



## DUMFRIES, VIRGINIA

Virginia's Oldest Continuously Chartered Town  
CHARTERED 1749 INCORPORATED 1961

17755 Main Street  
Dumfries, Virginia 22026-2386  
Tel: 703-221-3400 / Fax: 703-221-3544  
[www.dumfriesva.gov](http://www.dumfriesva.gov)

### DUMFRIES TOWN COUNCIL ORIENTATION SATURDAY, JULY 14, 2012 9:00 AM

- I. **Welcome – Town Manager**
- II. **Comments – Mayor**
- III. **Department Presentations**
  - A. Administration – Town Manager
  - B. Finance – Treasurer
  - C. Town Clerk
  - D. Information Technology – IT Manager
  - E. Public Works – Director of Public Works
  - F. Police Department – Chief of Police
  - G. Economic Development – Director of Economic and Community Development
  - H. Community Development – Director or Economic and Community Development/Zoning Administrator-Town Planner
  - I. Community Services – Director of Community Services
- IV. **Council Questions**
- V. **Closing Remarks – Town Manager/Mayor**



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July 5, 2012

Welcome Mayor Foreman and Councilors Toney, Forrester and Washington.

**The following is a summary of duties carried out during a fiscal year (July 1 – June 30):**

Assist the Town Manager on the **annual report of town finances**, which is provided to Council 45 calendar days after completion of the fiscal year.

Work with auditing firm, Johnson CPA & Consulting, in preparation of audit.

Provide Council Members with a monthly receipt and expenditure report.

Accounts Payable/Receivable.

Prepare payroll, bi-weekly for town employees; monthly for Mayor & Council.

Real Estate Taxes are billed twice a year and due June 5<sup>th</sup> and December 5<sup>th</sup>.

Annual business license application renewals are mailed and due by March 1<sup>st</sup>.

Annual decal application renewals are mailed and due by April 15<sup>th</sup>.

**The following are new programs being worked on for this fiscal year:**

Currently working on submission to the **Set-Off Program** with Virginia Department of Taxation for collection of delinquent accounts.

Currently working on submission for “**Certificate of Achievement for Excellence in Financial Reporting Award**” and “**Distinguished Budget Presentation Award**” through the Government Finance Officers Association (GFOA).

Currently working to create a **Financial Analysis** for the town.



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July 5, 2012

Welcome Aboard, Councilors Brewer, Reynolds and Praino.

**The following is a summary of duties carried out during a fiscal year (July 1 – June 30):**

Assist the Town Manager on the **annual report of town finances**, which is provided to Council 45 calendar days after completion of the fiscal year.

Work with auditing firm, Johnson CPA & Consulting, in preparation of audit (copy of **FY11 audit** provided)

Provide Council Members with a monthly receipt and expenditure report (copy of **May 2012 monthly report** provided).

Accounts Payable/Receivable.

Prepare payroll, bi-weekly for town employees; monthly for Mayor & Council.

Real Estate Taxes are billed twice a year and due June 5<sup>th</sup> and December 5<sup>th</sup>.

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### ESSENTIAL FUNCTIONS OF THE TREASURER'S OFFICE

*The following functions are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.*

Process invoices and pays all bills for the Town;

Prepares bi-weekly and monthly payroll and associated tax reports, W-2s and 1099s;

Coordinates billing and collection of real estate taxes, meal & transient taxes, business license fees, vehicle decal fees, etc;

Assists Town Manager in budget development; enters annual budget in finance system and monitors budget expenditures;

Manages Town's financial investments;

Process purchase orders for the Town;

Process new employee paperwork and answers employee benefit questions;

Prepares various financial reports; prepares bank deposits and reconciles accounts;

Answers telephones, assists citizens and the general public;

Prepares for annual Town audit and serves as liaison with auditor; and

Performs related tasks as required.



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To: Mayor Foreman and Town Council

From: Dawn Hobgood

Date: 7-2-12

Re: Welcome & Introduction

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My name is Dawn Hobgood. I started working for the Town in November 2011.

