimate discussion for the Finance Meeting on 7-16 -- UPDATE - will be moving forward with the work on the new design of the website as well as the other IT changes discussed with the Town Call - moving to .gov, ensuring equipment supports Windows 11                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Town Complex Building Maintenance/Repairs                       | Emily                  |                                                                                                                                                                                                                                                                                            | During the Finance Liaison meeting we discussed several maintenance issues we have had with structures on site to include; ac units failing, cellar flooding at Cupcake Heaven, possible foundation issues, and other maintenance repairs. It was suggested that I reach out to a structural engineer to get quotes on inspecting each structure at the Town Hall Complex and the Town Museum. Update will be provided at the 7-28 meeting in regards to repair timeline, quotes for evaluations, etc.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Mayor's Message Series                                          | Emily, Julia, Mayor    | <b>Goal 4.5</b> Investigate ways to engage face to face with existing businesses.<br><b>Goal 4.4</b> Investigate ways to use economic development funds and increase participation at the Business round table <b>Goal 4.6</b> Develop a plan to highlight the business community: .. etc. | Mayor's Message has been running very successfully, the business owners are excited to be working on this series with Staff and Mayor. We will continue to gather data and report back to the Town Council                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Robinson's Paradise - Stormwater Concerns, Flooding             |                        |                                                                                                                                                                                                                                                                                            | the Town was notified by residents along the Walter Robinson Lane that they have experienced significant flooding at their homes since the construction as well as one of the newer structures flooded. Town Staff completed a site visit with the homeowners and DR Horton. I am working with the Town Engineer to review the site plan and current property grading, as built and geotechnical report. Will be doing a site visit with the stormwater consultants on Tuesday as well.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Personnel Manual Meeting                                        | Emily/Roberto/Chief    |                                                                                                                                                                                                                                                                                            | Revised draft in review by Town Manager and Chief of Police                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Land Use Planning Department</b>                             |                        |                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Town Center Site Plan (Bonding)                                 | Emily K and Katie      | Goal 1: Improve Transportation and Infrastructure ... Strategy 1.6 Fund and Implement the Town Hall site plan                                                                                                                                                                              | Town Center Site Plan was approved and signed August 10, 2023. Recently, Town Manager Kyriazi discussed the site plan with the Town Council at the May 27th Work Session. A directive was given to hire a consultant to provide updated pricing for the Town Center Site Plan (EXTERIOR SITE WORK ONLY). Received two quotes for the pricing, will schedule for discussion with the finance liaisons on 7-16. A second directive was given to engage with the Architectural Firm that completed the previous Town Hall building plans. The engagement with the architect will determine the next steps, timeline, proposed costs and coordination of the building improvements with the site work. Met with the Architect on June 11, awaiting a price estimate, have followed up with architect for eta on quote.                                                                                                                                                                                                           |
| Haymarket Iceplex (Buildout)                                    | Thomas, Katie          |                                                                                                                                                                                                                                                                                            | 7/22/2025--The previously approved Iceplex site plan in 2015 included installation of a concrete pad that would be enclosed at a later date. The Iceplex owners now wish to enclose the building and have applied for zoning approval. Town Planner issued zoning approval for buildout on July 17 2025. Follow up to Iceplex stakeholders on status of building plans sent August 18 2025, they responded that they are expecting comments from the Building Department August 22nd, and have received comments from the electrical reviewer.                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Chick Fil A (SUP, Site Plan Review)                             | Emily, Thomas, Katie   |                                                                                                                                                                                                                                                                                            | 7/22/2025--In April 2025, the Town Council approved the SUP application for Chick Fil A's drive through. Town Staff are currently reviewing the first submission of the site plan associated with the SUP. Comments for the first submission to be sent to Bohler (plan engineers) August 22 2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Robinson's Paradise (As-Built, Bond Release)                    | Thomas, Katie          |                                                                                                                                                                                                                                                                                            | 11/3/2023--12/30/2024: Construction of Lots and Zoning Release for Occupancy completed, and As-built 1st submission currently under review 1/29/2025-2/25/2025 Comments given on 1st submission, Town Staff waiting for second submission. Walter Robinson lane to be made public road and part of VDOT's system. 4/2/2025 Draft Resolution to admit Walter Robinson Lane into VDOT's system to be voted on by TC in April 7 meeting, As Built Review and Landscaping Bond release inspections continue with Town Staff UPDATE 4/30/2025--7/22/2025: Town Council approved resolution to add Walter Robinson Lane to secondary highway system, all forms submitted to VDOT for acceptance. Follow up 90% landscaping bond release inspection completed, comments/recommendation for release to be sent soon. E/S bond release discussed as well. Town expecting resubmission of as-built plans soon. 8/18/2025 DR Horton sent over SWM agreement for Town Staff as part of the outstanding as-built submission requirements. |
