

Tristan Harris, Mayor
James Manspile, Vice Mayor
James Eubank
Rose Jeter
Marlon Rickman



Buchanan Town Council
Monday, April 8, 2024
Regular Meeting 7:00 p.m.
Council Chambers
19753 Main Street
Buchanan, VA 24066

Conference call-in option: 701-802-5423 Access Code:3474425

AGENDA

A. ROLL CALL AND ESTABLISHMENT OF QUORUM

B. MOMENT OF SILENCE

C. PLEDGE OF ALLEGIANCE TO THE U.S. FLAG

D. CONSENT AGENDA

1. Approval of Financials through January of 2024
2. Approval of Minutes: February 11, 2024, Council Minutes and March 11, 2024, Council Minutes.

E. AWARDS, RECOGNITIONS AND PRESENTATIONS

1. Employee Recognition – Claudine Stump

F. CITIZEN COMMENTS AND PETITIONS REGARDING AGENDA ITEMS – **This time is reserved for comments and questions for issues listed on the agenda.** **Comments should be directed to Council.**

G. NEW BUSINESS / ACTION ITEMS / PUBLIC HEARINGS

1. Social Media Quotes
 - 5Points Creative
 - Digital Marketing
 - FireFli
2. Buchanan Reggae by The River 2024
3. Flood Resilience Plan
4. Arbor Day Resolution
5. Charter Change Town Hall Meeting
6. Publish Proposed Ordinance – Water Metering of Multiunit Complexes
7. Lee Hartman and Sons Quote for PA system & Park WIFI
8. Town Council Communications
9. Staff Monthly Reports
 - i. Town Clerk
 - ii. Town Treasurer
 - iii. Town Manager

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H. CITIZEN COMMENTS AND PETITIONS REGARDING NON-AGENDA ITEMS– This time is reserved for comments and petitions for issues not listed on the agenda. Comments should be directed to Council.

I. ADDITIONAL COMMENTS

J. UPCOMING MEETINGS AND EVENTS

- **Spring Clean Up** – Saturday, April 13, 2024 8:00am – 2:00pm, Town Park Parking Lot
- **FSWVA Mobile Market** – Wednesday, April 24, 2024 – 1:00pm-2:00pm, Buchanan Resource Center.
- **LEAP Farmers Market** – Wednesday, May 1, 2024 – 1:00pm-2:30pm, Buchanan Resource Center.
- **Planning Commission** – Monday, May 6, 2024 – 7:00pm, Town Hall.
- **Town Council Work Session** – Thursday, May 9, 2024 – 7:00pm, Town Hall
- **Town Council Meeting** – Monday, May 13, 2024 – 7:00pm, Town Hall

K. ADJOURNMENT

Town of Buchanan, Virginia
Profit & Loss by Class
 July 2023 through January 2024

2:00 PM

03/19/2024

Accrual Basis

Ordinary Income/Expense

Income

3100000 Local Revenue

3110000 General Property Taxes

3110100 Real Property Taxes

3110101 Current Taxes

3110102 Delinquent Taxes

Total 3110100 Real Property Taxes

3110300 Personal Property Taxes

3110301 Current Taxes

3110302 Delinquent Taxes

Total 3110300 Personal Property Taxes

3110600 Penalties & Interest

3110601 Penalties & Interest

Total 3110600 Penalties & Interest

3110000 General Property Taxes - Other

Total 3110000 General Property Taxes

3120000 Other Local Taxes

3120100 Local Sales & Use Taxes

3120200 Consumer Utility Taxes

3120210 Consumption Tax

3120300 Business License Taxes

3120500 Vehicle Fees

3121000 Occupancy Tax

3121100 Meals Taxes

Total 3120000 Other Local Taxes

3130000 Permits/Fees/Reg Lic

3130307 Zoning Permits

General	Carnival	Water	Sewer	Unclassified	TOTAL
124,070.95	0.00	0.00	0.00	0.00	124,070.95
993.80	0.00	0.00	0.00	0.00	993.80
125,064.75	0.00	0.00	0.00	0.00	125,064.75
10,350.47	0.00	0.00	0.00	0.00	10,350.47
70.27	0.00	0.00	0.00	0.00	70.27
10,420.74	0.00	0.00	0.00	0.00	10,420.74
667.31	0.00	0.00	0.00	0.00	667.31
667.31	0.00	0.00	0.00	0.00	667.31
-1,184.00	0.00	0.00	0.00	0.00	-1,184.00
134,968.80	0.00	0.00	0.00	0.00	134,968.80
44,658.93	0.00	0.00	0.00	0.00	44,658.93
15,828.04	0.00	0.00	0.00	0.00	15,828.04
2,638.16	0.00	0.00	0.00	0.00	2,638.16
18,800.04	0.00	0.00	0.00	0.00	18,800.04
15,231.98	0.00	0.00	0.00	0.00	15,231.98
6,231.00	0.00	0.00	0.00	0.00	6,231.00
20,390.51	0.00	0.00	0.00	0.00	20,390.51
123,778.66	0.00	0.00	0.00	0.00	123,778.66
500.00	0.00	0.00	0.00	0.00	500.00

	General	Carnival	Water	Sewer	Unclassified	TOTAL
3130308 Building Permits						
Total 3130000 Permits/Fees/Reg Lic	400.00	0.00	0.00	0.00	0.00	400.00
3140000 Fines and Forfeitures						
3140102 Property Leins	900.00	0.00	0.00	0.00	0.00	900.00
Total 3140000 Fines and Forfeitures	1,853.83	0.00	0.00	0.00	0.00	1,853.83
3150000 Rev-Use of Money/Prop						
3150100 Interest Income	1,853.83	0.00	0.00	0.00	0.00	1,853.83
3150200 Rental Income	7,835.16	0.00	0.00	0.00	0.00	7,835.16
Total 3150000 Rev-Use of Money/Prop	475.50	0.00	0.00	0.00	0.00	475.50
3160000 Charges for Services						
3165000 Charge Enterprise Svcs	8,310.66	0.00	0.00	0.00	0.00	8,310.66
3165100 Water Revenues						
3165110 Water Services	-51.79	0.00	178,797.95	50.25	0.00	178,796.41
3165111 Water Sales	0.00	0.00	1,066.00	0.00	0.00	1,066.00
3165120 Water Penalties	14.60	0.00	12,036.90	0.00	0.00	12,051.50
3165130 Reconnect Fees	0.00	0.00	1,140.00	0.00	0.00	1,140.00
Total 3165100 Water Revenues	-37.19	0.00	193,040.85	50.25	0.00	193,053.91
3165200 Sewer Revenues						
3165210 Sewer Services	0.00	0.00	0.00	109,263.01	0.00	109,263.01
Total 3165200 Sewer Revenues	0.00	0.00	0.00	109,263.01	0.00	109,263.01
3165300 Garbage Fees						
3165310 Garbage Collection Fee	54,290.75	0.00	0.00	72.25	0.00	54,363.00
Total 3165300 Garbage Fees	54,290.75	0.00	0.00	72.25	0.00	54,363.00
Total 3165000 Charge Enterprise Svcs	54,253.56	0.00	193,040.85	109,385.51	0.00	356,679.92
Total 3160000 Charges for Services	54,253.56	0.00	193,040.85	109,385.51	0.00	356,679.92
3180000 Miscellaneous Revenue						
3189929 Christmas Mkt.	140.00	0.00	0.00	0.00	0.00	140.00
3189925 Mountain Magic	6,825.00	0.00	0.00	0.00	0.00	6,825.00
3189924 Botetourt Co. Fair	1,337.75	0.00	0.00	0.00	0.00	1,337.75
3189921 Reggae by the River	17,195.05	0.00	0.00	0.00	0.00	17,195.05
3189920 Bot.Co.Fishing Carnival	500.00	0.00	0.00	0.00	0.00	500.00

	General	Carnival	Water	Sewer	Unclassified	TOTAL
3189917 CivilWar History Weeked	150.00	0.00	0.00	0.00	0.00	150.00
3189904 Other	6,665.26	0.00	0.00	0.00	0.00	6,665.26
Miscellaneous Revenue						
3189903 Gifts and Donations	1,056.22	0.00	0.00	0.00	0.00	1,056.22
3189910 Arbor Day Donations	100.00	0.00	0.00	0.00	0.00	100.00
3189911 Event Fees	135.00	0.00	0.00	0.00	0.00	135.00
3189912 Carnival Proceeds	250.00	179,294.65	0.00	0.00	0.00	179,544.65
Miscellaneous Revenue - Other	49,746.50	0.00	0.00	0.00	0.00	49,746.50
Total Miscellaneous Revenue	51,287.72	179,294.65	0.00	0.00	0.00	230,582.37
Total 3180000 Miscellaneous Revenue	84,100.78	179,294.65	0.00	0.00	0.00	263,395.43
Total 3100000 Local Revenue	408,166.29	179,294.65	193,040.85	109,385.51	0.00	889,887.30
3200000 Rev from Commonwealth						
3220000 Non-Categorical Aid						
3220111 Car Rental Tax	651.30	0.00	0.00	0.00	0.00	651.30
3220150 Communications Tax	1,098.79	0.00	0.00	0.00	0.00	1,098.79
3220107 Rolling Stock Taxes	3,535.64	0.00	0.00	0.00	0.00	3,535.64
3220108 HB599 Aid Local Police	19,016.00	0.00	0.00	0.00	0.00	19,016.00
3220109 PPTRA-Car Tax Relief	11,608.54	0.00	0.00	0.00	0.00	11,608.54
Total 3220000 Non-Categorical Aid	35,910.27	0.00	0.00	0.00	0.00	35,910.27
3240000 Categorical Aid						
3240202 Safe Drinking Water Gra	0.00	0.00	5,814.78	0.00	0.00	5,814.78
Total 3240000 Categorical Aid	0.00	0.00	5,814.78	0.00	0.00	5,814.78
Total 3200000 Rev from Commonwealth	35,910.27	0.00	5,814.78	0.00	0.00	41,725.05
Total Income	444,076.56	179,294.65	198,855.63	109,385.51	0.00	931,612.35
Gross Profit	444,076.56	179,294.65	198,855.63	109,385.51	0.00	931,612.35
Expense						
Bank Service Charges	70.00	0.00	0.00	0.00	0.00	70.00
Uncategorized Expenses	8,617.21	0.00	0.00	0.00	0.00	8,617.21
01 General Government Admin						
001 Legislative						
11110 Town Council						

	General	Carnival	Water	Sewer	Unclassified	TOTAL
1100 Salaries	2,520.00	0.00	0.00	0.00	0.00	2,520.00
3600 Advertising	1,012.26	0.00	0.00	0.00	0.00	1,012.26
5600 Mileage Reimbursement	49.40	0.00	0.60	0.45	-50.45	0.00
5800 Miscellaneous Expense	50,031.75	0.00	0.00	0.00	0.00	50,031.75
5810 Dues and Memberships	225.00	0.00	0.00	0.00	0.00	225.00
Total 11110 Town Council	53,838.41	0.00	0.60	0.45	-50.45	53,789.01
Total 001 Legislative	53,838.41	0.00	0.60	0.45	-50.45	53,789.01
Total 01 General Government Admin	53,838.41	0.00	0.60	0.45	-50.45	53,789.01
02 General & Financial Admin						
12210 Legal Services						
3100 Professional Services	8,764.84	0.00	0.00	0.00	0.00	8,764.84
Total 12210 Legal Services	8,764.84	0.00	0.00	0.00	0.00	8,764.84
12410 Clerk-Treasurer						
3140 ARPA Exp - General						
1100 Salaries	24,765.00	0.00	0.00	0.00	0.00	24,765.00
1110 Overtime	34,772.14	0.00	0.00	0.00	0.00	34,772.14
1120 Bonus	5,158.55	0.00	0.00	0.00	0.00	5,158.55
2100 FICA/Medicare Tax	850.00	0.00	0.00	0.00	0.00	850.00
2110 Virginia Unemployment Ins	9,752.53	0.00	503.28	464.55	0.00	10,720.36
2212 Retirement	45.50	0.00	3.78	4.51	0.00	53.79
2300 Health Insurance	2,660.18	0.00	0.00	0.00	0.00	2,660.18
3120 Accounting Services	11,079.99	0.00	0.00	0.00	0.00	11,079.99
3130 Bank Service Charges	10,611.72	0.00	0.00	0.00	0.00	10,611.72
3500 Printing and Binding	1,424.65	0.00	0.00	0.00	0.00	1,424.65
3600 Advertising	3,359.54	0.00	0.00	0.00	0.00	3,359.54
5210 Postal Services	2,080.00	0.00	0.00	0.00	0.00	2,080.00
5230 Telecommunications	2,300.55	0.00	0.00	0.00	0.00	2,300.55
5401 Copy Machine Rental	2,599.54	338.60	0.00	0.00	0.00	2,938.14
5600 Mileage Reimbursement	1,321.07	0.00	0.00	0.00	0.00	1,321.07
5800 Miscellaneous Expense	50.45	0.00	0.00	0.00	0.00	50.45
5810 Dues and Memberships	202.12	0.00	0.00	0.00	0.00	202.12
	50.00	0.00	0.00	0.00	0.00	50.00

	General	Carnival	Water	Sewer	Unclassified	TOTAL
6001 Office Supplies	1,069.86	0.00	76.35	0.00	0.00	1,146.21
Total 12410 Clerk-Treasurer	114,153.39	338.60	583.41	469.06	0.00	115,544.46
12510 Town Manager						
1100 Salaries	37,692.34	0.00	0.00	0.00	0.00	37,692.34
1120 Bonus	350.00	0.00	0.00	0.00	0.00	350.00
2100 Fica/Medicare Tax	-205.96	0.00	0.00	0.00	0.00	-205.96
2212 Retirement	2,932.61	0.00	0.00	0.00	0.00	2,932.61
2300 Health Insurance	4,610.00	0.00	0.00	0.00	0.00	4,610.00
Total 12510 Town Manager	45,378.99	0.00	0.00	0.00	0.00	45,378.99
Total 02 General & Financial Admin	168,297.22	338.60	583.41	469.06	0.00	169,688.29
03 Public Safety						
001 Law Enforcement						
31100 Police Department						
3840 Purch of Svc from County	17,500.00	0.00	0.00	0.00	0.00	17,500.00
Total 31100 Police Department	17,500.00	0.00	0.00	0.00	0.00	17,500.00
Total 001 Law Enforcement	17,500.00	0.00	0.00	0.00	0.00	17,500.00
002 Fire & Rescue Services						
32200 Volunteer Fire Department						
5602 Fire Dept building maint.	520.00	0.00	0.00	0.00	0.00	520.00
Total 32200 Volunteer Fire Department	520.00	0.00	0.00	0.00	0.00	520.00
Total 002 Fire & Rescue Services	520.00	0.00	0.00	0.00	0.00	520.00
Total 03 Public Safety	18,020.00	0.00	0.00	0.00	0.00	18,020.00
04 Public Works						
43200 Maint of Gen Properties						
1100 Salaries & Wages	23,279.65	0.00	555.00	55.50	0.00	23,890.15
1110 Overtime	425.50	0.00	0.00	0.00	0.00	425.50
1120 Bonus	700.00	0.00	0.00	0.00	0.00	700.00
2100 FICA/Medicare	-33.79	0.00	0.00	0.00	0.00	-33.79
2212 Retirement	1,174.44	0.00	518.51	482.14	0.00	2,175.09
2300 Health Insurance	7,376.00	0.00	0.00	0.00	0.00	7,376.00
3310 Repair & Maint Services	113,148.58	0.00	0.00	0.00	0.00	113,148.58

	General	Carnival	Water	Sewer	Unclassified	TOTAL
3322 Janitorial Services	720.00	0.00	0.00	0.00	0.00	720.00
5100 Electricity - Streetlights	9,143.20	0.00	0.00	0.00	0.00	9,143.20
5110 Electricity - Town Hall	1,368.71	0.00	0.00	0.00	0.00	1,368.71
5230 Telecommunications	815.29	0.00	52.90	41.34	0.00	909.53
5308 General Liability Insur	255.00	0.00	0.00	0.00	0.00	255.00
5800 Miscellaneous Expense	0.00	0.00	0.00	6.27	0.00	6.27
5811 Uniforms & Safety Clothing	35.00	0.00	593.35	144.04	0.00	772.39
5812 Safety Footwear	349.23	0.00	0.00	200.06	0.00	549.29
6007 Repair & Maint Supplies	8,980.15	0.00	84.00	0.00	0.00	9,064.15
6008 Vehicle & Equip Fuels	2,340.68	0.00	202.44	0.00	0.00	2,543.12
43200 Maint of Gen Properties - Other	34,269.26	0.00	103.42	0.00	0.00	34,372.68
Total 43200 Maint of Gen Properties	204,346.90	0.00	2,109.62	929.35	0.00	207,385.87
44000 Trash Department						
33301 Brush Grinding	12,000.00	0.00	0.00	0.00	0.00	12,000.00
33201 Trash Pickup	6,564.00	0.00	0.00	0.00	0.00	6,564.00
Total 44000 Trash Department	18,564.00	0.00	0.00	0.00	0.00	18,564.00
44100 Water Operations						
8110 ARPA Water Expenditures	0.00	0.00	6,443.86	0.00	0.00	6,443.86
1100 Salaries & Wages	0.00	0.00	5,993.50	0.00	0.00	5,993.50
1110 Overtime	0.00	0.00	30.75	0.00	0.00	30.75
3100 Prof Svcs & Miss Utility	0.00	0.00	56.20	0.00	0.00	56.20
3110 Operating Contract	0.00	0.00	44,176.70	0.00	0.00	44,176.70
3310 Repairs & Maint Contract	0.00	0.00	130.00	0.00	0.00	130.00
3700 Permits	0.00	0.00	1,641.00	0.00	0.00	1,641.00
5110 Utilities	0.00	0.00	6,613.98	0.00	0.00	6,613.98
5210 Postal Services	0.00	0.00	504.00	0.00	0.00	504.00
5410 Lease/Rent of Equipment	0.00	0.00	3,342.12	0.00	0.00	3,342.12
5810 Dues and Memberships	0.00	0.00	400.00	0.00	0.00	400.00
6001 Office Supplies	0.00	0.00	36.25	0.00	0.00	36.25
6007 Repair & Maint Supplies	0.00	0.00	24,555.79	0.00	0.00	24,555.79
6009 Vehicle & Equip Supplies	0.00	0.00	3,789.26	0.00	0.00	3,789.26

	General	Carnival	Water	Sewer	Unclassified	TOTAL
6014 Operating Supplies	0.00	0.00	945.99	0.00	0.00	945.99
44100 Water Operations - Other	0.00	0.00	3,260.50	0.00	0.00	3,260.50
Total 44100 Water Operations	0.00	0.00	101,919.90	0.00	0.00	101,919.90
44110 Water Filtration Plant						
3310 Repairs & Maint Contract	0.00	0.00	6,690.89	0.00	0.00	6,690.89
5110 Utilities	0.00	0.00	5,013.30	0.00	0.00	5,013.30
6014 Operating Supplies	0.00	0.00	4,936.00	0.00	0.00	4,936.00
44110 Water Filtration Plant - Other	0.00	0.00	787.47	0.00	0.00	787.47
Total 44110 Water Filtration Plant	0.00	0.00	17,427.66	0.00	0.00	17,427.66
44200 Sewer Operations						
8110 ARPA Sewer Expenditures	0.00	0.00	0.00	6,143.84	0.00	6,143.84
5230 Telecommunications	0.00	0.00	0.00	321.08	0.00	321.08
1100 Salaries & Wages	0.00	0.00	0.00	6,017.00	0.00	6,017.00
3100 Prof Svcs & Miss Utility	0.00	0.00	0.00	56.20	0.00	56.20
3110 Operating Contract	0.00	0.00	0.00	44,176.70	0.00	44,176.70
3310 Repairs & Maint Contract	0.00	0.00	0.00	19,192.50	0.00	19,192.50
3320 Sludge Disposal	0.00	0.00	0.00	605.00	0.00	605.00
3700 Permits	0.00	0.00	0.00	3,420.00	0.00	3,420.00
5110 Utilities	0.00	0.00	0.00	19,387.67	0.00	19,387.67
5410 Lease/Rent of Equipment	0.00	0.00	0.00	8,095.73	0.00	8,095.73
5800 Miscellaneous Expense	0.00	0.00	0.00	23,500.00	0.00	23,500.00
6001 Office Supplies	0.00	0.00	0.00	67.67	0.00	67.67
6007 Repair & Maint Supplies	0.00	0.00	0.00	2,823.91	0.00	2,823.91
6008 Vehicle & Equip Fuels	0.00	0.00	0.00	38.12	0.00	38.12
6009 Vehicle & Equip Supplies	0.00	0.00	0.00	3,657.15	0.00	3,657.15
6014 Operating Supplies	0.00	0.00	0.00	9,588.90	0.00	9,588.90
44200 Sewer Operations - Other	0.00	0.00	0.00	1,337.48	0.00	1,337.48
Total 44200 Sewer Operations	0.00	0.00	0.00	148,428.95	0.00	148,428.95
Total 04 Public Works	222,910.90	0.00	121,457.18	149,358.30	0.00	493,726.38
07 Parks, Events & Cultural						
71100 Parks & Recreation						

	General	Carnival	Water	Sewer	Unclassified	TOTAL
5819 Reggae by the River	8,914.90	0.00	0.00	0.00	0.00	8,914.90
5822 Botetourt Co. Fair	188.00	0.00	0.00	0.00	0.00	188.00
5823 Mountain Magic	1,950.00	0.00	0.00	0.00	0.00	1,950.00
5824 Christmas Parade	349.80	0.00	0.00	0.00	0.00	349.80
5825 Christmas Eve Luminaries	4,776.73	0.00	0.00	0.00	0.00	4,776.73
5827 Misc. Event Supplies	7,639.45	0.00	0.00	0.00	0.00	7,639.45
6001 Office Supplies	165.95	0.00	0.00	0.00	0.00	165.95
3600 Advertising	2,775.00	0.00	0.00	0.00	0.00	2,775.00
5840 Town Events	1,300.00	0.00	0.00	0.00	0.00	1,300.00
71100 Parks & Recreation - Other	113.60	0.00	0.00	0.00	0.00	113.60
Total 71100 Parks & Recreation	28,173.43	0.00	0.00	0.00	0.00	28,173.43
71200 Carnival						
5110 Utilities	0.00	2,414.73	0.00	0.00	0.00	2,414.73
5801 Carnival Operations	0.00	11,570.55	0.00	0.00	0.00	11,570.55
Total 71200 Carnival	0.00	13,985.28	0.00	0.00	0.00	13,985.28
Total 07 Parks, Events & Cultural	28,173.43	13,985.28	0.00	0.00	0.00	42,158.71
08 Development						
81200 Community Development						
1100 Salaries & Wages	19,499.37	0.00	0.00	0.00	0.00	19,499.37
1110 Overtime	3,217.65	0.00	0.00	0.00	0.00	3,217.65
2212 Retirement	1,230.12	0.00	0.00	0.00	0.00	1,230.12
2300 Health Insurance	4,610.00	0.00	0.00	0.00	0.00	4,610.00
3600 Advertising	4,960.50	0.00	0.00	0.00	0.00	4,960.50
5210 Postage	226.96	0.00	0.00	0.00	0.00	226.96
Total 81200 Community Development	33,744.60	0.00	0.00	0.00	0.00	33,744.60
Total 08 Development	33,744.60	0.00	0.00	0.00	0.00	33,744.60
09 Nondepartmental						
005 Debt Service						
95500 Water Debt Service						
95510 Principal Payments	0.00	0.00	111,849.71	0.00	0.00	111,849.71
Total 95500 Water Debt Service	0.00	0.00	111,849.71	0.00	0.00	111,849.71

	General	Carnival	Water	Sewer	Unclassified	TOTAL
Total 005 Debt Service	0.00	0.00	111,849.71	0.00	0.00	111,849.71
Total 09 Nondepartmental	0.00	0.00	111,849.71	0.00	0.00	111,849.71
Total Expense	533,671.77	14,323.88	233,890.90	149,827.81	-50.45	931,663.91
Net Ordinary Income	-89,595.21	164,970.77	-35,035.27	-40,442.30	50.45	-51.56
Net Income	-89,595.21	164,970.77	-35,035.27	-40,442.30	50.45	-51.56



Minutes of Council Meeting
Buchanan, VA

February 12, 2024

Present: Mayor Tristan Harris
Vice Mayor James Manspile
Councilmember James Eubank
Councilmember Rose Jeter
Councilmember Marlon Rickman

Mayor Harris called the February 12, 2024, Council Meeting to order at 7:00 p.m. This meeting was held in the Town Hall. Town Clerk Claudine Stump took roll call. With five members of the Council present, a quorum was established. A moment of silence was held, and the Pledge of Allegiance was recited.

Vice Mayor Manspile made a motion to amend the agenda. The order should be changed for items 5 and 6 to be added to awards and presentations, and a closed session added to the end of the meeting. Councilmember Rickman gave a second for the motion. With no further discussion, the agenda was amended with a vote of 5 – 0.

The first item on the agenda was approval of the consent agenda which included the approval of the financial reports for January, the paid bills, and the minutes of the October 5, 2023, Work Session, October 16, 2023, Emergency Called Council Meeting, November 9, 2023, Work Session, November 13, 2023, regular Council meeting, and the December 7, 2023 Work Session. Vice Mayor Manspile made a motion to approve the consent agenda with a second from Councilmember Eubank. Mayor Harris asked for further discussion. With no further discussion, the consent agenda was approved with a vote of 4 – 0 with Councilmember Jeter abstaining.

