CITY COUNCIL REGULAR MEETING

~ AGENDA ~

REGULAR MEETING

312 South Mildred St
Ranson, WV 25438
www.ransonwv.gov

October 1, 2024 | 7:00 P.M. | Council Chamber

MEETING REGISTRATION:
https://ransonwv.gov/yourgovernment/agendas-and-minutes/

PLEDGE OF ALLEGIANCE/MOMENT OF SILENCE

I. CALL TO ORDER

II. APPROVAL OF MINUTES

1. Minutes - September 17, 2024
   Minutes City Council 9172024.docx

III. CITIZEN'S PRESENTATIONS/PETITIONS

IV. CITY MANAGER/STAFF REPORTS

1. Police Chief Status Report - September
2. City Manager Report

V. COMMUNICATIONS FROM THE MAYOR

VI. COUNCIL/COMMITTEE ANNOUNCEMENTS

VII. COUNCIL BUSINESS

1. Ordinance 2024-361 - First Reading of an Ordinance Amending and Reenacting Chapter 2 - Administration, Article II. Council Meetings of the Ranson City Code
   ARTICLE II, Council Meetings - Proposed Edits 2024 10012024.docx
   ARTICLE II, Council Meetings - Proposed Edits 2024 10012024- Clean Copy.docx
2. Ranson Convention & Visitors Bureau Fiscal Year 2023-2024 Annual Report
   CVB Annual Report 2023-2024.pdf

3. Opioid Settlement Funds, ARPA Interest, and Ranson Community Distribution Program Excess Funds - Consideration of Allocation(s)

4. Ordinance 2024-362 of the Ranson City Council Authorizing the Mayor or His Designee to Take All Necessary Actions and Execute Documents to Acquire 3.84 Acres of Real Property Located on North Mildred Street, Ranson, West Virginia
2024-362 Ordinance Purchase of N. Mildred 10012024.docx

VIII. ADJOURNMENT

IX. INFORMATION ONLY

Fall Fest
Eastern Panhandle Transit Authority Survey
October WV Ethics News

AGENDA ITEM II.1

City Council Regular Meeting Request for Action

TO:

FROM: Darla Armstrong

ITEM TYPE: APPROVAL OF MINUTES

AGENDA SECTION: **APPROVAL OF MINUTES**

SUBJECT:

ATTACHMENTS:

Minutes City Council 9172024.docx

CITY COUNCIL REGULAR MEETING

~ AGENDA ~

REGULAR MEETING

312 South Mildred St
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www.ransonwv.gov

September 17, 2024 | 7:00 P.M. | Council Chamber

I. CALL TO ORDER

Mayor, Keith Pierson	Present
Ken Suits	Present
Amanda Stroud	Present
Andy Colandrea	Present
Tommy Custer	Present
Hebie McDaniel	Absent
Mike Anderson	Present

II. APPROVAL OF MINUTES

Mayor, Keith Pierson	Abstain
Ken Suits	Yes
Amanda Stroud	Yes
Andy Colandrea	Yes
Tommy Custer	Yes
Hebie McDaniel	Absent
Mike Anderson	Yes

III. CITIZEN'S PRESENTATIONS/PETITIONS

No Citizens were signed in to speak

IV. CITY MANAGER/STAFF REPORTS

1. Police Chief Status Report- August

The Chief informed us that a gentleman will be graduating from the Police Academy soon. Additionally, we have an officer who has successfully passed their background check and is expected to join our team soon.

2. Public Works Status Report – August

   No Comments

3. Finance Status Report- August

   No Comments

4. Community Development Status Report – August

   Council Member Stroud expressed gratitude to the Community Developer Director for including a new column in the report that outlines updates on completed and ongoing work. This addition enhances transparency and keeps the community informed about development progress.

5. Ranson Convention and Visitor Bureau Status Report – August

   No Comments

6. Ranson Parks and Recreation Status Report – August

   No Comments

7. City Manager Report

   City Manager Todd Wilt announced that Timothy Micheal will be the new Parks and Recreation Director, start date is set for September 30, 2024. Additionally, Mr. Wilt provided an update on the Mildred Street Water project, It was noted that the project is not as far along in the design phase as Toole Engineering had indicated. The City of Ranson has transferred the project to Kimley Horn, who has since evaluated its viability. Kimley Horn confirmed its viability, deeming it worthy of proceeding with design. The aim is to complete the project design by the end of the calendar year. Mr. Wilt reported bids would have to be in two weeks. In order to keep the previously awarded WDA grant funded. Unfortunately, we will not meet the deadline. City Manager is preparing to email Nine WDA to update them on our current situation and formally return the funded award. Looking ahead, there may be additional funding opportunities available, and we plan to have a shovel-ready design in place. While this presents a hurdle, the project will continue, albeit at a slower pace than initially intended. As understood there maybe more money available for funding ahead and will have a shovel ready to design.

8. Ward Redistricting - Population Analysis Report & Recommendations

   City Manager Todd Wilt presented the findings regarding the redistricting of the wards. He informed the council that redistricting needs to begin by the end of October to accommodate the upcoming election cycle. Mr. Wilt ask for Direction from the council at the next meeting. Changes to ward boundaries will not affect the current elective districts for the present term.