| Van Metre -- Robinson Village (Bond Release)                    | Emily K, Thomas, Katie |                                                                                                                                                                                                                                                                                            | 7/6/23--8/27/2024 All homes are granted occupancy and all proffers are collected. As-builts approved after site improvement bond released. VDOT confirmed on site visit that ponding in right turn lane into subdivision will be their responsibility. 10/1/2024-11/26/2024 Site Improvements bond released, E/S measures still being reinforced prior to bond release. UPDATE 12/27/2024--6/30/2025 E/S Bond Release Approved on December 13th 2024                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

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| Crossroads Village Center (As-Built, Bond Release)                                  | Emily, Thomas, Katie |  | 2022--12/30/2024: Zoning Approval Released for the Crossroads Village Center. The building department has issued the general building permit for the site. All site work completed for commercial and residential properties. 90% of the Landscaping Bond released to Meladon with 10% held in escrow, Town Staff have discussed next steps for site/subdivision bond release. Bond release will coincide with Approval of As Built Submissions 1/29/2025--7/22/2025--Town and Owner coordinating inspections for site improvements and E/S bond release, will take place when weather permits. Comments from latest bond release inspection to be prepared and sent to owner.                                                                                                                                                                               |
| Taco Bell (As-Built, Bond Release)                                                  | Thomas               |  | 7/27/2023--11/26/2024 : All bonds collected, construction completed, Drive through features are being installed, will give full zoning release when installed. 12/30/2024--4/30/2025 Drive through approval finalized by PWC, Taco Bell Drive Through is now open. Full Zoning Release given for the site. 5/28/2025--6/30/2025 Owner and Town discussing next steps for bond release, Owner has requested 90% of the landscaping bond to be released, inspection of site to be scheduled in the next two weeks. UPDATE 7/22/2025--1st submission of as-built plans under review, comments due Aug 25                                                                                                                                                                                                                                                        |
| Crossroads Village, Kiddie Academy (Construction)                                   | Thomas, Emily, Katie |  | 4/3/2023--10/30/2023: Site Plan for Kiddie Academy signed, awaiting bond submission and pre-con meeting with site superintendent. 11/27/2023--6/26/2024 all bond documents collected and signed, pre-construction meeting has been held, Construction to commence in late winter/early spring. 7/30/2024--12/30/2024 Site work continues, applications for signage and other exterior elements to be submitted for ARB review. UPDATE 2/25/2025--8/18/2025 Site Work continues, minor plan revision adding another fire hydrant on site approved by Town. Deed and plat resubmitted to reflect change of ownership in agreement.                                                                                                                                                                                                                             |
| Karter School (Plan Review)                                                         | Thomas, Emily, Katie |  | Karter School initially was part of the larger Robinson Village Rezoning/SUP which included a child education center on the pad site next to Washington Street. A site plan was submitted to the Town, but the owner wished to add retail to the pad site. The final site plan has been resubmitted with general retail included. Town staff have provided comments on the first submission of the site plan as of 3/31/2025. 5/28/2025--6/30/2025 Applicant met with Town Staff to discuss and resolve comments, is currently submitting to outside agencies. Discussion in meeting on pedestrian access points to businesses along Washington Street. PW Water has returned comments to Applicant for them to address. 7/22/2025--8/18/2025--Town Staff preparing for receipt of second submission of final site plan, DEQ review comments of plan pending |
| Self Storage (preliminary plan)                                                     | Thomas, Emily        |  | 7/22/2025--15250, 15251 Kapp Valley Way, a previous rezoning from 1997 and SUP under review in 2014 never had a site plan approved before operation. Town Staff are working with current property owner to ensure the site is in compliance with the zoning ordinance. UPDATE 8/18/2025--Preliminary Plan and fee submitted to Town on August 13 2025, Town Staff waiting on digital submission to start review.                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Haymarket Lifetime Smiles (As-Built, Bond Release)                                  | Thomas               |  | 6/1/2023: preliminary and final site plans reviewed, Final Site Plan Conditionally Approved by the PC, Town Engineer, conditions were met, the site plan has been Signed, Town Staff waiting for bond submission. 12/22/2023--4/30/2024 Construction Release given, all bonds collected by the Town 3/26/2024--11/26/2024 Site work completed, Lifetime Smiles granted occupancy 2/25/2025--7/22/2025 No recent updates, will coordinate with owner when bond release requested. 8/18/2025--Town Planner has notified the Owner of the as-built submission requirements.                                                                                                                                                                                                                                                                                     |
