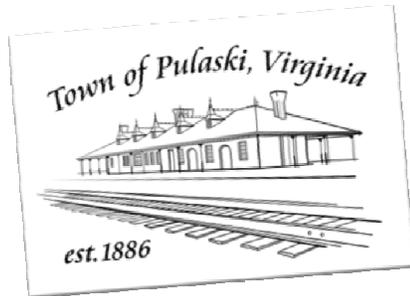


**Meeting EIGHT: 7/25/2016**  
**Moving to Action**

**PARTICIPANTS**



Steve Critchfield  
Nichole Hair  
Linda Hall  
Doug Jackson  
Janet Jonas  
Christiana Marjakangas  
Michael Reis  
Catherine Van Noy  
Peggy White  
Luke Allison  
Joy Rumley

**MEETING 8: SUMMARY & NEXT STEPS**

**Next meeting: Wed, Aug 10, 6 pm at the Train Station**

1. We finalized the vision. It's plenty to go on, and now we use it to:
  - **Align the community in Pulaski Rising**, our first phase of collective changemaking, tying together
    - The town's resources
    - Existing efforts
    - Organizations
    - Businesses
    - Individuals
    - Investors
  - **Prioritize investments** for CDBG and other projects with the support of staff and consultants
  - **Begin to act...***Communication followed by quick progress!*
    - August outreach at Marketplace:
      - Posters with images
      - Key vision language
      - Sign up for more information
      - Survey question?
      - Language for organizations to adopt/sign on to
      - Dates of progress events
      - Website and social media information
      - A call to action!

- Small Mural/Paint project
  - Images in Pulaski on Main storefront in September
  - Pulaski Fest, Sep 24: fast, simple, visible parklet mock up
  - Community U Council Presentation
  - Clean Up Support: October 1
  - Presence at two football games
2. We drafted an **organizational path forward**:
- We will be a **committee of *Pulaski On Main***
  - Rather than a separate organization right now, we'll be a **collaborative team** bringing together, advancing, and tracking active and connected efforts that contribute to the downtown vision
  - Small teams of this committee can be used to **engage more people** and organizations to advance particular goals, such as the *NEA Our Town* Application to fund a downtown mural, paint it Pulaski project presented by Catherine Van Noy.
3. Next meeting: Wed, Aug 10 at 6 pm.
- Review communication materials for Marketplace
  - Plan Marketplace presence
  - Review next steps and take needed action for September and October events
  - Pulaski on Main Update
  - Review timeline for ongoing work

#### **DOWNTOWN PULASKI'S PEAK CREEK VISION     DRAFT 4**

A growing community, Pulaski has a tradition of neighbors supporting each other. Established businesses and entrepreneurs seeking opportunity will find the same spirit. Downtown Pulaski has always been the heart of a livable community, sociable and hardworking, walkable and welcoming. We change with the times, adjusting quickly to markets and the world around us, without losing our unique character.

Today, communities that attract investment require connections to nature, cultural assets, and fast dependable broadband. Tomorrow's Pulaski will be synonymous with our signature asset Peak Creek. Our outdoor culture will feature an integrated system of trails and parks that make cycling an option for both leisure and transportation. Our cultural offerings will include fine arts and crafts, a lively restored theater, historic Calfee Park, and a boutique hotel. Downtown will have high-speed telecommunications access and quality housing stock in and surrounding the district. Catalytic investments in downtown and surrounding businesses will highlight Pulaski's character and potential.

*Peak performance:* Entrepreneurs and business leaders gather downtown. Custom manufacturers use new technologies to continue the regional tradition of innovation. And those growing their businesses will find it an ideal place to grow a family as well. "Around here," people say, "everyone is making something, and making things better."

A community of choice in the New River Valley, Downtown Pulaski offers the best of Southwest Virginia living. Now is the time to take a closer look. There's progress visible on our streets daily, and there are still real opportunities available. Pulaski is rising, together. Join us.

We can't do it all at once, but here's how we get started, with a *rough* sense of overlapping phases:

## 1. PULASKI RISING: Collectively investing in our home to shift perception

- Communicate Vision, show progress, communicate vision, show progress, communicate vision...
  - Marketplace
  - Football Games
  - Storefront displays
  - Social Media
  - Event tie-ins
- Quick and inexpensive visual investment projects
  - Concentrated clean up and landscaping improvement effort
  - The Paint-it Pulaski project
  - Mock-up of trail system
  - Two-way Main Street mock-up and approval
  - Civic mural project communicating the vision and history of Pulaski
  - Bike amenities (racks, paths, signage)
  - Tables and chairs visible in key sidewalk locations
- Peak Creek signature event
- Host Roanoke-Blacksburg Technology Council
- Increase coordinated support for existing downtown businesses— *Pulaski on Main*
- Support emerging and existing businesses—*Launch Something Pulaski* and *Pulaski on Main*
  - Respond to business needs
  - Showcase connected, contributing successes, such as the trail signage project of the chamber
- Engage new visitors and build loyalty—*Pulaski Chamber, Pulaski on Main*
- Professional work-planning support and collaborative quick improvement staffing – *professional assistance*
  - Prioritization of high impact, high visibility, fundable physical improvements tied to business needs.
  - Staffing for better block style improvement events
- Refine downtown brand story *with professional assistance*
- Engage social services partners to understand and incorporate re-entry support as civic pathway
- Engage civic and church groups
- Understand and begin to communicate school successes
- Additional downtown anchor attraction: Brewery support, other...
- Coordinate an ongoing Downtown Pulaski effort (committee/team/organization) as central coordination point for partner organizations

## 2. IN GOOD COMPANY: A town of innovative, entrepreneurial people and businesses

- Increase engagement with specific programs in nearby universities
  - Engineering, outdoor recreation, hospitality, architecture, design, job-training
- Highlight, promote and engage youth entrepreneurship and innovation programs
- Attract/engage existing private sector small scale manufacturer to lead in Maker Space development
- Share success stories of existing hidden manufacturers
- Tailored *Launch Something Pulaski* strategies for manufacturing of outdoor recreation gear and other related product lines or specific related design challenges

## 3. SECOND LOOK PULASKI: Align assets to position the community as a New River Valley alternative for:

- Young families—schools, activities for families, youth engagement, coordinated Realtor engagement
- Young at heart retirees—quality senior housing products in and close to downtown
- Young professionals—quality apartments in town
- Young businesses: fiber, shared services, supportive community, incentives
- Identify properties for redevelopment
- Share success stories and quality living stories under the coordinated brand.

**ICEBREAKER:**

*Each person chose a fictional character and tied that character to their personal story. Collectively we:*

- Make lemons into lemonade (*Forever Amber*)
- Are forceful and determined
- Root for the underdog (Fern from *Charlotte's Web*)
- Value friendships and relationships
- Try to look at the best side (Wilbur from *Charlotte's Web*)
- Feel a responsibility to contribute (Peter Parker and *Spiderman*)
- Feel connected to this small town and the welcoming people (Lorelei Gilmore of *Gilmore Girls*)
- Manage a flurry of activity around us...in fact we enjoy it (*For Better or for Worse*)
- Try to take the moral path (Hermione from *Harry Potter*)
- Are cautious thrillseeker...there's adventure to be had!
- Eat Lasagne (*Garfield*)