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Purcellville

Citizen Update

WINTER 2012

VOL. 6, NO. 1

TOWN OF PURCELLVILLE, VIRGINIA

Purcellville Ends Fiscal Year with Surplus, Clean Audit Rainy Day Fund Estimated at \$4.4 Million

Independent auditor, Robinson, Farmer, Cox and Associates, presented the Town of Purcellville Comprehensive Annual Financial Report (CAFR) to the Town's Ways and Means Committee at its regular meeting on Monday, December 5. The lead auditor, Stephanie Laos, reported that the Town ended last fiscal year on June 30, 2011 with a surplus, a strong rainy day fund of \$4.4 million, and a clean audit opinion – the highest rating it can receive.

“The audit went very well,” said Laos. “The Town’s unassigned fund balance is equivalent to 52 percent of general fund expenditures which is an excellent place to be,” she said.

The Town Charter and Code of Virginia require an annual audit performed by independent certified public accountants of the Town’s financial affairs.

The entire CAFR report may be found on the Town website, www.purcellvilleva.gov. Earlier this year, the Town received its third “Certificate of Achievement in Financial Reporting” presented by the Government Finance Officers Association of the United States and Canada for the June 30, 2010 report. This award recognizes governments whose CAFR reports achieve the highest standards in governmental accounting and financial standards.

“With strong, prudent and conservative fiscal management, the Town has been able to increase its rainy day fund while adopting a tax rate that has either cut or equalized the Town property tax for five consecutive years,” said Mayor Bob Lazaro. “It is a record that the staff and Council can be proud of.”

For additional information, contact Elizabeth Krens, Director of Finance, at (540) 751-2315 or ekrens@purcellvilleva.gov. ■

Town of Purcellville Launches Performance Dashboard Accountability Effort Highlights Town Services

The Town of Purcellville launched a new website that provides convenient and transparent access to data on key elements of Town services. The Purcellville Performance Dashboard – available at www.purcellvilledashboard.com and the Town’s website at www.purcellvilleva.gov then Government/Performance Dashboard – presents important indicators on citizen and business survey respondents’ satisfaction and the Town’s progress in areas such as Economic Development, Public Services, and Utilities. The initial categories for the indicators are based upon the 2025 Adopted Comprehensive Plan which Town Council uses to help set the strategic direction for the Town.

Mayor Bob Lazaro called for the Town to develop a web-accessible performance dashboard to provide data to citizens and the business community that outlines the level of effort being undertaken by their Town government.

“The dashboard is yet another step in sharing information on critical services and surveys with our citizens,” said Mayor Bob Lazaro.

The first version of the dashboard highlights the results of the 2010 Citizen Survey and the 2010 Business Survey. Both complete survey documents and results are available on the website. Also available are indicators on total number of business licenses, total police calls for service, and daily average total production of water at the Town Water Plant and wells. These measures are often of interest to citizens and assist the Town with comprehensive reporting. There is a section with related documents to allow users to quickly find and download information.

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Police Department Wins 2011 Community Policing Award



Lt. Jim Rust (first from left) and Chief Darryl Smith (second from left) receive the IACP/Cisco Community Policing Award in Chicago on October 26, 2011.

The Purcellville Police Department won the prestigious 2011 Community Policing Award jointly sponsored by the International Association of Chiefs of Police (IACP) and Cisco. Since 1998, the IACP’s Community Policing Award has recognized agencies from around the world for outstanding and particularly innovative community policing practices, partnerships and initiatives. Entries in the competition are categorized by population with Purcellville winning for agencies serving less than 20,000 residents.

Chief Darryl C. Smith, Sr. and Lieutenant James S. Rust received the award on behalf of the Department on October 26, 2011.

Chief Smith commented on the award stating, “This is a major accomplishment for our community. We were fortunate to work with all of the Department’s many partners; without their help we could not bring the outstanding programs to our Town. Thank you to the Purcellville Eagles Club, Women’s Auxiliary, Purcellville Women’s Club, Grace Annex Methodist Church, the Purcellville American Legion, Purcellville Baptist Church, and the many other clubs, businesses and organizations.” ■

Mayor & Town Council

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

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

Message from Mayor Bob Lazaro



Dear Neighbors,

Last year was an exceptionally busy year. I am pleased to report once again we ended our fiscal year (June 30) with a surplus.

Furthermore, the Council has been able to adopt a tax rate for five consecutive years that has either equalized or cut Town taxes. For the third consecutive year our Financial Report and Budget won national awards making our small Town a leader. And, our Police Department won a national award for our Community Policing Program.

