



Purcellville

Citizen Update

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TOWN OF PURCELLVILLE, VIRGINIA

Shop Purcellville Card Offers Discounts & Bonuses



THE TOWN OF PURCELLVILLE, in partnership with several participating local businesses, launched the Shop Purcellville program to promote a thriving, economically-viable business community. The goal of this campaign is to boost sales in town businesses and provide shoppers with special offers when they make purchases with the Shop Purcellville card.

The card is free and will be available at various businesses, Purcellville Town Hall, and downloadable from shoppurcellville.org.

Shoppers who show the card while making purchases at participating stores, restaurants and other businesses will receive “bonuses” for doing so — such as a discount or a free gift, for example. The participating businesses determine what type of bonus to offer and when to offer them. All participating businesses and their offers will be displayed on the Businesses page of the website. Eighty businesses have signed up as of this printing.

“The effort is all about buying locally,” said Mayor Bob Lazaro. “We obviously want regional residents and visitors to spend money in Purcellville. We’ve had conversations with some of our businesses about the program, and the feedback has been extremely positive.”

Mayor Lazaro announced the program during his State of the Town address in January 2013. Various shop local programs around the country were reviewed by the Town and, ultimately, they opted to set up the Shop Purcellville program as a simple way for businesses to offer their own unique specials to shoppers. An initial batch of cards was printed for residents and window decals for participating businesses. Shoppers can view all participating businesses and their active offers with a linked address to a map of their locations.

“I know of no other locality in Loudoun County that currently has a program like this,” Lazaro said. “It’s a successful partnership with the Town providing a website and marketing materials and the businesses providing the special offers.”

Businesses interested in participating in the program can contact info@shoppurcellville.org or call 540-338-7421 for information. ■

State Tourism Office Selects Purcellville as a Site for Giant LOVE Artwork

The Virginia Tourism Corporation has selected Purcellville as one of 16 sites across the state to build and promote a giant LOVEwork. The LOVEwork structures are the focal point of a social media campaign to share the message that love is at the heart of every Virginia vacation. The Town joins 20 other existing LOVEwork sculptures found across the state featured on www.virginia.org/LOVE as part of the **Virginia is for Lovers** tourism marketing campaign. The Loudoun County LOVEwork will receive up to \$1,200 in reimbursement funding from the state tourism office and will remain in place for a year.

The Loudoun County LOVEwork, located in Historic downtown Purcellville near the Train Station, is based on Virginia Tourism’s LOVEwork letters, with a DC’s Wine Country theme. Each letter represents different elements of local wine country and includes wine bottle labels and corks from all 35 Loudoun wineries, as well as local artistry and the DC’s Wine Country brand.



The installation in Purcellville sits outside the Historic Purcellville Train Station at the end of the Washington & Old Dominion Trail. Visitors have the opportunity to drive, ride, and walk to see the letters, as well as acquire visitor info on weekends from the seasonal visitor center.

“We are so excited to be a part of this creative campaign to promote tourism in Virginia,” said Purcellville Mayor Bob Lazaro. “Where better to feature an installation of LOVE art than in the beautiful Historic Town Center of Purcellville, the heart of DC’s Wine Country?”

Visitors are encouraged to visit the artwork, take pictures and post to www.Facebook.com/VirginiaIsForLovers or on Twitter and use the hashtag #LOVEVA. A complete list of LOVE artwork locations across the state can be found at www.Virginia.org/LOVE. ■

Purcellville Police Receive Reaccreditation



On March 27, 2013, the Purcellville Police Department was unanimously awarded reaccreditation status by the Law Enforcement Professional Standards Commission. The Town of Purcellville received its first accreditation in February 2009 with annual reporting requirements over the last four years. In February of 2013, a team of assessors from the Commission examined all aspects of the Purcellville Police Department policies and procedures, management, operations and support services.

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New Loudoun Visitors Center Opened April 27

On Saturday, April 27, Visit Loudoun opened a new Visitors Center inside the Train Station in Purcellville’s historic

district. The Visitors Center will be open Saturdays and Sundays from noon until 4 pm, through October. The Center will host different local wineries, so visitors to the station can sample wines or buy a bottle (or two). The Center will also feature display racks of events and outings, as well as touring maps.