The next item on the agenda was awards and recognitions.

- Councilmember Rickman had a plaque to present to Carroll Boblett for his work and dedication to the Veteran Banner program.
- Pat Brooks owner of the Hair Affair 19736 Main Street gave a report from the volunteers on the Christmas Festival of Lights on the Town Park. Ms. Brooks made suggestions for next year.
- Councilmember Rickman made a motion to let the volunteers go ahead with planning the Festival of Lights for 2024 with a second from Vice Mayor Manspile. Mayor Harris stated that the display was wonderful. It will be put on a Work session agenda to work out a budget. With no further discussion the motion to have the volunteers organize the Festival of Lights for the 2024 Christmas season was approved with a vote of 5 – 0.

- Dr. Molly O'Dell of 254 Culpepper Ave and Jason Espee, the Federal Facilitator for the Recreation Economy for Rural Communities (RERC) for the last 2 years, made a presentation of the RERC. Council discussed next steps for the RERC. Councilmember Jeter made a motion to make the newly formed Outdoor Recreation Committee the RERC. Vice Mayor Manspile added that Councilmember Jeter should chair the committee to the motion. Councilmember Rickman gave a second to the motion. With no further discussion, the motion was carried with a vote of 5 – 0.

The next item on the agenda was citizen comments and petitions regarding Agenda items.

- There was no one signed up to speak.

The next item on the agenda was new action/business/public hearings.

- The first action item was the Public Hearing for Special Use Permit SUP 2024-01 to retain the Existing Wall Mural at 19384 & 19386 Main Street (65A-64). Vice Mayor Manspile made a motion to Open the Public Hearing with a second from Councilmember Eubank. With no further discussion, the Public Hearing was opened with a vote of 5 – 0. Mayor Harris explained the need for the public hearing. Mayor Harris opened the floor for public input. Mark Lindsey of 19602 Main St. asked for clarification of what was being done to the mural. Mayor Harris clarified the stipulations. Mayor Harris stated the Planning Commission recommended approval of SUP 2024-01. Vice Mayor Manspile made a motion to close the Public Hearing with a second from Councilmember Jeter. With no further discussion, the Public Hearing was closed with a vote of 5 – 0.
- Councilmember Jeter made a motion to approve Special Use Permit SUP 2024-01 with a second from Vice Mayor Manspile. Mayor Harris asked for further discussion. With no further discussion, the motion was approved with a vote of 5 – 0.
- The next action item was Resolution R240212-01: A Resolution to Amend the Buchanan Real Estate Investment Grant Program. Mayor Harris explained the grant and the proposed changes to the grant in the Resolution. Vice Mayor Manspile made a motion to approve the resolution with a second from Councilmember Eubank. With no further discussion, the Resolution was approved with a vote of 5 – 0.
- The next action item was Resolution R24-0212-02: A Resolution to Increase the Fee for Commercial Solid Waste Collection Service in the Town of Buchanan. Vice Mayor Manspile explained the reason for the resolution. Vice Mayor Manspile made a motion to approve the Resolution with a second from Councilmember Rickman. Councilmember Jeter made a recommendation to add an explanation for the increase to the Newsletter. With no further discussion, the Resolution was approved with a vote of 5 – 0.
- The next action item was the Goals for 2024. Mayor Harris explained the goals Council has set for 2024.

The next item on the agenda was citizen comments regarding non agenda items.

- Dale Gore of 118 Deacon Dr. asked if a tax relief could be added to the goals for 2024.
- Mike Burton of 591 Culpepper Ave. Mr. Burton stated that former Vice Mayor Witt had stated that the Town was trying to change the zoning ordinances to give Town more ability to enforce

Town codes. Can that be added to the Council's goals? Mayor Harris stated that is currently being worked on in Planning Commission.

The next item on the agenda was staff reports.

- Town Clerk Claudine Stump stated she did not have a report.
- Town Manager George Hayfield went over ongoing water/sewer projects, and open positions. Vice Mayor Manspile stated issues with the water/sewer hook-ups for Factory Flats.

The next item on the agenda was additional comments.

- Bill Price of Sirens and Salutes explained the green lightbulb are to show support for veterans. One bulb shows support, two bulbs show a veteran in the family. Mr. Price asked if Town would consider putting 2 green bulbs on the James River Bridge. Vice Mayor Manspile made a motion for Council to purchase the bulbs for the bridge with a second from Mayor Harris. With no further discussion, the motion was passed with a vote of 5 – 0.
- Vice Mayor Manspile stated there is an opening on the Planning Commission if anyone is interested.
- Pat Jasper of 95 Pattonsburg Lane. Ms. Jasper stated the street light across from the Community House is very dim. Ms. Jasper asked why the old schoolhouse building is not fenced off.
- Steve Grigg of 19505 Main Street stated that Botetourt County has been notified about issues with the old schoolhouse, but nothing has been done.

Next on the agenda was upcoming meetings and events.

- Mayor Harris stated the upcoming meetings and events.

Mayor Harris made a motion to go into closed session under provision 2.2-3711-1 personnel matters with a second from Councilmember Eubank. The motion was carried with a roll call vote of 5 – 0.

Closed Session began at 9:16 pm.

Closed Session ended at 9:50 pm.

Mayor Harris certified the closed session with a roll call vote of 5 – 0.

Vice Mayor Manspile stated the job posting that was put out was put out without Council approval as directed at the January meeting.

Vice Mayor Manspile made a motion to adjourn with a second from Mayor Harris. With no further discussion, the motion was carried with a vote of 5 – 0.

Adjournment was at 9:51pm.

Respectfully submitted,

Claudine Stump, Clerk

Tristan Harris, Mayor



Minutes of Council Meeting
Buchanan, VA

March 11, 2024

Present: Mayor Tristan Harris
Vice Mayor James Manspile
Councilmember James Eubank
Councilmember Rose Jeter
Councilmember Marlon Rickman

Mayor Harris called the March 11, 2024, Council Meeting to order at 7:00 p.m. This meeting was held in the Town Hall. Town Clerk Claudine Stump took roll call. With five members of the Council present, a quorum was established. A moment of silence was held, and the Pledge of Allegiance was recited.

The first item on the agenda was approval of the consent agenda which included the approval of the minutes of the December 11, 2023, Council Meeting, January 8, 2024, Council Meeting, and February 8, 2024, Vice Mayor Manspile made a motion to approve the consent agenda with a second from Councilmember Eubank. Mayor Harris asked for further discussion. With no further discussion, the consent agenda was approved with a vote of 4 – 0 with Councilmember Jeter abstaining.

The next item on the agenda was awards and recognitions.

- Councilmember Rickman presented a plaque to Carroll Boblett for his work and dedication to the Veteran Banner program. There are 123 Veteran's Banners.

The next item on the agenda was citizen comments and petitions regarding Agenda items.

- There was no one signed up to speak.

The next item on the agenda was new action/business/public hearings.

- The first action item was R24-0311-03: A Resolution Appointing A. Reese Peck as Interim Town Manager for the Town of Buchanan, Virginia. Mr. Peck stated a correction. The effective date should be changed from March 11, 2024, to February 26, 2024. Councilmember Jeter made a motion to approve with a second from Councilmember Rickman. With no further discussion, the resolution was approved with a vote of 5 – 0.
- The next action item was consideration of resolution R24-0311-04: A Resolution Appointing the Zoning Administrator for the Town of Buchanan. Vice Mayor Manspile made a motion to approve the resolution with a second from Councilmember Eubank. With no further discussion, the resolution was approved with a vote of 5 – 0. Mayor Harris explained the reason for the

resolution. Town Manager Peck stated that he is appointing the Berkley group as the designated representative for zoning.

- Town Manager Peck explained the contract with the Berkley group. Councilmember Jeter wanted it noted that this is needed because of turnover in staff. Councilmember Jeter made a motion to approve the Berkley contract with a second from Vice Mayor Witt. With no further discussion, the contract was approved with a vote of 5 – 0.
- The next action item was the health insurance renewal for Town staff. Town Manager Peck explained the current plan at the levels the Town currently has. Town Manager Peck stated if the Council wants changes, they need to be made before April 1, 2024. Vice Mayor Manspile made a motion to approve the renewal with a second from Councilmember Rickman. With no further discussion, the renewal was approved with a vote of 5 - 0.
- The next action item was hiring the firm to recruit a Town Manager. Town Manager Peck explained the reason for hiring the firm. Vice Mayor Manspile made a motion to approve the Interim Town Manager to move forward with the plan that has been laid out with a second from Councilmember Eubank. With no further discussion, the motion was carried out with a vote of 5 – 0.
- The next action item was the amendment of the Town Code 22-154: Newly Constructed Apartment, Condominium, or Duplex Buildings in mixed residential buildings or renovated buildings. Mayor Harris read the current Town Code. Mayor Harris explained the reason for the possible amendment. Interim Town Manager Peck explained different ways it could be amended. The council discussed the issue. Councilmember Jeter made a motion to table the issue until the Council and the developers can meet and get everything on paper with a second from Vice Mayor Manspile. With no further discussion, the motion was carried out with a vote of 5 – 0. Interim Manager Peck stated we need to go through the code and have a meeting with the County Building Inspector to let them know of any deviations from the State and County building codes.
- The next action item was the Carnival T-Shirts. Sissy Austin explained the quote received from Mojo sportswear for the Carnival T-Shirts. Vice Mayor Manspile made a motion for Sissy Austin to proceed with the T-shirt order for the Carnival with a second from Councilmember Rickman. With no further discussion, the motion was carried out with a vote of 5 – 0.
- The next action item was an update on the Gauge Dock. Mr. Mike Burton of 591 Culpepper Ave gave an update on the information he has found out about the Gauge Dock.
- The next action item was the marketing firm proposal. Councilmember Jeter explained her proposal for working with a marketing firm for promoting the Town. Councilmember Jeter made a motion to proceed with getting quotes from some marketing firms with a second from Councilmember Eubank. With no further discussion, the motion was carried out with a vote of 5 – 0.
- The next action item was the staff reports. Town Treasurer Eva Shannon asked if the committee for the gaming license has been selected. The council discussed some options for the gaming license. Treasurer Shannon explained that Town as a municipality can not obtain a gaming license. Only non-profits (501c3's) can obtain a gaming license. Interim Town Manager Peck gave his report. Interim Manager Peck listed several issues the Town is facing and his plans to fix them.

The next item on the agenda was citizen comments and petitions on non-agenda items.

- There was no one signed up to speak.

The next item on the agenda was additional comments.

- Councilmember Manspile stated the quote given by Security Solutions for internet to the park, repairing some camera issues, and adding some security cameras to areas of the park that have been having vandalism issues, and a new PA system for the park. Council discussed the quote. Councilmember Jeter requested another quote. Vice Mayor Manspile stated that the quote can be broken down so that Security Solutions can do the repairs for the camera. Lee Hartman and Sons was recommended for the 2nd quote for the PA system. Treasurer Shannon stated she would contact Shentel to find out what is needed to set up WIFI for the park. Vice Mayor Manspile made a motion for all the camera work to be done by Security Solutions and tabling the WIFI and PA system until other quotes are obtained with a second from Councilmember Rickman. With no further discussion, the motion was carried out with a vote of 5 – 0.
- Pat Jasper of 45 Pattonsburg Lane asked if the counterfeit pens will be available at the Carnival.
- Steve Grigg of 19505 Main Street asked if there is a possibility of going cashless or using cards.
- Mark Lindsey of 19602 Main Street suggested using a Carnival bucks or chips system instead of cash.
- The council discussed potential scenarios for the different suggestions.
- Councilmember Jeter stated that on March 19, 2024, we will be hosting an event for the Buchanan Businesses as part of the RERC grant.
- Vice Mayor Manspile asked for an update on the billboard. Town Clerk Claudine Stump updated the Council on upcoming billboard signs. Mark Lindsey asked if Town had ever considered putting a sign out towards the interstate. Vice Mayor Manspile stated the reasons the Town has not put a sign out there.
- Councilmember Eubank stated that the Easter activities are set up in the Town office. Please bring your children and grandchildren.

The next item on the agenda was upcoming events.

- Mayor Harris announced the upcoming events.

Vice Mayor Manspile made a motion to adjourn the meeting with a second from Councilmember Rickman. Mayor Harris asked for further discussion. With no further discussion, the meeting was adjourned with a vote of 5 -0.

Adjournment was at 9:06pm.

Respectfully submitted,

Claudine Stump, Clerk

Tristan Harris, Mayor

TOWN OF BUCHANAN

STRATEGIC MARKETING, SOCIAL MEDIA, AND COMMUNICATIONS PROJECT

Rose Jeter
rjeter@buchanan-va.gov

5points
CREATIVE

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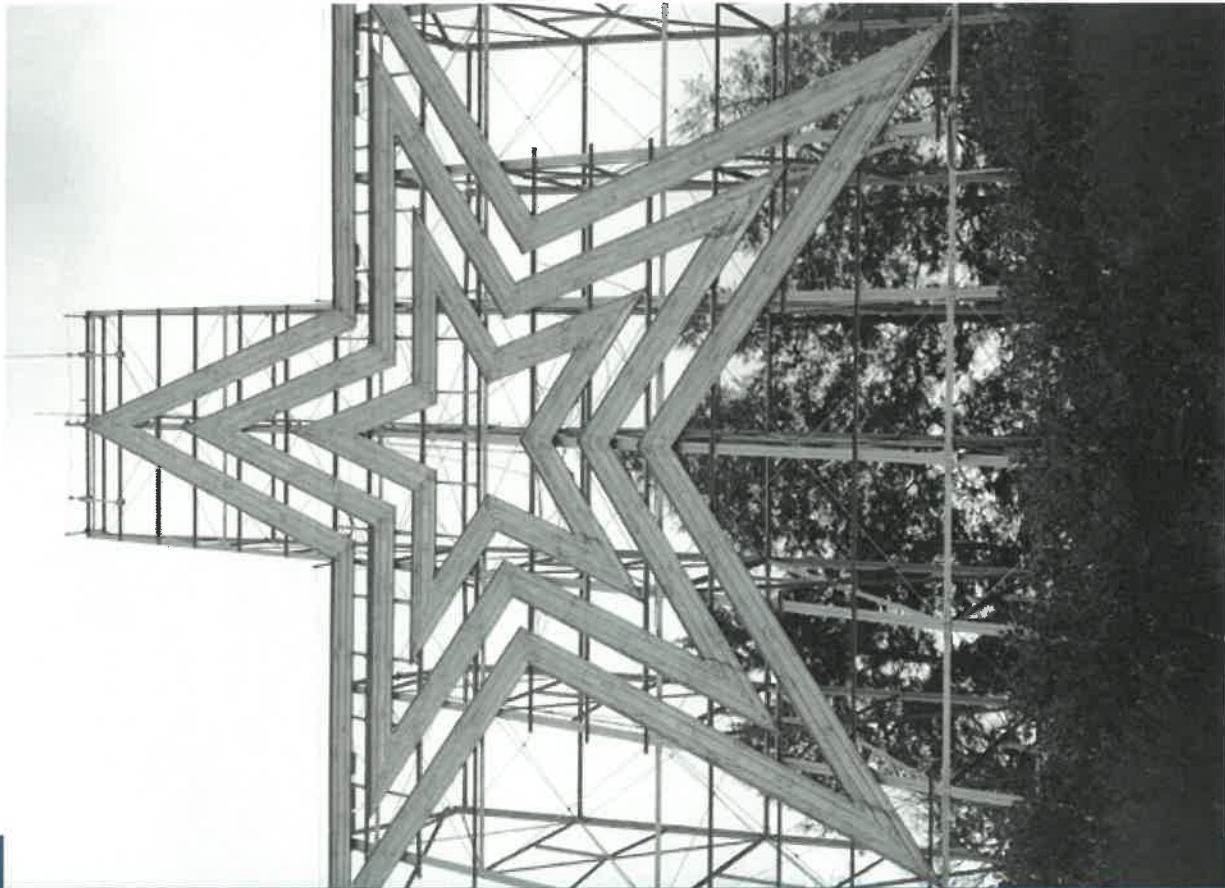
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A LITTLE ABOUT US

5Points Creative is a full-service creative marketing agency specializing in branding, digital, communications, and media buying.

We are passionate about helping organizations create meaningful and lasting relationships with their customers through captivating experiences.



THE RUNDOWN

50⁺

Combined Years of
B2B + B2C Marketing
Experience

50⁺

National & Regional
Awards

15⁺

Talented Minds

15⁺

Years in Business





OUR CLIENT CONNECTIONS

Our best results come from collaborating with clients who are passionate about what they do.

Whether it is business to business, technology, retail, medical, home services, non-profit, or some other type of client, we start with listening.

The good work we do begins there.

GETTING TO KNOW YOU

The Town of Buchanan is seeking a reliable partner to navigate its marketing landscape during the search for its new Town Manager. In the meantime, a dedicated Town Council member with a marketing background is spearheading social media, marketing, and communications efforts.

Recognizing the need for sustained support, the Town Council aims to enlist a competent partner to bridge the gap and potentially establish a long-term collaboration. Our proposal aligns with these objectives, focusing on immediate priorities while laying the groundwork for a cohesive, future-oriented strategy.

Immediate Needs:

- Strategic Marketing
- Social Media Creative Assistance & Management
- Communications & Email Marketing Support

As a full-service marketing firm, 5Points Creative is uniquely positioned to address these challenges promptly and comprehensively. We understand the urgency of this transitional phase and are committed to relieving the pressure on all stakeholders involved.

Our approach involves creating a content strategy tailored to the Town of Buchanan's needs, ensuring seamless integration with your existing outreach efforts. Your project will be overseen by a dedicated Account Lead, guaranteeing personalized attention and access to our diverse range of resources.

With a proven track record spanning private, public, and nonprofit sectors, 5Points Creative is your ideal partner at this critical juncture. Let us support you as you embark on this important journey.

OUR TEAM

OUR TEAM



BRUCE C. BRYAN, ADVERTISING CZAR
strategic, resourceful, insightful

- 20+ years of media sales and management experience
- Founded 5Points Creative in 2009
- Produced scores of regional and national award-winning marketing and advertising projects
- Passionate about aligning 5Points Creative to best serve mission-driven clients



BRAD BOOTHE, QB1
determined, ardent, problem-solver

- Experienced Marketing Director across multiple industries including commercial, retail, and banking
- Developed 5Points Creative's digital department including website build and design teams



KYM RICKETTS, CREATIVE ALCHEMIST
solution-based, passionate, thoughtful

- Experienced professional with 20+ years of creative problem solving
- Portfolio of award-winning regional and national work
- Knowledgeable across numerous industries including tourism, higher education, and health care



TAYLOR SMITH, CLIENT EXPERIENCE CURATOR
direct, open-minded, friendly

- Passionate about understanding people and the best way to communicate
- Open-minded and always ready to find a solution
- Entrepreneurial mindset and eager to help

OUR TEAM



ANNA BERTINO, WORD NERD
Compassionate, upbeat, stalwart

- Well-versed in communicating with clients to meet and exceed goals together
- Experienced copywriter and social media manager with a love for storytelling
- Richmond native, George Mason University Honors College alumna



MADELINE SZURLEY, WINGWOMAN
insightful, versatile, genuine

- Adaptable with the ability to thrive in various situations, embracing change and challenges with ease
- Sincere and authentic with a passion for fostering honest and meaningful connections with others
- Enjoys collaboration and celebrating the successes of the team!



PEGGY WHITE, RAINMAKER
enthusiastic, passionate, energetic

- 20 years advocating for businesses, industry and organizations; creating strong networking occasions, marketing and promotional opportunities, and developing successful community projects and award winning events to bring communities together
- Combined Chamber and tourism experience, leading to the development and creation of an award winning tourism department
- Adept at discovering unforeseen creative opportunities

OUR TEAM



ALICE STEFFLER, VISUAL LINGUIST
adventurous, maximalist, adaptable

- 3+ years of experience working with nonprofits in multiple industries
- Experience making motion, print, and web design
- Finds joy and value in collaboration that furthers design thinking and strategizing



HANNAH ESCOBEDO, GRAPHIC GURU
diligent, thoughtful, creative

- Creative thinker with a deep love for illustration and branding
- Skilled in crafting visually stunning branding and design to tell stories with intention
- 7+ years in the industry with in-house, freelance, and agency experience

CASE STUDIES

Case Study

CRAIG BOTETOURT ELECTRIC CO.



**CRAIG-BOTETOURT
ELECTRIC COOPERATIVE**



CASE STUDY

CRAIG BOTETOURT ELECTRIC CO.

Thoughtfully craft an elevated brand identity that represents their electric services.

A new website to reflect their electric co-op and affordable broadband internet in a beautiful region of Virginia.

Web design that refreshes a previously clunky and outdated interface with a modern, functional, and easy-to-update user experience.

Promote brand aesthetic through beautiful illustrations and images/video shot on-site.

INDUSTRY

Utility

DELIVERABLES

- Strategy
- Website
- Photography

CASE STUDY

PULASKI COUNTY



CASE STUDY

PULASKI COUNTY

Pulaski County believed they could improve their media views and increase tourism traffic through more strategic media buys and an updated, modern, and user-friendly website.

From this initial media buying partnership, a high level of trust and transparency was established with Pulaski County Tourism, and they have relied on 5PC to manage several other projects, including their website design and creation, marketing strategy, video production, media buying, marketing support, branding, creative services, and project management.

Pulaski County saw a 78% user increase, 80% new user increase, 74% increase in direct traffic, and 46% increase in organic traffic flow from their new website.

By listening first to Pulaski's needs and then implementing a new marketing strategy, 5PC won a **Best of Show** Addy for the new website alongside a large uptick in tourism flow and interest for Pulaski County Tourism.

INDUSTRY

Tourism

DELIVERABLES

- Strategy
- Media Buying
- Print Advertising
- Television Commercials
- Digital
- Website

TESTIMONIALS

TESTIMONIALS



MB Contractors

Mike Cagle

Executive Vice President

"5Points stood out to us by their creativity and collaborative spirit. We appreciate the similarities in our businesses' core values: delivering the best work in a timely manner while working together in our community."



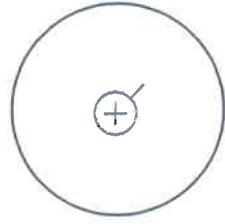
Ridge View Bank

Carrie McConnell

President

"As a new President planning to bring a new view of banking to the region, I felt it was critical to partner with a proven firm that could use their strengths to bring out ours," said McConnell. "I've been beyond impressed with the team of professionals at 5Points. They have been – and will continue to be – pivotal in our current and future growth plans."

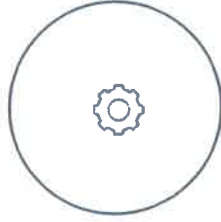
COMPREHENSIVE PROCESS



01

DISCOVERY

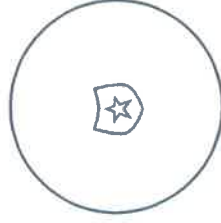
From stakeholder and customer insights to in-depth marketplace research, we begin with a well-planned exploration.



02

STRATEGY

Whether working on branding, digital initiatives, marketing campaigns, or websites, this phase is built off the in-depth exploration to complete a comprehensive strategy.



03

CREATIVE

Based on a foundation of insights and strategy, we will create concepts that align with the brand strategy and objectives across all customer touch-points.



04

IMPLEMENTATION

We'll execute, optimize, analyze, and implement deliverables that are thoughtfully planned and aligned with your overall objectives and goals.



INVESTMENT

TOWN OF BUCHANAN

STRATEGIC MARKETING, SOCIAL MEDIA, AND COMMUNICATIONS PROJECT

\$28,850

Below is the investment proposal for comprehensive marketing and content support for the Town of Buchanan. This proposal outlines the scope of work, deliverables, and associated costs for the proposed services.

Our proposal includes the following key components:

MARKETING

- General Account & Relationship Management
 - » Includes monthly check-in meetings
- Creation of marketing strategy document
 - » Includes market research
- Audit of current communications strategy
 - » Includes strategy document

BRANDING

- Production of up to four rack cards or information one-sheets

COMMUNICATIONS

- Up to 5 hours of public relations support a month
 - » Includes support of the Town's ongoing communications strategy

DIGITAL

- Website audit
- Creation of strategy document with results of audit and recommendations
- Social Media Management, maintenance mindset
 - » Strategy document
 - » 2 posts per week, content calendars delivered for monthly client approval
 - » Monthly reporting
 - » Optional bi-monthly strategy meetings

TOWN OF BUCHANAN CONT.

STRATEGIC MARKETING, SOCIAL MEDIA, AND COMMUNICATIONS PROJECT

\$28,850

Budget: The total investment for the proposed services is \$28,850. This includes all aspects of the project outlined above.

Future Work (Post New Town Manager): In the future, additional services can be provided, including:

- Branding refresh
- Wayfinding signage creation
- Production of significant marketing materials
- Other advertising outreach strategies
- On-going SEO and paid search (Google) plan
- Upgraded social media strategy and website content updates
- Advanced storytelling, photography, and video production

Pricing structure: \$5,000 deposit, \$4,770 for the following five months.

(We are also open to a different billing structure if there is one that is mutually agreeable.)