Our parking lot improvement project in Fireman's Field is now complete and we dedicated our First Responders Monument at the entrance to this beautiful, historic property. We completed another major segment of sidewalk along North Maple Avenue and a new sidewalk along North 21st Street is now underway (it includes storm water and water line improvements as well). And, Phase 1 of our Downtown Improvement Project is nearing completion.

Recently, I had the opportunity to present the *State of the Town Address*. I am pleased to report the state of our Town is strong and the future of our community bright. 2012 has all the makings of a great year with Purcellville strongly positioned.

There are a number of special events the coming year. I hope you will be able to join us at the Loudoun Grown Expo that will take place on February 18. Last year's Expo drew more than 1,000 visitors. Furthermore, the Town will be partnering with our business community to sponsor a Job Fest in April (details to be released in the future).

See you around Town.

Sincerely,

Robert W. Lazaro, Jr., Mayor
Town of Purcellville
130 East Main Street, Purcellville, VA 20132
blazaro@purcellvilleva.gov (H) (540) 338-0366

To read Mayor Lazaro's *State of the Town* presentation, please go to the Town's website at www.purcellvilleva.gov and go to Government/Town Council/State of the Town.

Green Tips

Ask about Energy Efficient Mortgages, known as EEMs. They often allow new homeowners to qualify for a larger mortgage with a lower annual income due to the energy savings expected in homes built to high-energy efficiency standards. Ask your real estate professional or mortgage lender about EEMs. For more Green Tips, visit the Go Green Virginia web site at www.gogreenva.org/?/resources/green_tips.



Town of Purcellville Receives the Government Finance Officers Association (GFOA) Distinguished Budget Presentation Award

The Government Finance Officers Association of the United States and Canada (GFOA) has again awarded the Distinguished Budget Presentation Award to the Town of Purcellville for its adopted Fiscal Plan for FY 2011-2012 and Capital Improvement Program FY 2012-2016. This is the Town's third award. The award reflects the commitment of the Town Council and the Town staff to meeting the highest principles of government budgeting. To receive this award, the Town had to satisfy nationally recognized guidelines for effective budget presentation. These guidelines are designed to assess how well the Town's budget serves as a policy document, financial plan, operations guide, and communication device.

The Distinguished Budget Presentation Award is the highest form of recognition in the area of governmental budgeting, and its attainment represents a significant accomplishment by a government and its management.

The Director of Finance, Elizabeth Krens said, "The GFOA Distinguished Budget Award is the culmination of a multiyear effort by the Town of Purcellville to improve the annual budget process and document and represents the high degree of professionalism demonstrated by the organization."

The GFOA is a nonprofit professional association serving approximately 17,500 government finance professionals with offices in Chicago, IL and Washington, DC.

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

www.purcellvillejobs.com

JOBS

Bid Board Notification Service

The Town of Purcellville is offering vendors a new way to be notified of Town of Purcellville Requests for Bids and Proposals. Please visit the Town website at www.purcellvilleva.gov 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 new 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.

Yard Waste Recycling Information & Guidelines

1. Yard waste collection for the season has stopped and will resume on Wednesday March 7, 2012. Please do not place any yard waste curbside until March 7, 2012.
2. Curbside collection day for yard waste is Wednesday (the same as refuse and recycling).
3. Yard waste collected curbside includes reasonable amounts of grass clippings and tree, shrub and bush trimmings generated only on-site. A "reasonable" amount means a maximum of one yard waste container or can or a total of four yard waste bags. No more than three bundles of branches, limbs or trimmings shall be collected. Removal of yard waste that exceeds the amounts collected curbside is the responsibility of the property owner.
4. Put yard waste such as leaves and grass clippings into bio-degradable paper recycling bags only. You may also use a personal container or can for yard debris if the container or can is clearly marked as "Yard Waste." "Yard Waste" decals to identify cans and containers are available free of charge at the Town Hall during regular business hours. Each bag, can and container cannot exceed 50 pounds.
5. Limbs, branches and other trimmings must be securely tied in a bundle with strong rope or twine. Each limb or branch can be no longer than four feet in length and six inches in diameter. Bundles should be no wider than an arm's length and placed curbside in a manner that does not block the public right of way including sidewalks or placed on a roadway or street. Bundles cannot weigh more than 50 pounds each.
6. Removal of significant amounts of branches and limbs or fallen trees and shrubs in excess of the reasonable amounts noted in paragraph (3) above due to landscape or tree work, storm damage or other hazards is the responsibility of the property owner unless the Town is declared an official Disaster Area and official community-wide clean-up efforts are initiated.
7. No dirt, soil, rocks, stones, bricks, concrete, rubble, sod, mulch or construction or demolition debris of any type (including wood boards or beams) will be collected.
8. If you have problems or concerns please contact the Town's contractor American Disposal first at 1-866-884-8700 (toll free). If a resolution cannot be made or you require further information, please contact the Town Office at (540) 338-7421.
9. Further information and updates concerning all refuse and recycling services, including the inclement weather policy, are located on the Town website at: www.purcellvilleva.gov.