Mayor & Town Council

Mayor Robert W. Lazaro, Jr.
Vice-Mayor Joan Lehr
Thomas A. Priscilla, Jr.
James O. Wiley
Keith Melton
John Nave
Patrick McConville, II

TOWN OF PURCELLVILLE
221 South Nursery Avenue
Purcellville, VA 20132
www.purcellvilleva.gov

(540) 338-7421

Message from Mayor Bob Lazaro



Dear Neighbors,

Welcome to Spring!

First and foremost, congratulations to our Purcellville Police Department on achieving reaccreditation. Reaccreditation is not something that is given automatically. It is demonstrative of the outstanding men and women of our Department who serve us year round and around the clock. We are fortunate to have such dedicated leadership in the Department and officers who serve us. Please take the time to congratulate our officers when you see them. It is well-deserved.

I am proud our Shop Purcellville initiative is now launched. This is yet another Town initiative to support our local business community. A hearty thank you to the 80 Purcellville businesses who have signed up. Each business is offering a special discount or offer to those folks who present a Shop Purcellville card. The card and a list of participating merchants can be downloaded from the web at shoppurcellville.org. We are proud of the fact that more than 90% of our business licenses are held by non-chain businesses. Please take the time to patronize all of our local businesses and Shop Purcellville.

With the warmer weather the Town comes alive with special events (see page 4). There are too many to mention in this column, but we look forward to your active participation. It is these events that help capture the small-town character and quality of life of this wonderful community we call home.

Finally, I would be remiss if I did not say thank you to Cara Broshkevitch who helped coordinate this year's town-wide clean up with our Town staff and an army of volunteers. It is so nice to see such a young person so positively involved in her community. Thank you to all who helped.

I look forward to seeing you around Town.

Robert W. Lazaro, Jr., Mayor
Town of Purcellville
221 South Nursery Avenue
Purcellville, Virginia 20132
blazaro@purcellvilleva.gov
(H) (540) 338-0366

Recycling Information

The Town of Purcellville, through its contractor American Disposal Services, utilizes "Single Stream Recycling" for curbside collection of recyclable materials. This article details what Single Stream Recycling is, why it is beneficial and where the Town's recyclable materials go when collected.

What is Single Stream Recycling?

Single Stream Recycling is when residents can place all of their recyclables in the same collection receptacle without having to sort them based on the type of material. Also called co-mingling, this collection and its processing systems are designed to handle the mixture of recyclable material, making recycling even easier for residents.

How does it work?

American Disposal Services picks up your collected recyclables with a designated recycling truck and hauls them to a Material Recovery Facility (MRF). The recycled material load is deposited at the MRF and then enters the sorting process. The materials are screened and separated by various manual and mechanical means. These include: wind energy to push paper; magnetic energy to sort metals; lasers that shoot plastics into bins; and manpower to eliminate contaminants. Once sorted by material type, the baled recycled materials are collected to be reprocessed and remanufactured into new, reusable products such as packaging, glass and metal containers, paperboard, paper towels, motor vehicle parts, insulation and much more.

Benefits of Single Stream Recycling

- It's easy and convenient — no need to separate materials, all recyclables go in one container
- Increase the amount of recyclable materials collected, since participation requires less work by residents
- Reduces amount of waste entering landfills increasing landfill operating life
- Reduces overall disposal fees
- Reduces collection costs as one truck can collect the co-mingled recyclables
- Improves community cleanliness with covered recycling containers
- Permits the collection of additional recycling items and materials that were once deemed unacceptable

The Town provides 18 gallon recycling bins (available with or without a lid and while supplies last) for Town residents who would like to use one. Residents may also utilize their own cans or containers for recycling so long as the container has a cover and does not exceed 65 gallons in size. All containers must be clearly marked with a recycling symbol; the Town provides recycling stickers for this purpose. Recycling bins and stickers are available at the Town Hall during normal business hours.



A Materials Recovery Facility

The Town requests that if you are moving and leaving Purcellville, please leave your Town-issued blue recycling bin for the next resident.

In 2012, residents recycled 629 tons of material. Every ton was kept out of the landfill and remanufactured into useful products. Please help Purcellville remain clean and green and keep recycling. For further information and current updates concerning refuse and recycling services, please go to the Town website at www.purcellvilleva.gov and under the "Resident Info" link, click on the "Refuse and Recycling Services" link. ■

Green Tips



Turn your refrigerator down. Refrigerators account for about 20 percent of household electricity use. Use a thermometer to set your refrigerator temperature as close to 37 degrees and your freezer as close to 3 degrees as possible. Make sure that its energy saver switch is turned on. For more Green Tips, visit the Go Green Virginia web site at www.gogreenva.org/?/resources/green_tips.

