



**Work Session Meeting Agenda
Town of Orange Community Meeting Room – 235 Warren Street
Monday, May 1, 2023**

5:30 p.m. - Dinner

6:00 p.m.

1. Call to order by Mayor Roby.

2. Roll Call – Town Council:

Mayor Martha B. Roby
Vice-Mayor Frederick W. Sherman, Jr.
Councilmember Jason R. Cashell

Councilmember Jeremiah V. Pent
Councilmember Donna Waugh-Robinson

3. Adoption of Agenda.

4. Continued discussion of potential Farmer's Market in Town.

5. Discussion of Website Re-design 2023 – New Town Logo.

6. Continued discussion of FY24 DRAFT Budget.

7. Town Council Adjournment.



WORK SESSION SUMMARY
May 1, 2023

Continued discussion of potential Farmer's Market in Town.

AGENDA ITEM: 4

SUMMARY:

- This is a continued discussion from the April 17th Town Council meeting.



WORK SESSION SUMMARY
May 1, 2023

Discussion of Website Re-design 2023 – New Town Logo.

AGENDA ITEM: 5

SUMMARY:

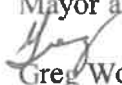
- This item has been placed on the agenda for discussion.



Town of Orange
Town Manager's Office

119 Belleview Avenue, Orange Virginia 22960 - 1401
Phone: (540) 672-5005 Fax: (540) 672-4435
Email - townmanager@townoforangeva.org

MEMORANDUM

TO: Mayor and Council Members
FROM:  Greg Woods, Town Manager
DATE: April 20, 2023
SUBJECT: Website Re-design 2023 – New Town Logo

Wendy and Kim have been working on a free re-design of the Town's website with Civic Plus. Early on, Civic Plus brought to their attention that they would not be able to use the Town's logo due to the low resolution. We also had trouble with other companies telling us the same when it came to using our Town logo and seal (Galen needed for Sesquicentennial and Music in the Park). Wendy and Kim then told me what was going on and they talked about the logo, and we came to a consensus that perhaps the logo needed to be freshened up. We left the meeting with them trying to figure out where to go from there.

Councilmember Pent had talked to me at one of our weekly meetings about the Town's website and mentioned to me that he would be happy to volunteer his time with the website as he had expertise in this. I passed this onto Wendy and Kim, and they met with him outlining the logo resolution issue and the fact that they felt the logo could use a facelift. They also discussed new pictures for the website, of which Councilmember Pent volunteered his son to take pictures (including a night shot) with the drone.

In looking at the logo and giving it a facelift the attached is suggested. This represents the history of the Town as well as its importance with the Constitution. It maintains the Courthouse, of which the Town is a Courthouse Town, the Blue Ridge mountains are in the background, and we added the words Town of. The main question would be should we represent a historical town (tourism) or a bedroom community with steady progress? We realize that the current logo was created under Ray Lonick, and we do not wish to take anything away from his legacy, thereby maintaining the courthouse, Blue Ridge mountains, and the implied sunset with the orange background.

We are excited about the new logo, but also understand the value of our longstanding current one. We need to get your thoughts as soon as possible regarding the new logo, as Wendy and Kim have website re-design deadlines to meet.

"A Main Street Community"
&
"A Designated Enterprise Zone"

Additionally, the Town of Orange owns three domains for townoforangeva .org, .gov, and .com. We are currently using .org, but since we are re-designing the website, we feel like it is a proper time to switch over to .gov. Current and prior emails on .org would just feed over to the .gov. Emails coming in to the .org will automatically come into the .gov. once set-up according to Aaron Hines our IT person. Because this is the case, we would wait to order all new stationery and business cards once they run out. We will also need to get your thoughts on this as soon as possible.





COUNTY LOGOS/SEAL



ORANGE COUNTRY







WORK SESSION SUMMARY
May 1, 2023

Continued discussion of the FY24 DRAFT Budget.

AGENDA ITEM: 6

SUMMARY:

- This has been placed on the agenda for continued discussion.
- The FY24 Budget and Appropriation Ordinance will be before Council for consideration at the regular May 15th Town Council meeting.

Board of Directors

R.V. Merrick, MD
President

Barry Barr
Vice President

Mary Beth Madison
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Richard Clore
James Collins
Doris Hernandez
Ray Palmer
Doug Ponton
David Scibal
Philip Strange
Ron Taylor
Frank Thomas III

Dorren Brown
Executive Director

Kim Frye Smith
Resource
Development

*A community based
healthcare provider ...*



Orange County Free Clinic, Inc.
101 C Woodmark Street/ P.O. Box 441
Orange VA 22960
540-672-3530
www.orangecountyfreeclinic.org

4/20/2023

Greg Woods, Town Manager
Town of Orange
119 Belleview Avenue
Orange, VA 22960

Dear Mr. Woods:

Just to reiterate, we asked the Orange Town Council to consider an additional \$15,000 to support the Clinic's mental health services that is underfunded at this time. We are actively seeking additional funding to sustain this critical position into the next fiscal year. Our recent Hope Blooms Gala was dedicated to keeping our mental health services funded and we are committed to keeping this service available to patients at the OCFC.

Orange County Free Clinic (OCFC) is the only full time safety net for the County and for residents in the Town of Orange. *Currently the Clinic has 2,031 active patients with 41% living in the Town of Orange (over 830 patients).* We recognize the importance of access to quality healthcare especially in rural communities, and the OCFC provides that and more.

As mentioned, the OCFC is helping to fill the gap in mental health services with our part-time mental health counselor, who by the way, is already seeing the great need as her patient load is filled to capacity. We might mention that when we were seeking a counselor to fill the position, we called several mental health providers, and the RRCSB, and they too are unable to meet demand from residents seeking mental health care in our community. As Mr. Sherman mentioned "the Clinic's counseling services are at least a start"!

I would ask that you refer to our FY24 request letter submitted in December for additional information on all of the Clinic's programs and services. We always welcome visits and appreciate every opportunity to provide a "tour" to further emphasize our role in keeping our community strong and healthy.

Sincerely,

Kim Frye Smith
Resource Development Director

CC: Dorren S. Brown, Executive Director