Mayor Bob Lazaro met with Loudoun County Board of Supervisors Vice-Chairman, Janet Clarke, to discuss issues of mutual concern including transportation and pedestrian improvements.

W.T. Druhan, Jr., Boulevard Unveiling Ceremony



From left, members of the Druhan family, son Joey, wife Tammy, and daughter Maggie display the new signage.



The Town of Purcellville held an unveiling ceremony in November 2011 at the intersection of A Street and Maple Avenue for the renaming of a portion of A Street to W.T. Druhan, Jr. Blvd. Several months ago, the Town of Purcellville took formal action to rename the section of A Street between Maple Avenue and the eventual build out to Main Street and Route 287 after former Mayor and Planning Commissioner Bill Druhan, Jr.

Members of the Druhan family joined Town Council and the public in this unveiling ceremony. "It is fitting that this section of the originally proposed Southern Collector Road be named after former Mayor Druhan since he spent the last several years of his life championing the benefits and alternatives that this roadway would provide to Purcellville; he felt the road would help lessen the impact of traffic on the residential roads leading into the Town from the south, and that it would provide an alternative to the traveling public heading to southern sections of the Town and into the County to the developments that have occurred there over the last decade," said Mayor Bob Lazaro.



From Left, Clerk of the Loudoun County Court Gary Clemens, Officer Carrie Tinker, Serenity Tinker, Camden Tinker, Sgt. Matthew Tinker, Chief Darryl Smith.

Purcellville Police Department Hires New Officer

On December 27, 2011, the Purcellville Police Department welcomed a new police officer, Carrie B. Tinker. Officer Tinker was sworn in by Loudoun County Clerk of the Court, Gary Clemens at the Purcellville Town Hall. She comes to the Purcellville Police Department from the Newport News Police Department in Virginia where she worked for nearly four years. When she relocated to Northern Virginia with her husband Matthew, who is active duty Air Force, Officer Tinker chose to continue her law enforcement career with the Purcellville Police Department. "We are very pleased to have Officer Tinker join the Police Department to serve the Purcellville community," said Chief Darryl Smith.

Downtown Enhancements Update

The construction of Phase I of the Downtown Enhancements project progressed throughout the autumn months. All of the underground utility work, comprising over two miles of waterline, storm sewer, conduit and wire, has been completed and incorporated with streetscape enhancements into the downtown area. Also, several aging infrastructure items were replaced.



The final surface coat of asphalt and the new paver crosswalks have also been installed for the entire limits of the project. Additional work such as landscaping and various hardscape and streetscape enhancements will occur during the next few months.

The Town also conducted public informational meetings to gather feedback and information from businesses and properties owners in the downtown area on North 21st Street regarding the design of Phase 2 of the Downtown Enhancements project. For more information about the improvements downtown, visit downtownpurcellville.wordpress.com.



Maple Ave Trail Project Complete

Along the eastern side of North Maple Avenue, the Maple Ave Trail project has been completed. The project provides a safe, continuous and direct multiuse trail connecting East Main Street to key locations north including Loudoun Valley High School and the W&OD Trail. As part of the project, the Town was able to realign the intersection of the W&OD trail with North Maple Avenue to improve sight distance of both the trail users and vehicles, and also reduced the crossing distance to provide an overall safer means for trail users to cross at Maple Avenue. The ribbon cutting was held and the trail was officially opened on September 26, 2011.

North 21st Street Sidewalk Improvements Project Begins

The North 21st Street Sidewalk Improvements project officially broke ground on November 7, 2011. The project will include the replacement of an aging water main, drainage improvements to remove a roadside ditch line and replace it with storm sewer pipe, inlets, and curb and gutter. Sidewalk improvements will then be installed along the west side of North 21st Street from the downtown area to the Southern States Cooperative. These improvements, along with a sidewalk to be installed with a future townhouse development, will provide safe pedestrian access for a highly traveled corridor of Town, from the downtown to the existing sidewalks at Branbury Glen. The improvements are expected to be completed by spring 2012. ■

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

Purcellville Boy Scouts Build Trail from Hatcher Avenue to 21st Street

Two Boy Scouts from Troop 163 of Purcellville seeking the rank of Eagle combined efforts to build a trail from Hatcher Avenue to 21st Street through the Suzanne Kane Nature Preserve in Purcellville. Envisioned by the Purcellville Parks and Recreation Advisory Board as a way for people to enjoy the Nature Preserve and the environment along Catoctin Creek, the trail was entirely constructed through projects coordinated by these two Eagle Scout candidates.

