



DUMFRIES, VIRGINIA

Virginia's Oldest Continuously Chartered Town
CHARTERED 1749 INCORPORATED 1961

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MEMORANDUM

TO: Mayor and Town Council

FROM: Cydney Neville, Director of Community Services

DATE: December 3, 2012

RE: Monthly Department of Community Services Update

Priorities:

- Christmas Tree Lighting
- 38th Annual Christmas-Holiday Parade
- Dumfries Cares-Overview

Christmas Tree Lighting

The Town's Christmas Tree Lighting took place on Saturday, December 1, 2012. This event consisted of: inviting citizens to decorate the Town tree, ornaments were available to be downloaded from the Town website for children to place on the tree (ornaments were laminated), the Mayor read a holiday story, caroling led by Officer Fields and winners of "Dumfries Has Talent," and Santa arrived via a red '55 Chevy to take pictures with children and hear what was on their Christmas list. This event was well received by the community! Pictures from the event can be found on the Town's facebook page: <http://www.facebook.com/pages/Town-of-Dumfries-Virginia/249102772511?sk=photos>

38th Annual Christmas-Holiday Parade

The parade is set for Saturday, December 8th at 1pm. The Grand Marshall will be past Town Mayors, the theme is "Christmas Past, Present and Future!"

This year's parade will feature a celebration towards the end. The location will be in the far end of the Dumfries Shopping Center and will consist of a DJ in the "Showmobile" playing family and holiday music. There will be special seating for Santa and Mrs. Claus-whom will be available for pictures. Winners will be announced in this area, towards the end of the celebration.

Dumfries Cares – Overview

The purpose of the Dumfries Cares Program is to provide mentoring to youth in an After School setting. The program is set with a base number of 10 youth per age group, between the ages of 7 and 17, who will meet weekly according to their age group (elementary, middle school, and high school). The program includes youth mentoring, educational remediation, family advocacy, and parent training as well as a summer program; 2) Reduce potential and/or actual number of youth participating in juvenile crime and/or drug abuse; 3) increase the number of parents receiving parenting training, programs, and services; and 4) improve at-risk and underserved youth academic performance.

This program will be run by a Program Assistant and Program Intern (paid for by the grant), under the leadership of the Director of Community Services. Youth participants will take part in ‘group mentoring’ in the after school setting and will be matched with mentors from the community. In addition to the curriculum list below, youth will participate in a 4-H component of the program during the summer.

The Program will implement the following curricula:

Media Detective-(elementary) Reduce interest in tobacco and alcohol, improves self-efficacy to resist use of tobacco and/or alcohol, improved media message deconstruction skills.

All Stars Program-(middle school) increased commitment to avoid substance use and other high-risk behaviors, increased adoption of a belief in positive peer group norms that make substance abuse use, violence and other negative behaviors unacceptable.

Anti-Tobacco Media Blitz-(high school) Develop and enhance skills in distinguishing between facts, opinion, news, and entertainment. Participants will learn to question sources of information and look for missing information presented in tobacco advertisements.

Staff will be hired and trained during the month of December, with ongoing training throughout the duration of the program. The Program Assistant and Program Intern will host an Open House in December (TBD), where they will begin accepting applications on a first come, first served basis. There will be no charge for youth to participate in the program, nor will there be a charge for the parenting classes. (The parenting classes will follow the STEP Parenting curriculum). Dumfries Cares will begin implementation during the first week of January, 2013!

Grants

We have received 1/4 of the funding for *Dumfries Cares*! The positions of Program Assistant and Program Intern will be advertised this week, and we will move forward with the objectives set forth by the grant within the upcoming weeks.

There will be an Open House for the “Dumfries Learning Center” and *Dumfries Cares* in December TBD.

The Department of Community Services has received \$5,500 in grant funding from the Dumfries Walmart to support our Market and Health Initiative! Funds provided will: cover the Market Manager, help to advertise the weekly nutritional option in the community, provide funding for

the Grand Opening, nutritious educational materials for youth who attend, provide pedometers for a walking program, and bags to give to the first 100 visitors!

ON-GOING ITEMS:

Senior Luncheon

The September Senior Luncheon was held on Friday, November 16th. Seniors had the opportunity to fellowship with one another and play Bingo.

The next Senior Luncheon will be held on Friday, December 14th.

English as a Second Language

The ESOL classes are still going strong, thanks to the partnership with the Literacy Volunteers of America-Prince William County. Mrs. Sonia Hoehn has been doing an exceptional job as our volunteer teacher for this class, and is a pleasure to work with. (No change)

Building a Presence for the Town of Dumfries

Building a Presence is a community engagement and awareness campaign that will help to create a presence and rekindle relationships within the Town, for citizens and those in surrounding communities. The goal of Building a Presence is that by the end of the next fiscal year, it will be expected for citizens and those in surrounding areas to look to Dumfries first when it comes to: finding family friendly activities, festivals to enjoy, community service events and programs. This will be an ongoing campaign, and if successful, all of our events will be well attended, and citizens will be well aware of what the Town of Dumfries has to offer.

In the spirit of putting Dumfries First, with the implementation of *Dumfries Cares*, our Town will be unique in being one of the few, if not the only, Town in Virginia to offer a mentoring program for its youth! The implementation of the mentoring program, in addition to the Summer Youth Employment Program, makes the Town of Dumfries is a trailblazer in investing in the future of our youngest citizens!

Community Partnerships

- Literacy Volunteers of America-Prince William County-ESL classes (<https://sites.google.com/site/litvolpw/>)
- Virginia Cooperative Extension-PWC-Parenting classes, 4-H resource, nutrition resource (<http://offices.ext.vt.edu/prince-william/>)
- Big Sis & Company- (www.bigsisandcompany.net) This company is focused on domestic violence prevention. Their CEO was a guest speaker at the Town's Black History Month Celebration! They will be hosting a few domestic violence prevention programs in the community center.
- Sonia Hoehn-ESL Instructor, but has also donated children's books.
- Pillar Church-Movies on the Lawn, volunteers. (<http://www.pillardumfries.com/>)
- Weems Botts/Historic Dumfries-Mrs. Baron has given presentations at some of our Senior Luncheon's and was also a guest speaker at the Town's Black History Month Celebration. (www.historicdumfries.com). She works diligently with our SYEP Participants on Fridays as well.