V. COMMUNICATIONS FROM THE MAYOR

1. Proclamation- Constitution Week

Mayor, Keith Pierson	Abstain
Ken Suits	Yes
Amanda Stroud	Yes
Andy Colandrea	Yes
Tommy Custer	Motion
Hebie McDaniel	Absent
Mike Anderson	Second

VI. **COUNCIL/COMMITTEE ANNOUNCEMENTS**

Council Member Amanda Stroud inquired about the existing policy and procedure for installing stop signs and traffic signs. Citizens have reached out regarding the need for stop signs on the 400 block of 1st and 2nd Mildred Street. Council Member Stroud reported that the Rt 9 bike path project is likely to come under budget, with a projected cost of $4,314.00. Also As of June 1, 2024, the ARPA funds have accrued $8,589.00 in interest, which can be allocated for various projects and initiatives. An update on the Opioid Settlement indicates a total of $16,000.00 available over a five-year period. Council member Stroud has asked the council to come back with some ideas.

VII. COUNCIL BUSINESS

1. Discussion of an Ordinance Amending and Reenacting Chapter 2 - Administration, Article II. Council Meetings of the Ranson City Code

The council had a discussion of Ordinance and Reenacting Chapter 2 - Administration, Article II. The City Manager requested clarification on the proposed changes, specifically regarding Section 2-28.- “All meetings”. Council Member Stroud suggested specifying that the section applies to all Regular Council meetings and all Public Hearings for Council meetings. Council Member Suits proposed modifications to Section 2-28 C. The City Manager recommended that the speaking time be set to three minutes unless otherwise determined by a vote of the City Council. Discussion included the format for submitting contact information, specifically the use of email. Further revisions to the sections will be drafted based on the council members' feedback for the next council meeting scheduled for October 1, 2024 at 7:00 P.M.

2. Resolution 2024-19: FY2025 General Fund Budget Revision #2

Mayor, Keith Pierson	Abstain
Ken Suits	Motion
Amanda Stroud	Yes
Andy Colandrea	Second
Tommy Custer	Yes
Hebie McDaniel	Absent
Mike Anderson	Yes

3. City of Ranson Banner Policy

Council Member Tommy Custer initiated a discussion regarding the Banners Policy in the City of Ranson. He requested that the policy be reviewed and revised as necessary. The updated policy is to be brought back to the council for further consideration.

4. 2023 Ranson Community Distribution Program/ARPA Interest/Opioid Settlement Funds

City Manager Todd Wilt shared information regarding Ranson Opioid Settlement to the council. Informed the council Ranson will receive a sum of $16,000.00 over the course of Five years.

5. Resolution 2024-20 - A Resolution of the City Council of Ranson Setting a Day and Time for Halloween Trick-or-Treating

Mayor, Keith Pierson	Abstain
Ken Suits	Motion
Amanda Stroud	Second
Andy Colandrea	Yes
Tommy Custer	Yes
Hebie McDaniel	Absent
Mike Anderson	Yes

VIII. ADJOURNMENT

Adjournment at 8:19 P.M. Motion was made by Ken Suits 2nd by Mike Anderson. Next Ranson Council meeting will be held Tuesday, October 1, 2024 at 7:00 PM Ranson Council Chamber 312 South Midred Street, Ranson WV 25438.

IX. INFORMATION ONLY

_____
Keith D Pierson, Mayor

_____
Darla Armstrong, City Clerk

AGENDA ITEM IV.1

City Council Regular Meeting Request for Action

TO:

FROM: Darla Armstrong

ITEM TYPE: PRESENTATION

AGENDA SECTION: **CITY MANAGER/STAFF REPORTS**

SUBJECT:

ATTACHMENTS:

AGENDA ITEM IV.2

City Council Regular Meeting Request for Action

TO:

FROM: Darla Armstrong

ITEM TYPE: PRESENTATION

AGENDA SECTION: **CITY MANAGER/STAFF REPORTS**

SUBJECT:

The City Manager will present a report addressing matters of relevance to the City Council. Council action is not anticipated or requested on these matters.

ATTACHMENTS:

AGENDA ITEM VII.1

City Council Regular Meeting Request for Action

TO:

FROM: Darla Armstrong

ITEM TYPE: PRESENTATION

AGENDA SECTION: **COUNCIL BUSINESS**

SUBJECT:

At the request of the City Council, staff provides the included recommended changes to the Ranson Municipal Code to establish a standard speaking time for public comment periods and public hearings.

ATTACHMENTS:

ARTICLE II, Council Meetings - Proposed Edits 2024 10012024.docx
ARTICLE II, Council Meetings - Proposed Edits 2024 10012024- Clean Copy.docx

AN ORDINANCE AMENDING AND REENACTING RANSON CITY CODE CHAPTER 2 ARTICLE II

WHEREAS, West Virginia Code Chapter 8, Article 12, Section 5 (~~44~~) authorizes the governing body to adopt rules for the transaction of business and the government and regulation of the governing body; and,

WHEREAS, City Council finds that well conducted and productive business meetings are essential to the sound government service and the continued success of the City.

NOW THEREFORE, the City Council by duly noticed public vote hereby AMENDS AND REENACTS Chapter 2, Article 2, Section 2 of the Ranson City Code as follows

(additions underlined, deletions strikethrough):

Sec. 2-20. - Days, time, place and agenda of regular and special meetings.

(a) The council shall hold regular meetings at 7:00 p.m. on the first and third Tuesdays of each month in the council chambers, at the city hall.

(b) The mayor~~, recorder,~~ or any three members of the council may call special meetings as deemed necessary.

(c) The city shall make available, in advance, the time and place of all regularly scheduled meetings of the council and the date, time, place and agenda purpose of all special meetings of the council, to the public and news media.

