

**TOWN OF VALDESE
TOWN COUNCIL ANNUAL/JOINT DINNER MEETING WITH VALDESE MERCHANTS
NOVEMBER 15, 2018**

The Town of Valdese Town Council met jointly with the Valdese Merchants for the Annual Dinner Meeting on Thursday, November 15, 2018, at 6:30 p.m., at the Old Rock School, Waldensian Room.

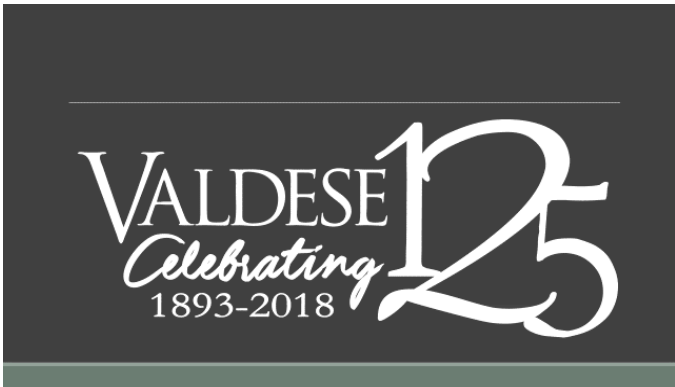
The following were present: Mayor John F. "Chip" Black, Jr., Councilwoman Susan Stevenson, Councilman J. Andrew Thompson, and Councilman Roy Sweezy. Also present were Town Manager Seth Eckard, Deputy Town Clerk Courtney Kennedy, and Community Affairs Director Morrissa Angi.

Absent: Councilman Keith Ogle and Councilwoman Frances Hildebran.

A quorum was present and no action was taken.

At 6:30 p.m., Mayor Black welcomed everyone and thanked the business owners for investing their time and money into the Town of Valdese. He offered the invocation and invited everyone to enjoy dinner catered by Old World Baking Company. There were approximately 50 downtown merchants and building owners in attendance.

Town Manager Seth Eckard shared the following presentation:



Main Street - Façade Grant Program



- Offered to all Downtown District Businesses (Eldred to Morganton Street)
- Reimbursement Grant of up to \$5,000 per storefront
- Application available at visitvaldese.com
- FREE Design Rendering from NC-Main Street

Encourage Merchants to work together



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| TWIN BROTHERS PIZZA CO.
718 Main Street East, Valdese, NC 27052
Pizza - Sandwiches - Calzones - Wings | MYRA'S LITTLE ITALY
183 South Ave. Tel: 828-879-7988
Steaks - Fish - Pasta |
| OLIVE JAWHIRE & BROS
800 Main Street West, Valdese, NC 27052
Breads - Sandwiches - Italian - Deli | MYRA'S
212 Main Street West, Valdese, NC 27052
Steaks - Sandwiches - Hot Chicks |
| CHURRY'S SANDWICH SHOP
831 Main Street West, Valdese, NC 27052
Sandwiches - Salads - Soups | 100 MAIN RESTAURANT & BAR
100 Main Street East, Valdese, NC 27052
Deli - Sandwiches - Specialty Burgers |
| LOS COMPADRES MEXICAN RESTAURANT
800 Main Street East, Valdese, NC 27052 | OLD WORLD BAKING COMPANY
188 Main Street West, Valdese, NC 27052
Pastries - Cakes - Breads - Sides - Soups |

Valdese Main Street Programs: Restaurant Cards created and disseminated to attendees for major events at the Old Rock School – including pageants, concerts etc.

Keep Valdese Clean & Green Campaign



In effort to encourage all Valdese residents, merchants and visitors to Keep Valdese Clean & Green – the Town of Valdese created a campaign to encourage the following:

- Reduce litter throughout Town and in our public parks
- Encourage owners to pick up after their pets
- Use downtown recycle bins and trash cans for all waste
- Remove trash carts from the curb within 24 hours of trash service

Small Business Saturday - November 24, 2018



- Encourage all customers, clients to visit Downtown on November 24th & SHOP LOCAL!
 - Merchants are invited to share events, specials and announcements on:
 - Shop Local – Valdese, NC Facebook Page
 - Reach over 650 interested people with your post
 - What is there to do in Valdese – Facebook Group
- Don't have Facebook? Call Morrissa at 828-879-2129 or email her at marrisa@valdesenc.gov and she will post your announcement for you

Movies at the Rock



- Valdese Main Street Program raised over \$15,000 to purchase projector equipment to show free movies
- Offer 1 movie a month September through April
- Sponsorships are available
- Next Up! Polar Express – December 1st at 7pm – Already 400+ signed up!

To date we have had over 1,200 people attend!

Special Projects...



Downtown Music – Coming Soon!
2 Speaker Locations
Intersection of Main & Rodoret
Town Parking Lot at Wells Fargo

Special Lighting
Tree at the Town Parking Lot at Wells Fargo will be lit during the Christmas Season & Special Event Celebrations in Downtown

Stamped Brick Crosswalk
Intersection of Main Street & Rodoret Street

Valdese Merchants Association

2018
President Danny Wells
Vice President Maryann Diamond
Secretary Jeanine Barus

Meetings are held the 4th Thursday of each month at 5:45pm

- Membership Dues go toward –
- Treats in the Street Costume Contest Prizes
 - Window Decorating Contest Prizes
 - Halloween & Christmas
 - Scholarships
 - Rotary Book Program
 - Santa Float for the Valdese Christmas Parade
 - Shop Hop Prizes for Adults & Children

Work together to support one another and give back to your community!

Up Next with the VMA Christmas Window Decorating Contest



- Decorate your window by December 10th
- People's Choice Votes – on Town of Valdese Facebook Page – Customers/Clients are invited to comment their vote – Winner = \$150
- Judges will make their decisions the week of December 10th –
 - \$200 First Place
 - \$100 Second Place
 - \$50 Third Place

At 7:27 p.m., the meeting adjourned.

The next meeting is a regularly scheduled Council Meeting on Monday, December 3, 2018, 6:00 p.m.

Town Clerk

Mayor