THANK YOU

Bruce C. Bryan

5Points Creative

Advertising Czar

Bruce@5PointsCreative.com

540.986.8766



Digital Marketing

April 2024

Prepared For:

Rose Jeter, Buchanan Town Council

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Section One:

Project Approach & Work Plan

Executive Summary

LeadPoint Digital is excited to provide our digital marketing proposal for the Town of Buchanan.

The Town of Buchanan is a special place in our region. The Town offers both residents and visitors alike a unique experience, deserving of a quality marketing program to help spread the word far and wide.

LeadPoint Digital's recommendations are based on achieving the following objectives:

- Keep residents and the public informed of happenings and events in and around the Town of Buchanan through social media and email newsletters.
- Provide visually appealing and engaging social media content that showcases the area and its businesses.
- Provide assistance with marketing while the Town has limited capacity while the Town rebuilds staffing internally and works to hire a new Town Manager.
- Direct a marketing strategy that helps create a greater connection between residents, businesses, and visitors as the Town works to re-engage programs such as the Virginia Main Street Program and showcase itself as an outdoor destination (outlined in Phase II and III). Plus, manage and best use digital assets that the Town has already invested in, such as the website.

Details of our recommendations can be found on the following pages.

Work Plan

Discovery Meeting & Interviews

The LeadPoint Digital team will meet with key members of the Town of Buchanan team to discuss all the intricacies of the marketing project. We want to know what the biggest challenges are with the current messaging and what the detailed desires are for this new approach.

The purpose of this meeting is for you to meet your LeadPoint team and for us to become an extension of the Town of Buchanan's team. We aim to learn as much as possible about Buchanan and the desired goals, giving us the information we need to deliver an industry-leading website experience.

Monthly Reporting & Analysis

Each month, we will review the progress made toward achieving the goals we laid out in our program definition. We will send over detailed documents containing the analytic data and accompany it with a written analysis. Our written analysis pulls out the highs and the lows of the month and what we have done and intend to do in the current month. In addition, we provide a detailed list of our activities within the program.

Semi-Annual Program Reviews

LeadPoint Digital will hold a program review that recaps the existing program and performance every six months. This meeting is meant for reflection and consultation. Throughout a 12-month program, we often witness changes in priority for our clients, changes in technology, campaign success, and campaign opportunities. This meeting allows us to adapt the program as the environment of our relationship changes.

Phase I:

Social Media Marketing

LeadPoint Digital will work with the Town of Buchanan to gain access to the Facebook and Instagram accounts for the Town. We will create a monthly content calendar that contains social media post dates, written posts, imagery, and events. In addition, we'll deliver a monthly proofing document with complete insight into the content for the month.

By using social media to emphasize Buchanan's outdoor allure alongside its historic main street and the businesses that call Buchanan home, we aim to create a compelling narrative that celebrates the best of both worlds.

Our content strategy will focus on visuals of the outdoors, stories from local businesses, and highlights of the town's heritage, ensuring a balanced representation of what makes this place special.

Through regular posts, stories, and interactive content, we'll engage with our community and visitors, inviting them to explore everything the town has to offer.

Audience engagement will be key, with prompts for followers to share their own experiences and discoveries. This approach not only broadens our reach but also fosters a sense of belonging and community pride.

We'll use targeted hashtags, collaborations with local influencers, and features on seasonal events to boost visibility and attract a wider audience. Analytics will guide our strategy, allowing us to refine our approach based on what resonates most with our followers.

The social media campaign aims to not only highlight the town's natural and business offerings but also to create a narrative that invites exploration, supports local commerce, and builds community engagement.

Email Marketing Template Design & Monthly Email Marketing

Our email marketing campaign will serve to strengthen the town's connection with its residents and welcome visitors. Monthly emails will include updates on local events, information on living in Buchanan, visitor information, and town history.

Our strategy begins with our understanding the town and its audience, aiming to deliver content that engages diverse subscribers. We'll incorporate calls-to-action to encourage further exploration and community participation.

We'll design attractive and engaging email templates that serve to reinforce the Town of Buchanan's brand now and in the future. Our designers will work with your team to come up with templates that will serve to create anticipation for the Town's emails to arrive in inboxes. LeadPoint's content creators will use a combination of content that we create and content that the Town provides to not only inform but entertain email subscribers.

We'll monitor engagement to refine our approach, ensuring our emails remain relevant and engaging. Our plan includes a simplified content calendar and design strategy, focusing on community building and information sharing.

To ensure success we need to build a strong list of subscribers. As we work towards that, we suggest that the Town continues to send printed newsletters while informing residents of the coming change to an all-email format. A QR code can be included in these newsletters and/or on bills that the Town sends to make sign-ups easy. We will use social media to help drive sign-ups to the email list to add to the contacts that the Town of Buchanan provides as a starting point. LeadPoint will also integrate an email sign-up on the website that will feed directly to the email service provider of choice. Any delivery costs will be passed onto the Town of Buchanan for their email marketing. Typically, we recommend utilizing MailChimp, Constant Contact, or Emma – these are referred to as email service providers, which all have their own fees depending on how many contacts you have.

Phase II:

Website Content & Positioning Audit

Our website content audit is a critical step toward enhancing the town's digital presence, ensuring the site accurately reflects the town's unique character and offerings. This strategic audit will evaluate all existing content, assessing relevance, engagement potential, and alignment with the goal of promoting the town's natural beauty, historic charm, and local businesses.

The process begins with a comprehensive review of the website's structure, identifying all pages and categorizing content based on its purpose, such as event listings, business directories, and historical insights. We'll analyze the effectiveness of current content, including its appeal to target audiences, SEO performance, and user engagement metrics.

Key objectives of the audit include identifying outdated information, spotting opportunities to better showcase the town's outdoor attractions and main street businesses, and ensuring content encourages visitor interaction and exploration. We'll also evaluate the website's navigational flow and user experience to recommend improvements that make finding information intuitive and enjoyable.

Following the audit, we will propose a content strategy that includes optimizing existing pages for search engines and user engagement, creating new content that highlights the town's unique assets, and establishing a content update schedule to keep the website dynamic and informative.

We recognize there are limitations to the CivicPlus platform. Because we have experience with CivicPlus, we will use our knowledge of how their sites work to guide us in our recommendations.

Action Plan

We will use the information we gather from the Content & Positioning Audit to come up with a list of recommendations for the Town to create a more comprehensive digital marketing program. This tool will serve as your guide as you make choices on marketing priorities.

Phase III:

Website Content Takeover

As mentioned above, there are some limitations to what we can do with the CivicPlus platform, but within those confines we do have the ability to create content that is informative and engaging for residents and visitors alike.

Content will be optimized for search engines to increase visibility and attract more visitors, with regular updates to keep the site fresh and relevant. Social media integration will ensure that content reaches a wider audience, encouraging user interaction and sharing.

Our website content takeover will aim to foster a stronger sense of community online, making the website the go-to destination for anyone looking to explore, visit, or become more involved in the town's life.

Our content strategy for the website will be intimately related to our email marketing once this phase of our program begins with much of the content appearing in both places to enhance its overall reach.

Section Two: Agency Qualifications

About LeadPoint Digital

LeadPoint is a digital marketing agency specializing in search engine marketing, social media marketing, content marketing, advertising, and website design. Our deep understanding of online behavior allows us to develop and execute practical inbound strategies that drive results. Whether you're new to digital marketing or looking to improve your inbound efforts, we are your lead point for strategy and execution.

We are backed by a team of career digital marketers that consistently generate results and exceed our clients' expectations. We have clients from coast-to-coast, from Fortune 500 companies to your local business. Our work generates millions of visitors and hundreds-of-thousands key performance indicators annually.

Our mission is to produce the best digital marketing talent and seek client partnerships that share our strategic and operational values, including:

A practical strategic focus. The commitment to prioritizing needs vs. wants by evaluating limitations and opportunities.

A collaborative strategic focus. The willingness to trust, respect, and depend on the strengths of all team members involved in the project or program between our client and LeadPoint Digital.

A results-driven strategic focus. The commitment to staying focused on actionable items that progress toward goals and objectives.

A desire to operate with urgency. Although everything can't be a priority, everything can have a sense of urgency.

A commitment to operate with integrity. Communicate with complete transparency and admirable morals with the entire team.

Our Approach

Our digital strategies are formulated by studying your audience's behavior. By understanding behavior, we can identify their intent and position in the marketing funnel. This enables us to craft targeted strategies, messages/ads, and implement them. Each variable of our formula is defined below.

Consumer Behavior Stages

Understanding where your audience is in their buying cycle helps us provide realistic expectations on Key Performance Indicators for each strategy or tactic.

Attention & Interest: At this stage in the buying cycle, the person is unaware of your services or products and how they affect them.

Discovery & Desire: At this stage in the buying cycle, the person has become engaged and begins to discover how your product/service can impact their needs or desire. They need help being educated.

Evaluation & Conviction: At this stage in the buying cycle, the person has narrowed their options to a select few. They need help differentiating between the options and what is the best fit for their wants and needs.

Action: At this stage in the buying cycle, the person has committed to an entity.

Marketing Funnel

Your positioning/message is based on where your audience is in the marketing funnel.

Awareness: Generating interruptive ads or messages.

Consideration: Generating informative ads or messages towards your product or service.

Conversion: Generating incentivizing ads or messages to encourage action.

Loyalty: Generating follow-up ads, messages, or initiatives to encourage repeat conversions.

Advocacy: Generating ads, messages, initiatives, or programs to encourage referrals and reviews.

User Intent

Your audience's intent helps us decide the placement of your marketing and advertising messages.

Do: Channels where the user wants to do something, such as buying or utilizing a web-based tool.

Know: Channels where the user wants to know something, such as informative, research, or educational.

Go: Channels where the user wants to go somewhere.

Entertain: Channels where the user wants to watch, play, or listen.

Social Media Marketing Process

LeadPoint Digital operates on a 30-day onboarding period before implementing the ongoing social media program. Below is a typical timeline and process you can expect regarding our social media process.*

Onboarding Process (Days 1-30)

Over the first 30-days of the program, we are focused on gathering input and setting the foundation for your social media program.

Information Gathering

After agreeing to move forward with the recommended social media program, we recommend meeting with your key team members to open a discussion about the social media program. This is an opportune time to collaborate on a loose strategy.

Social Profile Acquisitions / Setups

During this timeframe, we will gain access or set up social profiles. This is a good time for existing social profiles to be evaluated and refresh your stationary profile content and profile photos.

Documented Social Strategy

After our information gathering meeting, we will have enough information to develop and finalize the social strategy. This document typically includes objectives, goals, RACI charts, posting frequency minimums, voice/tone guidelines, content guidelines for each social platform, approved hashtags, follower acquisition campaigns, social advertising guidelines, and audience segments.

Advertising Setup (if applicable)

If applicable, we will begin setting up remarketing tracking scripts on your website, building audience segments, and creating social media ads.

Content Planning & Content Gathering

We need to express our content plan and begin gathering/creating content to execute the recommended program to begin the program. This stage has a tendency to be extended or start light because of the short timeframe.

Management Process (30-day recurring cycle)

Most of our social media programs follow a 30-day cycle of recurring activities that can be subject to change based on our clients' complexity, volume, or ability to conform to the demands of a 30-day cycle.

Reporting, Analysis, and Content Planning (Days 1-15)

In the first 15 days of the program, we review and analyze the prior cycle results. We will review these results with you during this time frame and collaborate on a content plan for next month.

Posting & Management (Days 1-30)

At the cycle renewal, we are executing the content plan we set in the last cycle. We are managing, posting, and responding to engagement during this period. Social media is a very fluid process, and scheduled posts often get bumped because of reactive needs.

Content Gathering & Development (Days 16-30)

During the last 15 days of the cycle, we attempt to work with you to gather and develop content for the next social media cycle. This can sometimes be a challenge because we're operating in the present while looking towards the future. Although we may not develop and gather all content before the next cycle, any ground we can gain is a win.

Optional Follower Acquisition Campaign Execution (Days 61-120)**

The first 60 days of a social media program are hectic as we're in the process of onboarding and launching the first cycle of the program. It's best not to focus on follower acquisition until the recurring program is in a comfortable rhythm.

Scope of Work (Days 61-75)

Once we've reached a comfortable rhythm with the recurring social media program, we can begin developing a detailed scope of work for various follower acquisition strategies and campaigns.

Process & Procedure Refinement (Days 76-90)

Sometimes acquisition strategies and campaigns involve team members that typically don't focus or worry about marketing efforts. Therefore it's important to develop and coordinate the proper processes and procedures to give the strategy or campaign its best chance to succeed.

Creative & Education (Days 91-105)

After we have a plan, we work with the parties involved to develop creative or supporting materials for a successful campaign. It may make sense to educate team members affected by the campaign or strategy during this timeframe.

Beta Testing (Days 106-120)

Follower campaigns and strategies need close monitoring at the initial launch. This time frame allows us to evaluate the campaign's processes, procedures, and early success or strategy. Ultimately allowing us to refine the campaign or strategy as needed.

**Timelines and processes may be altered based on the program's customization, complexity, or volume.*

**Follower acquisition campaign timelines will vary based on the recurring program running smoother and the complexity and parties involved to execute a follower campaign effectively.*

Content Marketing Strategy

LeadPoint Digital operates on a 30-day onboarding period before implementing the ongoing content marketing program. Below is a typical timeline and process you can expect regarding our content marketing process. *

Onboarding Process (Days 1-30)

Over the first 30-days of the program, we are focused on gathering input and setting the foundation for your content marketing program.

Information Gathering

After agreeing to move forward with the recommended frequency, we recommend meeting with your key team members to open a discussion about the content marketing program. This is an opportune time to collaborate and develop a formula that meets your definition of success.

Documented Content Strategy

After our information gathering meeting, we will have enough information to develop and finalize the content strategy. This document typically includes objectives, goals, RACI charts, posting frequency minimums, voice/tone guidelines, content guidelines, audience segments, calendar, and topics.

Management Process (30-day recurring cycle)

Most of our content marketing programs follow a 30-day cycle of recurring deliverables that overlap calendar months. It can be subject to change based on our clients' complexity, volume, or ability to conform to the demands of a 30-day cycle.

Content Writing (Days 1-15)

Topic selection and research work ahead, so we can begin content creation during the first 15 days of the 30-day cycle. All content created goes through and LeadPoint Digital internal review process before being shared with the client for approval.

Publishing (Days 1-30)

Throughout the course of the 30-day cycle, we're publishing approved content to the website. This includes photo selection, stylizing the content for visual appearance, and search engine optimization. As content gets approved, we try to evenly space the publishing dates for audience viewing consistency and search engine optimization habits.

Topic Selection & Research (Days 16-30)

During the last 15 days of the cycle, we begin topic selection and research for the next cycle.

**Timelines and processes may be altered based on the program's customization, complexity, or volume.*

Leadership



Steve Timofeev
President

For the last 20 years, Steve has been a pioneer in the world of digital marketing, developing digital assets and marketing programs for clients across North America. Steve began his digital career as the VP of Marketing and Sales at Alphalogic Systems, which was known for developing the first Etch A Sketch website and launching Ohio Art's Betty Spaghetty doll.

Steve then advanced his expertise in digital marketing with Apogee Marketing Group as a freelance web developer. In 2004, Steve co-founded WebArt, a cutting-edge web design and marketing agency based in Toledo, OH, where he led as the Managing Partner for the next 15 years. In addition to his role at WebArt, Steve served as the Vice President of Operations for MadAveGroup, a powerhouse of specialized marketing agencies.

Steve witnessed the evolution of the internet and digital marketing first-hand, and his extensive background in management and sales has qualified him as an expert in the website development industry.



Brad Timofeev

Managing Partner

Throughout his career, Brad has committed himself to revolutionizing how businesses handle digital marketing as a well-respected expert in the field. Brad spent 12 years with MadAveGroup, progressing from a Database Manager to pioneering his path as the Director of Digital Marketing for WebArt. Brad's dedication and innovation bring him to where he serves now as co-creator and Managing Partner of LeadPoint Digital.

Early in his marketing career, Brad began developing a passion for studying the art of communication and human behavioral traits. This combination and curiosity equip him to lead our teams to define practical inbound strategies that generate positive results for clients in any industry.

Brad holds certifications in Digital Consultant, Google AdWords, Google Analytics, Yelp, Yext, and more. He possesses a pool of knowledge in Inbound Marketing and is uniquely skilled at adapting and applying new technology, always leading with the goal of creating long-term value for our clients. In addition to his role at LeadPoint Digital, he serves as a trusted digital advisor for many marketing agencies across the region.



Carrie Cousins

Director of Digital Marketing

Digital marketing pro. Designer. Writer. Leader.

Carrie is a recognized marketing leader with interdisciplinary experience in marketing, design, and media. For 15+ years, she has helped businesses tell their story and get better results online with practical digital marketing strategies.

Carrie has built several award-winning marketing programs, which are consistently recognized as best in class in the industry. Happiest when she's knee-deep in digital strategy, Carrie played a pivotal role in developing the Roanoke region's marketing voice for Roanoke Outside and Get2KnowNoke. She holds awards from PRSA Blue Ridge, American Advertising Federation (AAF), and Outdoor Media Summit that celebrate her expertise and business acumen.

Carrie's data-driven curiosity, active listening, and ability to ask the right questions turn goals into a comprehensive digital strategy that yields tangible results. She holds an MBA and BA in Communication from Virginia Tech, is a Certified Digital Consultant, and boasts a Google Certification.

Deeply rooted in the advertising community, Carrie serves as the President of AAF Roanoke and District Liaison. Carrie has been featured on Blue Ridge PBS (Roanoke) and VPM's Buzz4Good (Richmond), where she helps nonprofits get more from their marketing efforts.



Wesley Best

Business Development Consultant

Wes comes to LeadPoint Digital in a business development role after 17 years as a small business owner and a short time as a freelance digital marketer.

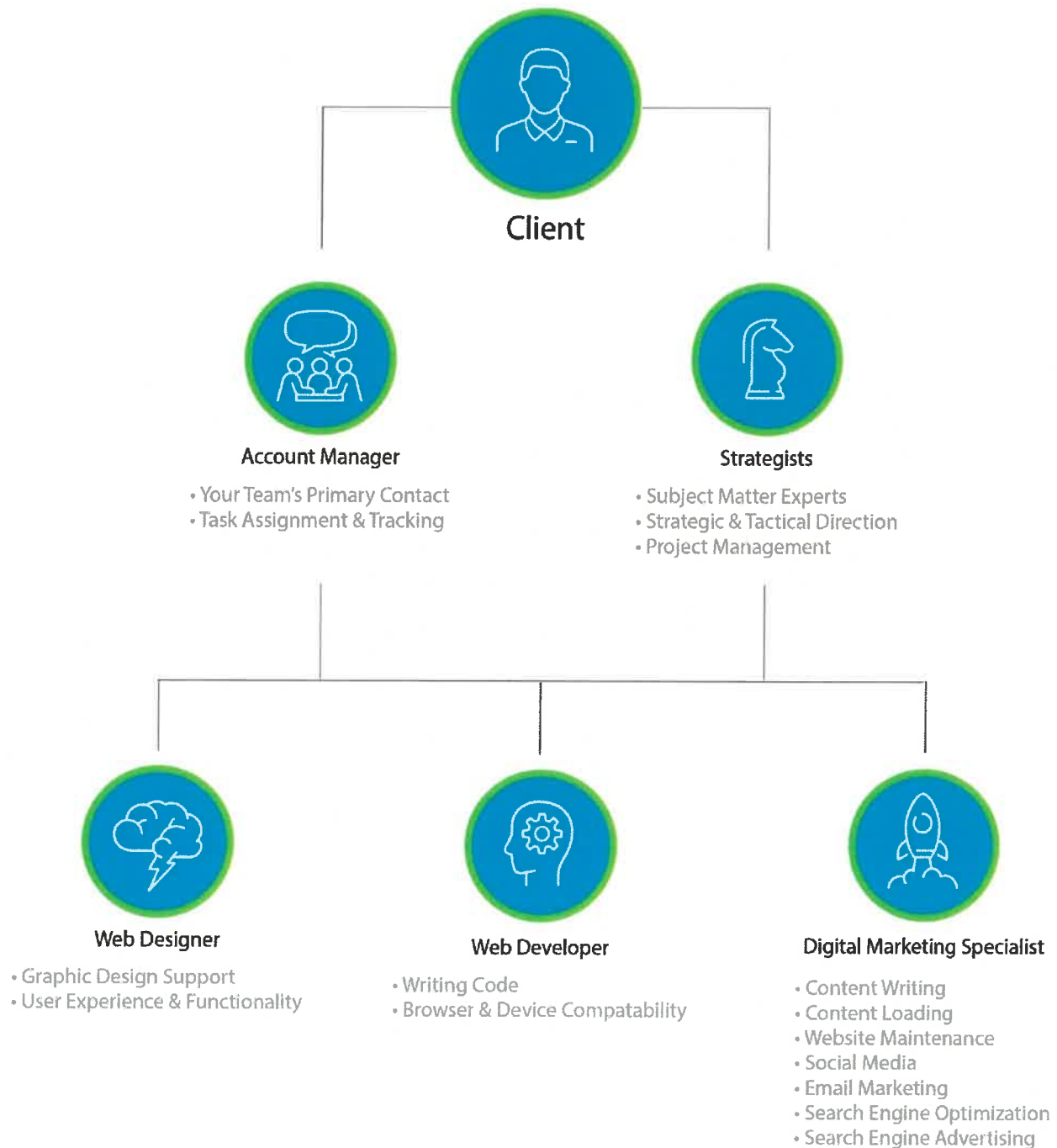
As part of his ownership duties, he handled the marketing needs of a busy two-store retail operation. His understanding of the challenges that businesses face when it comes to their marketing comes from real-world experience.

With 30 years of experience in management and sales, Wes brings a wealth of knowledge and ideas to LeadPoint clients. He's passionate about how we can help clients tell a story with their digital marketing that leads to tangible results.

Wes holds certifications from Google in the Fundamentals of Digital Marketing, Google Analytics, Google My Business, Google Ads-Search, and Google Ads-Measurement as well as a Search Engine Optimization Toolkit Certification from SEM Rush.

Account Organization

LeadPoint Digital has a dedicated team of experts working on your project. Our team includes strategists, project managers, creatives, technical specialists, writers, and digital marketing specialists. Together, we exceed user experience expectations to attract and convert your audience.



Who We Work With

Below are some of the businesses that have chosen to partner with LeadPoint Digital.



What Our Clients Are Saying About Us

"Oh. My. Gosh. It's a thing of beauty! We are absolutely over the moon with the new website! Thank you. Thank you. Thank you. Your effort pushed this over the finish line. You did all the heavy lifting. What a monumental effort and a monumental new face to the world!"

-Sunny Nelson, Deputy Director of Marketing & Public Relations, Taubman Museum of Art
www.taubmanmuseum.org

"LeadPoint has a dynamite, creative and technical team that can holistically help you position your brand for success. Starting with a strong brand strategy, LeadPoint created a dynamic website, engaging content, click worthy newsletter, and beautiful marketing materials for RBTC. Always delivering ahead of schedule with great customer service."

-Erin Burcham, Executive Director, Roanoke-Blacksburg Technology Council
www.rbtc.tech

"First off, Great Job! Thanks for the all-star efforts & long hours behind the scene to get this done! I think this will be an exciting, successful campaign, one that we want to measure and track aggressively. Freakin' web ninjas! Thanks for all you're doing, it's a huge load, and you just keep rolling."

-Bryan Gregory, Director of Marketing, Carter Machinery
www.cartermachinery.com

"LeadPoint Digital has helped us level up our website presence and help generate more traffic for our website and lead generation. Since we started working with LeadPoint, we've seen more people access our online content and have the data to better understand those visitors."

-Beth Simms, Former Director of Economic Development, Franklin County (VA)
www.yesfranklincountyva.org

Investment

Phase I:

Social Media & Email Marketing:

- Onsite Discovery Meeting
- Program Definition
- Social Media Marketing Program Consisting of:
 - Monthly Social Media Post Calendar
 - 8 posts per month on Facebook
 - Writing
 - Graphic Design
 - Posting
 - Reactive Posts
 - 8 posts per month on Instagram
 - Writing
 - Graphic Design
 - Posting
 - Reactive Posts
- Email Marketing Program Consisting of:
 - Content Calendar
 - Email Data Extraction & Segmentation
 - Email Service Provider Setup
 - Email Template Design
 - One Email Per Month
 - Design + Writing
 - Development
 - Delivery
 - Reporting
- Monthly Reporting & Analysis
- Semi-Annual Program Reviews

Investment: \$2,992 per month

*Investment is based on a 12-month agreement.

Phase II:

Website Content & Positioning Audit

- Business Profile
 - Branding + Positioning Profile
 - Audience Profiles
 - Competitor Profile
 - Product and/or Services
 - Organization Goals + Objectives
- Creative Brief
- Digital Marketing Needs Analysis
- Digital Competitor/Peer Analysis
- Content & Digital Marketing Plan
 - Short-term + Long-term Goals
 - Content + Digital Marketing Strategies
 - Content + Digital Marketing Tactics
 - Distribution Plan
 - Performance Evaluation Statements
 - Key Performance Indicators, Data Capturing, & Analytic Requirements.

Investment: \$4,977

*Investment does not include the cost to design and develop the website or perform digital marketing activities.

*One time fee.