(d) A notice shall be posted and maintained by the ~~city recorder~~ City Clerk at the front door of the city hall stating the date, time and place fixed and entered on record by council for the holding of regularly scheduled meetings. In addition, a copy of the agenda for each regularly scheduled meeting shall be posted at the same location by the ~~city recorder~~ City Clerk not less than three business days before such regular meeting is to be held. If a particular regularly scheduled meeting is cancelled, a notice of such cancellation or postponement shall be posted at the same location as soon as feasible after such cancellation or postponement has been determined.

(e) A notice shall be posted by the ~~city recorder~~ City Clerk at the front door of the city hall not less than least two days before a specially scheduled meeting is to be held, stating the date, time, place and purpose for which such special meeting shall be held. If the special meeting is cancelled, a notice of such cancellation shall be posted at the same location as soon as feasible after such cancellation has been determined.

Sec. 2-21. - Who is to preside at meetings; quorum; interested members of council not to vote.

(a) The council shall be presided over at its meeting by the mayor, or in the mayor's absence council shall appoint a chairperson or presiding officer, by a vote of a majority of the members present, who shall exercise all the powers and discharge all the duties pertaining to the office of the mayor.

(b) A quorum, consisting of a majority of the members of the council, must be present in order to transact business.

(c) No member of the council shall vote upon any ordinance, order, measure, resolution, or proposition, in which such member may be interested, other than as a citizen of the city.

Sec. 2-22. - Tie vote; mayor and recorder may vote.

(a) The mayor ~~and recorder~~ shall ~~have~~ vote~~s~~ as ~~members~~ a member of the common council subject to the rules of this section.

(b) In the case of a tie, the presiding officer at the time shall cast the tie-breaking vote, unless such officer has previously voted.

(c) If the mayor or ~~recorder~~ authorized representative presides at meetings of the governing body, such presiding officer may elect not to vote on issues decided by the council. However, this choice does not restrict such officer's right to cast a tie-breaking vote.

Sec. 2-23. - Order of business.

Unless dispensed with a two-thirds majority of the members present, the council shall observe the following regular order of business.

(1) Call to order by the presiding officer.

(2) Roll call by the ~~recorder~~ City Clerk.

(3) Reading of minutes of the previous meeting by the recorder and approval of corrections.

(4) Citizen’s presentations/petitions.

(5) Council/committee announcements.

(6) Staff/city manager report.

(7) Communication with the city manager.

(8) Communication from the mayor.

(9) Council business.

(10) Adjournment.

Sec. 2-24. - Special committees.

Special committees may be established to study certain issues and report back to the full council as the mayor deems necessary or as may be directed by the majority of the quorum of council, the members to be appointed by the mayor.

Sec. 2-25. - Reducing motions and propositions to writing.

Every motion or proposition shall, at the request of either the mayor or any member, be reduced to writing.

Sec. 2-26. - Ordinance adoption.

(a) All ordinances shall be presented in writing.

(b) No ordinance shall be amended after its first reading as to change its general purpose.

(c) All ordinances shall be read twice by title unless a member of the governing body demands that the ordinance be read in full. No ordinance shall be presented for second reading or considered for final passage at the meeting at which it is introduced, and there shall be at least one week intervening between each meeting at which it is presented. The first reading of an ordinance proposed at a council meeting shall be for information and the question shall be: "Shall the proposition be rejected?" If no objection is made or the question to reject is lost, the ordinance shall go on to a second reading without further question, at which time it shall be subject to amendment or debate and ready for final passage.

(d) At least five days before the meeting at which a proposed ordinance, the principal object of which is the raising of revenue for the city, is to be finally adopted, the governing body shall cause notice of the proposed adoption of such proposed ordinance to be published as a class I-O legal advertisement in compliance with the provisions of W. Va. Code, § 59-3-1 et seq. and the publication area for such publication shall be the city. The notice shall state the subject matter and general titles of such proposed ordinance; the date, time and place of the proposed final vote on adoption; and the place or places within the city where such proposed ordinance may be inspected by the public. A reasonable number of copies of the proposed ordinance shall be kept at such place or places and be made available for public inspection. Such notice shall also advise that interested parties may appeal at the meeting and be heard with respect to the proposed ordinance.

Sec. 2-27. - Robert's Rules of Order.

The rules of order and parliamentary procedure contained in Robert's Rules of Order, as last revised, shall govern the transaction of business by and before the council insofar as they are not in conflict with provisions of this Code or a majority vote of the quorum of Council.

Sec. 2-28. - Public Comment and Hearing Procedures

(a) During meetings of the City Council or official public hearings and meetings of other city public bodies where public comment or a public hearing is listed as an agenda item, each speaker shall be allotted three minutes of speaking time, unless a majority of the public body present agrees to modify the duration. All comments must be directed to the presiding officer and will be included in the official record of the meeting.

(b) Citizens wishing to provide public comment during a City Council meeting must sign up on the speaker's sign-up list provided by the City prior to the start of the meeting.

(c) Speakers who have signed up may choose to defer their speaking time to a designated spokesperson representing a group of aligned individuals, provided this intention is communicated before the start of their respective speaking time.

(d) The presiding officer holds the discretion to enforce time limits, manage the order of speakers, and maintain decorum to ensure an orderly and efficient meeting.

Sec. 2-29. - Reserved.

Ordinance 2024-361

AN ORDINANCE AMENDING AND REENACTING RANSON CITY CODE CHAPTER 2 ARTICLE 2

First Reading: October 1, 2024

Public Hearing: _____

Second Reading: _____

Enacted this _____ day _____ 2024

Adopted by the City Council of the City of Ranson after a 1st reading on October 1, 2024 and after a 2nd reading on _____ by a vote of ____ in the affirmative, _____in the negative with ____ abstentions.

