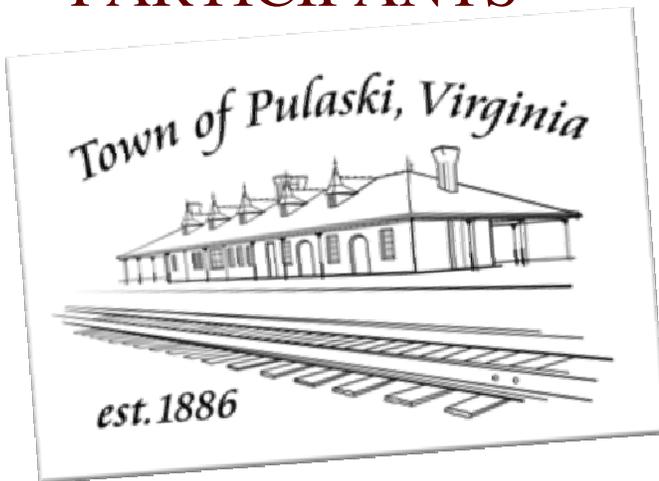


Meeting SIX: 6/27/2016  
**Pulaski In Partnership**

## PARTICIPANTS



Shannon Collins  
Nichole Hair  
Steve Critchfield  
Linda Hall  
Doug Jackson  
Janet Jonas  
John Knarr  
Christiana Marjakangas  
Michael Reis  
Cathy Stripling

## MEETING 5 SUMMARY

*Building from the vision worksheets, we discussed the vision, what it could do, where we agreed, and the things we weren't sure of. Of the content of the vision, there was consensus. However, on how to get there, there was a good deal of uncertainty. Perhaps the vision is not one just of a vibrant community, but one that covers the model of change as well: what steps we take when, to get where we want to go*

## ASSIGNMENT for Session 7

**The Vision**  
**July 18, 6 PM**  
*Train Station*

Core to working together are a shared vision and goals. At next week's meeting, we'll check in to affirm **the Draft Vision and meeting notes**. Once we have agreement, we'll start to explore some initial goals for our first phase.

**All are welcome! We want to hear your voice.**

Pulaski is a growing place—a town that supports businesses, a town of neighbors who support each other. The community has always been a close-knit one, compact and walkable, sociable and hardworking, one that adapts quickly to the broader industrial and economic climate, adjusting to markets and the world around it.

Today's investment-attracting communities require connections to nature, cultural assets, and a distinct heart wired for business. That's tomorrow's Pulaski, which will be nearly synonymous with the signature asset Peak Creek. Catalytic investments in it and the surrounding businesses will help the region see Pulaski anew with its biking culture, integrated system of trails and parks, fine arts and crafts, restored theater, high-speed telecommunications access, and its quality housing stock in and adjacent to the district.

We'll continue our heritage of downtown manufacturing, but at smaller scales, using new technologies that continue the regional tradition of innovation. Those growing their businesses here will find it an ideal place to grow a family as well. "Around here," it is overheard, "it seems everyone is making something, and making things better."

A community of choice in the New River Valley that offers the best of Southwest Virginia living, Pulaski will be worth a second look for those seeking opportunity. And they'll find along with it a welcoming home.

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

### **1. ALL TOGETHER, DIFFERENT: Collectively investing in our place to shift perceptions**

- 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 street mock-up and approval
- Peak Creek signature event
- Increase coordinated support for existing downtown businesses— *Pulaski on Main*
- Communicate vision & support for emerging businesses—*Launch Something Pulaski* and *Pulaski on Main*
- Engagement 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
- Downtown anchor attraction: Brewery support, other...
- Coordinate an ongoing Downtown Pulaski effort (committee/team/organization) as central coordination point for partner organizations