Phase III:

Website Content Takeover

- Keyword Research & Selection
- Blog Setup including:
 - Social Sharing Buttons
 - Related Articles
 - Topic Categorization
 - Commenting Feature (optional)
- Content Development for 1 article per month
- Monthly Reporting & Analysis
- Semi-Annual Program Reviews

Investment: \$775 per month

References

Brett Malone, President & CEO

Virginia Tech Corporate Research Center

540.961.3600 Ext. 2103

brett.malone@vtcrc.com

1715 Pratt Drive, Suite 1000, Blacksburg, VA 24060

Erin Burcham, Executive Director

Roanoke-Blacksburg Technology Council & Verge

540.330.7722

erin.burcham@rbtc.tech

709 S. Jefferson Street, Roanoke, VA 24016

Sunny Nelson, Deputy Director of Marketing and Public Relations

Taubman Museum of Art

540-342-5760

snelson@taubmanmuseum.org

110 Salem Avenue, Roanoke, VA 24011

A custom proposal for



Marketing Partnership



April, 2024



MARCH 13, 2024

Dear Rose,

On behalf of the entire team at Firefli, we thank you for the opportunity to present our marketing partnership proposal for the Town of Buchanan.

As requested, please find the enclosed approach to your project, capabilities, and background on our firm.

Warmest Regards,

Greg Brock
Founder and CEO

Gary Gilmore
Vice President of Brand



Executive Summary

As the Town of Buchanan (TOB) evaluates its marketing relationships, it seeks a new partner that will continue the momentum of its previous agency, while preparing itself for a fresh approach in the coming new fiscal year.

To accomplish this, Firefli proposes a phased approach to responsibly support and understand the unique TOB brand. During Phase I, the goal will be to maintain current strategies by assimilating existing campaigns and tactics into its workflow. Digital assets will be audited (e.g., website, analytics, SEM dashboards, etc.) and monthly marketing support will continue where needed.

Using a series of workshops and discovery processes, Phase II will then expand on the previous phase's work, with a goal of uncovering potential new opportunities and directions.

OBJECTIVES:

- Understand the TOB brand, its goals, objectives, and expectations
- Establish transitional marketing support and digital asset management/maintenance
- Create a marketing strategy consisting of a master marketing plan, editorial plan, and an advertising plan (Phase II)
- Institute a monthly meeting cadence for collaboration and analysis

Recommendations

(Phase I: Q1 through Q2)



Brand Assessment

Listen + Learn

As TOB aims to strengthen its position and focus on new areas of brand awareness and reputation, a defined brand strategy will be needed to help clarify how its services should be perceived verses how they are perceived.

Firefli develops and manages brands through strategic and economic lenses that resonate with both external and internal audiences.

OBJECTIVES:

- Through a series of workshops and strategic thinking, Firefli will comprehensively understand the TOB brand and desired trajectory
- Refine the current brand to establish a defined position that can be applied across all touch-points
- Develop a new system of brand messaging that strategically communicates mission and differentiators/strengths to varied audience personas

DELIVERABLES:

- Position statement and brand roadmap



Brand Narrative and Messaging

Deliver Messaging + Value Proposition

Using the knowledge from our brand assessment workshops, together we'll develop a new system of messaging that strategically communicates the TOB mission, differentiators, and strengths. A creative brief will be created from our discovery.

OBJECTIVES:

- Value proposition and messaging development
- Clear understanding of marketing and content needs

DELIVERABLES:

- Brand narrative and messaging for audience personas
- Creative Brief



Marketing Plan

Hope Isn't Strategy

With a defined system of brand messaging in place, TOB will be equipped to tell its story in a more cohesive, enticing manner. The next step is getting this messaging in front of the right audience and at the right times (e.g., fall recruitment campaigns).

OBJECTIVES:

- Audit marketing infrastructure; review successes/opportunities of previous tactics
- Define conversion/engagement goals
- Formalize the sales funnel plan
- Create a Master Marketing Plan including editorial, advertising, and content opportunities

DELIVERABLES:

- Marketing Plan



Content Strategy

Strategic Storytelling

Content Marketing is storytelling using today's tools to enable a more targeted approach to putting branded, compelling content in front of engaged audiences that encourages them to engage.

The benefits are numerous. When done well, a brand can experience increased awareness, higher rankings in search engines (i.e., Google), increased website traffic, and overall thought leadership positioning.

DELIVERABLES:

- Content marketing support
- Video (animations / educational)
- Social media content production
- Design services (folders, one-sheets, etc.)
- Advertising campaign collaterals
- Etc.



E-Newsletter

Engage + Elevate

As a digital agency with a comprehensive grasp of the evolving digital landscape, Firefli is poised to seamlessly assume the responsibilities of the monthly e-newsletter. Our approach will seek to maintain the continuity of service while infusing fresh strategies to enhance the newsletter's impact.

OBJECTIVES:

- Tailor content to resonate alongside the TOB brand voice, maintaining a consistent tone that aligns with the brand's core values and mission
- Employ SEO best practices to maximize reach and online visibility (e.g., content that could be repurposed in blogs/news)
- Use analytics to gauge the newsletter's performance, providing insights that will drive continuous improvement and inform future content strategies

DELIVERABLES:

- Produce and manage the end-to-end process of the monthly e-newsletter, from content curation and customization, to distribution

About Firefli



We're a studio that designs and builds brands.

Since our establishment in 2009, Firefli has been driven by a profound belief: happy employees create extraordinary outcomes. Our commitment to this philosophy has attracted esteemed clients, including regional businesses, NGOs, and Fortune 500 companies alike.

We take immense pride in our accolades, which include being honored alongside renowned entities such as CNN, Time Warner Cable, and Hubspot at the Webby Awards. Our dedication has also been recognized through numerous prestigious organizations, including the Anthem Awards, the American Advertising Awards, and the Public Relations Society of America.

Firefli was honored as one of the "Top 20 Best Places to Work" by Virginia Business Magazine, a testament to our unwavering dedication to fostering a remarkable company culture and promoting the growth of our exceptional employees.

Our principles shape our approach and inspire us to deliver exceptional results for our valued clients.

At Firefli, we uphold core values that guide our every action, both internally and externally:

- Be Ethical
- Be Open
- Be Inspired
- Be Human





Capabilities

Consulting	Creative	Digital	Media Buying
Creative Direction	Animation	Analytics	Broadcast
Content Strategy	Art Direction	Content Marketing	Digital
Branding	Copywriting	Design	Outdoor
Reporting	Design	Development	Print
User Experience	Photography	Email Marketing	
User Testing	Production	Search Engine Optimization	
	Videography	Social Media	
		Website Maintenance	



SELECT PARTNERS



U.S. Chamber of Commerce



"It was wonderful to find a team that saw and appreciated the bigger picture of what we were trying to accomplish."

You can read verified, independent client reviews of what it's like to work with Firefli on Clutch at: <https://clutch.co/profile/firefli>

Timeline and Investment



Investment

- Brand Assessment (Audit and Workshop)

One Time [1]
\$4,975
- Brand Narrative and Messaging

One Time [1]
\$4,975
- Marketing Plan

One Time [1]
\$5,975
- Content Strategy

30 hours / month
\$4,500 / month
- E-Newsletter Support (proof/edit/upload)

7.5 hours/month
\$1,125 / month
- On-Demand Creative Services

\$150 / hour

[1] 50% deposit for one-time investments

[



Thank you

BUCHANAN REGGAE BY THE RIVER 2024

July 22, 2024

The following proposal will detail how Lazy Man Dub Band and Sky High Reggae intend to bring a world class reggae event to Buchanan VA while maintaining the same spirit we have experienced year after year since the start of this annual event. This proposal will include previous highlights of the event, introduction to Lazy Man Dub band and Sky High Reggae, new goals, scope, timeline, deliverables and budget.

Previous Festival Highlights

For almost ten years, the town of Buchanan has showcased a unique reggae event in the heart of the mountains of Virginia. Over the course of four years the town has seen a range of income from the event, countless smiles, and a growing reputation for its yearly reggae event bringing travelers from near and far. Lazy Man has seen the town transform over the years. Not only in growing numbers, but also in the diversified crowd that attends with those attendees being small children ready to hear their first concert to seniors who really know how to bring a great vibe and experienced dance moves.

Introduction

Lazy Man Dub Band is a reggae band hailing from Roanoke, Virginia. Formed in 2007, the band is comprised of 9 talented musicians who share a passion for the one drop grooves of classic reggae music. Whether we are traveling to bring an unforgettable reggae show or supporting our fellow local brethren and sistren, you can count on us to always be working to improve the community.

Lazy Man Dub Band is an accomplished Southwest VA staple. Early in our career we had the opportunity to assist in building and performing at festivals like the Blue Mountain Music Fests in Henry county, Mike Aid, and Rooster Walk. We also created Roanoke's first Reggae Festival in 2016 that started at a small restaurant in downtown Roanoke. This once little festival has grown to an attendance of a few thousand. These small regional festivals taught us a lot about what a small contribution can do to grow a community.

In the years that followed, Lazy Man Dub Band has been lucky enough to be invited to a number of town festivals throughout the region contributing to a variety of charities that support those communities. Those charities raise up mothers, children, the unhoused, the hungry and those seeking mental health support.

In 2017, with the help of the Town of Buchanan's organizers, Lazy Man Dub Band brought their unique reggae style to Buchanan VA for the very first Reggae by the River.

Year after year, we have come back to perform at one of the town's most exciting (and hottest) events. It has been our pleasure to support the town and we are excited to see how we can help make this year's event and the years to come one of Southwest Virginia's favorite spots for reggae music.

Sky High Reggae Promotions facilitates peaceful enlivened multicultural, intergenerational community connections through transportive musical experiences; creates and promotes local performance and education events that celebrate global healing vibrations of conscious roots reggae music in southwest Virginia; improves regional access to world class reggae music in southwest Virginia; supports reggae artists; builds bridges between multicultural community sectors; hosts local arts events, concerts and classes that focus on cultural awareness; donates a portion of proceeds to other local non-profit organizations; supports local artists; supports local music venues; increases local access to reggae music; supports minority owned businesses; and connects with complimentary faith based efforts.

Sky High Reggae Promotions

Vision: To facilitate peaceful enlivened multicultural, intergenerational community connections through transportive musical experiences.

Mission: To create and promote local performance and education events that celebrate the global healing vibrations of conscious roots reggae music in SW Virginia.

Purpose:

- to improve regional access to world class reggae music in SW Virginia
- to support reggae artists
- to build bridges between multicultural community sectors
- to create transportive experiences

Activities

- hosting local arts events, concerts & classes that focus on cultural awareness
- donating a portion of proceeds to other local non-profit organizations
- supporting local artists
- supporting local music venues
- increasing local access to reggae music
- supporting minority owned businesses
- connecting with complimentary faith based effort

2024 Mission and goal

Our mission is to put on the best REGGAE BY THE RIVER to date. Our goal for 2024 will be to prove that contracting with Lazy Man Dub Band and Sky High Reggae will allow the town to focus on the various other events, and to grow this event into a world class reggae staple for the years to come. With our expertise in event planning, promotion, and performance we are certain that we can achieve our primary goal which is to grow this event. Our goal is to grow the annual revenue by 5% in 2024.

Scope to achieve goals

By utilizing our experienced team's skills we will handle contracting with the needed professionals to handle:

- promotional material creation including logo and branding
- social Media campaigns
- site survey and layout
- vendor vetting and contracting (food, educational and craft)
- contracting with production companies including stage, sound and lighting needs
- hiring performing artist
- scheduling site build, arrival of all vendors, performing artists arrival and performance and site tear down
- facilitate set up and tear down

Deliverables

We aim to provide the following deliverables:

- create a logo and brand for the event
- provide promotional materials including social media as well as printed materials
- add two additional food vendors (3 total)
- bring 5 art vendors
- provide art experiences for the youth
- provide professional photography and videography
- provide production and staging
- provide 4 live reggae musical acts
- contribute a donation to a local charity of the town's choosing
- add revenue to be set aside for the next year's event
- plan and facilitate the rain plan

Timeline

In order to properly execute our plan and meet our goals, we must stick to a strict timeline for understanding the town's needs and responsibilities, complete site visits, contracting with all applicable parties, and paying deposits and final payments timely. The following is an example of the timeline and will be finalized within the approved contract between the town, Lazy Man Dub Band, and Sky High Reggae.

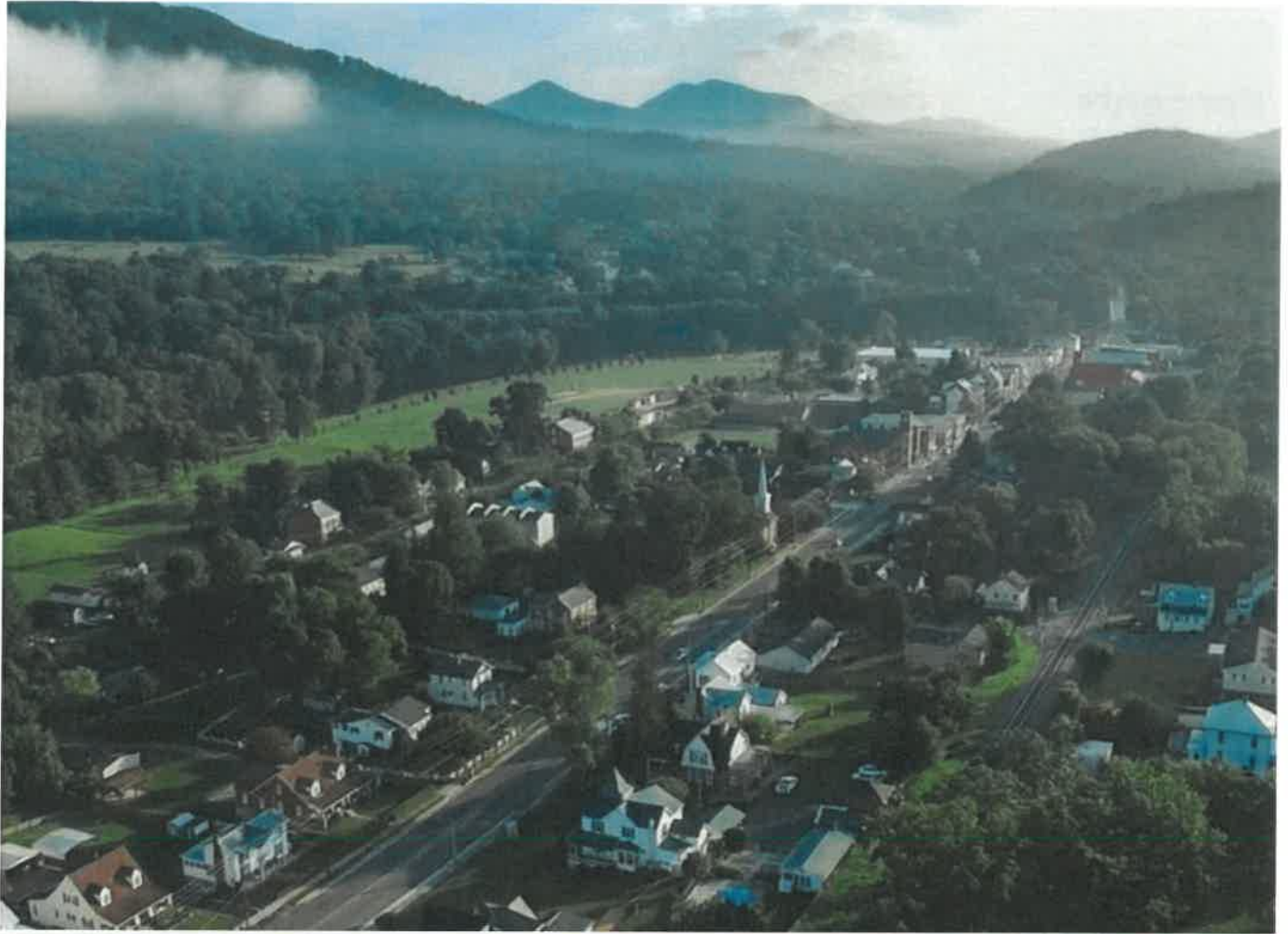
- town approval: no later than 4/12
- site visit #1: week of 4/22
- contract with organizers: 4/19
- down payment to organizers: 4/24
- vendor applications: 4/25
- promotion (logo and branding) approval: 4/30
- production (stage, sound, lighting, photo/vid) contracts: 5/6 - 10
- production deposits: 5/15
- acquisition of musical acts: 5/6 - 10
- musical acts/deposits: 5/15
- announce show: 5/21(this gives a 8 week lead time)
- vendor selection: 5/6 - 5/10
- vendor contracts/deposits from vendors: 5/15
- site visit #2: week of 7/8

Town Responsibilities outside of budget proposal:

There are several responsibilities that we find would be best suited to be handled by the town. Those are as follows:

- insurance
- security
- ABC permit
- sponsors
- charity selection
- 25% of beer sales to go towards next year's event
- billboard and local radio promotion
- covered rain plan for inclement weather
- site barrier fencing
- site power
- volunteers (parking, gate)
- tables for the gate
- table and shade tent(s) for backstage area
- porta Toilet(s) for backstage area

Buchanan Budget 2024	
Pics/Vids	\$1,500.00
Marshall	\$2,500.00
Stage (Flex)	\$2,500.00
DJ	\$300.00
Opener	\$500.00
Co-Headliner	\$2,500.00
Lazy Man Dub Band	\$2,500.00
Social Media campaigns	\$500.00
Sky High Org	\$4,000.00
Lazy Org	\$2,000.00
Discovery/proposal (10hr)	\$0.00
Total	\$18,800.00
Town to cover	
Insurance	
Security	
ABC	
Ticket Sales	
Presale	\$10.00
Week of	\$15.00
Day of	\$20.00
Buchanan address	\$10.00



Town of Buchanan Flood Resilience Plan

**A strategy to reduce flood risk in the Town of Buchanan, Virginia.
Developed with Support from the Virginia Community Flood Preparedness
Fund (CFPF)**



March 2024



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Introduction

Resilience Planning Overview

Flood hazards occur in almost every community, but with careful planning and deliberate action, such events can be prevented from turning into devastating disasters. Throughout Virginia, the frequency and severity of flooding is projected to increase. With the frequency and severity of flooding projected to increase, **it is important that communities such as the Town of Buchanan work toward building a more resilient community that aims to reduce the impact of flooding on people and places.** A resilient future is built on a foundation of equity and an understanding of a community's unique needs, connecting the ways we respond to disasters through community-wide investments to improve the outcomes for all residents.

Flood events threaten the life and safety of residents and have the potential to damage or destroy both public and private property, disrupt the local economy, and impact the overall quality of life of individuals who live, work, and recreate in the Town of Buchanan. While the threat from flooding may never be fully eliminated, the goal and conscientious practice of reducing risks to people and property is a proven worthwhile effort. This practice, combined with efforts to collectively strengthen the community against shocks and stressors, is referred to as **resilience planning**.

Local resilience planning involves the process of organizing community resources, identifying critical resources and capabilities, assessing needs and vulnerabilities, and determining how to best manage, expand, or strengthen critical resources to reduce risk. This process culminates in a resilience plan that recognizes the ability to anticipate, prepare for, respond to, and recover from significant hazards and threats with minimum damage to social well-being, health, property, the economy, and the environment. The resilience plan will identify specific activities designed to achieve risk reduction in both the near- and long-term.

Communities that participate in resilience planning have the potential to enjoy many benefits, including:

- ▶ Equitably improving community resilience by prioritizing the most vulnerable populations;
- ▶ Preventing loss of life and property;
- ▶ Avoiding disaster related costs;
- ▶ Recovering quickly from disasters;
- ▶ Reducing future vulnerability through better development practices;
- ▶ Expediting the receipt of pre-disaster and post-disaster grant funding; and

Becoming eligible for resilience project funding through local, state, and federal opportunities, such as the State's Community Flood Preparedness Fund (CFPF).

Typically, communities that participate in resilience planning are described as having the potential to produce long-term and recurring benefits by breaking the repetitive cycle of disaster loss. A core assumption of resilience planning is that the investments made before a hazard event will significantly reduce the demand for post-disaster assistance by lessening the need for emergency response, repair, recovery, and reconstruction. Furthermore, resilience practices will enable residents, businesses, and industries to re-establish themselves in the wake of a disaster. **This plan serves as a resilience plan for the Town of Buchanan, specifically regarding flood resilience and flood risk reduction.**



CFPF Program Overview

The Town of Buchanan Flood Resilience Plan was developed with funds and support from the Community Flood Preparedness Fund (CFPF). The CFPF was established in the Code of Virginia pursuant to Chapter 13, Title 10.1, Article 4, Section 10.1-603.24 and Section 10.1-603-25 and the provisions of § 10.1-1330. Clean Energy and Community Flood Preparedness Fund, which was passed during the 2020 session of the General Assembly. Money in the fund comes from the auction of carbon allowances through the Regional Greenhouse Gas Initiative (RGGI).

The fund was established to provide support for regions and localities across Virginia to reduce the impacts of flooding, including flooding driven by climate change. The fund will prioritize projects that are in concert with local, state, and federal floodplain management standards, local resilience plans and the Virginia Coastal Resilience Master Plan. The fund empowers communities to complete vulnerability assessments and develop and implement action-oriented approaches to bolster flood preparedness and resilience.¹

The following conditions shall apply to the use of moneys allocated from the fund:

- ▶ Localities shall use moneys in the fund primarily for the purpose of implementing flood prevention and protection projects and studies in areas that are subject to recurrent flooding as confirmed by a locality-certified floodplain manager.
- ▶ Moneys in the fund may be used to mitigate future flood damage and to assist inland and coastal communities across the commonwealth that are subject to recurrent or repetitive flooding.
- ▶ No less than 25 percent of the moneys disbursed from the fund each year shall be used for projects in low-income geographic areas.
- ▶ Priority shall be given to projects that implement community-scale hazard mitigation activities that use nature-based solutions to reduce flood risk.

In addition to the conditions described above, the CFPF is guided by the following principles, regardless of region:

- ▶ Acknowledge climate change and its consequences, and base decision making on the best available science.
- ▶ Identify and address socioeconomic inequities and work to enhance equity through adaptation and protection efforts.
- ▶ Utilize community and regional scale planning to the maximum extent possible, seeking region-specific approaches tailored to the needs of individual communities.
- ▶ Understand fiscal realities and focus on the most cost-effective solutions for the protection and adaptation of communities, businesses, and critical infrastructure. The solutions will, to the extent possible, prioritize effective natural solutions.
- ▶ Recognize the importance of protecting and enhancing green infrastructure in all regions and in the coastal region, natural coastal barriers, and fish and wildlife habitat by prioritizing nature-based solutions.

Eligible activities include flood prevention and protection projects and studies, capacity building, and planning. This plan has been developed in accordance with the guiding principles presented above within the capacity building and planning study category.

Purpose

The Town decided to develop the Flood Resilience Plan for multiple reasons. First, the Town has been previously impacted by large floods, such as the 1985 flood. In response to the 1985 flood, the U.S. Army Corps of Engineers excavated a flood bench in the riverside park area to mitigate future flooding. The Corps reportedly

¹ DCR. Community Flood Preparedness Fund Grant. Retrieved from [Community Flood Preparedness Fund Grants and Loans \(virginia.gov\)](https://www.virginia.gov/communities/development-and-infrastructure/energy-and-environment/community-flood-preparedness-fund-grants-and-loans)

also completed a study that recommended a flood wall; however, a copy of the study was unavailable for review. The Town, therefore, commissioned this study to ensure any proposed mitigation recommendations accounted for the Town's economic, social, and cultural needs. Additionally, the Town has never formally studied its flood risk outside of available FEMA National Flood Insurance Program (NFIP) products and has reported having few maps and tools available to understand current and future flood risk. Lastly, the Town wants to leverage available grant resources for flood risk mitigation. Having a flood resilience plan allows the Town to be more prepared to pursue grant funds.

The Plan includes an assessment of flood vulnerability and risk. The Plan also includes modeling of several identified alternatives to help the Town understand flood risk reduction options along the James River. The goal of the plan is to help the community understand its flood risk and potential alternatives for flood mitigation.

Community Overview

The Town of Buchanan is the largest incorporated town in Botetourt County, Virginia.² The Town is approximately 30 miles northeast of Roanoke. the Town has a population of approximately 1,200 residents and 540 households. The Town of Buchanan is governed by a mayor and four council members supported by three staff members. The location of the Town is shown in **Figure 1**.



Figure 1 – Town of Buchanan Location

² Town of Buchanan. Retrieved from [About Us | Buchanan VA \(buchanan-va.gov\)](https://www.buchanan-va.gov/about-us).



The Town of Buchanan has a rich history and a deep connection to its natural environment. The Town is part of the Roanoke Valley and the Shenandoah Valley and is known for its natural beauty. The Town sits along the James River and within the slopes of the Blue Ridge and Alleghany Mountains. Tourism is increasingly becoming an important part of the Town economy due to the Town's natural beauty and proximity to the James River and mountains. The Town has been working to revitalize its historic downtown and has earned several awards including the "Best Downtown Initiative Award" from the Valley Conservation Council and "Good Neighbor Award" for leadership in historic preservation from the Roanoke Valley Preservation Foundation. The natural environment is an important part of the Town's character and draw for residents. The Town Park runs along the James River and is an important community amenity for recreation and events.

Planning Process

Town staff and the consultant team designed a planning process to create the Town's first flood resilience plan in line with the CFPF requirements. The process follows the agreed upon work plan developed as part of the CFPF application, which outlined the major tasks to be completed. Through completion of these tasks, the consultant team developed the contents for the final resilience plan. The planning process's major tasks are presented in **Figure 2**.