REMINDER — Residents Must Have Refuse and Recycling Placed at Curbside by 7 AM on Wednesdays

Residents are reminded to place all of their refuse, recyclables, yard waste and any previously scheduled special collection items curbside no later than 7 AM each Wednesday. Collection schedules and times will vary weekly so having materials out by 7 AM ensures they are taken. Town transportation improvement projects may also affect collection routes and times as streets and roadways are closed or access is limited. Residents that will be directly affected by a Town transportation project will be notified and any special instructions concerning refuse and recycling collection will be provided. ■



JOBS

For a forum for local employers to post jobs and for residents to search for jobs close to home, check out www.purcellvillejobs.com

Reporting a Streetlight Issue

Residents may report a streetlight issue, such as non-working lights or damage to a pole, by calling the Town Hall at (540) 338-7421 during business hours or by email to streetlights@purcellvilleva.gov. Please note that not all streetlights in Town are the responsibility of the Town. Streetlights located in shopping centers, certain private communities, private property and the facilities of other jurisdictions are the responsibility of the owner. For complete information on reporting streetlight issues, please go to the Town website at www.purcellvilleva.gov, under the "I Want To" tab go to the "Report Streetlight Issues" link. ■



Alex Vanegas Named Acting Public Works Director

The Town is proud to announce the appointment of Alex Vanegas as the Acting Director of Public Works. The position became vacant with the resignation of Samer Beidas, who left the Town for a position with the Prince William County Service Authority. Mr. Vanegas is currently serving in the Assistant Director of Public Works/Operations Manager position and began his career with the Town in 2005 as Superintendent of the Water Plant. He quickly moved up the ranks with a promotion to the Manager of Capital Projects in 2007 and a subsequent promotion into his current position in 2008. Mr. Vanegas holds Master's Degrees in Urban Planning from the University of Virginia and in Organizational Management from George Washington University. He is also a certified public manager through Washington Metropolitan Council of Governments.



Mr. Vanegas has extensive local government experience working for the Fairfax County Water Authority and the City of Manassas. He has served on several boards and commissions through appointments by the Board of County Supervisors for both Fairfax and Prince William Counties. He was recently appointed by Governor Bob McDonnell to the Board of Directors of the Department of Conservation and Recreation.

According to Town Manager Robert W. Lohr, "The Town is excited about the opportunity of making this interim appointment given Mr. Vanegas' background, experience in field operations and reputation as a hands-on problem solver. He is an enormous asset to our organization and is well-respected within the Town organization by not only his field staff but also other departments." Over the next two months, Mr. Vanegas will work with the Town Manager's Office in order to look at reorganization opportunities within the department which will allow the department to better respond to daily operational needs and reflect the changes that will be occurring in our community over the next five years. ■

POLICE REACCREDITATION

Continued from page 1

This process involved interviewing employees, reviewing files and inspecting equipment during an intensive two-day review. The team found that the Department met or exceeded over 180 required standards.

Chief Darryl Smith stated, "The Purcellville Police Department met the Commission's strict standards as part of a voluntary process for accreditation — a highly prized recognition of law enforcement professional excellence awarded to only 35 Police Departments and 49 Sheriff's Offices in Virginia." The Town of Purcellville is one of the smallest communities with an accreditation.

"It's a wonderful credit to the Chief, his leadership team and the men and women of the Department," Mayor Bob Lazaro said upon receiving the positive news. Lazaro also praised the Council for being willing to make the initial investment in 2009 and continuing to give the Department the tools and staff resources to earn and maintain the accreditation.

"The Town of Purcellville is extremely proud of our Police Department and the excellent services that they provide to our community on a daily basis," said Town Manager Rob Lohr. "They go well beyond the traditional law enforcement model and they are heavily engaged in community outreach, youth initiatives and personal service. Few communities our size are fortunate enough to have such an exceptional and award-winning program."

Accreditation is effective for four years, during which time the agency must submit annual reports attesting to its continued compliance with standards under which it was initially accredited. ■

The Firefighter's Chat — Notes from the Purcellville Volunteer Fire Company

It takes a village, and then some, to manage and operate a volunteer fire company. The 130 members of the Purcellville Volunteer Fire Company appreciate the support we receive from our community and the many ways in which it manifests itself. There are many groups to thank for their efforts.