### Essential Functions/Typical Tasks

- Attends Town Council Meetings
- Composes, transcribes, and indexes minutes of Council meetings, Boards and Commissions, and other official records of the town
- Prepares agendas for all Town Council Meetings
- Compiles and assembles agenda packets for Council members
- Delivers packets to Council members
- Handle legal notices to be submitted for publication in the newspaper
- Posts legal notices of Town Ordinances, public hearings and other official actions of the governing body
- Maintains the official copy of the Town code and ensures any changes in ordinances or re-codifications are sent to be recorded, as well as properly distributed and filed upon completion
- Provides information to the general public regarding Town services and policies
- Provides administrative support to the Mayor and Town Council
- Custodian of the Town Seal
- Assist the Town Manager
- Administers Oath to new Police Officers
- Performs Notary services as needed
- Processes registration and accommodations for classes and/or events for Council members
- Work closely with other staff members as needed
- Consistently strive to do whatever is asked and conduct a professional demeanor



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To: Mayor Foreman and Town Council  
From: Teresa Johnson  
Date: 7-2-12  
Re: Welcome & Introduction

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My name is Teresa Johnson. I am 49 years old and have one son. I am the Information Technology Manager and have been in this position for since July 1, 2007. I started as an Administrative Assistant in Public Works, moved to the Police Department, and worked there for 8 years. In that position, I also took on the Computer systems for the Town and PD.

My duties include:

- Preparing and installing all new computer hardware and software, which includes workstations, servers, printers, and all other peripherals for all departments.
- Develop and maintain operating rules for the computer network, including security standards for all departments.
- Develop the budget and schedule the upgrading and replacement of computer systems for all departments.
- Prepare specifications for new technology equipment to be acquired.
- Review cellular telephone system on a regular basis, make recommended changes, and develop specifications.
- Program and monitor changes to the wired telephone system.
- Serve as the liaison between the Town and cable television systems.
- Maintains all facets of the Town's television broadcast system.
- Develop systems for public service broadcast, including replaying of Town meetings and events, development of messaging systems, and other forms of broadcast.
- Develop specifications for all copiers and other technical office equipment.

# **New Council Members Orientation**

## **Police Department**

July 14, 2012

- Police Department Staffing
- Community Policing Program
- Trackers
- Ride Alongs
- Goals and Objectives
- Police statistics
- General Orders
- Training

## **Dumfries Police Department**

### **Neighborhood and Business Community Liaisons**

The Town of Dumfries has been divided into five areas for the purposes of assigning Police Officers who will serve as a Neighborhood and Business Community Liaison for each designated area. A Police Officer will also be assigned to each established Home Owners Association as well. The purpose of the Neighborhood and Business Community Liaison Officer is to serve as the primary contact for citizens and business owners who are located within a specified area to contact when they have general questions, concerns, or issues that are related to law enforcement.

If a citizen or business owner is not certain in which area their home or business is located, they should contact the police department at (703) 221-1111 to speak with someone for assistance.

Citizens and business owners should still contact 9-1-1 in cases where there is an emergency, and dispatch at (703) 792-6500 to file a report.

### **Districts/Liaisons**

#### **Rt. 234 and Rt. 1 Area / Grayson Village, Southcove, Tripoli Heights**

**Rt. 234 and Rt. 1 Area:** This includes all residents and businesses on Rt. 234 from the Town line to Rt. 1, and those on the west side of Rt. 1 from Rt. 234 to Tripoli Boulevard. This area includes Tripoli Heights and Grayson Village.

Senior Officer Mark Robinson,  
(703) 221-1111 extension 211  
email: [mrobinson@dumfriesva.gov](mailto:mrobinson@dumfriesva.gov)

#### **Fraleley Boulevard North Area / Campbell Property, Hampstead Landing, and Rose Hill**

This includes residents and businesses on both sides of Fraleley Boulevard from Williamstown Drive to Canal Road; and the east side of Fraleley Boulevard from Canal Road to the North Town Line. This area includes Hampstead, Rose Hill, and the Campbell Property.

