

ON TRACK



A Quarterly Newsletter for the Residents and Businesses of Ashland

Spring/Summer 2012

Town Council elections

Ashland Town Council elections take place on Tuesday, May 1.

Three seats are up for grabs this year and five candidates are in the race. Incumbents George F. Spagna, Terri Winston-Abri and Edward (Ned) L. Henson III are running for re-election. Newcomers Lucinda Jones and Steve Trivett are vying for a seat as well.

Elected to Town Council in 2004 for his first term, Spagna again chose to run in 2008 and was re-elected for a second term.

Henson was elected to Town Council in 2008 for his first term. He has chosen to seek re-election.

Winston-Abri was also elected to Town Council in 2008 and is seeking to be re-elected.

Jones was a write-in candidate in 2008 and received a number of votes and has chosen to be on the ballot for the upcoming election.

Trivett is seeking his first term on Council, however, he has served on the Ashland Planning Commission as well as the Hanover Planning Commission.

Members of the Ashland Town Council are not limited in the number of times they can run for election.

See additional candidate information on page 3.

Candidates' forum

The five candidates for Town Council will take part in a forum on **Wednesday, April 25 at 7:00 p.m.** The forum will be held in the council chambers at town hall and will be broadcast over channel 17.

The forum is sponsored by the following organizations: Coalition for Hanover's Future; Herald-Progress; League of Women Voters of Richmond; Randolph-Macon College; WHAN Radio 102.9 FM and 1430 AM and Market Ashland Partnership (MAP).

Trolley Line Trail



The boardwalk trail along Walder Road will tie in here on the northern end of the trail.

Trolley Line Trail

There has been much discussion over the years about opening a trail in the former Richmond-Ashland Trolley Line right of way as an off-road alternate route between Richmond and Ashland for pedestrians and bicycles. This has been an interest of the East Coast Greenway, Town and regional bicycle and pedestrian advocates, Town residents, and Town businesses. A recent change in ownership of the Trolley Line right of way has made it possible for the Town of Ashland to do its part to develop the section in the Town's Corporate Limits.

The Town received funding through the Regional Surface Transportation Program for improving the Trolley Line. The Town's plan had been to pave the
see **TRAIL** on page 3

Celebrate 100 years of grocery goodness

The celebration has begun! The Ashland Main Street Association and the Ashland Museum have teamed up to host a month-long celebration of the 100th Anniversary of Cross Bros. Grocery in historic downtown Ashland. Throughout the month of April, any customer spending over \$25 at Cross Bros. will be eligible for a weekly prize
see **CELEBRATION** on page 3

Budget

The annual budget for FY2012-2013 will be presented at a public hearing on Monday, April 30. Voting on the budget will take place at the May 15 meeting of Town Council.

See the town manager's comments regarding the budget on page 2.

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Upcoming Events

APRIL

April 25-28 - Bedroom Farce by Alan Ayckbourn

The Box Office (a phone mailbox) begins taking reservations at 10:00a on April 16 at 804.752.7316. Tickets are \$5 per person, free to R-MC faculty, staff and students. Cobb Theatre, Randolph-Macon College at 8:00p.

April 28 - Spring Market Day

Enjoy spring weather and support the local artisans as you find that special handcrafted item at Scotchtown, 10am to 5pm

MAY

May 4&5 - 12th Annual

Backyard Plant Sale, 203 Howard St, info (804) 752-7671

May 5 - Chalk Walk

On the plaza next to the library on Railroad Avenue, hosted by Ashland Mainstreet Association

May 5, 12, 19, 26

Ashland Farmer's Market,

Behind town hall on Duncan St, 9am - 12 noon, 798-9219 or www.town.ashland.va.us

May 19 - Western Hanover Relay for Life,

John Gandy Elem. School, 4pm

May 19 - Spring into Summer Plaza Street

Party, at the library, 6pm-11pm 752-7944

May 28 - Memorial Day Event, free & open

to public, 10am-11:30am at Hanover Wayside Park

JUNE

June 2 - 31st Annual Strawberry Faire,

campus of Randolph-Macon, 9am - 5pm, www.ashlandstrawberryfaire.com

June 2,9,16,23,30 - Farmer's Market,

Duncan St, 9am-12noon.