Will Arrington started the process by building two bridges and a section of the trail west from Hatcher. Zach Allison finished the trail construction, trimmed out tree branches and installed trail markers to 21st Street. A ribbon cutting for the trail was held on October 30, 2011 with the Eagle Scouts, their parents, Troop leaders, Purcellville elected officials and Parks and Recreation Advisory Board members on hand.

The Parks and Recreation Advisory Board has been working on the concept of a trail system through this park for a number of years. Construction by the Eagle Scouts and their Troop saved the Town of Purcellville thousands of dollars.



Right to left, Eagle Scout Zach Allison, Eagle Scout Will Arrington.

Town Council Approves Elderly Tax Relief Changes

In an effort to provide continued relief and support to Purcellville's elderly and disabled taxpayers, the Purcellville Town Council amended Town Code Article V. Real Estate Tax Relief for the Elderly or Totally and Permanently Disabled Ordinance last December. This change, effective January 1, 2012, allows the spouse of a qualified elderly homeowner exemption on his or her first \$10,000 of income. In cases of disability, the entire income of the homeowner or his or her spouse is exempt.

The elderly and disabled tax relief program allows for a full exemption from real estate taxes on a home and up to three acres for qualified property owners who are not less than 65 years of age or who are permanently and totally disabled. The combined income of owners may not exceed \$72,000 and total net financial worth may not exceed \$440,000 the year preceding the tax year.

In order to streamline the process, the Town of Purcellville elderly and disabled tax relief ordinance mirrors the qualification criteria of Loudoun County. The Commission of Revenue of Loudoun County, Robert Wertz administers the application process and interested citizens should call (703) 737-8557, email cor@loudoun.gov, or visit the Loudoun County website, www.loudoun.gov, for details.

Grant Funding Available for Façade Improvements

In 2008, the Town Council approved the Town's first Façade Improvement Program to provide technical and financial assistance to property owners and commercial tenants in order to enhance the Town's commercial revitalization efforts by stimulating private investment that will preserve the structural integrity of historic structures and improve the aesthetic appearance of the Town's commercial areas. A program objective is to provide monetary assistance to revitalize historic commercial storefronts that are visible from the street. If you own or operate such a business, then you are eligible to apply to receive 80 percent of the cost of remodeling your business façade up to \$2,500. Eligible projects may include new signage, painting, new storefront windows, awnings and general refurbishment of the store façade. Details regarding program administration, funding, eligibility, responsibilities of the applicants, submission requirements and grant disbursement can be found on the Town's web site, www.purcellvilleva.gov, under Business/Downtown Business District. The grant funding is available on a first come, first serve basis. For more information please contact the Community Development Department at (540) 338-2304.

Shamrock Music Shoppe at 108 N. 21st St. utilized the Town's façade improvement grant program in 2010 for painting, signage, and an awning.



Save the Date!



February 18 Historic Bush Tabernacle
2-6 pm

Live Music



The purpose of the Expo is to bring Loudoun's wineries, CSAs, producers and local restaurants that utilize local foods under one roof for all to enjoy!
loudoungrownexpo.com



DASHBOARD continued from page 1

The Town is committed to updating the dashboard's data and to enhancing the tools on the website. Indicators will be updated as new information becomes available, and users are encouraged to provide comments and feedback on the dashboard so that usability and functionality can be enhanced in updates.

Recently, the Town's overall Performance Management system was awarded a 2011 Certificate of Distinction by the International City/County Management Association (ICMA) Center for Performance Measurement. The certificate program assesses a local government's performance management program and encourages analysis of results by comparing to peers and gauging performance over time. Dashboards are included in the certificate program's criteria. Performance management aids in cost reduction, program prioritization, and quality improvement. It also encourages accountability and transparency.

If you wish to provide feedback, have questions or comments about the new dashboard, you can contact the Assistant Town Manager, Patrick Childs, at pchilds@purcellvilleva.gov.

The Town of Purcellville is hosting a **Job Fest** on **Wednesday, April 11, 2012, from 1-6 pm at Town Hall**. The event is free and open to the public to explore the new employment opportunities coming to Town through new business merchants at Purcellville Gateway and the Shoppes at Main & Maple. More information will be available soon on www.purcellvilleva.gov