| Bleight Drive Townhomes [Magnolia Crossing] (Plan Approved, Bond Submission)        | Thomas               |  | 4/3/2023--10/1/2024: plan under review 10/1/2024--12/30/2024: Architectural submission brought to ARB in December and approved with conditions, Town Planner working with applicant to ensure conditions are met prior to issuing zoning approval. COA for demolition of three single family homes issued. 1/29/2025--Conditional Approval issued to builder by Town Planner, deed/plat and site plan approval pending. 2/25/2025--site plan approved, schedule for demolition of structures on site and construction schedule will be determined with applicant. UPDATE 4/2/2025--8/18/2025 deed and plat acceptance and bond submissions to be coordinated with applicant prior to grading and construction. COA for demolition of the three single family homes expires December 6, 2025.                                                                 |
| Masonic Charitable Foundation/Tobaccology Parking Lot Paving Plan (Bond Submission) | Thomas               |  | 4/3/2023: Site Plan has been approved by the planning commission in February. All exterior applications approved by the ARB in March. The applicant will bring hard copies of the site plan to sign in the next week. 6/1/2023: Town Planner is reviewing past records prior to the signing of the site plan. 7/27/2023: Town Staff are waiting for bond submission by applicant. 9/26/2023--8/18/2025 Town Staff working with applicant on landscaping bond agreement.                                                                                                                                                                                                                                                                                                                                                                                      |

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| Jefferson/Fayette St Site Plan (Bond Release, As-Built) | Thomas, Katie, Emily                                                                                                                                                                           |                                                                                              | 4/3/2023: The applicant has provided all necessary edits to the site plan. The Town Manager signed the site plan Friday March 17, 2023. 9/26/2023 The applicant has demolished the old structure on the site. 2/1/2024--4/20/2024 revised site plan is signed, site/subdivision, E/S, and landscaping bonds accepted. Town Planner is scheduling the pre-construction meeting for these two single family lots with the applicant. 6/26/2024--12/30/2024 Site work continues 1/29/2025--4/30/2025 per VDOT request, site superintendent and their engineer to submit updated plans with new driveway entrances. Revision approved by the Town and VDOT, site work to be completed in the next six weeks. 5/28/2025 Town Planner will perform zoning release inspections once site work is complete. 6/30/2025, zoning inspections performed, zoning release for occupancy given to site. 7/22/2025 90% landscaping bond release requested UPDATE 8/18/2025 E/S bond release requested, landscaping bond inspection completed and report to be issued. |
| Town Clerk                                              |                                                                                                                                                                                                |                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Board/Committee Updates                                 | Kim                                                                                                                                                                                            | 2.3 Research rules of engagement, roles and responsibilities of liaisons and council members | I gave the Oath of Office to Jeff Kress at the August 12th Planning Commission meeting. The Planning Commission has started using the electronic voting system at their August meeting. We only had minutes to approve so it was a good learning tool for us.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Agendas/Minutes                                         | Kim                                                                                                                                                                                            | 2.3 Research rules of engagement, roles and responsibilities of liaisons and council members | All approved minutes are current on the website. I will work with Emily to set up public notice on the Outdoor Events Ordinance once final draft is complete.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Directives                                              | Kim                                                                                                                                                                                            | 6.1. Complete and implement the communications plan for the Town                             | Working with the Town Attorney on a final draft for the Code of Ethics. I will be contacting ARB members to have a joint meeting with Council on the front façade design of Town Hall building for the August Work Session.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Outside Meetings/Conferences                            | Kim                                                                                                                                                                                            | 2.4 Investigate opportunities to network with other small-town jurisdictions                 | The next TANV meeting is Tuesday, September 16th with the Town of Leesburg hosting. I am coordinating with their Clerk for agenda items and meeting place. I have registered the Mayor, Vice Mayor, Councilmember Baker and Emily for the VML Annual Conference in Roanoke in October.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Maintenance                                             |                                                                                                                                                                                                |                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Town Park/Playground                                    | One spring rider on the playground broke Saturday. Playground Specialists will be out to replace broken spring.                                                                                |                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Town Hall                                               | Prepared room #204 above Town Hall for new tenant (light bulbs, new lock, general cleaning). A/C for that section upstairs is fixed, both tenant office and conference room set to 72 degrees. |                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Copper Cricket/ Cupcake Heaven/Museum                   | No issues or updates for those properties at this time.                                                                                                                                        |                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Events                                                  | Town Park cleanup from Summer Concert is complete, starting storage and inventory this month in preparation for Haymarket day.                                                                 |                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Streetscape                                             | Light pole numbering still in progress. Retaining wall in front of Thrive Spa has been painted. Haymarket Town & Country Garden club came out to prune all plants throughout town.             |                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Event/Business Marketing                                |                                                                                                                                                                                                |                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Farmers Market                                          | Julia                                                                                                                                                                                          |                                                                                              | We have continued to receive interest from vendors requesting a spot at the farmers market. I am continuing to advertise our vendors on social media and will continue to do so throughout the season. I have created a farmers market schedule to include the special markets, Talk with the Mayor, and canceled markets. We had our Fathers Day market on June 8th, were we raffled off two gift baskets. I have started to plan the dog market which will take place on September 14th. I am in contact with a few of our dog vendors and they are helping with ideas for the dog market. Musicians have been booked for all weekends of the market. Parking is available at the museum, Thrive Med Spa, and Haymarket Dental and Complete Care. We have completed 16 Sundays and all days have been very well attended. I have continued to receive positive feedback from both residents and vendors regarding the new market layout and attendance. I am continuing to book drop-in vendors as spaces open.                                     |
| Open House                                              | Julia                                                                                                                                                                                          |                                                                                              | The event was a great success with a good turnout from the community. Over 150 youth t-shirts were handed out and tie-dyed during the craft activity, and more than 100 town coloring books were distributed. Partner organizations including the library, Parks and Recreation, Leopold's Preserve, Historic Preservation, Fire and Rescue, American Trash Disposal, and the Girl Scouts attended the event and provided engaging hands-on activities and touch-a-truck experiences, which were very well received. Crossroads Arts Alliance also hosted a free children's craft at the museum. The event was advertised through social media, the GOGov app, and print advertisements. Overall, the event received very positive feedback from attendees and was a successful collaboration across departments and community partners.                                                                                                                                                                                                              |
| Summer Concert 8/16                                     | Julia                                                                                                                                                                                          |                                                                                              | The monument sign was successfully ordered and installed ahead of the event. Maps and detailed instructions were distributed to all vendors and sponsors to ensure a smooth setup. I worked to advertise the summer concert through the My Haymarket app and social media platforms. I created photo ops and painted decorations for the concert. The event was well attended and received positive feedback from vendors, performers, and attendees. Participating vendors included Trouvaille, Flynn's Wood Fired Pizza, Wooden Shoe Bakery, Junie's, Aroma II, Foster's, Smokin' Shawn's, and Bruster's. Sponsors in attendance were Park Valley, Golden Rule Builders, Dunegan & Cole, i9 Sports, Huntington Learning Center, and Haymarket Baptist Church. I am currently developing a post-event survey to gather additional feedback from vendors.                                                                                                                                                                                             |
| Holiday Event 12/13                                     | Julia                                                                                                                                                                                          |                                                                                              | The 2025 Holiday Bazaar application has been updated and added to the website calendar. The stage, picnic tables, and potties have been order for the 2025 Holiday Bazaar. Applications will go out in September.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

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| Haymarket Day 10/18                | Julia                                            |                                                                                                                                                                                                  | All bands, picnic tables, stages, and portable restrooms have been booked for Haymarket Day 2025. The sound engineer has also been confirmed. Vendor applications were sent to previous participants on June 3rd and opened to the public on June 11th. As of now, we have already received applications and payments from 230 vendors, and all non-profit vendor spaces have already been filled. Parade applications are now available and we currently have 23 organizations signed up. This year's parade theme is Haymarket Homecoming, and participants are encouraged to showcase their Haymarket pride. I have started brainstorming the parade float for council. I will begin ordering promotional hand outs for the town tent and parade hand outs. I am meeting with the graphic designer to discuss a brochure to have available at Haymarket Day which will include vendors, maps, restrooms, history, sponsors, etc. I have requested the rental of Tyler Elementary, Pace West, and Haymarket Elementary parking lots for guest parking. Wakefield and Kiddie Academy will each be providing two shuttle busses and I am working with Heritage Village to secure handicap accessible buses. I am working to create a volunteer job list for the event and will begin taking sign ups. Starting to discuss new fall merch to be sold at Haymarket Day. |