_____
Keith D. Pierson, Mayor

ATTEST:

_____
Darla Armstrong, City Clerk

AFFIX CITY SEAL

Ordinance 2024-361
Clean Copy

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Public Hearing: _____

Second Reading: _____

Enacted this _____ day _____ 2024

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_____
Keith D. Pierson, Mayor

ATTEST:

_____
Darla Armstrong, City Clerk

AFFIX CITY SEAL

AGENDA ITEM VII.2

City Council Regular Meeting Request for Action

TO:

FROM: Darla Armstrong

ITEM TYPE: PRESENTATION

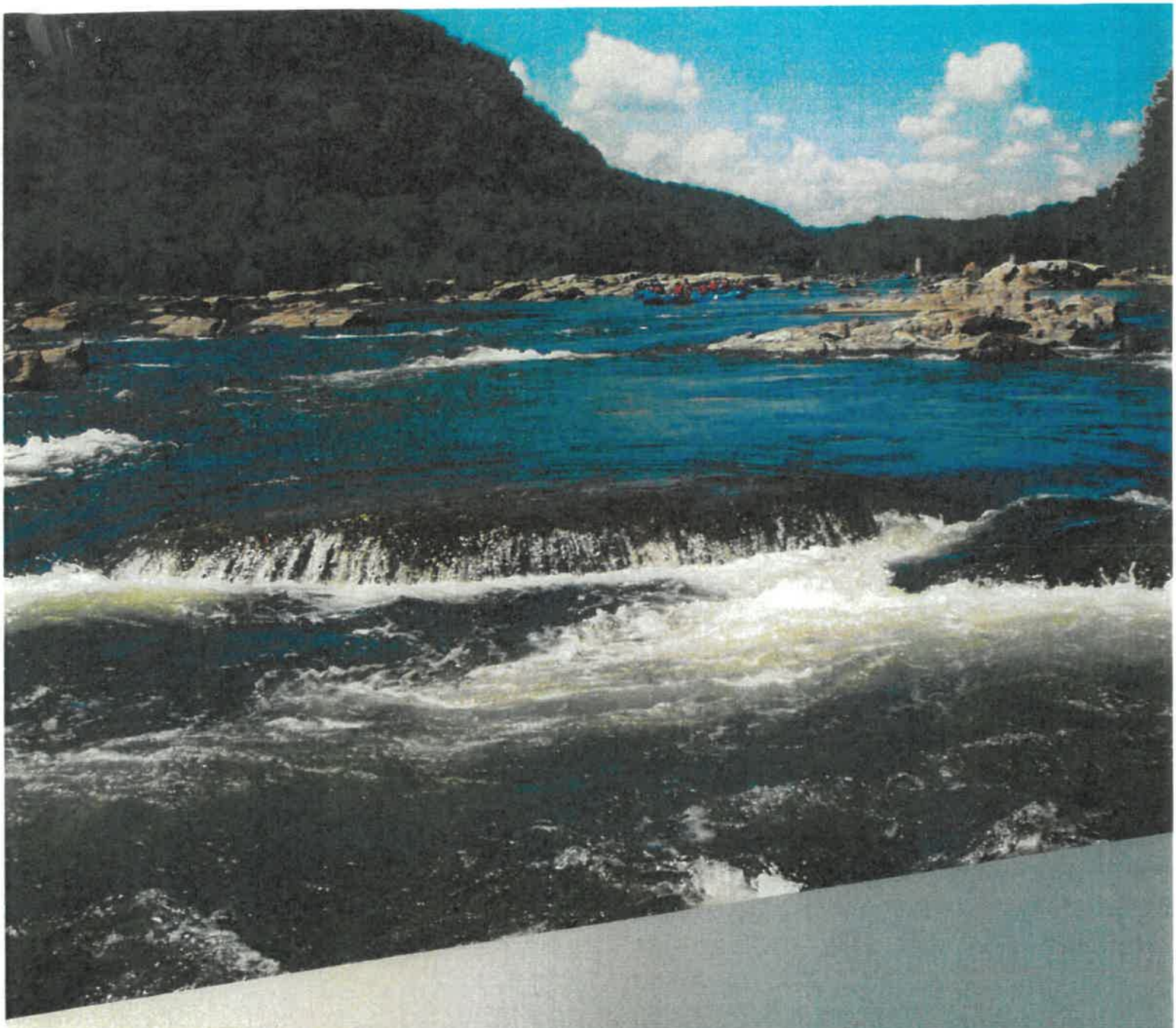
AGENDA SECTION: **COUNCIL BUSINESS**

SUBJECT:

Consistent with accreditation requirements and standard operating procedures for the Ranson Convention & Visitors Bureau (RCVB), attached is the RCVB's annual report. This report highlights the efforts and achievements of the RCVB over the past year. Staff from the RCVB will be present to provide an overview of the report and answer any questions. The report includes information on RCVB's advertising and marketing strategies, funding details, and insights into tourism-related revenue for the prior year.