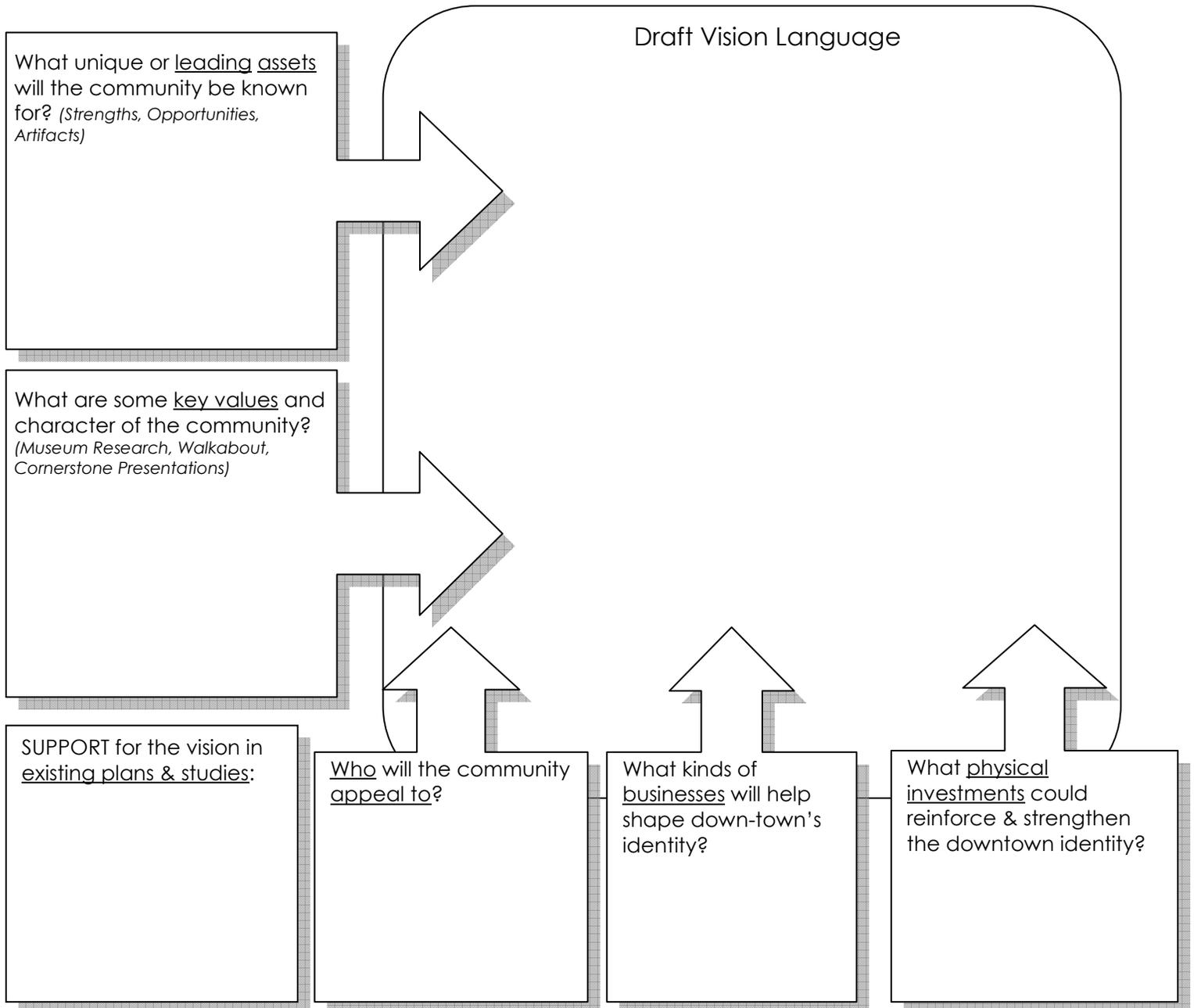
### **2. THE NEW COMPANY TOWN: A town of companies, small scale manufacturing close to home**

- Increase engagement with specific programs in neighboring universities
  - Engineering, outdoor recreation, hospitality , architecture, design
- 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

## An Effective Vision

- ▶ Clarifies community **values**, beliefs, or guiding principles
- ▶ Defines **ideal** conditions
- ▶ Is developed by **community members**.
- ▶ **Inspires** residents, investors, and stakeholders
- ▶ Summons **specific images**
- ▶ May tie to a specific **desired district character**
- ▶ May tie to **transformational project** underway or planned
- ▶ May tie to specific **strategies**
- ▶ **Relevant** today
- ▶ Can be used as a **touchstone** to build consensus



## OVERALL:

- We have to tell a good story that connects past-present-future
- A small town which is physically attractive
- A developing place to do business
- Bedroom community growing as its own place
- A community with a changing story closely tied to its past
- The waterway is an asset not a liability
- A destination walkable downtown with service businesses and upstairs living.
- Family friendly activities and businesses that support local residents
- The schools are tied to this story.
- By capitalizing on the railroad and frontier history, minor league baseball and progressive local government, the town can continue to grow a positive, friendly atmosphere that will promote itself to visitors and prospective visitors who may be interested in investing downtown to bring eateries and unique boutiques.
- Proud business owners
- Attractive buildings
- Growing: families, communities, business/industry
- Attractive: low taxes, affordable, fiber,
- Pull people off of 81
- Digital footprint strategy
- Advertise the businesses we want on online
- We have to phase this plan
- Downtown as event space
- People want to live near those like them...
- The goal is to find an identity for Pulaski and accentuate the strengths and tie them together in a way that stays in people's consciousness.