Figure 2 –Planning Process

The consultant team started by working with town staff to **identify scenarios** or flood mitigation alternatives to be modeled for riverine flooding from the James River. The identified scenarios were then **modeled** utilizing HEC-2, HEC-RAS, and AutoCAD Civil3D. The modeling was conducted at a conceptual level of detail due to the sparse condition of the existing flood risk models from FEMA. This is discussed in greater detail under



Modeled Scenarios. The preliminary model results were presented and discussed during the **community engagement** meeting. The same day as the community engagement meeting, the consultant team performed a **field inspection** of flooding hotspots and the Town's drainage system with the Town Manager. Lastly, the planning team developed the Resilience Plan to summarize the scenario modeling, field inspection, and community feedback. Flood vulnerability was reviewed in the plan from previous efforts to help identify additional flood mitigation actions.

Public Engagement

Public participation was an important component of the planning process. Individual citizen and community-based input provides the entire Project Team with a greater understanding of local concerns and increases the likelihood of successfully implementing mitigation actions by developing community "buy-in" from those directly affected by the decisions of public officials. As citizens become more involved in decisions that affect their safety and quality of life, they are more likely to gain a greater understanding of the flood hazards present in their community and take the steps necessary to reduce their impact. Public awareness is a key component of any community's overall resilience strategy aimed at making a home, neighborhood, school, business, or entire city more prepared for flooding or other related problems.

Public involvement during the Plan development was sought using two public meetings. The public meetings were advertised in the local newspaper. Additionally, the Town Manager directly contacted key stakeholders via email and personal phone calls.

Public Meeting #1 – January 10, 2024

The purpose of the first public meeting was to introduce the project, discuss community flood concerns, review the modeled scenarios, understand community preferences, and discuss additional flood mitigation actions. The meeting was held in-person at the Town Hall and was facilitated by the consultant team. The first part of the meeting included a presentation on the project overview, project goals, potential flood mitigation actions, and an overview of the modeled scenarios. The modeled scenarios included a "do-nothing" scenario, flood wall scenario, and levee with mixed use path scenario. Most of the meeting was dedicated to getting feedback from the community on preferences, community goals, previous flood event impacts, potential flood mitigation actions, and barriers to implementation. The feedback points are summarized below.

- ▶ The high cost of flood insurance premiums is a big barrier to economic development in the community.
- ▶ There has not been a severe flood since 1985. There was a minor flood in 2006. A flood bench was installed after the 1985 flood and some homes were removed. Most flood impacts are now confined to the park.
- ▶ Funding and town staffing capacity are barriers to implementation. It is hard for the community to meet local match requirements.

The comprehensive plan for the Town is based on outdoor recreation. The river is a large part of the Town's character. There are concerns that a flood wall or levee would negatively impact the Town's character, views and/or access to the river, and outdoor recreation.

The priority is to protect the community while maintaining river access and recreation amenities. If an action is taken, the levee would be preferable to the flood wall to maintain access and support recreation, such as connecting to regional trails. A flood wall may be necessary in areas with limited space. Further community engagement is needed to decide if the community wants to act.

Public Meeting #2 – TBD

Placeholder for Draft Plan Review Meeting

Vulnerability and Risk Assessment

A comprehensive understanding of flood vulnerability and risk throughout the Town provides the foundation for sound decision-making in the context of flood risk reduction. Assessing risk and vulnerability is essential for identifying and prioritizing locations and projects for flood risk reduction. A vulnerability and risk assessment uses available data, both spatial and non-spatial, to analyze the risk posed to a community, including the people and assets within.

Overview of Flood Vulnerability and Risk

Location

The Town of Buchanan is located in the Roanoke Valley-Alleghany Region (RVAR) which is defined by watersheds with smaller streams which flow through steep terrain.³ Due to this topography, the water can pick up velocity and flood into the valleys and flatlands along the streams. The area is vulnerable to flooding, especially flash flooding. Most of the development in this region is along the major rivers as it corresponds to flatter land. The Town of Buchanan is located along the James River as shown in **Figure 3**. While the proximity to the river provides many amenities for the community, it also creates a hazard for much of the Town. The Town of Buchanan has been working on revitalizing its downtown area for over 20 years which has included preserving and restoring historic buildings, creating a park and gazebo along the James River, attracting new businesses and events, and enhancing the streetscape and landscaping.



Figure 3: Downtown Buchanan along the James River⁴

³ Roanoke Valley – Alleghany Regional Commission. (2019). *Roanoke Valley – Alleghany Regional Hazard Mitigation Plan*. Retrieved on [RVAR Hazard Mitigation Plan 2019.pdf \(rvarc.org\)](#) from March 12, 2024.

⁴ Town of Buchanan. (n.d). *Where Main Street Meets the Mountains...* Retrieved on November 21, 2023 from [Town of Buchanan Â» Visit Us](#).

Previous Occurrences

The *RVAR Regional Hazard Mitigation Plan* identified previous flooding occurrences along the James River which runs adjacent to the Town of Buchanan.⁵ River stages for the James River at Buchanan have been recorded since 1895 by the U.S. Geological Survey (USGS). The flood stage is 17 feet, and major flood stage is 26 feet.⁶ Between 1877 and 2019, the bank reached or exceeded flood stage at least 60 times. The years with previous flood occurrences based on the *RVAR Regional Hazard Mitigation Plan* are shown in **Table 1**. The 1985 Flood was the most significant flood in the Town's history. After the 1985 flood, there were mitigation efforts including the removal of homes along the waterfront which is now the Town Park. Additionally, a flood bench was implemented in the park. Since the 1985 flood, stakeholders report there has not been a significant flood event, and that most events reaching or exceeding flood stage are confined to the park.

Table 1 – Previous Flood Occurrences

Year	Description
1877	One of the greatest floods recorded in Buchanan. The flood measured at 34.9 feet at a gage.
1886	-
1889	-
1902	-
1913	-
1935	-
1936	-
1963	-
1969	The floods from the remains of hurricane Camille destroyed homes, roads, railroads, and bridges along the James River.
1972	The floods associated with Tropical Storm Agnes were the second highest storm of record.
1985	The Flood of Record with an exceedance of 600 years. The flood measured at 38.84 feet which is approximately 12 feet above Major Flood Stage. The river caused water damage and structural damage to numerous buildings. Some buildings were completely washed away. The railroad station was washed off its foundation. Water in homes was up to the ceilings and the historic footbridge was washed away. The Town of Buchanan primary sewage treatment plant was out of operation for 6 months. Following the flood, several homes were removed along the James River in the area that is now the Town Park. A flood bench was implemented.

⁵ Roanoke Valley – Alleghany Regional Commission. (2019). *Roanoke Valley – Alleghany Regional Hazard Mitigation Plan*. Retrieved on [RVAR Hazard Mitigation Plan 2019.pdf \(rvarc.org\)](#) from March 12, 2024.

⁶ NWS. (n.d). *Advanced Hydrologic Prediction Service*. Retrieved from [National Weather Service Advanced Hydrologic Prediction Service](#) on March 12, 2023.





Figure 4 – Aerial view of 1985 Flood in the Town of Buchanan⁷

Vulnerability

Flooding is a very frequent, dangerous, and costly hazard. Globally, it accounts for 44 percent of all natural disasters and 16 percent of all deaths from natural disasters.⁸ In the U.S., flooding results in an average of 88 deaths annually.⁹ Approximately 75 percent of presidential disaster declarations are associated with flooding.¹⁰

Mountain communities are often vulnerable to flooding due to development patterns. Communities, such as the Town of Buchanan, tend to develop on flatter land which often corresponds to riverbeds. Most of the flood producing storms occur in the winter or spring. The region is also prone to intense local thunderstorms or remaining storms from tropical storms in any season. Additionally, mountain communities are vulnerable to flash flooding from water flowing down steep terrain.

Riverine flooding presents a risk to buildings, infrastructure, and populations. A floodplain is generally the land area susceptible to being inundated or flooded by water from any source (i.e., river, stream, lake, estuary, etc.). Floodplains are natural features of any river or stream. Streams that drain more than one square mile have

⁷ WDBJ7. (2015). *Flood of 1985 in Buchanan*. Retrieved from [Flood of 1985 in Buchanan | Exactly 30 years ago today, Buchanan was cleaning up from the worst flood in its history. Brent Watts WDBJ7 grew up in Buchanan, and remembers the... | By WDBJ7Facebook | Facebook](#) on March 12, 2024.

⁸ World Meteorological Organization. (2022). *WMO Atlas of Mortality and Economic Losses from Weather, Climate, and Weather Extremes (1970-2019)*. World Meteorological Organization. Retrieved on March 21, 2024 from [doc_num.php \(wmo.int\)](#)

⁹ NOAA. (2023). *Thunderstorm Hazards – Flash Floods*. NOAA. Retrieved on March 21, 2024 from [Thunderstorm Hazards - Flash Floods | National Oceanic and Atmospheric Administration \(noaa.gov\)](#)

¹⁰ National Weather Service. (n.d.). *Flood Related Hazards*. National Weather Service. Retrieved on March 21, 2024 from [Flood Related Hazards \(weather.gov\)](#)



their estimated floodplain areas mapped in most areas. The mapped floodplain areas are called the regulatory floodplain. The regulatory floodplain mapping is a result of the hydrologic (rainfall) and hydraulic (runoff) analysis of the watershed and stream.

- ▶ The regulatory floodplain is also known as the **100-year floodplain**, base flood elevation, 1.0-percent annual chance floodplain or the Special Flood Hazard Area. The 100-year floodplain is the land area that is subject to a 1.0 percent or greater chance of flooding in any given year. The term “100-year flood” is often misinterpreted. The 100-year flood does not mean that it will occur once every 100 years. A 100-year flood has a 1/100 (1 percent) chance of occurring in any given year. A 100-year flood could occur two times in the same year or two years in a row. It is also possible not to have a 100-year flood event over the course of 100 years or more.
- ▶ The **floodway** is portion of the 100-year floodplain required to convey the flood event. The flood fringe provides flood water storage. The floodway is the high velocity area and structures or obstructions in the floodway can increase flood heights.
- ▶ While the 100-year (or base flood) is the standard most commonly used for floodplain management and regulatory purposes in the United States, the **500-year flood**, also known as the 0.2-percent annual chance flood area, is the national standard for protecting critical facilities, such as hospitals and power plants (when federally funded). A 500-year flood has a 1/500 (0.2 percent) chance of occurring in any given year. It is generally deeper than a 100-year flood and covers a greater amount of area; however, it is statistically less likely to occur.

Using FEMA’s National Flood Hazard Layer and Botetourt County building footprints spatial data layers, an exposure analysis was performed to understand flood vulnerability within the community. Buildings within Buchanan were overlaid with the mapped floodplain. The assessment results are shown in **Table 2** for each floodplain. Most parcels along Lowe Street are within the 100-year floodplain. Additionally, there are structures within the floodway or the high velocity area. The floodplain is mapped in relation to the buildings in **Figure 5** and **Figure 6**.

Table 2 – Buildings in the Mapped Floodplains

Floodplain	Number of Buildings
Floodway*	35
100-year	145
500-year	43

*If a building was in the Floodway, it was not included in the count for the 100-year floodplain.



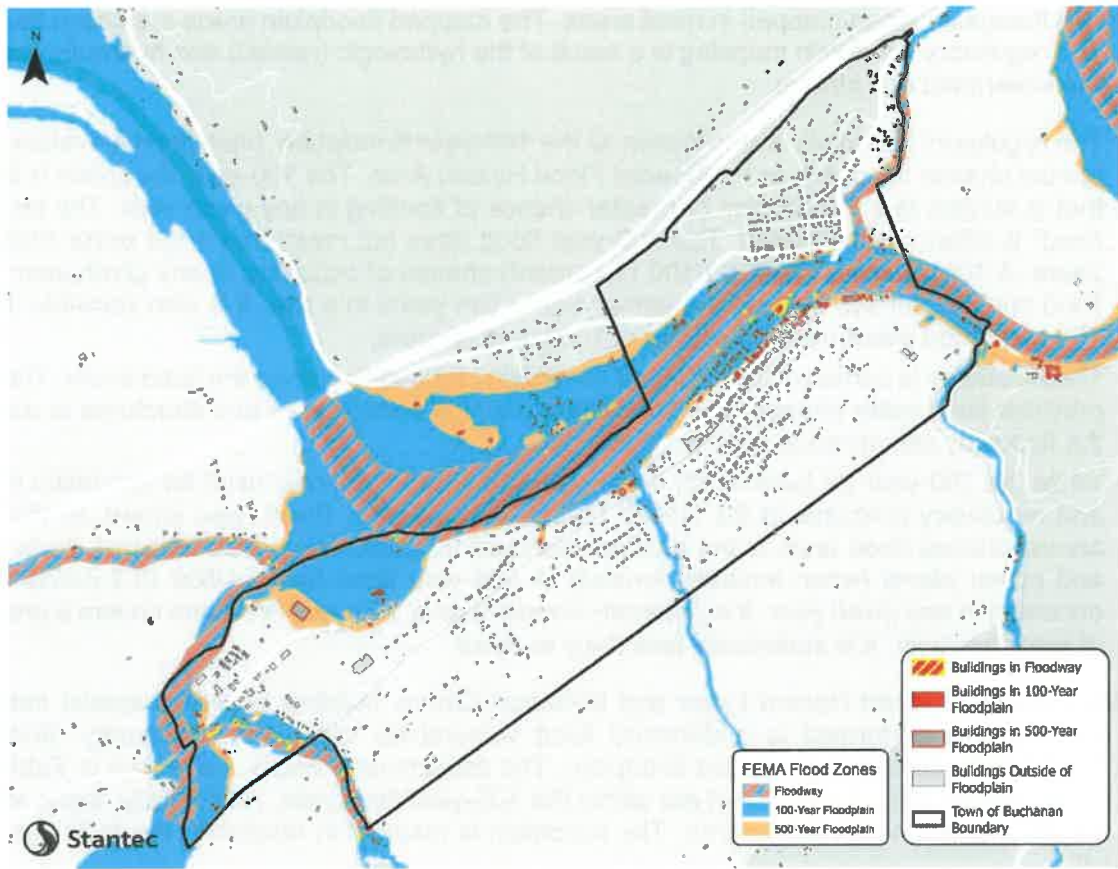


Figure 5 – Town of Buchanan Buildings in the Floodplain



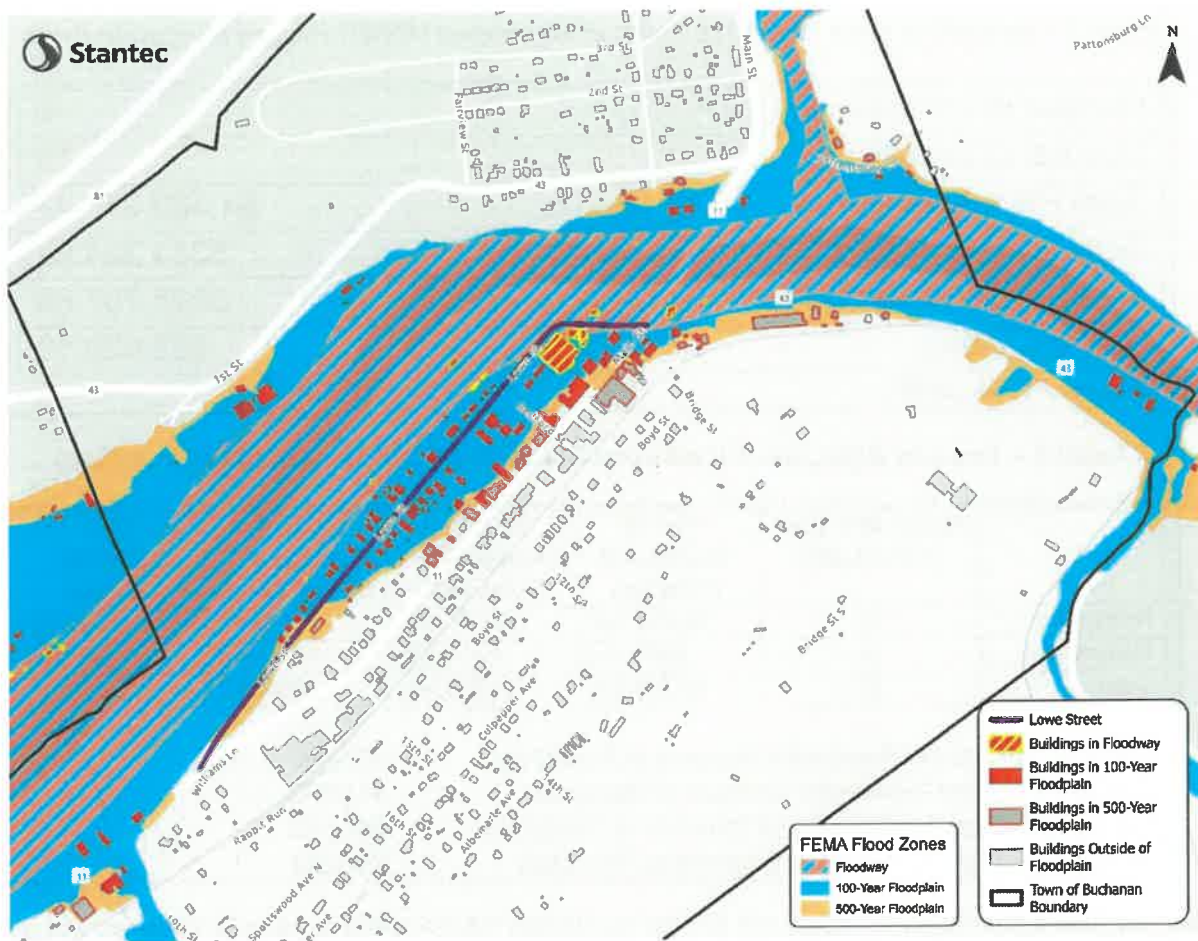


Figure 6 – Buildings along Lowe Street in the Floodplain

The *RVAR Hazard Mitigation Plan*¹¹ contains a flood vulnerability assessment of the region including information on flood risk and vulnerability for the Town of Buchanan. The Plan includes repetitive loss statistics for the Town as presented in **Table 3**. In the study, there were 6 properties identified as repetitive loss properties with an average claim over \$62,000. Additionally, a flood loss estimate was calculated for the Town of Buchanan by the staff of the RVAR Region Commission. The estimate was performed by RVAR to estimate losses associated with a county-wide flood event. The results for Buchanan are shown in **Table 4**. Based on structures and parcels within the floodplain, the study estimated 63 parcels have the potential to be damaged by flooding. The estimated damage cost is over \$2.4 million.

¹¹ Roanoke Valley – Alleghany Regional Commission. (2019). *Roanoke Valley – Alleghany Regional Hazard Mitigation Plan*. Retrieved on [RVAR Hazard Mitigation Plan 2019.pdf \(rvarc.org\)](https://rvarc.org/RVAR_Hazard_Mitigation_Plan_2019.pdf) from March 12, 2024.

Table 3 – Repetitive Loss Statistics Town of Buchanan (RVAR Hazard Mitigation Plan)

Number of Properties	6
Number of Losses	19
Total Payments	\$1,189,972.47
Total Building Payments	\$364,264.82
Total Contents Payments	\$825,707.65
Average Claim	\$62,630.13
Source: FEMA, 2019.	

Table 4 – Town of Buchanan Flood Loss Estimate (RVAR Hazard Mitigation Plan)

	Parcels/Structures in Floodplain	Value of Structures in Floodplain	Structure Damage at 3 ft Flood depth	Contents Damage at 3 ft Flood Depth	Total Estimated Damage
Residential	52	\$3,842,900	\$1,268,157	\$691,722	\$1,959,879
Commercial	11	\$883,100	\$291,423	\$176,620	\$468,043
Total	63	\$4,726,000	\$1,559,580	\$868,342	\$2,427,922
Average Damage per Residential Structure in Floodplain: \$37,690					
Average Value per Residential Structure in Floodplain: \$73,902					
Average Damage per Commercial Structure in Floodplain: \$42,549					
Average Value per Commercial Structure in Floodplain: \$80,282					

The National Risk Index (NRI) provides risk scores by census tract relative to census tracts across the United States.¹² The risk index score is calculated based on scores for expected annual loss from 18 hazard types, with consideration to social vulnerability and community resilience. The census tract with the Town of Buchanan scores very low for expected annual loss, relatively low for social vulnerability, and relatively high for community resilience. The highest scoring hazard for the Census Tract was for riverine flooding which was rated relatively moderate as shown in Figure 7.

¹² FEMA. (n.d). National Risk Index. Retrieved from [Map | National Risk Index \(fema.gov\)](https://www.fema.gov/national-risk-index) on March 11, 2023.



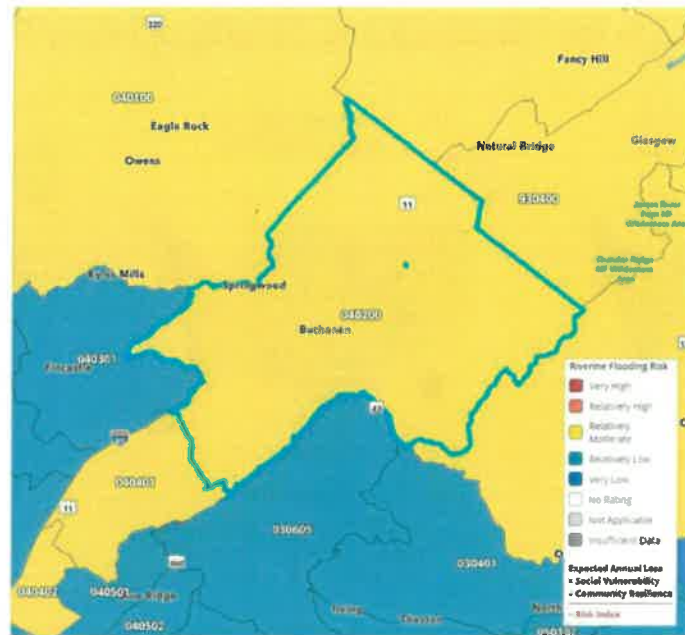


Figure 7 – National Risk Index Riverine Flooding Risk

When evaluating flood vulnerability, it is also important to consider climate trends. As reported in the United States Government's *Fifth National Climate Assessment*, since the 1950s there has been an upward trend in heavy precipitation events across the contiguous United States.¹³ The Southeast, including Virginia, has seen an increase in three precipitation metrics including a 37 percent increase in total precipitation on the heaviest 1 percent of days, a 13 percent increase in five-year maximum daily precipitation, and a 9 percent increase in annual maximum daily precipitation as shown in **Figure 8**.

¹³ USGCRP. (2023). Fifth National Climate Assessment. Retrieved from [Climate Trends \(globalchange.gov\)](https://www.globalchange.gov/) on March 11, 2024.



Observed Changes in the Frequency and Severity of Heavy Precipitation Events

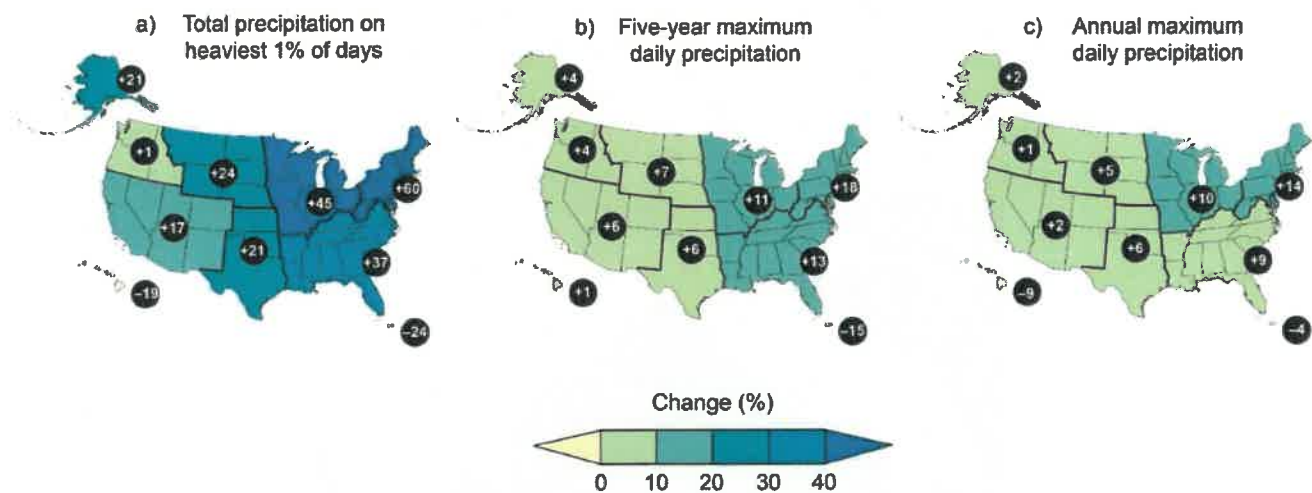


Figure 8 – Observed changes in precipitation metrics since the 1950s.

Precipitation is projected to continue to increase in the planning area. By Mid-Century, the Town of Buchanan is projected to experience 6.7 days of heavy precipitation per year compared to 5.9 currently (a change of 0.8 days).¹⁴ Additionally, the Town is projected to experience a 1.8-inch increase in annual average precipitation. By 2070, the Town of Buchanan is projected to experience 7.2 days of heavy precipitation per year compared to 5.9 currently (a change of 1.3 days). By 2070, the Town of Buchanan is projected to experience a 3-inch increase in average annual precipitation.