ATTACHMENTS:

CVB Annual Report 2023-2024.pdf



2023-2024 MARKETING PLAN

RANSON
WV
CONVENTION AND VISITORS BUREAU

RANSON CVB
Board

Ranson CVB Board of Directors

Laura Creamer, President
Amanda Stroud, Vice President/City Council
Kareem Washington, Secretary
Tommy Custer, Treasurer/ Ranson City Council
Devon Bonevich, Lodging
Dana Fadely, Lodging
John Armel, Artisan

Ranson CVB Staff

Debbie McClure, Executive Director
Emilee Burlett, Tourism & Visitor's Bureau Specialist

Ranson CVB Executive Director is also a member of the following:

- WV Breeders Classic- Board member
- West Virginia Association of CVB
- West Virginia Hospitality Travel Association
- Southeast Tourism Society
- Jefferson County Chamber of Commerce

Continuing Education

- WV Governor's Conference on Tourism
- WVHTA Hospitality University
- STS Webinars
- Other Asst. Webinars
- Jefferson County Tourism Summit



MISSION:
The Ranson CVB is charged with promoting tourism i Ranson and surrounding areas t visitors, near and fa To accomplish this mission, the CVB hos events throughout th year, such as the annual Ranson Festiv and Car Show, Tree Lighting, and Skatin for the Holidays.

RANSON

A Word from our Executive Director

The Ranson Convention and Visitors Bureau is proud to present the 2023/2024 Annual Report. This report is from the fiscal year, July 2023 to June 30, 2024.

This report will show some of the collaboration of our CVB and their commitment to our local community.

This year we used 60.8% of our advertising campaign to advertise in Virginia, Pennsylvania, Maryland and the DC Market. Print, Radio, TV and social media were used to help bring tourism into the area. We have been successful and productive this year with designing campaigns, collaborating with the WV Tourism department and working diligently with our regional and local partners.

The Ranson CVB is one of the key players in providing information on recreation and entertainment for the area. This part of the Eastern Panhandle is very attractive for visitors due to its central proximity to the Eastern Panhandle's amenities and attractions. The CVB works diligently to attract competitive tourism dollars and promotes the following assets: Hollywood Casino at Charles Town races, is one of the most popular attractions, bringing millions of visitors per year. Horse racing at Charles Town Races is home to big stake races such as the Charles Town Classics, which offers a million-dollar race, and the WV Breeders' Classic, live entertainment from well-known performers. History is rich in Jefferson County, with the Trial of John Brown, which took place in Charles Town at the courthouse. Harpers Ferry National Park is one of the major destinations in the area. Shepherdstown, Charles Town and Harpers Ferry are known for their Civil War Battlefields, Happy Retreat where history is found with the Washington family. Outdoor recreation is a plus in our area, with River Riders, River and Trail Outfitters and the Mountain Lake Club opened for our seasonal months.

The Ranson CVB is a fully accredited member of the West Virginia Association of Convention and Visitor's Bureau. This accreditation program is required by the West Virginia Legislature and the West Virginia Division of Tourism. The accreditation was formed to ensure that the CVB's receiving hotel/motel tax dollars were using the lodging tax dollars wisely.

Please contact us if you have any questions.

Debbie McClure
Executive Director

RANSON CVB

Website Traffic

40,000
total visits

114,745
total page views

1 minute
average visit duration

34,500
Users

34,173
New Users

Top Five Pages: Christmas in Ranson, Historical Sites, RCVB, Calendar of Events, and Ranson Festival & Car Show

Top five States: Virginia, West Virginia, Maryland, New York & Washington D.C.