Officer Renee Moody,  
(703) 221-1111 extension 209  
e-mail: [rmoody@dumfriesva.gov](mailto:rmoody@dumfriesva.gov)

#### **Fraleley Boulevard South Area / Knolls of Dumfries, Prince William Estates**

This includes residents and businesses on both sides of Fraleley Boulevard from Williamstown Drive to Graham Park Road; and the east side of Fraleley Boulevard from Graham Park Road to the South Town Line. This area includes Dumfries Plaza Shopping Center, Connies Market, and the Quantico-Triangle Trailer Park.

Officer Brian Fields  
(703) 221-1111 extension 215  
e-mail: [bfields@dumfriesva.gov](mailto:bfields@dumfriesva.gov)

#### **Main Street North Area / Port of Dumfries**

This includes residents and businesses on the west side of Fraleley from Tripoli Boulevard to Main Street; and both sides of Main Street from Fraleley Boulevard to Mine Road. This area includes Harold and Cathy's Café, and Acts.

Officer Mike Fink  
(703) 221-1111 extension 212  
e-mail: [mfink@dumfriesva.gov](mailto:mfink@dumfriesva.gov)

#### **Main Street South Area**

This includes residents and businesses on both sides of Main Street from Mine Road to the south Town Line. This area includes the Harley Davidson Dealership, Dunkin Donuts/Baskin Robbins, and the Triangle Shopping Plaza.

Officer Tyler Merritt  
(703) 221-1111 extension 208  
e-mail: [tmerritt@dumfriesva.gov](mailto:tmerritt@dumfriesva.gov)

#### **Williamstown HOA**

Sergeant Jose Vazquez, (703) 221-1111 extension 205, e-mail: [jvazquez@dumfriesva.gov](mailto:jvazquez@dumfriesva.gov)

Goal 1

**BUILD STRONGER NEIGHBORHOOD AND BUSINESS PROGRAMS WITH EMPHASIS ON PARTICIPATION AND COOPERATION BETWEEN CITIZENS AND COMMUNITY GROUPS**

Objective 1 - Increase foot patrol activity and non-enforcement contact within the residential and business communities.

Objective 2 – Expand the Department’s Community Policing initiative by implementing a more structured process to increase internal accountability.

Objective 3 – Create informative safety pamphlets for distribution to the citizens regarding personal, residential and business tips.

Goal 2

**INCREASE THE SAFETY OF MOTORISTS AND PEDESTRIANS WITHIN THE TOWN**

Objective 1 - Increase enforcement of traffic laws to decrease traffic crashes and unsafe driving behavior.

Objective 2 – Continue efforts to work within the community to identify concerns and establish directed patrols to address these issues.

Objective 3 – Apply for State and Federal traffic safety and enforcement grants.

Goal 3

**MAINTAIN A PROFESSIONAL AND EFFECTIVE POLICE DEPARTMENT RESPONSIVE TO THE NEEDS OF THE PUBLIC**

Objective 1 – Increase the percentage of calls for service handled by the police department.

Objective 2 – Establish new and continuing current mentoring programs targeting juveniles within the Town through positive interactions.

Objective 3 – Provide staff with training opportunities that will result in better services to the community and maintain a professional department responsive to a diverse community.

# Town Council July 14, 2012 Orientation

## Economic Development

- 1 • What is Economic Development
- 2 • Elements of Economic Development Programs
- 3 • Role of the Economic Developer
- 4 • Value Statement
- 5 • Guiding Principles & Goals
- 6 • FY13 Goals
- 7 • FY12 Accomplishments

# What is Economic Development?

2

Economic Development (as defined by the International Economic Development Council) is a program, group of policies, or set of activities that seeks to improve the economic well-being and quality of life for a community by creating and/or retaining jobs that facilitate growth and provide a stable tax base.

Economic Development objectives include:

Creation of jobs

Creation of wealth

Creation of assets

The improvement of the quality of life

Economic Development also is defined as a process that influences the growth and restructuring of an economy to enhance the economic well-being of a community.