From the community engagement and feedback from Town Staff, the Town did not communicate significant or recurring flooding impacts since the 1985 flood. Residents did not report flooding from the James River or culverts along the tributaries impacting infrastructure. Typically, flooding impacts are limited to portions of the park and boat ramps being temporarily inundated.

Visual Inspection

A visual inspection was completed by the Project Team on January 10th, 2024. The Project Team toured areas in the Town that are most likely to flood with the Town Manager. Overall, the Town Manager noted that there have not been reoccurring flooding problems. The last major flood was in 1985. The day of the visual inspection followed a regional heavy rain event. The river was within 2 feet of flood stage and well beyond its normal extents. However, the water levels were mitigated by the flood bench. There were no reported flooding issues in the Town or along the streams. The water levels from the field inspection compared to more normal conditions are shown in **Figure 9**. Additionally, the drainage system was inspected along Main Street. There was minimal debris impacting the system especially for post-storm conditions. There was not any pooling or standing water along Main Street. The notes and photos from the visual inspection are included in

¹⁴ Headwaters Economics. (n.d) *Neighborhoods at Risk*. Retrieved from [Neighborhoods at Risk \(headwaterseconomics.org\)](https://headwaterseconomics.org) on March 11, 2024.



Appendix 1 and Appendix 2.

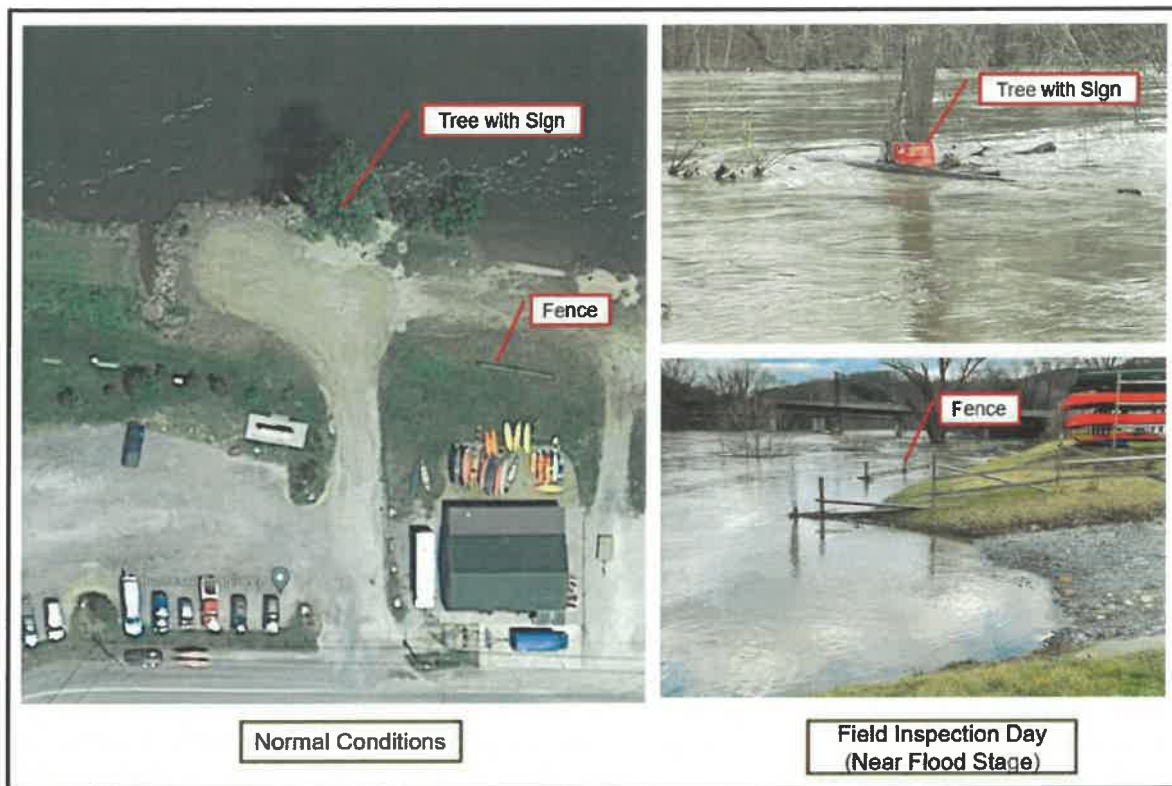


Figure 9 – Water Level Comparison

Capabilities - Local Planning and Policies

Planning and regulatory capability is based on the implementation of plans, ordinances, and programs that demonstrate a local jurisdiction's commitment to guiding and managing growth, development, and redevelopment while maintaining the general welfare of the community. It includes emergency response and hazard mitigation planning, comprehensive land use planning, and transportation planning, as well as enforcement of ordinances and building codes, and protection of environmental, historic, and cultural resources in the community. Although conflicts can arise, these planning initiatives present significant opportunities to integrate flood risk reduction principles into the local decision-making process. In Town of Buchanan, plans are developed by the Town, Botetourt County, and the Roanoke Valley – Alleghany Regional Commission. Plans and policies are often developed at levels necessary to meet state and federal requirements. Existing plans were reviewed to understand current resilience related actions and current community goals and actions.

Botetourt County of Virginia Emergency Operations Plan 2017

The Virginia Emergency Services and Disaster Laws of 2000 requires that the state, and each county and city within the state, develop and maintain a current Emergency Operations Plan (EOP). The Plan must address the planned resources for emergency situations. The Botetourt County EOP contains a basic plan, seventeen Emergency Support Functions (ESF), and five functional annexes. The plan defines the concepts of emergency operations and assigns duties and responsibilities to agency heads or organizations in times of emergencies. The functional annexes to the Basic Plan provide additional guidance and detailed procedures. The plan identifies that the County is particularly vulnerable to flash flooding and wildfires.



With regards to flooding, the EOP details the responsibilities and roles of agencies during response such as transportation, communications, search and rescue, public works, long term recovery, and damage assessment. The document details the responsibilities post disaster including documentation to be eligible for FEMA funding and mitigation responsibilities. The Plan includes a Damage Assessment Support Annex to describe the coordinating processes to ensure timely and accurate assessment and reporting of damages in the County. The Annex includes checklists and sample reports for damage assessment. The County Emergency Communications Center operates 24/7 and serves as the 911 center and public safety answering point (PSAP) for the County, including the Town of Buchanan. The County can also communicate with residents through local and regional radio systems.

Additionally, the Plan details the Integrated Flood Warning and Observation System (IFLOWS). Virginia has installed IFLOWS equipment in 35 localities primarily in Southwest Virginia along Interstate 81. The system transmits data from individual gauges to a primary computer every 15 minutes. The data is then shared through the IFLOWS system and to the public. The system assists with decision making prior to and during a heavy rain event. There are several gauges within the County including a gauge in Buchanan at the intersection of Bridge Street and North Water Street.

Buchanan Comprehensive Plan 2019 – 2025

The Code of Virginia §15.2-2223 requires that a municipality develop and adopt a comprehensive plan, and then review the plan for needed updates every five years. The Town of Buchanan's comprehensive plan is the Town's guide to long-term growth, development, and revitalization. The plan is used to guide land development and public infrastructure, investment decisions, and revise/align town projects, policies, programs, processes, and services. The proposed strategies focus largely on continuing to revitalize the downtown area, building a sense of place within the community, further improving the park to serve as a community amenity and leveraging Buchanan's historic and environmental draws to build its tourism industry. Tourism is increasingly becoming a large part of the Buchanan economy. Much of the tourism is driven by Buchanan's natural resources such as the James River. The comprehensive plan proposes several strategies for park improvements including installing a walking path, adding landscaping, and improving existing facilities.

One of the required elements of the comprehensive plan is flood control and flood damage prevention measures. Specifically, to flooding, the Plan reviews the impacts flooding has had on the community, identifies steps the community has taken to mitigate flooding, and proposes strategies that are related to flood mitigation in the future. The plan notes that the flood of 1985 had damaging effects on the development of the Town. One of the longest lasting effects of the flood was the fear of repeat flooding. This fear led to a decade with a lack of maintenance of properties and abandonment of residential and commercial properties. After the ten years of neglect, the neglected areas became the catalyst for the Town's revitalization efforts which resulted in a renewed sense of pride and economic growth. For mitigation efforts, the plan mentions the Town purchased a mobile generator in 2012 to use at water system sites to pump water in the event of future outages. In 2016, the Town received a loan from Virginia Department of Health (VDH) to install generator disconnects at water system sites to use with the mobile generator.

Additionally in the Plan, there are several challenges and strategies identified for natural resources. A challenge faced by the community is untreated stormwater flowing into the James River which is noted to exacerbate flooding and harm the river. Green infrastructure is identified as a key to protect the community. Other strategies include protecting existing ground cover, hosting tree care workshops, and preserving/planting public trees and vegetation to help with runoff.

Town of Buchanan, Virginia Zoning Ordinance (Updated 2019)



The purpose of the Town of Buchanan Zoning Ordinance is to promote the health, safety, and general welfare of the public and to implement the Comprehensive Plan of the Town. Several of the identified considerations of the plan reference flooding including:

- ▶ To provide for adequate light, air, convenience of access, and safety from fire, flood, and other dangers.
- ▶ To facilitate the provision of adequate police and fire protection, disaster evacuation, civil defense, transportation, water, flood protection, schools, parks, playgrounds, forests, recreational facilities, airports, and other public requirements.
- ▶ To protect against overcrowding of land, undue density of population in relation to the community facilities existing or available, obstruction of light or air, danger and congestion in travel and transportation, or loss of life, health, or property from fire, flood, panic, or other dangers.

Section 201. F establishes the Flood Hazard Overlay District which allows the community to regulate the floodplain to prevent the loss of life and property and the extraordinary and unnecessary expenditure of public funds for flood protection and relief. The Flood Hazard Overlay District includes all lands identified as being in the 100-year floodplain by FEMA. Permits are required for all uses, activities, and development within the Flood Hazard Overlay District based on the Virginia Uniform Statewide Building Code and the Town of Buchanan Subdivision Ordinance. All construction which commenced on or after December 17, 2010, is required to follow the ordinances for new construction. All new structures shall be constructed so the lowest habitable elevation is at least one foot above the base flood elevation. The ordinance contains special provisions for manufactured homes and recreational vehicles. Additionally, the ordinance prohibits actions within the floodway that would increase the base flood elevation. The Zoning Administrator has the right to require hydrologic and hydraulic analyses for any development. As the Town of Buchanan has many historic structures, there are special provisions for existing structures in the floodplain. Any modification exceeding fifty percent of the market value requires elevation or floodproofing in compliance with the Virginia Uniform Statewide Building code.

Roanoke Valley – Alleghany Regional Hazard Mitigation Plan (Updated 2019)

The Disaster Mitigation Act of 2000 requires local governments to have a mitigation plan including the process for identifying hazards, risks and vulnerabilities, and prioritizes mitigation actions as a condition of receiving federal disaster mitigation funds. The Roanoke Valley – Alleghany Regionals Hazard Mitigation Plan includes the Town of Buchanan. The plan covers nine different hazards including flooding. For the Town of Buchanan, the plan includes a vulnerability score for each hazard, overview of previous occurrences, vulnerability assessment, and proposed mitigation actions.

The plan identified that flooding is a hazard that impacts a large portion of the region and identified flooding as a major hazard for the region. Within the region, there have been nine Presidential Disaster Declarations related to flooding. Overall, flooding was given the second highest score for vulnerability in the region. The only other hazard with a higher ranking was winter storm. The Plan highlights that while the revitalization of downtown areas such as the Town of Buchanan has many community benefits, it is important to also understand the potential increased flood risk. Increased concentrations of people and higher property values in flood hazard areas can result in greater losses. The Plan is used throughout this documents Vulnerability Assessment to help identify previous flood occurrences, previous flood studies, and proposed mitigation actions.

Staffing Capacity

The ability of a local government to develop and implement flood risk reduction projects, policies, and programs is directly tied to its ability to direct staff time and resources for that purpose. As summarized below, Town staff currently has limited capacity to implement flood risk reduction and pursue funding for implementation.



The *RVAR Hazard Mitigation Plan* included an evaluation of capability assessment in which the ability of each jurisdiction to implement future mitigation projects was evaluated. Each community was evaluated in three areas including technical expertise and mitigation experience of staff, administrative ability in particular to the availability of staff to manage multiple projects, and financial constraints.

The Town of Buchanan was given a low rating for all three categories. This corresponds to the following descriptions:

- ▶ The locality is lacking adequate staff to manage a disaster event and will be dependent on the state or perhaps the surrounding county to provide response and coordination.
- ▶ The locality does not have adequate funding available to address a disaster event nor complete disaster mitigation activities on its own. Locality would be almost totally dependent on outside or government funding.

This supports feedback from the Town throughout the planning process. During the planning process, the Town had 3 of 6 staff positions filled. Staff members often fill multiple roles and must be reactionary due to their high workload. Additionally, there is not a certified floodplain manager to assist with flood mitigation actions. However, the Town is pursuing having a staff member certified utilizing CFPF funds. The Town maintains its Zoning Ordinance and is a member of the National Flood Insurance Program (NFIP). The Town joined NFIP in 1977.

Community Capacity

From discussions with Town Staff and the community engagement meetings, the community does not report frequent impacts from flooding. The community has not been largely impacted by a flood since 1985. Many community members have not experienced a flood during their time in the community. While community members have heard stories or seen lingering impacts from the 1985 flood, many community members are not aware of their flood vulnerability. The high cost of flood insurance premiums was noted as an issue for home- and business owners located within the floodplain and has led to instances of those who own their homes outright not carrying flood insurance, or structures within the floodplain being abandoned. The Town does not participate in the Community Rating System (CRS), a program that provides a discount on flood insurance premiums for a community meeting certain flood risk reduction criterion.

Proposed Flood Mitigation Actions

The Proposed Mitigation Actions are a product of the input and analyses completed during the planning process. It is developed from stakeholder input, risk analysis, and capability and capacity assessment results, and is intended to guide the Town in implementing actions to mitigate current and future flood risk. Additionally, as a part of this project, multiple flood mitigation alternatives were modeled along the James River. These alternatives were modeled to give the community a better understanding of potential flood mitigation options. Three types of mitigation actions are presented in this section.

- ▶ **Modeled Scenarios:** Four flood mitigation scenarios were modeled along the James River.
- ▶ **Supplemental Actions:** Programmatic actions based on stakeholder engagement, the capability and capacity assessment, and risk assessment.
- ▶ **Actions from Existing Plans:** This section identifies actions that can supplement existing plans, projects that can be supplemented by resilience in existing plans, and projects from other plans that increase resilience.



Modeled Scenarios

The development of the Flood Resilience Plan included the modeling of four different flood mitigation scenarios along the James River. As the largest flood threat to the community is flooding from the James River, these alternatives reviewed different options for flood mitigation to build off previous studies. The goal of these modeled scenarios is to give the community options to further explore for future action.

The four scenarios reviewed include:

- ▶ Do-Nothing Alternative
- ▶ Floodwall Alternative
- ▶ Levee with Pathway Alternative
- ▶ Emergency Channel

These scenarios were modeled using HEC-2 (FEMA original), HEC-RAS, and AutoCAD Civil3D. Upon receipt of the currently effective flood risk models from FEMA, it was found that the currently effective flood risk model for this area of the James River was last updated in August 1976. When reviewing the current models, it was noted that the cross-section data is sparse, and the data does not closely match current LiDar topographical mapping data. To give the community a better understanding of flood risk, the models should be updated prior to selecting a preferred alternative. This is discussed further in the **Supplemental Actions**.

Do-Nothing Alternative

The first alternative reviewed was selecting not to implement an alternative along the James River. This scenario demonstrates flood risk based on the latest available flood model (1976). The model does not account for the flood bench as it was developed before the installation. A 100-year flood scenario with the Do-Nothing Alternative is shown in **Figure 10**. With the Do-Nothing Alternative, most properties on Lowe Street are impacted by the flooding.

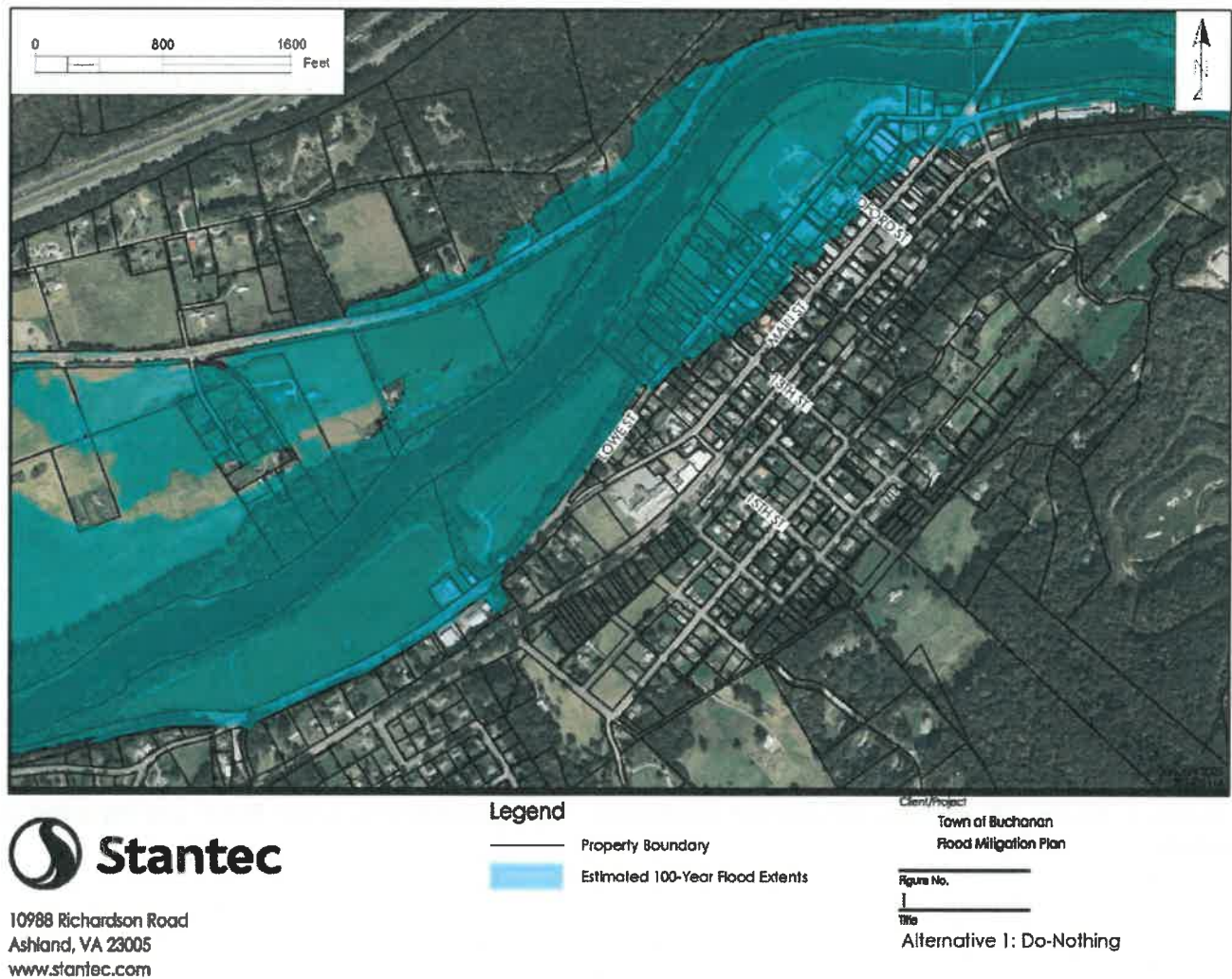


Figure 10 – Do-Nothing Alternative

Floodwall Alternative

A typical floodwall was studied similar to the floodwall implemented in Richmond, Virginia. A conceptual alignment for the floodwall was developed from the south end to north end of Buchanan. The floodwall would be approximately 8 to 10 feet tall. Property impacts would be approximately 10 to 15 feet wide for the wall and site grading/access. Access would be maintained for boat ramps by installing flood gates. All other access would likely be blocked off. The floodwall would be the more expensive alternative but would minimize property acquisition impacts. The floodwall would likely be effective at controlling the 100-Year flood surface as shown in **Figure 11**. A conceptual rendering of the floodwall is shown in **Figure 12**.



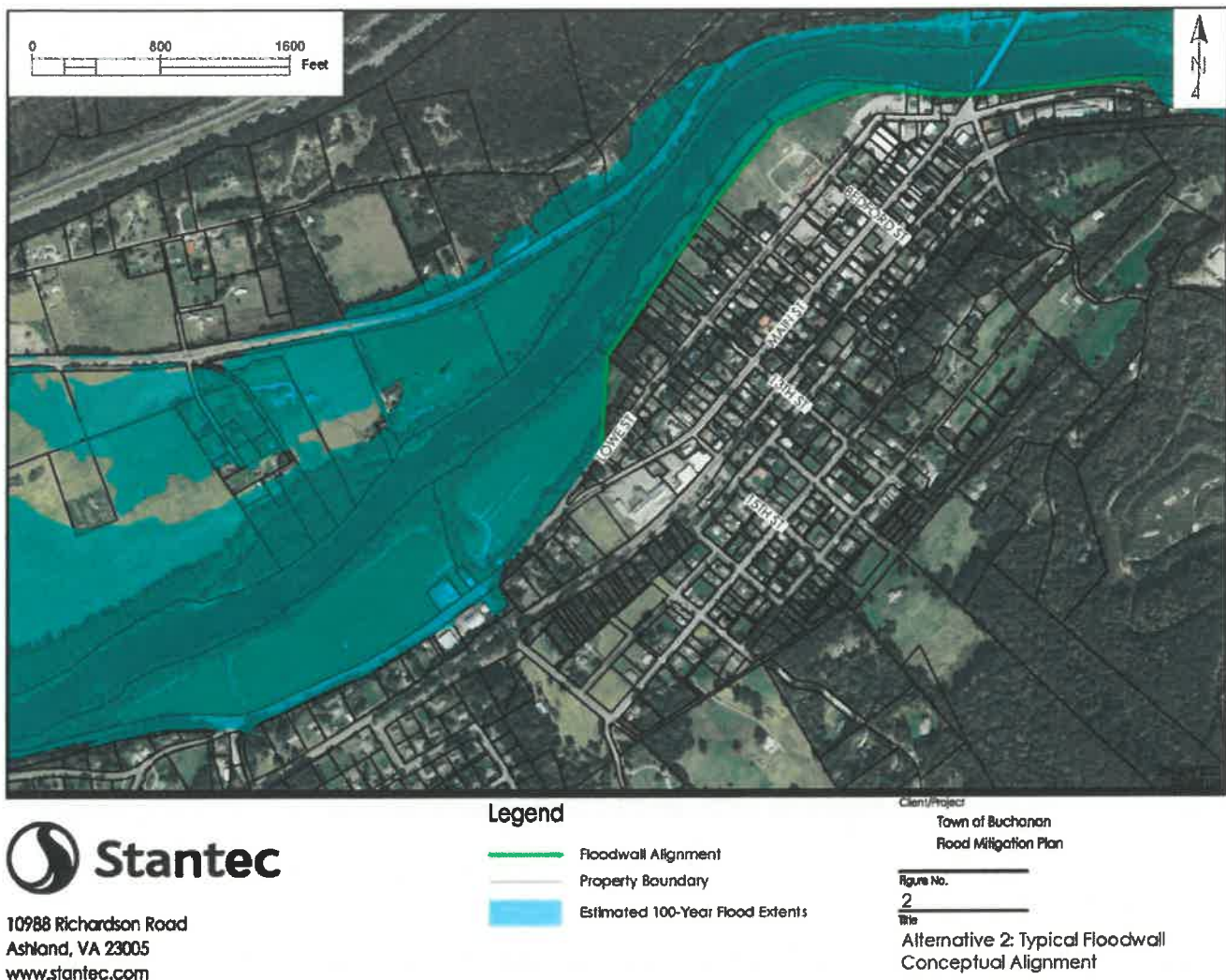


Figure 11 – Floodwall Alternative with the 100-Year Flood Event



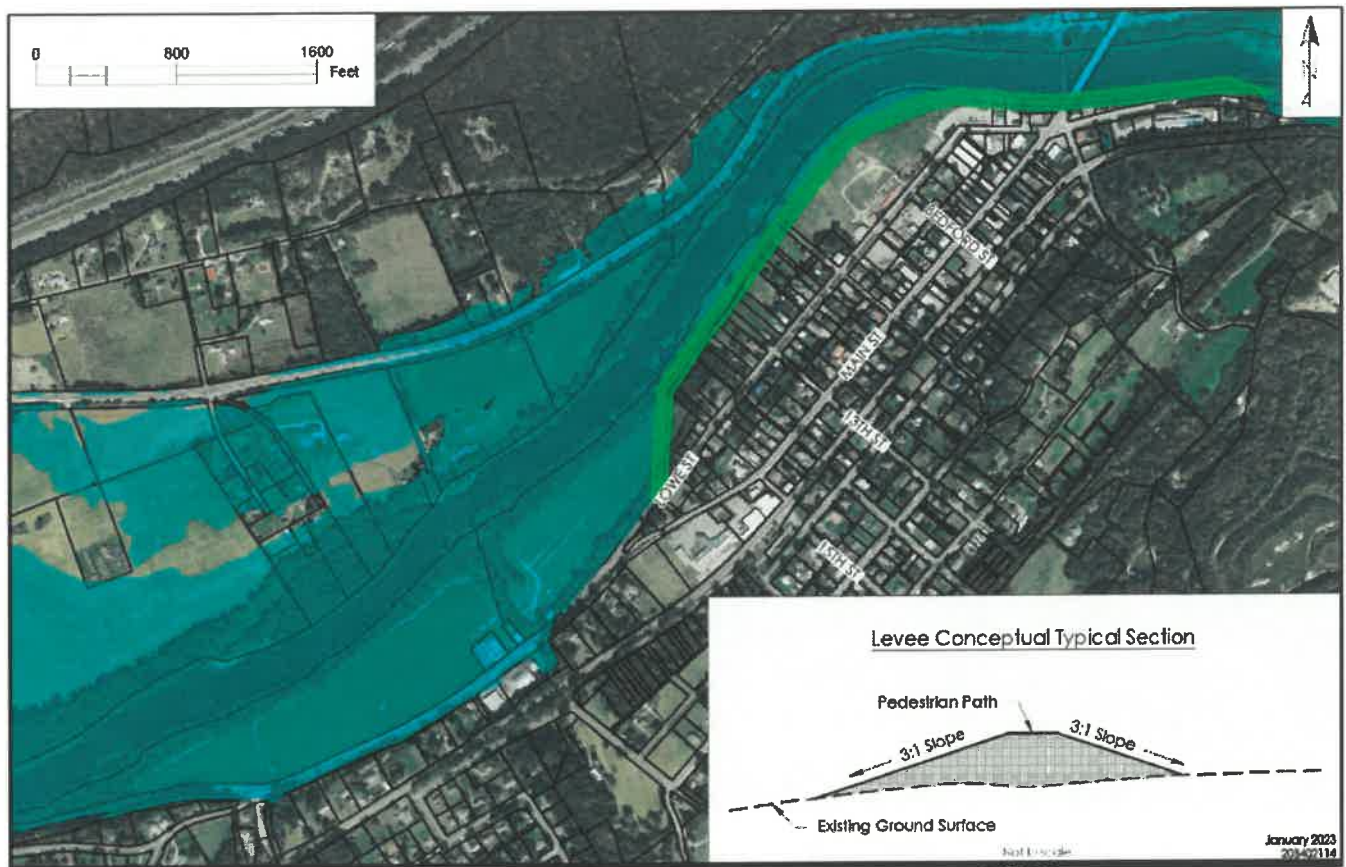


Figure 12 – Floodwall Conceptual Rendering

Levee with Pathway

A levee with a multimodal pathway was studied as an alternative. The levee would have a 10-foot-wide bicycle and pedestrian path on the top. A conceptual alignment for the levee was developed from the south end to north end of Buchanan. The levee would be approximately 8 to 10 feet tall. Property acquisition impacts would be approximately 60 feet wide for the levee to provide enough space for the multimodal path and the gradual slope leading to the top of the levee. For areas without enough width for the levee, a floodwall could be utilized. Access would be maintained for boat ramps by installing flood gates. The levee would have gradually sloped sides that would allow people to cross by foot, maintaining river access. The levee is a lower cost option than the floodwall but would have a much greater footprint. The levee and multimodal path could have landscaping and other natural features to better fit the context of the park. The levee would likely be effective at controlling the 100-Year flood surface as shown in **Figure 13**. A conceptual rendering of the floodwall is shown in **Figure 14**. Renderings of multimodal path options are shown in **Figure 15** and **Figure 16**.