E- Newsletter

3027
Subscribers

3%
Avg. Click rate

36%
Avg. open rate

44,991
Sends

14,178
Opens

1,019
Clicks





RANSON CVB

Social Media

@RansonCVB

385,500
Page Reach
up 181%

26,200
Page & Profile Visit
up 158%

1,800
New Page Follows

5,800
Page follows

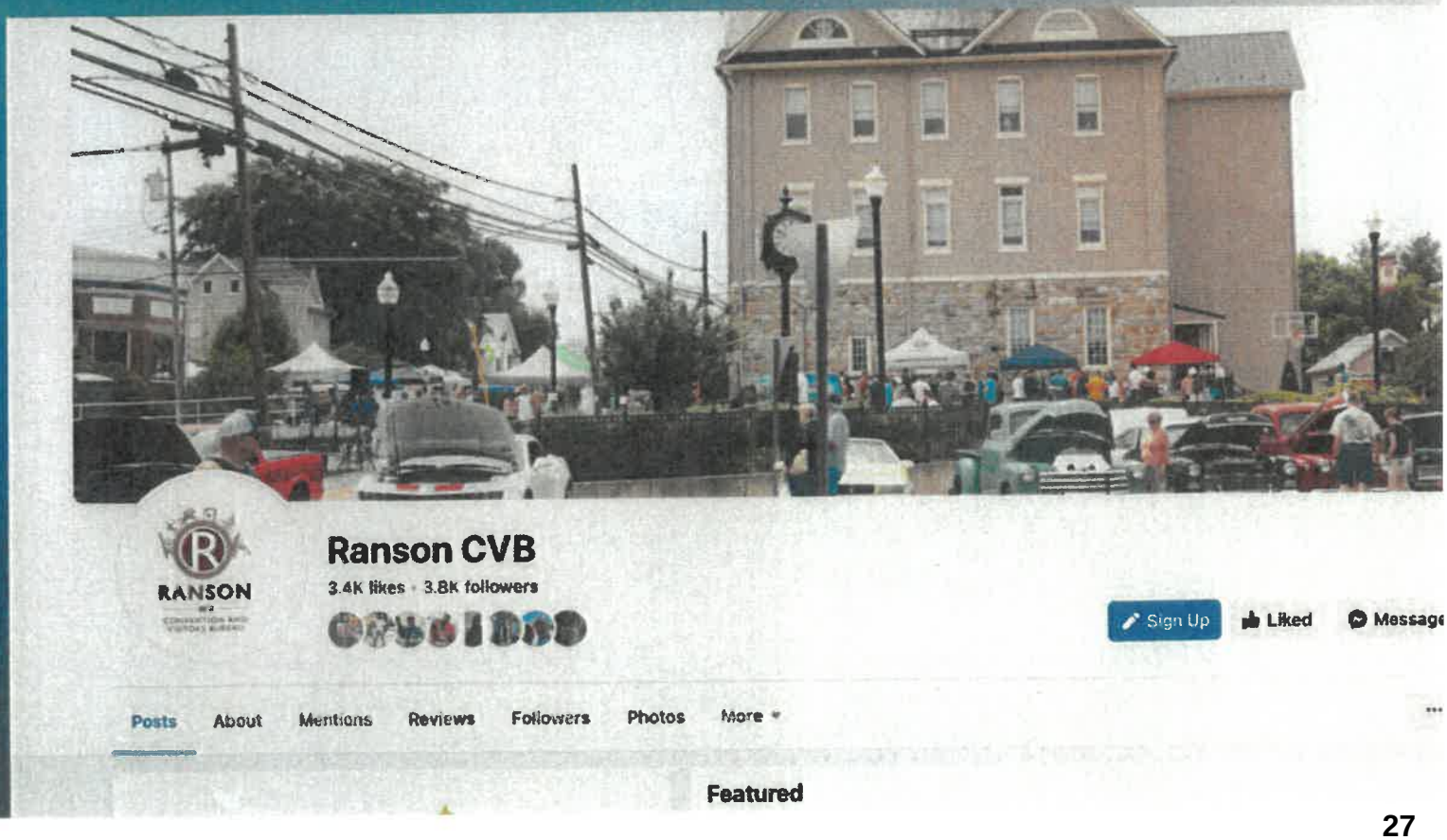
@ranson_cvb1

9,200
Page Reach
up 2,200%

519
Page & Profile Visits
up 879%

60
New Page Follows

435
Page follows



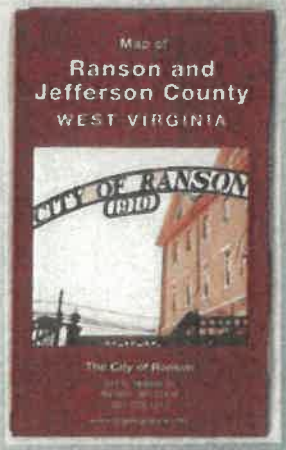
RANSON CVB

Advertising & Marketing

Ads and partners for the 2022-2023 fiscal year.
The Journal, The Spirit of Jefferson, The Observer, Recreation News, Richmond Times , Comcast Spotlight, Loudon Times,, Frederick News Post, iHeart Radio, WV Radio, USA Today, Blue Ridge Country



Ranson Brochure
2,000 Copies reprinted in 2024



Ranson Map
2,500 Copies printed in 2023

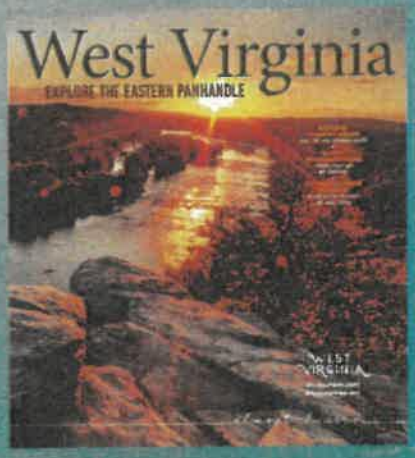


Ranson Welcome Guide
1,500 Copies printed in 2023

Partnerships



By Participating in the Department of Tourism's Cooperative Advertising Program with an 80/20 match, we paid $14,000 but we received $47,877 worth of advertisements



Partnered with the Eastern Panhandle CVB's to produce the WV Eastern Panhandle Guide. This consisted of the Ranson CVB, JCCVB, Martinsburg-Berkeley County CVB & Morgan County CVB



Partnered with WV Breeders Classic & JCCVB

RANSON CVB

Advertising & Marketing

CVB is the Primary Organizer







Event Sponsorship/ Coordinated Events



Charles Town/ Ranson Christmas Parade
WV Fest
Charles Town Car Show
West Virginia Breeders Classic Hat Contest
West Virginia Breeders Classic Golf Tournament
Harvest Fest
Jefferson County Chamber of Commerce Sponsorship
Jefferson County Fair







CHARLES TOWN & RANSON
LIGHTS

TAKE THE CHARLES TOWN AND RANSON LIGHTS TOUR

USE YOUR SMARTPHONE AND SCAN THE CODE WITH YOUR CAMERA! YOU WILL BE DIRECTED TO A LIST OF ALL 5 TOURS THAT YOU CAN FOLLOW!