The first group on our list to thank are our newest volunteer fire fighters. We have grown our membership of new volunteers again this year and we are well on our way to adding new members every month. This is a huge feat, as the commitment to serve includes more than 160 hours of physical training to be considered a fire fighter in Loudoun County. We are most grateful to our newest volunteer members who met the challenge and now serve with us.

We are also so grateful to our donors and supporters. Our recent mail fund drive has met its goal and will enable us to purchase additional personal protective gear for our growing membership. Thank you so much for your financial contributions.

Educating the community about personal safety is everyone's responsibility and we are so grateful to the community groups who help with this task by reading to first graders, providing career day information, providing tours of the station and fire safety education.

We would also like to recognize the Mom's Club of Purcellville who prepares a terrific family meal for our hungry duty crew each month as a public service. It saves us money and really connects us to the community.

Last, but not least, the Purcellville Business Association is another group we'd like to thank for recognizing the value of community service by recently honoring long-time volunteer fire fighter and PVFC officer Rob Lohr for his distinguished career of service to his community.

It takes a village, or in our case, a great town working in different ways, to keep our community safe and focused on fire safety. We heartily thank everyone for your support in whatever way you provide it. Rest assured we'll always be there to assist you when the time comes.

Fire Safety Tip of the Month: Gas grills are a source of many accidental fires. Check your grill thoroughly — hoses, connections, valves — before lighting it up for the first outdoor barbeque. ■

BID BOARD NOTIFICATION SERVICE

The Town of Purcellville is offering vendors a way to be notified of Town of Purcellville Requests for Bids and Proposals. Please visit the Town website at www.purcellvilleva.com to sign up for notification and go to "Subscribe to Notices" under the shield portion of the Town's homepage. Once signed up, subscribers will receive notifications that will point the business or individual to the "Bid Board" section of the Town website. They can then determine if they have any interest in pursuing that particular procurement. This service offers businesses and individuals a convenient means to learn about active Requests for Bids and Proposals. For more information about this service, please contact the Budget and Procurement Specialist, Steve Coakley, at scoakley@purcellvilleva.gov.

After Hours Emergency Numbers

Police, Medical or Fire Emergency	911
Dominion Virginia Power	(888) 667-3000
Poison Control	(800) 222-1222
Water, Wastewater, Street Maintenance	(540) 338-7700

Non-Emergency Numbers

Police	(540) 338-7422
Fire	(540) 338-5961
Rescue	(540) 338-4706
County Fire & Rescue	(703) 777-0637
Sheriff Department	(703) 777-1021
Dominion Virginia Power	(703) 359-3275
Comcast Cable	(571) 434-1280
Verizon	(800) 275-2355

Roadway Improvements and Water Main Replacement to Begin

The North 33rd Street and West Country Club Drive roadway improvements and water main replacement project on the west side of the town is set to break ground this spring. The project will reconstruct and improve a cracking and deteriorating roadway and replace an aging water main. The design was completed last summer, and the Town publicly solicited bids for construction last fall. The project is funded in part by Revenue Sharing Grants from the Virginia Department of Transportation.

The roadway reconstruction and improvements will include removing and replacing the full depth and full width sections of the most heavily traveled portions of these roadways, and will be milled and resurfaced in the less traveled sections. Drainage improvements will also be

made to the storm sewer, roadside ditches, and roadway underdrain to help improve drainage, reduce standing water, and increase the life span of the roadway. A sidewalk is not being installed as part of this project as it was not supported by the community. The water main replacement will include reconnecting all households located on these streets to the new water main once it has been installed and tested.

The Town held multiple public meetings, sent out community surveys, and held discussions at various Council and Committee meetings to obtain public input regarding the project and traffic calming measures. As a result, the project will also be installing speed humps as a traffic calming measure along North 33rd Street, West Country Club Drive, and Ashleigh Road.

