

2006 RRRC Living Towns- Town of Gordonsville Planning Workshop

"Destination Gordonsville: Marketing Small Town Virginia"

Wednesday, July 12, 2006

Gordonsville Town Hall

Agenda

Morning Session

8:30 **Registration and Coffee** Provided by *The Village at Gordon House*

9:00 **Welcome and Introductions** – Robert Coiner, Mayor, Town of Gordonsville
Bill Rolfe, County Administrator, Orange County
Jeffrey Walker, Executive Director, Rappahannock-Rapidan Regional Commission

9:10 **Main Street Identity and Design**

Moderator: Jay Harrison, Executive Director, Historic Fredericksburg Foundation, Inc.

A. Historic Overlay Districts

Ron Higgins, Planning Manager, City of Charlottesville

B. Retail Merchants Association Formation

Edward Volway, President, Stuart Business Assn and Owner of Old Dominion Toy Shoppe

C. Revitalization/Streetscape Enhancement Case Study

Carl Espy IV, Town Manager, Town of Halifax, VA

10:25 **Break**

10:35 **Heritage Tourism and Economic Development**

Moderator: Joseph Ward, Orange County Director of Tourism

A. Historic Depot Renovation & Main Street Tourism

Jerry Schiro, Town Manager, Town of Luray

B. Cross-Marketing & Other Promotion Strategies

Steve Galyean, Tourism Development Director, VTC

C. Civil War Tourism

David Myers, Associate for Government Relations, CWPT

11:50 **Town of Gordonsville Walking Tour** (en route to)
Gordonsville United Methodist Church

12:20 **Lunch**

Provided by *Gordonsville United Methodist Church Women*

1:05 **Town of Gordonsville Walking Tour** (on way back to)
Gordonsville Town Hall

Afternoon Session

1:45 **Planner's Tool Box**

Moderator: Deborah Kendall, Planning Director, Orange County

A. Shared Parking and Related Solutions

Chris Mothersead, Planning Director, Town of Warrenton

B. Traffic Circles & Roundabouts

Terry Knouse, Section Mgr, VDOT Design & Special Projects

Walter Pribble, Sr. Transportation Planner, VDOT Transportation & Mobility Planning

C. The Journey Through Hallowed Ground Initiative

Cate Magennis Wyatt, President, JTHG

D. Bicycle and Pedestrian Facility Development and Pedestrian Safety

Vaughn Rinner, Principal, Landmark Design Group

3:15 **Wrap-Up** – Bob Coiner, Mayor of Gordonsville and Mike Yeatts, President, Historic Gordonsville, Inc.

3:30 **Reception at Historic Gordonsville Exchange Hotel**

All invited. Please join us for refreshments and light hors d'ouvres, provided by *Shenandoah Crossing Resort* and *Horton Vineyards*.