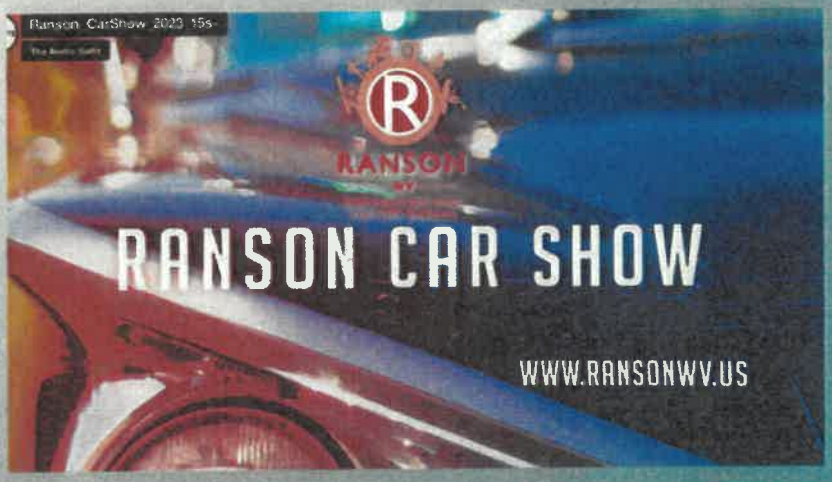
RANSON CVB
Advertising & Marketing

TV Spots



County Ad
30 second & 60 second
Commercials were created for th
Ranson CVB

Impressions: 712,897



15 second & 30 second
Commercials were created for th
Ranson Festival & Car Show

Impressions: 684,653



15 second & 30 second
Commercials were created for th
Car Show

RANSON CVB

Partnerships with WV Dept. of Tourism & Eastern Panhandle CO-OP Group

This is a 4-week Dulles Airport Takeover and 4-week DC Bus Wrap Campaign. The cost of this campaign is $203,831, with the 75/25 match. The 75 match is the Division of Tourism and the 25 match is split between the Eastern Panhandle Partners, which consist of a total of $50,957, each CVB will be responsible for paying $12,739.25

Metro Rail Dulles Airport 5/13 to 6/9























RANSON CVB

Partnerships with WV Dept. of Tourism & Eastern Panhandle CO-OP Group Bus Wraps in DC Market

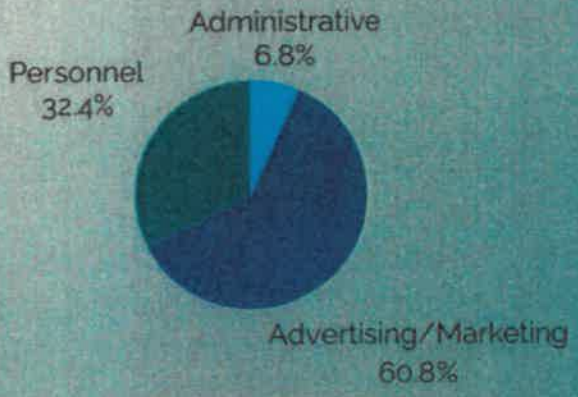




RANSON CVB

Economic Impacts of Travel in Jefferson County

Govern Jim Justice announced at the WV Tourism Conference West Virginia's Tourism performance for 2023, wth the industry's total economic impact approaching $9 billion last year. Visitor volume to the state reached 75 million visitors last year. The tourism industry generated $1 billion in tax revenues last year, with $597.8 million going directly to our state and local governments. Tourism-generated tax dollars contributed approximately $835 per household in tax dollars, helping to maintain government services across the state.

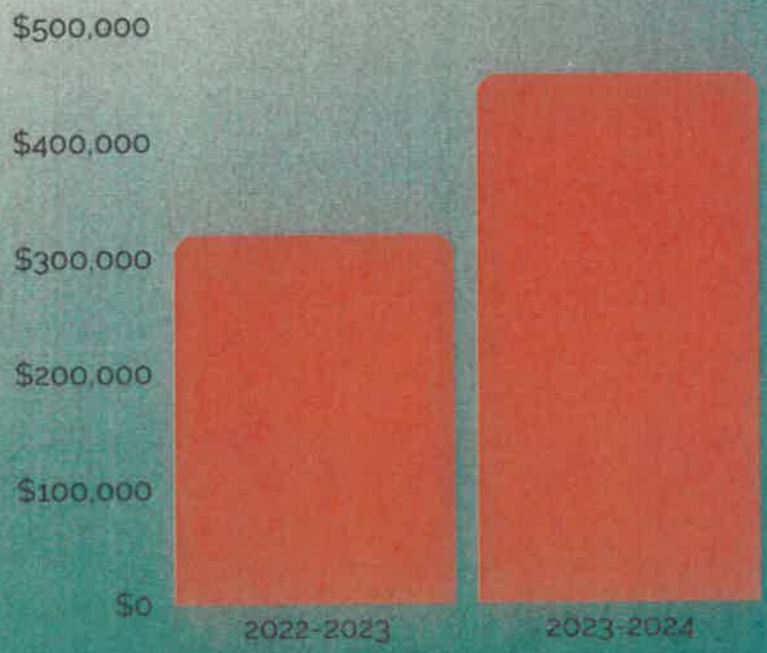


RANSON CVB 2023

Advertising/ Marketing $278,151

Personnel $148,124 *Includes wages, benefits, taxes and contributions based on two full-time employees*

Administrative $ 31,021



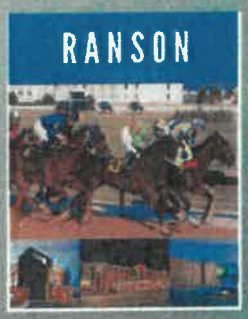
WV tourism performance for 2023, with the industry's total economic impact approaching $9 billion last year. Visitor volume to the state reached 75 million visitors last year. These visitors spent $6.3 billion in the state, 5.6% more than 2022. The tourism industry generated $1 billion in tax revenues last year, with $597.8 million going directly to our state and local governments. Tourism-generated tax dollars contributed approximately $835 per household to maintaing government services
Source: Tourism Economics an Oxford Economics Company

RANSON CVB

Digital & Print Ads

A strategic advertising campaign was recently executed across several key markets, including Richmond, VA, the DC market, Pennsylvania, and the Baltimore markets. This multi-regional approach aims to maximize brand visibility and engagement by targeting diverse demographics and leveraging the unique characteristics of each area. Richmond, known for its historic charm and growing economy, provides a fertile ground for reaching both long-time residents and newcomers. The DC market, with its political and business epicenter, offers access to a highly influential audience. Pennsylvania's varied landscape, from urban centers to rural communities, allows for a broad spectrum of outreach. Lastly, the Baltimore markets, with their rich cultural heritage and bustling urban environment, present ample opportunities for resonating with a dynamic and vibrant population. By tailoring messages to the specific interests and needs of these regions, the campaign seeks to create a cohesive yet localized impact, driving brand recognition and customer engagement across the board.