10988 Richardson Road
Ashland, VA 23005
www.stantec.com

Legend

- Levee Alignment
- Property Boundary
- Estimated 100-Year Flood Extents

Client/Project

Town of Buchanan
Flood Mitigation Plan

Figure No.

3

Title

Alternative 3: Levee
Conceptual Alignment

Figure 13 - Levee Alternative with the 100-Year Flood Event





Figure 14 – Levee Conceptual Rendering





Figure 15 – Multimodal Path Conceptual Rendering #1





Figure 16 - Multimodal Path Conceptual Rendering #2

Emergency Channel

A flood emergency channel was explored as a potential alternative along the James River. A flood emergency channel is excavated area to serve as flood storage during flood events. However, the alternative was not found to be effective at controlling the 100-year flood. Therefore, it is not recommended as a potential alternative.

Supplemental Actions

In addition to the modeled scenarios, supplemental actions were identified based on the Vulnerability Assessment, community engagement, and capability and capacity assessment. Many of these actions are programmatic in nature rather than physical projects.

Additional Flood Modeling

As discussed in the



Modeled Scenarios, the current flood models for the Town of Buchanan are out of date. This presents limitations when studying proposed alternatives. Additionally, the maps may not best reflect flood risk for property owners and flood insurance. The current effective flood risk models from FEMA for this area of the James River were last updated in August 1976.

Further, the provided model data were in legacy HEC-2 model format; however, no HEC-2 model input files were included, and the provided information consisted entirely of HEC-2 flood model results printouts. Therefore, the HEC-2 model printouts required deconstruction and conversion into the current HEC-RAS software to create a working flood surface model. During this process, it was noted that the cross-section data was sparse, and, in some locations, the HEC-2 data did not appear to closely match current LiDAR topographical mapping data.

The discrepancies between the legacy FEMA model and current topographical/mapping data limit the level of detail to which flood mitigation alternatives may be designed using the current effective FEMA flood risk model data. To give the community a better understanding of flood risk, a HEC-RAS model should be developed using updated topographic/mapping data prior to selecting future flood mitigation actions. The updated model would allow for more accurate design of the floodwall or levee height. The Town should pursue funding for updating these models from CFPF or eligibility under FEMA Risk MAP's Mitigation Technical Assistance Program (MPTA).¹⁵ Prior to pursuing funding or assistance, the Town should communicate with the State Floodplain Coordinator to understand if the county is in the pipeline for an upcoming FEMA Risk MAP flood study.

Join CRS

Under the Community Rating System (CRS), communities are rewarded for exceeding the minimum national standards for floodplain management. By joining CRS, the flood insurance premiums of a community's residents and businesses can be discounted to reflect the community's work to reduce flood damage to existing buildings, manage development in areas not mapped by the NFIP, protect new buildings beyond the minimum NFIP protection level, preserve and /or restore natural functions of floodplains, help insurance agencies obtain flood data, and help people obtain flood insurance. Participating communities achieve certain classes that are associated with a specific discount on residents' premiums. The discounts by CRS class are shown in **Figure 17**.¹⁶

¹⁵ Guidance for Flood Risk Analysis and Mapping, FEMA, 2023, [fema_rm-incorporating_mitigation_planning_technical_assistance_into_rm_projects_nov_2023.pdf](#)

¹⁶ "National Flood Insurance Program Community Rating System Coordinator's Manual", FEMA, 2017, [CRS Coordinator's Manual \(fema.gov\)](#)

CRS classes, credit points, and premium discounts			
CRS Class	Credit Points (cT)	Premium Reduction	
		In SFHA	Outside SFHA
1	4,500+	45%	10%
2	4,000–4,499	40%	10%
3	3,500–3,999	35%	10%
4	3,000–3,499	30%	10%
5	2,500–2,999	25%	10%
6	2,000–2,499	20%	10%
7	1,500–1,999	15%	5%
8	1,000–1,499	10%	5%
9	500–999	5%	5%
10	0–499	0	0

SFHA: Zones A, AE, A1–A30, V, V1–V30, AO, and AH
Outside the SFHA: Zones X, B, C, A99, AR, and D

Preferred Risk Policies are not eligible for CRS premium discounts because they already have premiums lower than other policies. Preferred Risk Policies are available only in B, C, and X Zones for properties that are shown to have a minimal risk of flood damage.

Some minus-rated policies may not be eligible for CRS premium discounts.

Premium discounts are subject to change.

Figure 17 – CRS classes, credit points, and premium discounts

To help lower the cost of flood insurance in the Town of Buchanan, the goal of this action is to start participating in CRS. While communities can continue to earn more credits, an initial goal is to achieve CRS Class 9 which would result in a 5 percent insurance premium discount. The process to join the CRS is described in the [Coordinators Manual](#). Flood Risk Mitigation Actions from this plan including the activities performed for the completion of this plan may be leveraged for CRS Credit. For example, increased flood modeling actions may be leveraged under Activity 410 – Flood Hazard Mapping. Additionally, the Town of Buchanan Flood Resilience Plan may be leveraged for Activity 510 – Floodplain Management Planning with the addition of a few components. As the community pursues and implements the Flood Mitigation Actions in the Town of Buchanan Flood Resilience Plan, the community should check if the activities meet any CRS credits. The steps to join and maintain CRS are shown in **Table 5**. The below steps reference the 2017 Coordinator’s Manual, however, when applying the community should reference the latest manual as they are updated every few years. The Town may need to update its Zoning Ordinance to meet certain CRS requirements.

Table 5 – Steps to join and maintain CRS.

CRS Step Description	
Step	Initial Classification
1	<p>Meet Prerequisites - To become and continue to be a Class 9 or better, a community must demonstrate that it has enough points to warrant the class AND meet the following six prerequisites. Below the prerequisites are summarized. The community should verify that the Class 9 prerequisites are met as defined in the Coordinator’s Manual.</p> <ol style="list-style-type: none"> 1. The community must have been in the Regular Phase of the NFIP for at least one year. 2. The community must be in full compliance with the minimum requirements of the NFIP. This must be verified by the FEMA Regional Office within 6 months of the initial CRS verification visit.



	<p>3. The community must maintain FEMA Elevation Certificates on all new buildings and substantial improvements constructed in the Special Flood Hazard Area (SFHA) after the community applies for CRS credit.</p> <p>4. If there are one or more repetitive loss properties in the community, the community must take certain actions. These include reviewing and updating the list of repetitive loss properties, mapping repetitive loss areas, describing the causes of the losses, and sending an outreach project to those areas each year. A community with 50 or more repetitive loss properties must take additional actions.</p> <p>5. The community must maintain all flood insurance policies that it has been required to carry on properties owned by the community. The community's chief executive officer Requesting CRS Credit (CEO) signs the verification visit cover sheet, which includes a statement that the signer certifies that the community has all the flood insurance policies that it has been required to maintain on properties owned by the community.</p>
2	Submit Letter of Interest - The community will submit a letter of interest to the FEMA Regional Office and copies will be sent to the State NFIP Coordinator and Insurance Services Office, Inc. (ISO). The contents required are shown in the Coordinator's Manual. The community will also include documentation showing that the community is implementing activities to warrant at least a CRS Class 9.
3	<p>Submittal Review - If the community's submittal is complete and shows that Class 9 is likely, the ISO Specialist will contact the FEMA Regional Office for approval to conduct an initial verification visit with the community.</p> <p>The Regional FEMA Office must approve the submittal to ensure that the community is in full compliance with the minimum floodplain management criteria of the NFIP within six months of the verification visit.</p>
4	Prepare for Community Visit - The ISO Specialist will contact the community to schedule the community verification. During the visit, the ISO/CRS Specialist will review all the communities' activities that may deserve credit. Prior to the visit, community staff will prepare documentation for the ISO Specialist as detailed in the Coordinator's Manual.
5	Community Visit - ISO will perform the verification visit and submit a verification report to FEMA. The review period may take several months. FEMA will make the final decision on the community's credit and classification.
6	Credit Set - FEMA sets the CRS credit to be granted and notifies the community, the state, insurance companies, and other appropriate parties.
7	Official Classification - The classification becomes effective on May 1 or October 1, whichever comes first, after the community's activities are verified.
	Recertification (Each Year)
1	<p>Staffing - Designate a community CRS coordinator and maintain the position. The CRS coordinator should be responsible for recertification each year. The CRS coordinator should also be responsible for applying for additional credits as Tazewell County completes flood mitigation activities to gain further insurance premium discounts. The process for applying for additional credits is detailed in the Coordinators Manual. For example, the Class 6 prerequisites are summarized below, which would result in a 20 percent premium reduction for properties in Special Flood Hazard Areas. The Coordinator's Manual should be referenced for the full criteria. The community must meet all the Class 9 prerequisites.</p> <p>The community must have received and continue to maintain a classification of 5/5 or better under the Building Code Effectiveness Grading Schedule (BCEGS).</p>
2	Recertification Packet - ISO/CRS will send the community a list of credited activities. The community must respond by the deadline provided with the annual recertification package certifying whether it is still implementing each item on the list. The community will submit the package to the ISO / CRS Specialist. Some activities will require the submission of annual reports for credit. Failure to recertify may result in a loss of credits.



Insurance Premium Supplementation

Stakeholders and Town Staff have noted throughout the planning process that the high and increasing cost of flood insurance has been a barrier to filling vacant commercial buildings. Some buildings have been vacant for years because the insurance premiums are a barrier for business owners. Some of these buildings are in prominent locations in the Town. Additionally, existing businesses and property owners in the Town are having difficulty with increasing insurance costs. The Town is interested in finding ways to fill the vacant properties and lower flood insurance costs for the community. There are a couple of ways to address this problem. The most effective is to join CRS to help lower insurance premiums for the community as discussed in a separate action. Additionally, the Town could supplement insurance costs for new businesses filling vacant buildings.

When pursuing insurance premium supplementation, the Town must be very careful to not encourage development in the floodplain or increase flood risk by putting people and assets in harm's way. The Town should take a nuanced approach when establishing this program. Guidance for this program is provided below.

- ▶ The Town should focus on filling vacant prominent structures. The Town should not subsidize flood insurance premiums for new development in the floodplain.
- ▶ The Town should educate business owners on their flood risk and the limits of flood insurance.
- ▶ The Town should be strategic in selecting businesses for the program. The Town should not allow critical facilities or services to fill those buildings. Selected businesses should be non-critical businesses that do not have expensive assets. For example, electronics or expensive merchandise that could be damaged by flooding. The Town could also support these businesses in protecting or floodproofing expensive equipment from flooding, such as raising electrical equipment above the base flood elevation.
- ▶ The spaces could be utilized to supplement recreation on the James River or the Town Park. This could provide co-benefits to the community and build community character.

Increase Staffing Capacity

Town staff currently have limited capacity to implement flood risk reduction and pursue funding for implementation. At the time of this Plan, the Town of Buchanan only had 3 of 6 positions filled. Staff are often filling multiple roles and having to be reactionary due to a lack of capacity. Additionally, there is not a Certified Floodplain Manager on staff.

The Town of Buchanan should pursue funding to support additional staffing capacity through programs such as CFPF. The additional capacity could include new staff positions or funding to hire consultants to assist Town staff. The addition of a Certified Floodplain Manager (CFM) could supplement existing staff positions and help the Town integrate more proactive floodplain management into its programming. Through current CFPF funding, the Town is pursuing CFM training for one staff member, however limited staffing capacity has made this a challenge.

Resident Education

As the Town has not experienced a significant flood event since 1985, many current residents did not live in the area at that time. Besides the zoning ordinance and flood insurance requirements, many residents are not aware of the potential flood risk to the community. As the Town is exploring flood mitigation actions, the Town should work to increase resident awareness about flood risk. This could be coupled with other actions such as public meetings to review proposed alternatives, steps to join CRS, and meetings about insurance supplementation. The education could take multiple forms such as resident meetings, infographics shared on social media and throughout the community, or educational booths at community events. If a CFM is added to the staff, they could lead this effort.



Actions from Existing Plans

In addition to the Modeled Scenarios and Supplemental Actions, there are existing actions identified in existing plans that support flood mitigation or can be supplemented to further support flood mitigation. Often resilience actions can be supplementations to existing community projects. Additionally, through the capability assessment, actions for the next iterations of the plan were identified from gaps in the plans.

Botetourt County of Virginia Emergency Operations Plan 2017

- ▶ The Plan is supposed to be reviewed and adopted every 4 years. The Plan was last adopted in 2017. The Town should encourage and participate in a county EOP update.
- ▶ The Emergency Management Coordinator is supposed to review the plan at least on an annual basis and ensure the plan is tested and exercised on a regular basis. The Town of Buchanan should ensure they are included in the exercises and understand their role during flood response.

Buchanan Comprehensive Plan 2019 – 2025

- ▶ The Comprehensive Plan identifies grey infrastructure as a challenge to the community with implementing more green infrastructure management as a solution. Often resilient flood mitigation measures are green infrastructure solutions such as constructed wetlands, bioretention and bioswales, and urban trees and forests. When selecting projects, the community should consider green infrastructure.

The Plan identifies several strategies in the natural resources category that can also increase flood resilience. These strategies include developing a tree care workshop, preserving and protecting public trees, and planting trees and lower vegetation to help with stormwater runoff. Additionally, to increase ground water retention, the plan identifies protecting existing ground cover and promoting tree plantings in open spaces.

The Town Park is a central part of the Comprehensive Plan. There are strategies for improving the park, and the park is an important recreation amenity as a part of the Town's tourism effort. When making improvements to the park, flood resilience should be considered. Many of the proposed landscaping improvements could also increase flood resilience.

Town of Buchanan, Virginia Zoning Ordinance (Updated 2019)

- ▶ As flooding is projected to increase in the area, the base flood elevation in the zoning ordinance should be reviewed. If updated modeling is performed, the ordinance should be reviewed for potential changes.

Roanoke Valley – Alleghany Regional Hazard Mitigation Plan (Updated 2019)

- ▶ Several action items were identified for the Town of Buchanan in the *RVAR Hazard Mitigation Plan*. Those projects are identified in **Table 6**.



Table 6 – Town of Buchanan Mitigation Actions from *RVAR Hazard Mitigation Plan*

Project	Hazard Mitigated	Benefit	Cost Estimate	Benefit-to-Cost	Priority	Funding Partners	Implementation/Lead Agency	Status	Proposed Schedule
Evaluate public utilities for floodproofing	Flooding	Evaluation of public utilities for retrofitting or floodproofing to prevent failure during disasters	\$10,000	Low	High	FEMA, Local government	Local government, Public Works Dept	Not started; lack of funding	Ongoing
Participate in, and remain in good standing with, the National Flood Insurance Program (NFIP)	Flooding	Reduction of future flood damage through enforcement of floodplain ordinances and availability of discounted flood insurance for property owners	\$2,500	High	High	FEMA	Local government	Ongoing	Ongoing
Maintain an accurate database and map of repetitive loss properties	Flooding	Identification of repetitive loss properties that should be mitigated	\$2,500	High	High	FEMA, VDEM	Local government, RVARC, VDEM	Ongoing	Ongoing
Local Code Review	All Hazards	Review of development codes to evaluate need for changes that would improve disaster mitigation	\$5,000	Medium	High	FEMA, VDEM	Local government	Not started; lack of funding	Ongoing
Identification of appropriate properties for acquisition and/or elevation out of flood area	Flooding	Reduction of flood loss	Unsure	Medium	Low	FEMA, VDEM, Local	Local government	Not started; lack of funding	2026
Public education	All hazards	Inform public about hazards and mitigation options	\$5,000	High	High	FEMA, VDEM, Local	Local government	In progress	Ongoing
Protection of the Town Lift Station on Parkway Drive	Flooding	Continuation of sewer service during disasters	unknown	High	High	FEMA, VDEM, Local	Local government	Not started; lack of funding	2026
Protection of the Town Sewage Treatment Plant on Parkway Drive	Flooding	Continuation of sewer service during disasters	unknown	High	High	FEMA, VDEM, Local	Local government	Not started; lack of funding	2026
Mitigation of culvert at intersection of 18th Street and New Town Road	Flooding	Elimination of street and business flooding	unknown	Medium	High	FEMA, VDEM, VDOT, Local	Local government	Not started; lack of funding	2026
Mitigation of culvert at Main Street and 19th Street	Flooding	Elimination of street and business flooding	unknown	Medium	High	FEMA, VDEM, VDOT, Local	Local government	Not started; lack of funding	2026
Mitigation of culvert between Main Street and Lowe Street near Alley.	Flooding	Elimination of street, business and residential flooding downtown	unknown	Medium	High	FEMA, VDEM, VDOT, Local	Local government	Not started; lack of funding	2026
Flood Wall to protect Lowe Street and Main Street	Flooding	Elimination of street, business and residential flooding downtown	unknown	High	High	FEMA, VDEM, Local	Local government	Not started; lack of funding	2026

Funding Opportunities

Funding is an important part of any plan as most actions require outside assistance for implementation. The Town of Buchanan has noted that funding is often a barrier to implementing projects. The Town often has a hard time meeting local match requirements. The adoption and approval of this plan allows the Town of Buchanan to be eligible for CFPF grants and low interest loans. CFPF grants are very flexible and can be applied to a wide variety of flood mitigation projects and programmatic actions.

Outside of CFPF, there are a wide variety of grants available to implement resilience actions. A funding matrix is included in **Appendix 3**. Many of the funding sources can also be used for recreation amenities to supplement resilience actions.

Plan Implementation and Maintenance



The actions included in this Plan are intended to provide a near-term roadmap for Town of Buchanan to implement flood risk reduction measures. Ongoing monitoring to evaluate flood mitigation actions that have been successfully implemented is recommended. Going forward, it is recommended that the Town review progress on the flood mitigation measures and discuss flood mitigation implementation actions to be taken in the following year.

Further, while not required, it is recommended that the Town update the Flood Resilience Plan every 5-10 years in order to reassess capability and capacity and flood risk and vulnerability, as well as understand the progress made toward implementation of actions identified during this planning process, and to identify new actions for flood risk reduction.



Appendix 1 – Field Inspection Notes

Town of Buchanan Flood Resilience Plan – Field Inspection

January 10, 2024

Attendees:

Project Team

- ▶ George Hayfield, Town of Buchanan
- ▶ Joe Morici, Stantec
- ▶ Christina Hurley, Stantec
- ▶ Danielle Curri, Stantec

Notes:

- ▶ **Riverside Park**
 - A large storm hit the area the day before.
 - The river was 7' higher than normal and 30' to 40' wider than normal.
 - With the storm, there were not many impacts beyond the boat ramp area being flooded.
 - There is a historic gauge dock from the historic canal. The Town is interested in preserving it as an archaeological site.
 - No structures have flooded significantly since 1985.
 - The park floods more frequently
 - The structures in the Town are largely historic.
 - They do not have easy to reference flood maps with the structures.
 - The water is normally at the tree line (about 30 feet away from current water level)
 - After the 1985 flood, a flood bench was installed approximately 6' down to the river. The flood bench was containing the high-water levels on the day of the inspection.
 - There was large woody debris moving through the river. Debris was collecting in several areas, as shown in the photos below.
 - The higher elevation railroad tracks on the opposite bank kind of act as a levee.
- ▶ **Boat Ramp/ Bridges**
 - Some debris build up on bridges.
 - Part of the boat ramp was underwater.
 - There have not been previous issues with the bridge flooding.
 - Concern about impacting kayaking business with solutions.
 - The bridge is slated to be replaced in the next 10-15 years.
 - There are some new rental property developments further upstream along the river.
 - There are two streams with culverts on either side of the Town.
- ▶ **North of Bridge**
 - Water gets very close to the road, but it takes a major flood to cover. Water was a few feet from the road.



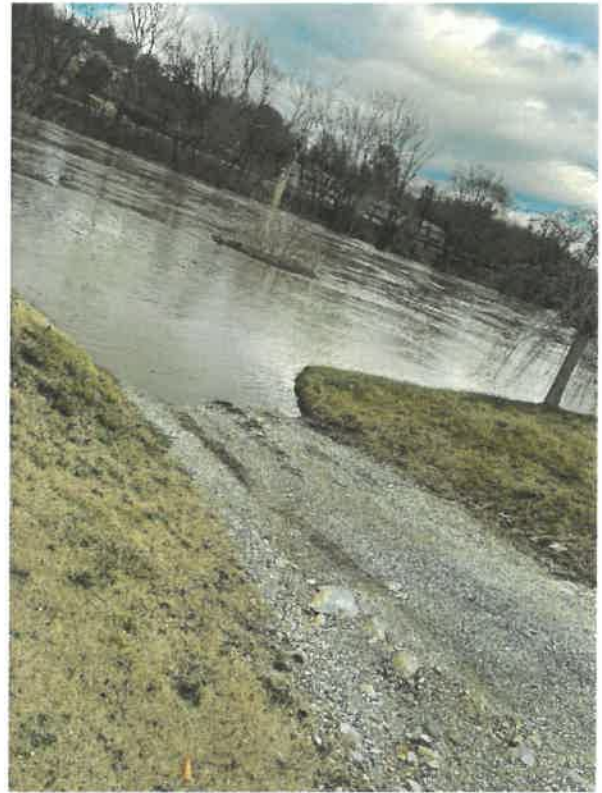
- There is a culvert near the WWTP. The stream has some debris but no issues for the most part.
- Some evidence of minor erosion. Previous erosion may have been covered by higher-than-average flows.
- ▶ **South of Town (near Buchanan Flea Market)**
 - Culvert is oversized.
 - No reported flooding issues.
- ▶ **South of Town (Near New Freedom Farm)**
 - Area is just outside of town boundaries.
 - Looney Creek is a wider creek with a bridge.
 - No reported flooding issues.
- ▶ **Town**
 - Main Street is at a much higher elevation than Lowe Street.
 - Most previous structure impacts were along Lowe Street. The area is very flat and backs up to the river.
 - Some structures were bought out after the 1985 flood.
 - Main Street has stormwater infrastructure (curbed roadway with drainage inlets and buried conveyance piping).
 - There was some debris on the stormwater system (e.g., leaves, pine straw). The debris was relatively small given the size of the storm the previous day.
 - No standing water / pooling or evidence of pooling was found, indicating drainage system was sized adequately maintained well enough to convey runoff from the major storm received the previous day.
 - No reported hotspots for stormwater flooding.