When construction begins, North 33rd Street and West Country Club Drive will be closed to thru-traffic and open only to local impacted residents living in the affected area where construction is taking place. Detour signs will be installed to

guide traffic around the community. Total construction time is anticipated to take approximately six months. ■

Town of Purcellville Partners with Keep Loudoun Beautiful for Community Clean Up

This year, the Town once again partnered with Keep Loudoun Beautiful to participate in the Annual Town-Wide Clean Up on April 6. Approximately 200 volunteers collected 170 bags — nearly 1 tons — of trash and items for recycling. The volunteers included Area Coordinator, Cara Broshkevitch from Loudoun Valley High School, local Boy and Girl Scout Troops, Patrick Henry College, high school students and other neighbors and friends from the Town. Everyone at Town Hall expresses their deepest thanks to all of the volunteers for their work to keep our community beautiful. ■

Upcoming Events

Sadie Smile Foundation 5K Saturday, May 11

Fun, family-oriented event that includes goodie bags, t-shirts, a water stop, and snacks for all participants. Kid's fun run, petting zoo, face painting, and balloon twister. Register at www.active.com. For more information and to donate, visit www.sadiesmilefoundation.org or contact Sadie's mom, Sara Ablard at sablard@gmail.com.

Public Safety Day Saturday, May 11, 12 – 4 PM 757 East Main Street

To celebrate Law Enforcement Week. Local law enforcement, fire, and rescue personnel will be available for information on their services. Child fingerprinting, shred van and INOVA Health van will also be on hand. Open and free to public. For more information, contact Kitty Dugay at kdugay@purcellvilleva.gov.

Community Shred Event Saturday, May 11, 3 – 5 PM

In coordination with Public Safety Day. Bring any files to shred. Event is free and open to Town of Purcellville residents. Maximum of three bankers boxes. For more information, contact Jennifer Helbert at jhelbert@purcellvilleva.gov.

Annual Loudoun Lyme 5K Sunday, May 19 Loudoun Valley High School

Features a 5K race, a 1 mile fun run, children's activities as well as information fair to educate the public about Lyme disease, its causes, symptoms and treatments. Visit www.loudounlyme.org for more information.

The Annual Memorial Day Ceremony Monday, May 27, 11:45 AM Town Hall Wreath Laying Noon at Tear Drop

JOBfest

Wednesday, June 5, 2 – 6 PM
Patrick Henry College

Highlighting employers in the area. For more information and to participate, please contact Melanie Scoggins at (540) 751-2350 or mscoggins@purcellvilleva.gov.

JOBfest

Rock the Field! Concert Saturday, June 8

The Town of Purcellville and the Purcellville Parks and Recreation Advisory Board is once again offering this free rock music event featuring Apple Core, a Beatles tribute band, to be held at the Town's Fireman's Field, 250 S. Nursery Ave., in the gazebo area behind the stadium.

**ROCK
THE
FIELD**

In the event of rainy weather, Rock The Field will move indoors to the Bush Tabernacle/Skating Rink. Check us out on facebook.

Annual July 4 Parade Thursday, July 4, 12 PM

The Purcellville Volunteer Fire Department and the Town of Purcellville would like to invite you to participate in its annual 4th of July Parade.

NEW THIS YEAR from 2 pm — 5 pm will be Purcellville's first Soap Box Derby along A Street. For more info on the derby, please call Lt. Jim Rust with Purcellville Police Dept. at (540) 338-7422.



The Parade will start at Emerick Elementary — continuing up Orchard Avenue, right on Main Street, left onto Maple Avenue — and end at Loudoun Valley High School. Applications and more information can be downloaded at the Town of Purcellville website at www.purcellvilleva.gov.

The Second Annual Purcellville Wine & Food Festival Saturday, July 20 Historic 21st Street 4 – 9 PM

Showcasing local wineries with wine sales and tastings, food selections from local restaurants and live music. This event is free to the public. Satellite parking and a shuttle service will be available. For more info as this event develops, check out www.purcellvillewineandfood.com.



Babe Ruth World Series Fireman's Field Saturday, August 17 – Sunday, August 25

The Greater Loudoun Babe Ruth World Series Committee has been selected as the Host site for this year's 13-15 year old Babe Ruth World Series. Teams from Alabama, Bahamas, North and South Florida, Georgia, East and West North Carolina, East and West Tennessee and Virginia will seek the chance to play in the Tournament hosted at Purcellville's Fireman's Field. Hosting a tournament of this size is nothing new to GLBRWS and Purcellville. Volunteers are needed to serve in a variety of capacities. Contact the Babe Ruth World Series Committee Chair Dale Myers at dale@dpmymyers.com or at (571) 437-4908 to volunteer or get more information about sponsorship.

