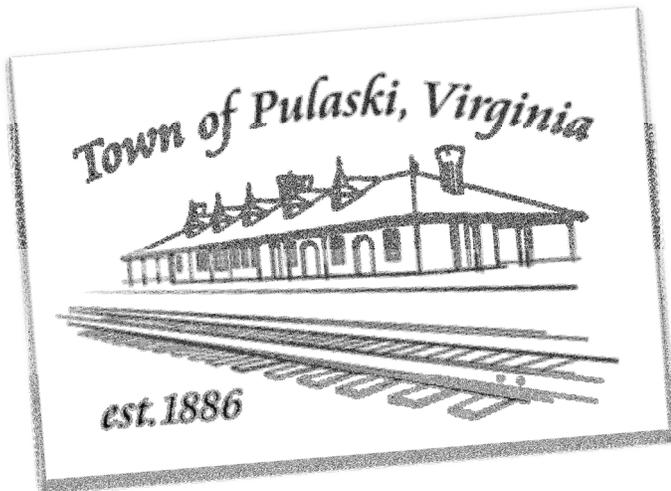


Meeting FIVE: 6/20/2016

PLAN-IT Pulaski

PARTICIPANTS



Greg Brown
Sarah Brown
Eric Bucey
Nick Glenn
Nichole Hair
Linda Hall
Allison Hunter
Doug Jackson
John Knarr
Mike McMillion
Michael Reis
Joy Rumley
Cathy Stripling
Catherine Van Noy
Peggy White

We discussed existing plans and progress toward them, as well as talked about the potential to demonstrate and track progress even more visibly. Many of the plans are for areas that include downtown, but there's a role for a specific downtown vision. We reviewed the Vision worksheet to be completed and brought to the next session. With that, we'll build up to a downtown plan.

MEETING 5 SUMMARY

ASSIGNMENT for Session 6

Pulaski in Partnership

June 27, 6 PM

Train Station

CORNERSTONES

Core to working together are a shared vision and goals. At next week's meeting, everyone will bring their vision for downtown, built from [the Vision Worksheet](#). We'll build up from there, until we have consensus on what we'll all work toward together.

All are welcome! We want to hear your voice.

NOTES from Existing Plans

The plans are filed in the plan library at <https://downtownpulaski.wordpress.com/plan-library/>

[Pulaski County Tourism Plan Draft \(2008\) PDF](#)

[Pulaski Comprehensive Plan \(2016\) PDF](#)

[Pulaski Peak Creek Corridor Study \(2016\) PPT](#)

[Pulaski Redevelopment and Renewal Plan \(2013\) PDF](#)

[Pulaski 2029 Council Vision \(2009\) PDF](#)

[Pulaski 2029 Council Vision Update \(2015\) PDF](#)

[Route 99 Retail Feasibility Study \(2013\) PDF](#)

[Pulaski Area Economic Adjustment Strategy \(2008\) PDF](#)

County Tourism Plan

- This was a good start for Tourism in the county, though it only had \$500 in the budget at first.
- It developed the tagline “Orchestrated by nature” focused on the music, river, trail, and outdoor assets
- The positioning is still relevant and ties to regional strategies.
- Hospitality leaders such as New River Retreats are directing people to activities, but there has to be a quality experience. These are our partners as we improve the product downtown.
- There is a coordinated, central calendar under the Chamber at Pulaski Happenings. If organizations enter their information with the chamber, it will get shared across other platforms.
<http://www.pulaskivatourism.org/Calendar.html>
- Bottom line: It’s up to Downtown Pulaski to figure out what the specific hook is to bring visitors to downtown once they get to the town, the county, the New River Valley, Southwest Virginia.
 - What’s the hook.
 - How do we complement
 - Claytor Lake?
 - The New River Trail?
 - Baseball visitors?

Town Comprehensive Plan

- At lot in the comprehensive plan works toward revitalizing downtown.
- There is a renewed focus on blight reduction and sidewalk efforts.
- The town has purchased property in the past when it makes sense as an economic strategy. That might be something that could benefit a downtown strategy.
- We could use the enterprise zone if we partner with the county.
- A lot of the plan centers on water.
 - Peak Creek
 - The dam
 - Water and water treatment
 - The costs of infrastructure
 - The importance to business
 - Claytor Lake
 - In the 20th century, we had 11 100-year floods, and one 500 year flood.
- Fiber is a building block
- It calls for pedestrian and trail connectivity: it’s a big selling point for downtown
 - This could be a place where people park, get out of their cars, and walk
 - The bridges are a building block, making that system appealing

2029 Vision

- There's a focus on High Tech Businesses and Small Business Recruitment
 - Fiber and economic development
 - This is still relevant even if strategies have changed somewhat
 - There's not as much focus on
 - cultural and history
 - Outdoor recreation
 - Our Particular Pulaski story and vision...that's something we can bring with this effort.
- On the business front:
 - The town is very helpful.
 - But Navigation is tough it is NOT easy.
 - How can we make it easier, connect resources, and communicate them
 - This is some of what Eric is trying to do with Launch Something Pulaski
 - How do we build from that?
- We've done a lot of what's in the plan, including improving communications to residents.
 - The town's facebook page has more than 7,000 followers
 - As we develop our vision, we should use facebook to get it out and run it by people
- There's an industrial redevelopment plan, but we haven't quite done it yet. There's some reuse, but the furniture plant is not fully reused.

Redevelopment Plan

- Who pushes this plan?
- It called for a leadership group...a group of Champions, but this was never mobilized.
 - Is this the group of champions?
 - Can we reach out and engage our networks in being the champions?
- There was focus on 1st street
- There was a landbanking strategy
- We need a day and night draw downtown
- We need a viable ANCHOR...a draw
 - Brewery?
 - The library?
 - A connected system of smaller anchors?
 - A walking path to the Y

Peak Creek Corridor Plan (has great images to communicate a vision)

- This is more than a plan for the creek; it's a plan for a system of green spaces
- It's a connected system. If we can create a path that moves people from point to point, it can encourage healthy activity and can connect nodes of activity
- The town landscaper does a great job taking care of what we do have.
- We can activate our existing spaces more.
 - Lizard Licks is interested in hosting an outdoor movie night.
- Greening the town more could encourage people to stay longer and gives them a better impression of the town.
 - It's clean now, but doesn't feel clean or as cared for as it is
 - This plan helps create places to congregate
 - The visual impact can change the impressions of the potential of downtown
 - It can help attract investment.