# Core Elements of An Economic Development Program

3

- Creating new wealth
- Attracting new investment
- Business Attraction/Recruitment
- Existing Business Retention/Expansion
- Small business development
- Marketing & Advertising to promote & increase visibility
- Economic Development Advocacy
- Redevelopment of commercial corridors to restore viability as primary commercial and employment districts

# Role of the Economic Developer

4

- Advocate for business community concerns
- Act as a broker between prospects/developers and community
- Facilitator
- Liaison
- Educator
- To promote a community's assets
- Create partnerships
- To positively influence the process that affects the well-being of the community, region, or state and its residents

# Role of the Economic Developer

- Facilitates the development, coordination, and evaluation of economic development and redevelopment programs and projects.
- Develops and implements strategic visions for economic development that are in alignment with the Community's Vision, goals and objectives.
- Develops and implements an Economic Development Strategic Plan and Redevelopment Plan, including attraction and retention of businesses.
- Ensures Economic Development activities comply with the community's goals, policies, procedures, as well as local, state, and federal regulations.
- Works in partnership with other local, regional, and state economic development and community development agencies.
- Facilitates and implements the development of tax incentives and other incentive programs.

# FY13 Value Statement

6

To work on behalf of all citizens and businesses to ensure a strong and economically self-sustaining economy for the Town of Dumfries.



# Guiding Principles & Goals

- Creation of new jobs
- Retention of existing jobs and strengthening of existing businesses
- Strengthen & diversify the economy
- Improve the fiscal stability for Town government
- Create a community image that is attractive to businesses as well as to residents and visitors.
- Promote the attributes and advantages of the community
- Position a community as a competitive player in the region
- Improving the Quality of Life for residents & businesses

# FY13 Goals

- Draft an Economic Development Strategic Plan for Council's consideration and adoption
- Develop a branding & communication strategy to attract businesses and development opportunities
- Promote and market the Town to increase the visibility and advantages of the community to encourage new investment in the community
- Promote the expansion, retention and growth of existing businesses, small businesses and entrepreneurship.
- Continue to foster strong relations with key partners to achieve the Town's Economic Development goals to include
  - The Prince William Chamber of Commerce
  - The County's Department of Economic Development
  - The Dumfries Business Association
  - The Virginia Economic Development Partnership
  - Development Community

# FY13 Economic Development Programs

9

Plan & coordinate existing business programs to include but not limited to:

- The 2<sup>nd</sup> Annual Defense/Technology Job Expo
- Partner with the Chamber of Commerce to host an existing business event
- Plan & coordinate a “Meet the Town Manager” event
- Host a “Business Appreciation” event during “Business Appreciation” week in May 2013

# FY12 Accomplishments

- Planned and coordinated the logistics for the Town's First "Government Contractors/Technology" Job Expo with over 150 job seekers attending the expo and 10 businesses participating in the expo.
- Developed a "Business Resource" Guide that is available to download on the Town's website.
- Developed a "New Residents" Guide that is available to download on the Town's website.
- Developed a "Welcome" letter for new businesses opening in the Town

# FY12 Accomplishments

11

- Developed a collaborative partnership with Quantico Marine Corps Base
  
- Engaged the Prince William Chamber of Commerce's CEO and staff in identifying opportunities for the Town to gain more exposure and to identify opportunities for our existing businesses to include:
  - Email E-burst to notify businesses of free networking opportunities (normally only opened to Chamber members)
  - Chambers Small Business Luncheon (Town was a sponsor of the event & was publicly recognized)
  - Chamber of Commerce Annual Showcase (Town of Dumfries was included in the Virtual Tour Showcase)

# FY12 Accomplishments, continued

12

- Attracted four new businesses to the Town to include:
  - ▣ Abacus
  - ▣ Chenega
  - ▣ Succeed to Lead
  - ▣ Bowhead
  
- ❖ Combined together 20,070 square feet of vacant space was filled
  
- Planned and coordinated the Town's 2011 Fall Festival Extravaganza (with close to 3,000 people attending the event & 50 vendors participated in the event)

# Contact Information

13

Debi Sandlin

[dsandlin@dumfriesva.gov](mailto:dsandlin@dumfriesva.gov)

703-221-3400, ext. 140

# Town Council July 14, 2012 Orientation Planning & Zoning

- 1 • What is Planning
- 2 • What is Zoning
- 3 • Value Statement
- 4 • Guiding Principles & Goals
- 5 • FY13 Goals
- 6 • FY12 Accomplishments

# What is Planning?

2

Planning works to improve the welfare of people and their communities by creating more convenient, equitable, healthful, efficient, and attractive places for present and future generations.