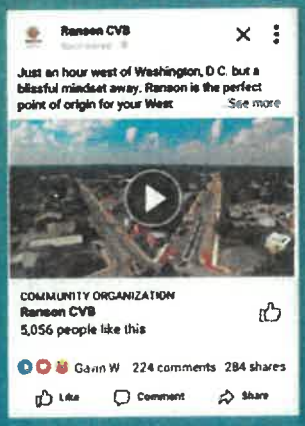








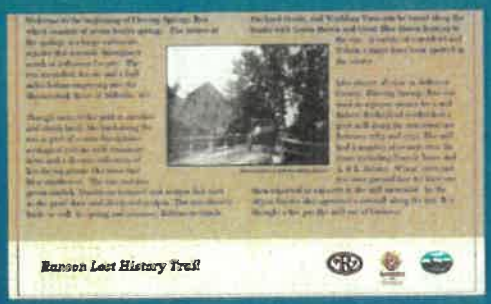












The Ranson CVB makes a great effort to share other county wide events throughout the year on social media and in our newsletter.

AGENDA ITEM VII.3

City Council Regular Meeting Request for Action

TO:

FROM: Darla Armstrong

ITEM TYPE: COUNCIL BUSINESS

AGENDA SECTION: **COUNCIL BUSINESS**

SUBJECT:

- The Route 9 Bike Path Project is likely to come under budget, with a projected cost of $4,314.00.
- As of June 1, 2024, previously held ARPA funds have accrued $8,589.00 in interest, which can be allocated for various projects and initiatives.
- An update on the Opioid Settlement indicates a total of $16,000.00 available over a five-year period.

Council member Stroud asks the City Council to come prepared with ideas for utilizing these funds.

ATTACHMENTS:

AGENDA ITEM VII.4

City Council Regular Meeting Request for Action

TO:

FROM: Darla Armstrong

ITEM TYPE: COUNCIL BUSINESS

AGENDA SECTION: **COUNCIL BUSINESS**

SUBJECT:

During the September 3 meeting, the City Council agreed in principle to authorize the City Manager to negotiate the purchase of 3.84 acres located on North Mildred Street. The City Manager has since engaged in negotiations with the property owners and their agent, and a verbal agreement on the price and terms has been reached. A proposed sales agreement is currently pending with the seller, and this ordinance will authorize the Mayor or his designee to execute the necessary documents and complete the purchase.

Consideration of this ordinance at this time will enable a quicker turnaround for the transaction. Should any material changes arise during the finalization of the sales agreement, a new ordinance can be introduced and adopted at a later date.

ATTACHMENTS:

2024-362 Ordinance Purchase of N. Mildred 10012024.docx

Ordinance 2024-362

An Ordinance of the Ranson City Council Authorizing the Mayor or His Designee to Take All Necessary Actions and Execute Documents to Acquire 3.84 Acres of Real Property Located on North Mildred Street, Ranson, West Virginia

WHEREAS, the Mayor and City Council have determined that the acquisition of certain real property will serve the public interest and enhance the City's ability to provide services; and

WHEREAS, the City of Ranson is authorized to acquire real property necessary for fulfilling its governmental and public service responsibilities; and

WHEREAS, the subject property consists of 3.84 acres, is zoned "commercial," and is situated on North Mildred Street within the municipal boundaries of Ranson, West Virginia, and is owned by Harold M. and Carol F. Kable (hereinafter "Owners"); and

WHEREAS, the Owners have expressed a willingness to sell the property to the City of Ranson, and the property has been determined to be suitable for public use and future development; and

NOW, THEREFORE, BE IT ORDAINED by the Mayor and Council of the City of Ranson, West Virginia, as follows:

Section 1. The City of Ranson is hereby authorized to acquire the 3.84 acres of real property as described and as further described in the corresponding Sales Agreement, for an amount not to exceed $600,000.00, plus applicable closing costs and professional service fees, to be paid from the City's Capital Fund. The mayor, or his designee, is further authorized and directed to negotiate, execute, and deliver all necessary contracts and documents to complete the acquisition and attend to the closing.

Section 2. If any part or provision of this Ordinance is determined by a court of competent jurisdiction to be invalid, such determination shall apply only to the specific provision involved, and the remaining portions of the Ordinance shall remain in full force and effect.

Section 3. This Ordinance shall take effect upon its second and final reading and its publication as required by law.

First Reading: October 1, 2024

Public Hearing: _____

Second Reading: _____

Enacted this _____ day of _____ 2024

Adopted by the City Council of the City of Ranson after a 1st reading on October 1, 2024 and a 2nd reading on _____, 2024 by a vote of _____ in the affirmative, _____ in the negative with _____ abstaining.

_____
Keith D. Pierson, Mayor

ATTEST:

_____
Darla Armstrong, City Clerk