JULY

July 7, 14,21,28 Farmer's Market, Duncan St, 9am-12noon

July 4 - Ashland Fourth of July Parade,

Hanover Arts & Activities Center, 11am

July 14 - 33rd Annual Hanover Tomato

Festival, Pole Green Park, 9am-4pm,

www.co.hanover.va.us/parksrec

July 21 - Midsummer's Party with King

Edward and the BDs, street party at the Plaza

Strawberry Faire
31st Annual Ashland Strawberry Faire is Saturday, June 2nd on the streets of Randolph-Macon College from 9am to 5pm.
www.ashlandstrawberryfaire.com

Central Virginia Masterworks Chorale to present May concerts in Richmond and Ashland

The Central Virginia Masterworks Chorale will present two performances of its 2012 Spring concert, "Songs of Life ~ Songs of Love." The concerts will feature the Fauré *Requiem* as well as other selections by Mozart, Holst, and Wilberg. Artistic Director Lawrence W. Heath will conduct the Chorale.

The Richmond performance will take place on Sunday, May 6, at 3:00 pm, at St. Mark's Episcopal Church, 520 N. Boulevard.

The Ashland performance will take place the following Sunday, May 13, at 3:00 pm, at Duncan Memorial United Methodist Church, 201 Henry Street. If you are looking for something different and special for Mom to enjoy on Mother's Day, this performance promises to be a treat for the entire family.

Advance tickets are \$10 for adults (or \$15 at the door) and \$5 for students. They may be purchased at Cross Brothers' Grocery in Ashland, or by calling 1-800-838-3006, or online at the Chorale's website, www.cvamc.org.

Spring into Summer Street Party
Saturday, May 19th
Library Plaza, 6pm-11pm

Guided Walking Tours

May 5, 12, 19 & 26
every Saturday in May
meet at Visitors Center at 11am

Budget

by Charles Hartgrove, Town Manager

The previous fiscal year has been challenging to manage as we continue to hope for the best with a swift return of the economy, but plan for the worst to ensure our financial viability. We continued what our citizens rate, according to the National Citizen Survey, as outstanding public services on a very tight budget. Achieving these laudable ratings will be difficult as fixed costs continue to rise, and we continue to be unable to reward our employees for their remarkable work and efforts.

The fiscal year 2013 budget represents a 1.5 percent increase over the adopted FY2012 budget, and a 2.3 percent decrease over the amended budget Council approved on February 21, 2012. The budget relies on a \$588,447 transfer from the General Fund Reserve to balance the budget.

It is important to note the impact the \$552,159 budget amendment from fiscal year 2011 and \$300,000 budget amendment from fiscal year 2012 had.

Revenues

The Town's existing revenue sources have plateaued, and continued economic development initiatives will be needed to increase revenue if rates are to remain the same. On top of this revenue stagnation, legislation at the State level continues to threaten our local taxing authority.

Personnel

Most of the personnel changes contained in the budget are mandated by the State. While the issue has not been fully resolved, this budget contains funding for a 5 percent raise for all full-time Town employees as required by Senate bill 497. In addition, this bill then requires the Town to deduct 5 percent from the employee's salary to pay their portion of VRS. Previously, the Town was covering the 5 percent employee portion. The net cost of this bill for the Town is approximately \$30,000, and it will also leave each Town employee taking home less in each paycheck. In addition to these State mandated changes, I am recommending only a limited number of personnel changes in the coming year. Even though we have eliminated approximately 11 percent of our workforce since FY2008, our existing staffing levels are operating at a very efficient rate.



TRAIL - continued from Page 1

surface of the existing trail and install a safety fence to bring it into compliance with current state and federal standards. However, as a result of citizen input, the Town has decided to change the scope of the project. The Town now plans to construct a trail adjacent to Walder Road.