Appendix 2 – Field Inspection Photos

Riverside Park, Boat Launches, and Bridges Photos





North of Town - Culvert and Streams



South of Town - Culvert and Streams



Town – Stormwater System





Appendix 3 – Funding Matrix

For Draft Plan, see the attached Excel sheet.





OFFICIAL PROCLAMATION

WHEREAS in 1872, the Nebraska Board of Agriculture established a special day to be set aside for the planting of trees, *and*

WHEREAS this holiday, called Arbor Day, was first observed with the planting of more than a million trees in Nebraska, *and*

WHEREAS Arbor Day is now observed throughout the nation and the world, *and*

WHEREAS trees can be a solution to combating climate change by reducing the erosion of our precious topsoil by wind and water, cutting heating and cooling costs, moderating the temperature, cleaning the air, producing life-giving oxygen, and providing habitat for wildlife, *and*

WHEREAS trees are a renewable resource giving us paper, wood for our homes, fuel for our fires, and countless other wood products, *and*

WHEREAS trees in our city increase property values, enhance the economic vitality of business areas, and beautify our community, *and*

WHEREAS trees — wherever they are planted — are a source of joy and spiritual renewal.

NOW, THEREFORE, I, Tristan Harris, Mayor of the Town of Buchanan, do hereby proclaim April 26th as **ARBOR DAY**. In the Town of Buchanan, and I urge all citizens to celebrate Arbor Day and to support efforts to protect our trees and woodlands, *and*

FURTHER, I urge all citizens to plant trees to gladden the heart and promote the well-being of this and future generations.

DATED THIS Eighth day of April 2024.

Mayor Tristan Harris

Section 22-134. Metering Rental Property

Each metered account must be established and maintained in the name of the landlord or property owner for each rental property having multiple tenants and only one meter. If the rental property units are individually metered, then the service may be established in the name of the tenant(s). Any water bills unpaid by the tenant and delinquent will be assessed to the property owner after the application of the deposit required by Section 22-126(d).

Section 22-135. – 22-153. Reserved.

Division 5. New Apartment, Condominium and Duplex Buildings and Reconstructed Single-Family Dwelling: Fees.

Section 22-154. Newly constructed apartment, condominium and duplex buildings, and mixed commercial / residential buildings or renovated exiting buildings.

Each apartment or suite of rooms in any newly constructed or renovated apartment, condominium or duplex of any size, and each area devoted to a separate use in a mixed commercial / residential building will be required to be provided with an individual water meter and water hookup. A home occupation in a residentially zoned district is not a mixed commercial / residential building for purposes of this division. *Meter Not Ready until 6/20*

Section 22-155. Reconstruction of single-family dwelling into multi-family dwelling and mixed commercial / residential building.

When a single family-dwelling is to be reconstructed so as to be a multi-family dwelling, each separate apartment or suite of rooms shall be provided with its own individual water meter and water hookup.

When a building is used for both commercial and residential purposes, a water meter and water hookup shall be provided for the area of the building used for commercial purposes and a separate meter and water hookup shall be provided for the area of the building used for residential purposes.

Section 22-156. Fees.

The fee charged for each individual water meter and water hookup shall be the same as those set out in Section 22-126 of this ordinance.

Section 22-157. Each meter considered separate service and separate service for mixed commercial / residential building and multiple businesses in a single location.

- (a) When any user is supplied through more than one water meter, each meter shall be considered as a separate service as to all water and sewer charges.

Town of Buchanan PARK ADUIO

Quote #TLH014600 v1

Prepared For:

TOWN OF BUCHANAN

Claudine Stump
PO BOX 205
19753 MAIN ST
BUCHANAN, VA 24066

P: (540) 254-1212

E: cstump@buchanan-va.gov

Prepared by:

Lee Hartman & Sons - Roanoke, VA

Tom Hartman
3236 Cove Rd NW
Roanoke, VA 24017

P: (540) 366-3493 x1121

E: thartman@leehartman.com

Date Issued:

04.05.2024

Expires:

04.28.2024

Products

L	Manufacturer	Model	Description	Price	Qty	Ext. Price
1	Bi amp	R.35-3896	Community R.35-3896 Full-Range 3-Way 8 Inch Grey 90 X 60	\$937.50	9	\$8,437.50
2	West Penn Wire	HA210GY1000	10 awg 2 CONDUCTOR SPEAKER CABLE	\$1,275.12	1	\$1,275.12
3	TecNec	PMB-1RR	Community PMB-1RR Pole Mount Bracket Single Loudspeaker	\$206.70	9	\$1,860.30

Conduit 1.5 " provided and installed by the Town of Buchanan

from control room to each pole

MUST INSTALL PULL LINES

4	Tascam	CD-200BT	CD PLAYER WITH BLUETOOTH RECEIVER	\$399.00	1	\$399.00
5	Shure	BLX24R/SM58-J11	Vocal System with (1) BLX4R Rack Mount Wireless Receiver and	\$429.00	1	\$429.00
6	Shure	SM58S	Cardioid Dynamic, On-Off Switch	\$109.20	1	\$109.20
7	Atlas Sound_AtlasIED	DS7E	Adjustable Height Desktop Mic Stand 8-13 inch Ebony Finish	\$49.00	1	\$49.00
8	Whirlwind	MK425NP	Cable - Microphone, MK4, XLRf to XLRM, 25', Accusonic+2, no	\$49.00	1	\$49.00
9	LEA Professional	CONNECT 704	4 Channel x 700 watt @ 4?, 8?, 70V and 100V per channel. Int	\$2,431.50	1	\$2,431.50
10	Yamaha	MG10XU	10-Input Stereo Mixer with Effects and USB	\$267.99	1	\$267.99
11	Legrand AV - Combined	ERK-2120	21SP/20D STANDALONE RACK	\$874.80	1	\$874.80
12	MIDDLE ATL	CBS-ERK-20	RACK BASE	\$319.00	1	\$319.00
13	Middle Atlantic	TD2	2SP TEXTURED DRAWER	\$221.40	1	\$221.40
14		Miscellaneous Hardware	Hardware, cables, and connectors	\$432.00	1	\$432.00
15		Labor - Installation	Installation Labor	\$7,200.00	1	\$7,200.00
16	LIFT	Man Lift	Man LIFT Rental with delivery fee	\$2,190.50	1	\$2,190.50

JOB CONTACT -- James Manspile 540-397-0147

Subtotal: **\$26,545.31**

Terms & Conditions

QUOTE TERMS AND CONDITIONS

These Quote Terms and Conditions shall apply to any quotation issued by Lee Hartman & Sons, Inc. ("LHS") to which they are attached or referenced, whether physically or electronically. Sales and orders of any goods or services ("Products") are subject to final approval by LHS and shall be subject to these Terms and Conditions, which shall take precedence over any additional or different terms and conditions from Customer, unless specifically provided in a separate written agreement between LHS and Customer. A signed quote or written notice constitute a Purchase Order. Any amendment, change order, revision, or termination to an already-accepted Purchase Order shall be subject to acceptance by an authorized representative of LHS. Unless otherwise specified, all quotations are valid for 30 days from the date issued.

PRICES & TAXES

The prices quoted are in United States Dollars unless otherwise specified. Customer is solely liable for all taxes, customs duties, or any other excises imposed by Federal, State, County or Municipal authority under any current or future law, upon or with respect to the sale, delivery, or use of the Products and Customer agrees to pay the amount thereof under the same terms as the Purchase Order.

TERMS OF PAYMENT

LHS will invoice Customer for the exact quantity of Products on the day shipped at FOB origin, or delivered or installed by LHS. Payment shall be made for invoices in accordance with such terms of payment specified. All payments must be met by invoice due date. Unpaid balances after the due date are subject to a late fee of 2% per month.

PERFORMANCE & DELIVERY

LHS shall not be responsible or liable for any damages of any kind for delays or non-performance with respect to Purchase Orders for Products due to any cause beyond the direct control of LHS. This includes, but is not limited to, supplier shortages, riots, strikes, natural disasters, state or national emergencies, and acts of God.

LHS's delivery dates and schedules represent its best estimates based on current schedules and workloads, and are contingent upon, but not limited to, the receipt of complete specifications, designs, samples and other information reasonably requested by LHS to be provided by Customer. LHS shall have no liability for delay or any damages or losses sustained in meeting such dates or schedules. Time is specifically not of the essence as to any such dates.

Unless otherwise expressly agreed in writing, title and liability of loss shall transfer from LHS to Customer for shipments upon delivery of Products at FOB origin.

LHS shall not be responsible for outbound or return shipping charges with respect to Products that are rerouted, rescheduled, or returned undeliverable by the Carrier.

Additional fees are subject to apply if lift gate, limited access, or inside delivery services are required at time of delivery, but not noted prior to order quoted or specified on purchase order.

INSPECTION & RETURNS

Customer shall inspect Products upon delivery to verify conformity with the Quote. Any package or carton showing obvious signs of damage should be refused at the time of receiving. Observed damage must be noted on the Carrier Delivery Receipt, regardless if the package or carton is accepted or refused.

Products shall be deemed to have been accepted in the event that LHS has received no written notice specifying in detail any shortages, damages, or other claims within Ten (10) days following delivery of Products. Products must not be returned without LHS's prior written authorization. A restocking charge of at least 20% of the purchase price of Products may be charged on Products approved for refund. Customer is responsible for all Product delivery expenses related to elective returns, in the case that LHS, the Manufacturer, Distributor, or Vendor are not responsible for error in specification or design.

Policies with respect to inspection and return of Products delivered direct from the Manufacturer, Distributor, or Vendor are beyond the direct control of LHS and take precedence over the foregoing.

WARRANTY

LHS WARRANTS THAT WORK PERFORMED BY LHS SHALL BE FREE FROM DEFECTS, INCLUDING LATENT DEFECTS, IN MATERIAL AND WORKMANSHIP UNDER NORMAL USE AND SERVICE WHEN OPERATED IN ACCORDANCE WITH LHS'S OR THE MANUFACTURER'S OPERATING INSTRUCTIONS FOR A PERIOD OF TWELVE (12) MONTHS FOLLOWING DELIVERY OF THE PRODUCTS. THE WARRANTY SHALL NOT APPLY TO THE IMPROPER USE, NEGLIGENCE, HANDLING, ALTERATION, OR MODIFICATION OF THE PRODUCT. LHS'S OBLIGATION AND CUSTOMER'S SOLE REMEDY UNDER THE WARRANTY SHALL BE LIMITED TO, AT LHS'S OPTION, THE REPAIR OR REPLACEMENT OF THE NONCONFORMING WARRANTED PRODUCT, OR ANY PART THEREOF. THE WARRANTY DOES NOT APPLY TO CONSUMABLE ITEMS SUCH AS TUBES, FUSES, BULBS, AND LIKE ITEMS. CUSTOMER SHALL PROVIDE PROMPT WRITTEN NOTICE OF THE PRODUCT'S FAILURE WITHIN THE WARRANTY PERIOD, WHICH NOTICE SHALL BE PROVIDED NO LATER THAN TWENTY-ONE (21) DAYS AFTER CUSTOMER'S DISCOVERY OF THE DEFECT.

LIMITATION OF LIABILITY

LHS's LIABILITY TO CUSTOMER, WHETHER IN CONTRACT, IN TORT, UNDER ANY WARRANTY, IN NEGLIGENCE OR OTHERWISE, SHALL NOT EXCEED IN ANY CASE THE RETURN OF THE AMOUNT OF THE PURCHASE PRICE PAID BY CUSTOMER AND UNDER NO CIRCUMSTANCES SHALL LHS BE LIABLE FOR SPECIAL, INDIRECT OR CONSEQUENTIAL DAMAGES. THE PRICE STATED FOR THE PRODUCTS IS CONSIDERATION FOR LIMITING LHS'S LIABILITY. WITHOUT LIMITATION OF THE FOREGOING, IN NO EVENT WILL LHS BE RESPONSIBLE OR LIABLE FOR (A) PENALTIES OR PENALTY CLAUSES OF ANY DESCRIPTION, OR (B) INDEMNIFICATION OF CUSTOMER OR OTHERS FOR COSTS, DAMAGES OR EXPENSES ARISING OUT OF OR RELATED TO THE PRODUCTS.

INDEMNIFICATION

Customer shall Indemnify and hold harmless LHS and its officers, employees and agents against all claims, damages, losses, liabilities and expenses (including, without limitation, reasonable attorney's fees) on account of any damaged property or injury or death of persons (including, without limitation, Customer's employees) arising out of Customer's storage, handling, use, implementation or disposal of Products purchased from LHS. This indemnity obligation shall survive the expiration, termination or cancellation of any agreement or order with respect to the sale of Products.

GOVERNING LAW; VENUE

These Terms and Conditions and any action related thereto shall be governed, controlled, interpreted and defined by and under the laws of the Commonwealth of Virginia without regard to the conflict of laws provisions thereof. Sole venue and forum for all such matters shall be in the Commonwealth of Virginia state courts.

NO WAIVER

If either party, at its option, agrees to waive any of these Terms and Conditions, then such waiver shall not for any purpose be construed as a waiver of any succeeding breach of the same or of any other of these Terms and Conditions; nor shall such waiver be deemed as a course of conduct.

SEVERABILITY

If any of these Terms and Conditions are at any time held to be invalid or unenforceable, then such term or condition shall be construed as severable and shall not in any way render invalid or unenforceable the remainder of these Terms and Conditions, which shall remain in full force and effect.

MODIFICATION

Any modification of these Terms and Conditions shall be valid only if it is in writing and signed by the authorized representatives of both LHS and Customer.

Quote Summary	Amount
Products	\$26,545.31
Total:	\$26,545.31

Acceptance

Lee Hartman & Sons - Roanoke, VA

TOWN OF BUCHANAN

Tom Hartman

Signature / Name

04/05/2024

Date

Claudine Stump

Signature / Name

Initials

Date

Town of Buchanan Leadership Development Proposal
8/12/22

It has been my pleasure to meet and interview the Town Staff and Town Council Members. As a result of those interviews the following statements summarize the information I gathered:

- The Town Council members are passionate about their work and service to the citizens of Buchanan.
- The majority of Town Council members are both supportive and complimentary of the Town Manager and her work.
- The Town Staff Members are passionate about their individual service to the citizens of Buchanan and are both supportive and complimentary of the Town Manager.
- The Town Staff Members enjoy working for the Town Manager and are happy and satisfied with her leadership and communications with them.
- The Town Council Members acknowledge there are communications issues between the Town Manager and Staff with predominately one Town Council Member which are disruptive to the work of the Council and the Town Manager. It was explained that this has been a pattern of communications issues with this Council Member that has caused disruptions with past Staff and Town Managers which has continued with the current Staff and Town Manager.
- The Town Council members acknowledge these communications issues which are not limited to the Council Member and the Town Manager, but include Town Staff members, are disruptive to the work of the Town Staff as well. These communications issues include bullying tactics, innuendos of retaliation if specific actions are not taken, and ignoring standard communications protocols of the workings of the Town of Buchanan.
- These communications issues are common knowledge among both Town Council Members and Town Staff.

Regarding the intention of the Leadership Development Proposal submitted prior to interviewing the Council and Staff, I recommend the following alternatives.

- Postpone or cancel Leadership classes with Council and Staff until new Town Council elections are held.
- Conduct one more Training meeting with Town Staff members when convenient.
- Continue with monthly Leadership Coaching with Town Manager as proposed.

Respectfully submitted,



David M. Dickerson



TOWN OF BUCHANAN
TOWN COUNCIL MEETING
MONTHLY REPORT / PROJECT UPDATE

AGENDA ITEM: Monthly Reports

DATE: March, 2024

PREPARED BY: Claudine Stump

MONTHLY REPORT / PROJECT UPDATE:

Provide customer service for citizens
Take payments for WSG, Taxes, and Business Licenses
Prepare Meeting Minutes
Create and implement monthly ACH
Create, Print, & Mail WSG Invoices
Coordinate with Public Works for water/sewer calls
Training on website
Working on file system restructure for Town Hall

ATTACHMENTS:

HEADS UP ITEMS:

The employees of Buchanan, Virginia are committed to providing the highest quality service to the community as directed by the Town Council within the constraints of the town's resources and will do so without regard to personal gain or privilege.

Monthly Staff Report

04/08/2024

By Eva Shannon

- Worked on notifying USDA that we could not meet reporting requirements at this time as the Audit was not complete for FY2023.
- Worked on Workers Compensation Claim for VRSA
- Worked on IRS Dept of Treasury debiting account after the due date causing penalties/late fees-Not resolved at this time.
- Worked on DCJS with Reese
- Worked on ATL Funds program for the Fire Dept-Still not finalized, needing assistance. Still working further on other Grants, we may qualify for
- Assisted Claudine with the information she requested on the Gaming Lisc. that I had.
- Worked on Spread sheets Reese as set as top priority.
- Mailed payments to Vendors after check runs.
- Obtained reports as requested by Reese.
- Worked on Delinquent Tax letters to go the Town Members, waiting on approval of drafts from Reese.
- Provided outstanding Customer Service while Claudine was out of the office.
- Worked with Town members to answer any questions they had about their accounts.
- Worked on Audit

Town of Buchanan Gaming Permit Proposal for the 2024 Buchanan Community Carnival

Situation:

In the 2022 Virginia Legislative Session, SB 403 Charitable gaming; electronic gaming is restricted to social organizations, etc.. was enacted with the



Governor's recommendation.



The bill imposes on any person or organization conducting charitable gaming without a permit a civil penalty of not less than \$25,000 and not more than \$50,000 per incident. [https://lis.virginia.gov/cgi-](https://lis.virginia.gov/cgi-bin/legp604.exe?221+sum+SB403)

[bin/legp604.exe?221+sum+SB403](https://lis.virginia.gov/cgi-bin/legp604.exe?221+sum+SB403)

Please also see the attached email dated Thursday, February 29, 2024 from Clive LePage, VDACS Regulatory Compliance Analyst.

Background:

A. The Carnival has historically included the following games that are considered “gambling” or games of chance, along with the following revenues.

	2021	2022	2023
Big Ticket Raffle Tickets	\$13,144	\$7,629	\$8,938
Bingo	\$4,466	\$2,596	\$3,291
Zoo Dip	\$4,549	\$4,904	\$4,532
Gate Prizes	\$1,632	\$1,338	\$1,539
Total of Gaming/Gambling	\$23,791	\$16,467	\$18,300
Gross Revenue from Volunteers Only	\$150,066	\$123,305	\$143,941
Percent of Total Volunteer Revenue	15.85%	13.35%	12.71%
Total Gross Revenue (+ Rides)	\$332,456	\$155,520	\$195,955
Percent of Total Carnival Revenue	7.16%	10.59%	9.34%

These games require significant investments in time and have historically operated all days of the Carnival from 7 pm to 10:30 pm.

B. Area organizations have other opportunities to fundraise through working at events like the Daleville Concert Series for a fraction of the time investment required and for a significant percentage of the revenue that often equals a few thousand dollars.

Opportunity:

The Town of Buchanan is **NOT** eligible for a permit or registration because municipalities



do not meet the definition of “organization” under 18.2-340.16 in the Code of Virginia. <https://law.lis.virginia.gov/vacodefull/title18.2/chapter8/article1.1:1/>

The Town of Buchanan has an opportunity to work with an organization that is eligible to apply for either a “Charitable Gaming Permit Application” or a Charitable Gaming Registration Application.” The registration only is needed

for amounts less than \$40,000 in gross receipts from a total of NO MORE THAN SEVEN DAYS

per calendar year. <https://www.vdacs.virginia.gov/charitable-gaming-organization-licensing.shtml>

Procedures: All emails sent to the Town Council

- Email sent by Eva, Feb 29th with situation information that the Town doesn't qualify along with documentation from VDACS staff
- Email sent by Rose, March 14th with notes from a conversation with VDACS staff, asked for help coming up with a solution
- Email sent by Rose, March 15th, invitation to attend meeting with area 501c3 organizations to discuss opportunity
- Email sent by Rose, March 19th with possible list of partners
- Email sent by Rose, March 20th, confirming April 4th meeting at 6 pm
- Email sent by Rose, April 2, confirming April 4th meeting, welcomed help again
- On Thursday, April 4th at 6 pm Rose and Marty meet with representatives from the Buchanan Elementary School PTA, Buchanan Lions Club, and Botetourt Resource Center to discuss the opportunity

Proposed Solutions:

Option 1: Due to the significant time and responsibilities that the 501c3 qualifying organization will incur, including the following:

- applying for a permit that costs \$200, application is 17 pages
- manage all money taken in each night and deposit into their account
- provide volunteer support for the event
- submit financial reports to VDACS

It is proposed that the following organizations keep 70% of the total revenue related to the gaming event that they will be responsible for and pay the Town 30% of the total revenue for the use of the facilities and equipment that will be used for upgrades to the Buchanan Town Park:

1. Buchanan Elementary School PTA: Big Ticket Raffle Tickets and Gate Prizes for the purpose of funding more playground equipment for prek and K, and a security fence around their playgrounds
2. Buchanan Lions Club: Bingo
3. Botetourt Resource Center: Zoo Dip

Option 2: Some version of the above proposal

Option 3: Cancel all gaming events at the Carnival, refund sold Raffle Tickets

Option 4: ?

Town of Buchanan Recreation Committee Report

- **March 19th Buchanan Area Business Gathering-** exceeded expectations on turnout, estimated between 40-50 people were present
 - Speakers did a great job of explaining what programs and benefits they could offer
 - Possible follow-up survey with next steps, especially related to the VA Main Street designation
- **March 22nd-** The chair attended a planning meeting for Destination Botetourt meeting- result of RERC work
 - See attached flyer
- **March 27th- Committee Meeting**
 - Decided public meeting to unveil plan should wait for new Town Manager
 - Discussed which projects would fit into the Regional Commission's priority project list
 - Action Item: Need the Town Council's blessing to move forward with a Town Park master plan
- **Upcoming meetings:**
 - Destination Botetourt – April 30th
 - No future committee meetings are scheduled at this time

Destination BOTETOURT

Small Business TOURISM SUMMIT

📍 57 S. CENTER DRIVE,
DALEVILLE VA 24083

🕒 4/30/2024 | 8:00AM-2:30PM

You're invited to join us for the inaugural Destination Botetourt: Small Business Tourism Summit, presented by Visit Virginia's Blue Ridge! Industry leaders, entrepreneurs, and stakeholders will convene to explore the endless possibilities of tourism throughout Botetourt County, and the Towns of Buchanan, Fincastle, and Troutville. This dynamic, in-person summit is designed to empower small businesses and cultivate strategic partnerships within local tourism.

- BREAKOUT SESSIONS WITH VISIT VIRGINIA'S BLUE RIDGE, VIRGINIA TOURISM CORPORATION, SHOP BOTETOURT, BOTETOURT COUNTY ECONOMIC DEVELOPMENT, GREATER ROANOKE & NRV SMALL BUSINESS DEVELOPMENT CENTER
- NETWORKING OPPORTUNITIES PLUS BREAKFAST AND LUNCH

Register today!



Have questions about registering?
Contact Kristen Flack at Visit Virginia's Blue Ridge:
Kflack@visitvbr.com, (540) 342-6025

Buchanan Treasurer

From: LePage, Clive (VDACS) <Clive.LePage@vdacs.virginia.gov>
Sent: Thursday, February 29, 2024 9:03 AM
To: Buchanan Treasurer
Subject: Charitable Gaming Registration Application - Town of Buchanan

Dear Eva Shannon,

I'm writing to follow up on our recent phone conversation regarding your Charitable Gaming Registration Application for the Town of Buchanan.

As we discussed, since your organization is a municipality, it is ineligible to conduct charitable gaming activities because it does not fit into the definition of "organization" under [§ 18.2-340.16](#). The most applicable type of "organization" would have been type 18, but even that requires that the organization be "exempt from income tax pursuant to § 501(c) of the Internal Revenue Code". Accordingly, please reply to this email with a written request to withdraw your Registration Application.

If another organization would like to take on the appropriate responsibilities to conduct charitable gaming activities for this event, they would be welcome to do so, provided they are an eligible organization under the statute linked above. If you have any questions, please feel free to reach out!

Best,
Clive LePage



Clive LePage
Regulatory Compliance Analyst
Virginia Department of Agriculture and Consumer Services
Division of Consumer Protection
Office of Charitable and Regulatory Programs

Phone: 804.786.0321
Fax: 804.225.2666
Website: www.vdacs.virginia.gov
E-mail: Clive.LePage@vdacs.virginia.gov
Address: [102 Governor Street, Richmond, Virginia 23219](#)

The information in this email and any attachments may be confidential and privileged. Access to this email by anyone other than the intended addressee is unauthorized. If you are not the intended recipient (or the employee or agent responsible for delivering this information to the intended recipient) please notify the sender by reply email and immediately delete this email and any copies from your computer and/or storage system. The sender does not authorize the use, distribution, disclosure, or reproduction of this email (or any part of its contents) by anyone other than the intended recipient(s). No representation is made that this email and any attachments are free of viruses. Virus scanning is recommended and is the responsibility of the recipient.