Planning enables civic leaders, businesses, and citizens to play a meaningful role in creating communities that enrich people's lives.

# What is Zoning?

3

Zoning is the process of planning for land use by a locality to allocate certain kinds of structures in certain areas.

Zoning also includes restrictions in different zoning areas, such as height of buildings, use of green space, density (number of structures in a certain area), use of lots, and types of businesses.

# FY13 Value Statement

4

To develop sound land use policies that enhance, preserve, conserve, and improve the livability of the Town of Dumfries; and to promote awareness of the vital role short and long-term planning has in shaping the future growth of the community.



# Guiding Principles & Goals

- Promote the general public welfare, health, safety, & comfort of the community
- Develop sound land use policies to encourage development & redevelopment
- Educate & inform residents & businesses of existing codes
- Respond to the needs of the community by providing clear and accurate information
- Encourage public participation in the Planning & Zoning process
- Insure residential and commercial developments meet or exceed community expectations by implementation of all applicable Town Standards and Codes
- Insure the Planning & Zoning process is clear and predictive through the availability of information in a variety of media
- Promote consistent policies
- Promote responsible development
- Provide & deliver exceptional customer service

# FY13 Goals

6

- Review text amendments
- Technical Update to the Town's Zoning Ordinances
- Update the Comprehensive Plan to include:
  - Complete the update to the Land Use section
  - Develop & incorporate an Economic Development section
  - Demographic section
  - Community Facilities section
- Update the Zoning Ordinances to reflect the update to the Comprehensive Plan

# FY13 Goals, continued

7

- Development of an informational brochure regarding the Planning and Zoning processes
- Improve code enforcement activities in the Town
- Development of a “Customer Service Satisfaction” rating card
- Streamline processes to be more efficient and effective
- Respond to residential and business concerns in a timely manner
- Submit a Quarterly article for the Town Hall Newsletter to keep the community informed about what is happening in Planning & Zoning

# FY12 Accomplishments

- Update to the Comprehensive Plans:
  - Land Use Section
  - Transportation Section
  - Parks and Recreation section
  - Historical and Cultural Resources section
  
- Text amendments to the B1, B2 and Flex/Business Office Districts
  
- Occupancy Update program – to develop a database of existing uses, the name of the business, & the status of the use

# Contact Information

9

Morgan Brim

[mbrim@dumfriesva.gov](mailto:mbrim@dumfriesva.gov)

703-221-3400, ext. 118

# Memo

To: Mayor Foreman and Town Council  
From: Cydney A. Neville, MAEd  
Date: 7/5/2012  
Re: Welcome & Introduction

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My name is Cydney A. Neville, I am the Director of Community Services.

I began working for the Town of Dumfries as a full-time employee in October of 2012.

Some of my duties as Director of Community Services include:

- To provide a variety of public services to the citizens of Dumfries.
- To develop partnerships within the community.
- To plan and organize events for the Town of Dumfries, to include: The Annual Holiday Parade, The Multicultural Festival, The Fall Festival, as well as other smaller scale Town events.
- To develop and implement the Youth Summer Employment Program.
- To manage and administer the Department of Criminal Justice Services Grant.
- To develop, implement, and provide oversight for the mentoring program
- To develop, and implement a thorough Volunteer Program for the Town that will support our initiatives
- To maintain the Departmental Budget.
- To plan and manage the monthly Senior/Retirees Meeting, and arrange special presentations for the group.
- To create and implement the Building Usage Policy.
- To serve the citizens of the Town of Dumfries as a proud Public Servant by increasing the quality of life for Town citizens, through the departments' programming!
- Coordinating the Newsletter.