The trail improvements will extend from the existing Trolley Line Trail Park (on the south end) as a boardwalk, that transitions to a paved trail as it gets closer to the bend in Maple Street Extended (on the north end).



The new

scope is now in the design phase, and it is anticipated that construction will begin in spring or summer of 2013.

This view of the Trolley Line Trail looks north from Gwathmey and will tie into the improved northern end of the trail. This southern part of the trail will remain unchanged.

Grass clippings & leaves

All grass clippings and leaves must **BAGGED** if left for Town pick-up from May 1 to October 31. Biodegradable paper lawn bags are best, but paper grocery bags or plastic are ok.

As an alternative to bagging, consider: •Let your cut grass circulate back into your lawn •Compost – the Town offers free composting bins to Town residents. •Ask the Department of Public Works.

Grass Mowing

Also, please remember that residents are responsible for cutting grass up to the street, including the grass strip between sidewalk and curb.

Questions?

Feel free to contact the Public Works Department at (804) 798-9219

Leave Grass Clippings on Lawn

Leaving grass clippings on your lawn can be beneficial to the lawn and it saves the work of bagging. It can reduce fertilizer needs by as much as one-third. When grass is mowed on a regular basis, clippings break down easily, returning nitrogen and other nutrients to the soil. Some people are concerned that returning clippings to the

lawn may result in “thatch” accumulation, but because the clippings decompose rapidly, they do not contribute to thatch. Thatch is a layer of un-decomposed or partially decomposed organic matter that builds up between the soil surface and actively growing green vegetation.

For clippings to break down rapidly, the lawn must be mowed frequently enough so that large amounts of clippings do not remain on the surface of the lawn. There are two reasons that weekly mowing may not be frequent enough, especially during the peak period of growth in spring. First, excessive amounts of clippings that remain on the surface for too long can smother the grass. Also, when mowing, you shouldn't take off more than one-third of the blade at one time because you may “scalp” the grass and make it more vulnerable to stress.

A mulching mower keeps the clippings circulating under the mower deck, chopping the grass blades into finer pieces. This hastens the decomposition of the clippings and reduces the amount of residue left on the lawn.

see **CLIPPINGS** on page 4

CELEBRATION continued from Page 1

drawing - win a famous Cross Bros. WonderRoast Chicken or even a \$100 Grand Prize the last week in April. Did you know Oreos and Cracker Jacks also share the 1912 founding year. In honor of 100 years, Cross Bros. Grocery will offer specials on these products and more at “1912” prices while supplies last.

Celebration continues

On Friday, April 20th, join a downtown scavenger hunt beginning at the “new” Ashland Museum by the red caboose (105 Hanover Ave.) Visit five downtown businesses to find out what was happening in downtown Ashland in 1912. Since the Girl Scouts of America also share the founding year of 1912, the scavenger hunt will have badge requirements in order to ‘earn’ your way to a grand prize.

Finally, hit the streets on Saturday, May 5th for the grand finale birthday bash at Cross Bros.! You'll see Model Ts parked in front of the store, historic displays, time period costumes and 1912 fun. The artistic work of that morning's Ashland Chalk Walk will be on display at the Library Plaza. Then from 6pm to 8pm join the Ashland Main Street Association and the Ashland Museum for food, drinks, music from Ashland's own God Fearin' Snake Handlers and a presentation of a historic plaque to Cross Bros. Grocery.

Arrive a little early to do your weekly shopping; doors close at 6:00 so the staff can enjoy the celebration!

To learn more, check out www.MainStreetAshland.com <<http://www.MainStreetAshland.com>>, friend Ashland Main Street Association on Facebook or call Alexis Thompson at Town Hall, 804.798.1073.

We hope you and your family can be a part of this historic celebration. To be an official sponsor of the Cross Bros. 100th Anniversary Celebration – check out the Ashland Main Street website for details.

*by Alexis M. Thompson
Economic Development Coordinator*

Preventing Stormwater Pollution (a series)

What Can You Do To Hold Down BMP Maintenance Costs?

Properly cared for, a BMP can work effectively for years without major maintenance costs. Abused, it can potentially be a continual financial drain. Businesses and homeowners associations can minimize costs and the potential liability of those responsible for BMP maintenance by promoting the following simple rules.

DO NOT!

- Dump used motor oil, antifreeze, or other oil and grease into storm inlets. This is a criminal offense.
- Dump grass clippings, leaves, soil, or trash of any kind into a BMP or a storm inlet. Leaves and grass clippings release bacteria, oxygen consuming materials, and nutrients. They will also clog BMP components.
- Dispose of pet wastes in the storm system – including grassy areas near a BMP. Animal wastes contain disease causing bacteria and release oxygen consuming materials.
- Wash dirty vehicles on streets or driveways. Whatever comes off the car ends up in the BMP.
- Over-fertilize the lawn. Whatever washes off the lawn or impervious areas (such as driveways or sidewalks) drains into the BMP and shortens its life-span.
- Leave bare areas unstabilized. Erosion from bare soil results in sediments that can clog a BMP.
- Dispose of left over paint or hazardous materials into the storm drain. These materials can kill BMP vegetation and aquatic life. Dumping is also a criminal offense.

DO!

- Keep properties, streets, and gutters free of trash, debris, and lawn clippings.
- Provide information to those who maintain their own automobiles on where to recycle oil and antifreeze.
- Encourage residents to take dirty vehicles to a commercial carwash or select a location where water does not enter a storm drain.
- Put a pan underneath your car if it is leaking to catch the fluids until it is repaired. Spread an absorbent such as cat litter to soak up drippings and dispose of properly.
- Educate residents on where to properly dispose of hazardous wastes, including oil and latex paints.
- Plan lawn care to minimize the use of chemicals and pesticides. Sweep paved surfaces and put the sweepings back on the lawn.
- Limit the amount of impervious surfaces. For patios, walkways, and landscaping, consider porous pavements such as bricks, interlocking blocks, or gravel.
- Incorporate native trees, shrubs, and groundcovers to help the water soak into the ground. Select species that need little fertilizer or pest control and are adapted to specific site conditions.
- Sweep up and dispose of ice melting chemical residues in the winter. This will protect grass and other landscaping plants.

CLOSED

Town offices will be closed on Monday, May 28th for Memorial Day.

**Carter Park Pool
OPENS May 26.
Pool will be open on
Saturdays only until
June 16 when regular
pool hours begin.**

CLIPPINGS from page 3

However, you don't have to buy a mulching mower to recycle clippings. Ordinary lawn mowers provide good results.

An alternative to leaving clippings on the lawn, if no herbicides have been applied, the dried clippings may be used as mulch around trees, shrubs or flowers. Grass clippings also can be composted. If you combine clippings with tree leaves, the two sources of yard waste will complement one another in the composting process.

Ref: <http://www.oldhouseweb.com/gardening/leave-grass-clippings-on-lawn.shtml>

Please Remember: The Town of Ashland Does Not Collect Loose Leaves or Grass Clippings Between May 1 & October 31

Annual Backyard Plant Sale

Friday, May 4
from 4:00 pm – dark
Saturday, May 5
from 9:00 am – 1:00 pm

PLANT DONORS NEEDED

Volunteer, Julie Ericksen is holding her Annual Backyard Plant Sale at 203 Howard Street in Ashland, VA.

Proceeds from the sale benefit the Conservancy's Chesapeake Rivers Program specifically for land acquisitions.

If you have plants to donate, leave them with your name on Julie's front porch any time during the week before the sale, or call her to arrange for pick up.

Contact Julie at bericksen@comcast.net or (804) 752-7671 for questions and more information.

MEET THE TOWN COUNCIL CANDIDATES



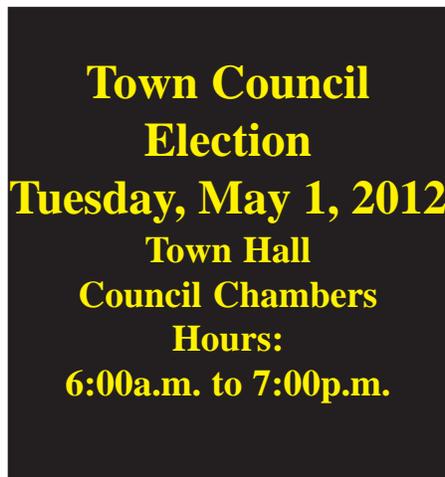
George Spagna

Dr. Spagna believes the town is poised to do some really good stuff in the future. He would like to see the town capitalize better on events like the Strawberry Faire in an effort to assist the businesses currently located here. Dr. Spagna feels that the town is more efficient now than five years ago. Core services have not been cut while staffing is down 10 percent.



Steve Trivett

Mr. Trivett has experience working in both private and public sectors and recently finished 10 years of experience in planning between the Ashland BZA and the Town and County Planning Commissions. Mr. Trivett stated he is running for Town Council because he feels he can make a positive difference and will diligently guard Ashland's rich historical heritage and small town atmosphere while having an open mind to attracting vibrant businesses to fill Ashland's empty properties. He will be listening and thinking creatively to find ways to make things work for Ashland.



Lucinda Jones

Ms. Jones stated that in the next four years, if elected to town council, the first thing she would try to accomplish is to eliminate the unfair vehicle decal tax, work on a pay increase for town government employees, continue to preserve Ashland's small town character, come up with a plan to do something with the too many vacant commercial buildings in town, explore more advertising along interstate-95 to encourage more travel to Ashland and put more focus on listening to the citizens that pay taxes in Ashland.



Terri Winston-Abri

Ms. Winston-Abri stated that some of her goals include better relationships between town and county resource systems; work to sponsor opportunities for those less fortunate to become self-sufficient citizens; support the town in efforts to bring businesses to town; ensure responsible growth to maintain Ashland's character and quaintness; improve race relations; continue promoting open and honest government and be a listening ear to all citizens.



Ned Henson

Mr. Henson has varied experience in the decision-making aspect of the town's government by having first served on the Planning Commission and then his election to Town Council. When being elected to Council four years ago, his concern was "smart growth." Mr. Henson believes the town has improved in its perception as being business-friendly and wants to keep businesses from being empty storefronts.





Meet the volunteers

If you have the opportunity to stop by the Ashland/Hanover Visitors Center, you'll be glad you did. The volunteers who staff the center on a regular basis, along with the manager and two part-time employees, have a wealth of information to share with you.

Most, if not all, of the volunteers have lived in or around the town for many years and are able to dispense information regarding places to dine, hotel/motels in which to stay, interesting spots to visit and the latest happenings in the town.

The Visitors Center is open seven days a week from 9:00a.m. to 5:00p.m.

On any given day, seven days a week, you may find one of the following individuals present and ready to answer your questions: Pete Black, Barbara Boor, Carmen Courtney, Fan Etienne, Rosemary Jones, Judith McKinney, Tudie Midyette, Susan Newell, Stu Reid, Becky Severin, Sandi Shirey, Caroline Schutte, Kathryn, Stephens, Rita Creech, Bob Stevens, Paul Mackey, Dwight Powell and Edie Beheler.

Pam Crisp, the Visitors Center manager, along with the two part-time employees, Teva Rittenhouse and Ruth Walls, staff the Center on a regular basis; however, whenever Pam, Teva or Ruth cannot be available to work, the volunteers step in.

Kudos to the wonderful volunteers at the Visitors Center! Be sure to thank them for their generous donation of time whenever you get the chance to do so.

**Spring into Summer
STREET PARTY
Saturday, May 19th
Library Plaza
6pm-11pm
752-7944 for info**

Town receives national award for local greenways achievement

The Town of Ashland recently received a national honor accompanied by a grant of \$1,000 from the Kodak American Greenways Awards Program. The grant will help toward building a greenway path along Mechumps Creek in the Town. Eagle Scouts candidates Ben Tehan (Troop 555), Brandon Carey (Troop 503) and Trevor Bullock (Troop 503) plan to build footbridges for the planned path, which is part of the Mechumps Creek Restoration Project. In addition to receiving the grant award, the Town of Ashland will be showcased as a national model for its innovative efforts to develop a greenway in a portion of Mechumps Creek.

The Kodak American Greenways Awards—administered by The Conservation Fund, a recognized leader in working with local communities to expand the nation's network of linked open spaces—provide seed grants of up to \$2,500 to nonprofit organizations and government agencies to help develop new greenway projects. The awards are meant to provide initial funding to spark creativity in conservation, outdoor recreation and trail and greenway development. Since the program's inception in 1989, nearly \$900,000 has been granted to over 700 organizations in all 50 states.

The Town of Ashland is one of 21 groups nationwide honored this year for their innovative efforts to restore their local watershed.

Although Eagle Scouts raise most of the funds for their project, they cannot always raise all the funding. This grant helps the scouts complete the project while minimizing the impact on their own resources. Ben Tehan completed the first bridge in 2011. Brandon Carey and Trevor Bullock plan to complete the other two bridges in May 2012. Once the bridges are completed, the Town of Ashland will construct a path connecting the bridges. Pedestrians and bicyclist will be able to access the path from Cottage Green Drive, or from businesses

along England Street that back up to it. These businesses include Ruby Tuesday, Wendys, Ponderosa and Burger King, as well as Amerilube on Cottager Green Drive. After dining or while waiting for an oil change, folks will be able to stroll down the path along Mechumps Creek. In addition to building greenway paths, the Mechumps Creek Restoration Project, which is a continuing effort, includes repairing badly eroded and undercut segments of Mechumps Creek. The erosion and undercutting happens in urban streams because of the increased amount of stormwater runoff due to large amounts of impervious surfaces such as asphalt, concrete and building. Evolving environmental regulations are helping to reduce and minimize these effects of urbanization.

Illegal to dump cooking oil and grease into stormwater drains

Occasionally, Town of Ashland staff learns or is informed that cooking grease or oil has been or is being disposed of in stormwater drains. This happens sometimes if restaurant owners or managers are not aware that this is illegal. Due to a recent incident, the Town of Ashland wants to remind everyone that it is illegal to dispose of *any type of waste* in a stormwater drain. If someone in your business is doing this, please let them know that it is a violation of the Town of Ashland Ordinance on the Municipal Separate Stormwater System (MS-4) Management Program. The person or business who is disposing of waste in the drain may be fined up to \$1,000 per day for each violation.

The Ashland Police Department (APD) keeps watch for such activities. Please call the APD 804-798-1227 if you see anyone disposing of anything besides *clean water* in a storm drain.

Thank you for your attention to proper disposal of waste for your business.



GOT DRUGS?

On Saturday, April 28, 2012 from 10:00 am to 2:00 pm, the Ashland Police

Department will partner with the Drug Enforcement Agency to take part in a nationwide prescription drug take back.



There will collection sites operating around the nation to include the Ashland Police Department where Americans can turn in their unused, unneeded, expired prescription medications. We will not ask questions concerning prescription drugs needing to be disposed; we do ask not to bring syringes or any other street drug. Drugs can stay in its original sealed container or emptied in the bin.

In 2011, the Ashland Police Department collected 78.2 pounds of medication. While over the last 13 months, the DEA while partnering with state and local agencies has removed 995,185 pounds (498.5 tons) of medication nationwide from circulation. (Source: *DEA.gov*)

To learn more about the dangers of prescription drugs please visit the following websites:

<http://www.justice.gov/dea/index.htm>

<http://www.getsmartaboutdrugs.com/>

http://www.dare.com/kids/index_3.htm

For more information pertaining to the event occurring, please contact Community Support Officer Joe Perkins at (804) 412-0601 or Officer Tommy Gilbert at (804) 412-0615.

Quarterly employee recognition

At the April 17 Town Council meeting, Captain Callahan of the police department recognized the following individuals for their contributions in the line of duty:

Excellent Police Duty award recipients: Lt. Troy Aronhalt, Inv. Adam Aigner, Inv. Joe Oakley, Cpl. Danny Gray, Officer Harvey Watts, Officer Scott Nuessle and Chief Goodman

Dedication to Duty award recipients: Lt. James Shelhorse, Sgt. Ethan Hicks, Cpl. Danny Gray, Inv. Matt Hileman, Inv. Joe Oakley, Sgt. Doug Jenks and Community Support Officer Joe Perkins

Certificate of Commendation award recipients: Cpl. Danny Gray, Officer Tim Hartman, Officer Thomas O'Dea, Officer Harvey Watts, Officer Foster Miles, Officer Stuart McCullough and David Marcussen

We offer our thanks to these fine officers of the law and their desire to help provide a safer environment for the citizens of Ashland.

Distracted driving

The police department is joining the fight against Distracted Driving with Drive Smart Virginia by participating in Distracted Driving Awareness Month.

A study by the Virginia Tech Transportation Institute stated that 80 percent of all crashes and 65 percent of all near-crashes occurred within three seconds of a driver's distraction. Researchers at the Insurance Institute for Highway Safety have found that using a cell phone increases crash risk by four times. Since cell phone use occurs more frequently and for longer durations, this is the #1 source of driver inattention behind the wheel. *"As part of our accident reduction initiative, we are dedicated to reducing incidents of distracted driving in our community through focused traffic enforcement efforts,"* says Chief Doug Goodman.

Individual behaviors which increase this risk include texting, eating, reading and reaching for dropped objects. Technology is increasing drastically and with that comes distractions. Texting is illegal in Virginia, however, talking on the telephone is not illegal but both are distracting. According to the National Safety Council, 1.6 million crashes were the result of talking and texting on the cell phone.

The statistics above show how your behavior behind the wheel puts you at an increased risk for a crash.

Tips to decrease Distracted Driving can be found at www.ashlandpolice.us. Drivers can pledge to drive distraction free at www.drivesmartva.org.

Take the pledge today!

(Source: Virginia Tech Transportation Institute Naturalistic Driving Study, Relative Risk Estimates for Crash/Near Crash Inattention Events)

BEHAVIOR INCREASED RISK

Texting (illegal in Virginia)	23 times
Reaching for a moving object	9 times
Driving drowsy	4 times
Looking at an external object	37 times
Reading	34 times
Applying makeup	3 times

ASHLAND STRAWBERRY FAIRE

What's new in 2012?

ARTS AND CRAFT ALLEYS – The arts, crafts, and non-profit vendors will be profiled on two full streets.

SHOP LOCALLY – This is the first year that all Town of Ashland and Hanover County businesses may sell products.

ASHLAND ALLEY – Enjoy a taste of Ashland businesses in one area of the Faire Watch for give-a-ways, coupons, and super sales.

HANOVER HOME-SHOW – Hanover businesses will be located in another large area of the Faire.

ANTIQUA ROAD SHOW – Discover many of our local antique vendors at our new satellite location in the parking lot of the "Ashland Town Center-Hickory Creek Antiques."

POLITICAL PARTIES/POLITICIANS – Due to our corporation status, these groups cannot be categorized as "non-profit status; therefore, they can register as a business advertising and will be charged like fees.

For more information please visit our website: www.ashlandstrawberryfaire.com

Ashland Farmers Market update

It's that time of year again—the start of the Ashland Farmers Market! We begin our 14th Season on May 5th and run every Saturday through October 27th.

Market will be held from 9 am to noon, in the same location as last year—on the lot next to the Duncan Street parking lot, behind Town Hall. You can expect to find a wonderful selection and variety of vegetables, fruits, berries, herbs, baked goods, eggs, honey, meat, jams and jellies, flowers, and more!

Ours is a unique, producers-only market, with a specific range that defines “local”. That is, all products sold at our market are grown or produced within 30 miles of the market, which includes all of Hanover County and portions of neighboring localities. I make an effort to visit our vendors’ farms and businesses to learn about their products and operations; this also enables me to ensure our producers-only commitment to customers. I visited over half of our vendors last year, and plan to continue these visits again this year.

We have many returning vendors and a few new vendors so far this year, and we will continue to accept applications until September 1st. The application and rules and regulations for vending can be found on the Market’s page on the Ashland town website, or at the Town Treasurer’s office at Town Hall; I can also send you a copy via

email or snail mail. We will be holding a **Vendor Orientation Meeting** on Saturday, April 21st from 12 noon to 1:30 p.m. **for prospective, new, and returning vendors**, in Council Chambers at Town Hall. This meeting will include an overview and discussion of selling at market and VDACS regulations. The state food safety inspector assigned to our market will be on hand to answer all of our questions.

Please contact me at farmersmarket@town.ashland.va.us or [804.704.7398](tel:804.704.7398) if you plan to attend. We plan to host another Kids Market series this year, with some changes to the rules for participating; please check our market webpage on the Town’s website for more information. We would like to see our kid participants learning about and selling fresh produce, eggs, and value-added products, so think about planting a garden this year, raising some laying hens, or finding some great jam recipes—have fun with it! The tentative dates for the markets are June 23rd, July 28th, and August 25th; we will finalize those soon and send word out over our newsletter and Facebook page.

We look forward to seeing you at the market soon! Please contact Trevor Buckley, Market Manager, at farmersmarket@town.ashland.va.us or [804.704.7398](tel:804.704.7398), with any questions or concerns, including:

- Participating as a vendor at the market
- Products and vendors participating this year
- Kids Markets
- Playing music at market
- Exhibiting/presenting on an agriculturally related topic at market

by Trevor Buckley, Market Manager



Town of Ashland

On Track is published quarterly for residents and businesses by the Town of Ashland. If you have editorial comments or wish to be added to the e-mail distribution list, please contact the newsletter editor at (804) 798-9219 or e-mail ismith@town.ashland.va.us

www.town.ashland.va.us

Bits of helpful info ...

- Town Council agendas are posted on the Town’s Web site
 - Approved Council minutes are available for viewing on the Web site
 - Information regarding changes in meeting schedules, traffic detours, etc., is displayed on the Town’s TV Cable Channel 17, Facebook & Twitter
 - Town Council meets the first and third Tuesday of each month at 7pm in the Council Chambers of Town Hall
 - Planning Commission meets the second Wednesday of each month at 7pm in the Council Chambers of Town Hall
 - Town Council and Planning Commission meetings are broadcast live on Channel 17
- For additional info, contact Town Hall at 804-798-9219; Monday-Friday, 8:30am - 5:00p.m.

Contact Information

Faye O. Prichard

Mayor

Charles W. Hartgrove

Town Manager

Joshua Farrar

Deputy Town Manager/Finance Director

Michael A. Davis

Director of Public Works

Douglas A. Goodman

Chief of Police

Nora G. Amos

Director of Planning &

Community Development

Wanda Cornwell

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The Ashland Museum gets a home

You may have noticed the big stork outside the new home of the Ashland Museum at 105 Hanover Ave! The museum is excited to announce “the birth” of their new location which will house archived Ashland photos, memorabilia, historic documents and stories of The Center of the Universe. Initial operating hours will be Saturday 9am to 1pm and Sunday 12pm to 4pm, but as more volunteers sign up to help staff the museum, then hours will increase. The group also plans to open the red caboose for interactive Ashland stories and historic interpreters.

This 501(c)3 organization functions through generous donations, both financial as well as material. The birth of the Ashland Museum can be celebrated by purchasing items on the museum’s baby shower registries at Target and Bed Bath and Beyond. You can also join as a museum member on their website, www.AshlandMuseum.org.