## Leading Assets:

- Minor league ball park
- Jackson Park Inn
- Al's on First
- Train Station
- Railroad history
- Old buildings
- Crooked Road, music heritage
- Friendly small town
- Historic Main Street
- Walkability...housing close to shops
- Affordability
- Peak Creek- for recreation & beauty
- Bike trails/Rails to Trails – for walking and riding
- County seat
- History
- Great downtown
- Gatewood Park

- Theatre
- Arts/artists/crafts
- Access to transportation
- Hardworking
- CAN-Do Attitude
- Manufacturing and Outdoor
- Marketplace—a credible farmer’s market

Key Values/Character:

- Positive government
- Business friendly
- Friendly
- Small Town USA
- Know your neighbor
- Kindness
- Giving
- Proud of heritage
- Small town character with industrial
- Can-do attitude
- Work hard and play hard
- We support new growth
- Bring back the mix of businesses we historically had

Existing Plans:

- Draper Aden Peak Creek study: a system of greenspace
- Gall Report
- Livability Initiative
- Comp Plan:
  - town has bought property for economic investment
  - Blight reduction
  - Save historic buildings
  - Fiber
- 2029: 2 way traffic, industrial redevelopment
- Redevelopment plan: land banking, 1<sup>st</sup> street
- Tourism: Music, outdoor activities are the draw
- There is much merit in the plans, more to add and implement, such as a specific plan for family activities.

Who the community will appeal to:

- Small businesses
- Young professionals
- Newly retired

- Residents and Visitors
- Adults
- Visitors
- Residents
- Outdoor enthusiasts
- Quaint town folks: who want unique character
- Small businesses
- Those looking for affordable value
- Work-at-home residential
- Public K-12/nearby universities

Contributing Businesses:

- Al's on First
- Bikeshop
- Downtown Convenience
- Coffee shop
- Ice cream
- Bakery
- Outfitter
- Professional office building: co-working, shared resource
- Brewery
- Restaurants
- Special sports clothing
- Destination Restaurant
- Eateries
- Artisans
- Suppliers of Services
- Watersports
- Hostel
- Foodie attractions
- Industrial arts
- Boutiques
- Tech businesses
- Deli
- Convenience Store
- Distillery
- Upscale eating
- Small Start-up companies
- Office services (fed-ex/kinkos)
- Maker space
- Outdoor...bike/outfitter
- Arts/theater/craft
- Well curated antiques/ second hand/consignment

- Grocery/deli

Physical Improvements:

- Peak Creek walkway
- Improve entrances
- Make it pleasant so people enjoy coming to it
- Lighting
- Fix the Clock
- More mixed use buildings downtown
- Update the boulevard
- Peak Creek Corridor
- Main Street and First
- We've got a good start. Well cared for, clean...Let's do more to make the community inviting
- Pocket Parks
- Two Lane traffic
- Widen Sidewalks and reduce lane width
- Roofs and other building improvements
- Green space
- Expand staff
- Murals
- Revive ghost paintings
- Enforce building codes
- Repair stabilize buildings
- Strong grounds crew and beautification plan, keep weeds down!
- Businesses should be diligent on repairs and clean up

What we have to build on: Baseball and Bikes

What we can add: Blues and Beer

**Our goal is to find an identity for Pulaski and accentuate our strengths and tie them together in a way that stays in people's consciousness.**

What are our strengths in terms of what would make people want to come here for a visit or even to stay? Well here we have baseball. We also have bikes and trails. And based on the turnout at the Pulaski Jazzfest last July, we can surely include Blues/Jazz as a music draw. Now we have heard that SHAH Development has purchased the Dalton building and has asked for citizen input regarding its uses. I think this would be a perfect place to have a microbrewery with Pulaski brands (Polish) beer and a companion restaurant overlooking Peak Creek. In addition to this, more hotel/hostel type rooms for people who bike and hike the New River Trail. So, we have the four Bs: Baseball, Bikes, Blues, and Beer (or Beds) i.e. the 4 Bs or "Fourbee's" (Could be Fivebees but that is harder to pronounce). This would help Pulaski become a real destination town and would encourage and support new business.