| Event Misc.:                       | Julia                                            | Goal 4.5 Investigate ways to engage face to face with existing businesses.<br>Goal 4.4 Investigate ways to use economic development funds and increase participation at the Business round table | Continuing work on creating informational folders for both in-town businesses and new residents, which will be hand-delivered as part of our face-to-face engagement efforts (Strategic Plan Goal 4.5). At the most recent Business Roundtable, we raffled off three promotional videos with Skipper Films; I have received the promotional videos and sent them to the businesses (Goal 4.4). I am continuing to reach out to potential sponsors. Current confirmed sponsors include Wegmans, Golden Rule Builders, Kiddie Academy, Dunegan & Cole, School of Rock, and Huntington Learning Center, 19 Sports, and Heritage Village. To date, we have secured \$24,000 in sponsorships. I have started sharing the Mayors Message videos weekly on our social media. I have continued to send the survey to businesses after we have posted their Mayor's Message video to get their feedback on the initiative. Skipper Films will be attending the August business roundtable to teach businesses tips and tricks on marketing their business during the holidays. The 2025 Christmas ornament has been approved and will be available by Haymarket Day. The Historic Walking Tour was held on August 8th and was well attended with over 45 people.                                                                                                               |
| Social Media/Website/GOGov         | Emily/Alexandra<br>/Julia                        | Goal 4. Foster Economic Development, Tourism, and Support Town Businesses 4.6.<br>Develop a plan to highlight the business community                                                             | Respond to messages and comments on Facebook. Post/Re-share business updates and happenings on social. Town notifications continue to go out on Facebook & GOGov for events, meetings, public notices, and park sidewalk updates. GOGov app was promoted during Haymarket Day, Farmers Market, Summer Concert, and the Holiday Bazaar. The request feature on the My Haymarket app is now available and I have begun advertising that. As of August 15th, we have a total of 601 app downloads. All event information and dates have been updated on the website for the 2025 season. Working on strategic plan goal 4.6, developing a social media plan, scripts, and brainstorming ideas for our new marketing campaign. Continuing to advertise the farmers market vendors weekly on social media. I will start increasing advertising for Haymarket Day on the app and social media.                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Deputy Clerk/Administration</b> |                                                  |                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Newsletter                         | Alexandra                                        | 6.1. Complete and implement the communications plan for the Town                                                                                                                                 | The 3rd Quarter edition was mailed to all residents the first week of July. It has been posted in Town Display Boards, and we will be hand-delivering to businesses. Draft of the Quarter topics to cover has begun.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Real Estate Tax                    | Alexandra                                        |                                                                                                                                                                                                  | Real Estate Taxes: Update finance charges on outstanding real estate tax invoices; process incoming payments; respond to inquiries from residents and financial institutions; Print/mail out all overdue Jaxton Square Invoices                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Administrative                     | Alexandra                                        |                                                                                                                                                                                                  | check and sort daily mail; process purchase orders; enter monthly invoices into QuickBooks; process and prepare payments for finance meetings; monitor and follow up on late invoices/fees and payment processing (including events, engineering fees, zoning etc.); record Square transactions; process and track tenant and meals tax payments. Communicate with residents and businesses regarding questions and concerns; assist with audit backup documentation; record and process late BPOL applications; Track delinquent BPOL filings and prepare letters to all past due filers; Record all incoming Haymarket Day payments and process new vendors                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| ARB                                | Alexandra                                        | 2.3 Research rules of engagement, roles and responsibilities of liaisons and council members                                                                                                     | The ARB Meeting for August is Scheduled for August 20 @ 7pm<br>A site visit for 14841 Washington Street was scheduled for Wednesday, August 20th at 6pm.<br>The ARB is in the process of revising its Guidelines and plans to bring them to the Town Council for initiating a Public Hearing at the December meeting.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Office Misc.:                      | Alexandra                                        |                                                                                                                                                                                                  | The Military Banner Program is now accepting applications from in-town residents and those residing in 20169 as of August 1st. Assist with event preparations; Business Roundtable reminder emails will go out to all business this week                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>New/Old Business Updates</b>    |                                                  |                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| New Businesses                     | Mobile Food Establishment: Essie Gourmet Company |                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |