NEWS RELEASE
FOR IMMEDIATE RELEASE

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TOWN OF PURCELLVILLE PUBLISHES NEWSLETTER; "PURCELLVILLE POST" TO KEEP CITIZENS INFORMED AND ENGAGED

PURCELLVILLE, VIRGINIA – April 4, 2016 – As part of the Town Council's effort to Strengthen Community Partnerships, the Town of Purcellville has published the first edition of the "Purcellville Post," a newsletter intended to help citizens stay informed and get engaged in Town activities.

The Purcellville Post will be a quick snapshot into the activities of the Town Government, the Town Council, and community events. The first edition highlights the Comprehensive Plan Update, the Town's Maintenance Department, upcoming special events, and new ways to engage with the Town.

To enhance distribution and minimize cost, the Town sent a copy of the Purcellville Post in the utility bills that were mailed on April 1st. Additional hard copies will be available throughout the Town at public locations, such as Town Hall and the Library.

You can also find the Purcellville Post online at http://www.purcellvilleva.gov/newsletter. We hope you enjoy this look into the Town of Purcellville's activities. Please send us your feedback at info@purcellvilleva.gov or on our Facebook page at http://www.facebook.com/PurcellvilleVa.

The Town of Purcellville, Virginia
Purcellville is an award-winning town of nearly 8,500 residents located in Loudoun County, approximately 40 miles west of Washington, DC. It has been honored for its green initiatives, most recently with the prestigious Siemens Sustainability Award for Small Communities. The Town has an elected Mayor and six Town Council members. Once a stop along the W&OD rail line, Purcellville has maintained its historic old-town feel through the restoration and maintenance of its many downtown structures, reflecting the Victorian architecture popular during the early 1900s. Today, Purcellville is the economic hub of western Loudoun County and a popular weekend destination for antiquing, entertainment, farmer's markets, wineries, breweries, distilleries and restaurants. More info at www.purcellvilleva.gov.

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APRIL 2016

Purcellville Post

Volume I, Issue I

Town of Purcellville Virginia

Mayor & Town Council
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Vice-Mayor Patrick McConville II
John Nave
Joan Lehr
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Your Community, Your Connection

Welcome to the first edition of the "Purcellville Post," the Town of Purcellville's latest Newsletter. This publication will be produced three times per year and will be distributed electronically via our website and Facebook page, sent with utility bills, and printed for pickup at select locations throughout the Town.

When the Town Council set its Strategic Initiatives for its term in office, one of the key areas was to Strengthen Community Partnerships. The Council has taken great strides in accomplishing this initiative by: approving a redesigned website; establishing a Vision, Mission, and Core Values; seeking citizen and business feedback via surveys; and creating this newsletter.

The Purcellville Post will be a quick snapshot into the activities of the Town Government, the Town Council, and community events. We plan to spotlight a Town Department or Division in each edition (see next page), to help citizens understand a little more about what we do. We will include updates on current events, such as the Comprehensive Plan discussions underway (look to your right!). And for something a little more fun, we will solicit and publish 3-4 photographs taken by members of the community, featuring the beauty and excitement of our Town.

Our goal in this is to provide another avenue for residents to hear from the Town Government. In today's world of information overload, we believe that a quick look at your local government will provide information that might otherwise be missed. We also encourage you to engage with us through the website and new Facebook page.

Mayor Fraser captured the essence of this newsletter when he said, "I'm excited to share a brief view with citizens about what we do and how they can be fully engaged in shaping the future of our Town, and I look forward to receiving citizen feedback about how our Town government is operating and making Purcellville a top-rated community to live." ■

Collegiate-level, summer league baseball is coming to historic Fireman's Field this summer! The Purcellville Cannons will play 21 home games during June and July. Visit **www.purcellvillecannons.com** for more info!

Did You Know?

The J.T. Hirst Reservoir, located at the base of the Blue Ridge Mountains.

The Town of Purcellville treats and delivers more than 200 million gallons of water each year? There are two primary sources of water: the Town's reservoirs, located at the base of the Blue Ridge Mountains, and wells located throughout the Town. The reservoir is considered "surface water," which requires treatment at the Town's Water Treatment Plant, located on Short Hill Mountain Road. The Town produces about half of its daily water use at this facility. The remaining water comes from wells located at Short Hill Mountain and throughout Town. Treatment occurs as needed at each location to ensure water quality standards are met. With these various sources of water, the Town has redundancy in its production capabilities.

Help Plan Purcellville

Did you know that the Town of Purcellville is updating our comprehensive plan? We need YOU to help plan Purcellville's future, and you can start by visiting *PlanPurcellville.com* to keep track of the process and provide your input.

Do you know why the comprehensive plan is important to you? A comprehensive plan is an official public document adopted by the Town that articulates the community's vision for its future, and it serves as the foundation for decision-making and future development. That means its goals, policies, and recommendations can guide and effect issues ranging from small matters such as where new sidewalks should be constructed to big issues like traffic and taxes.

The Town is currently guided by the Purcellville, Virginia 2025 Comprehensive Plan which was adopted in 2006. A lot has changed around here since then. Because of this, the Town Council and the Planning Commission have made updating the comprehensive plan a top priority to ensure that it continues to accurately reflect the needs and desires of Purcellville residents. That is why it is vitally important to hear from all parts of the community during this process, so we really need your input for this process to be successful.

The first public workshops were held on February 6 and March 19, but if you missed those events, you can still provide feedback by going to *www.PlanPurcellville.com/get-involved*. You can also attend the upcoming workshops tentatively scheduled for May 21, July 9 and September 17. Exact times and locations will be announced on *PlanPurcellville.com* as they are finalized. ■

The Town Council is currently reviewing the Proposed Fiscal Year 2017 Budget, Tax Rates, and Utility Rates. You can read all of the information and provide input by visiting: *www.purcellvilleva.gov/budget*

Department Spotlight: Maintenance

Snow Removal. Street Maintenance. Sidewalk Repair. Sewer Backups. Water and Sewer Line Maintenance. The list of responsibilities handled by the Town of Purcellville's Maintenance Department is nearly endless. Not only are they responsible for the safe and continuous operation of all Town facilities, but they respond to citizen issues and infrastructure needs, too.

One of the most visible activities of the Maintenance Department was put to the test this winter during the Blizzard of 2016. When more than three feet of snow fell, the Town's dedicated staff worked around the clock to keep roads clear and passable. By noon on the second day, all Town-maintained roads were passable, a testament to the incredible effort put in by our snow-plowing crews. The Town is able to put a plow on almost every maintenance truck, and we also have a front-end loader, a special skid-steer loader, and small Toolcat with both a blower and plow. The specialized equipment helps the Town clear out small spaces without damaging curbs and property. Kudos to this team for an amazing response to a historic snow event!

Speaking of streets, our Maintenance Department maintains more than 55 lane-miles of roadway within the Town of Purcellville. Responsibilities include pothole repair, asphalt replacement and/or sealing, sign maintenance, and curb and gutter (where applicable).

Sidewalks are a related component of street maintenance. Although not every street has a sidewalk, staff works to ensure that sidewalks are safe and maintained to Americans with Disabilities Act (ADA) standards.

Another major area of the Department's responsibility is sewer line maintenance. Do you ever wonder what happens to your "waste" when you flush the toilet? Hopefully it has never backed up into your yard or home, but we know that sometimes obstructions and clogged drains can occur. Our Maintenance team is on-call 24/7 to help you if there's a sewer backup. Sometimes it's the homeowner's responsibility, and sometimes it's the Town's responsibility. Regardless, call us immediately and we'll let you know where the problem is. Our Emergency Maintenance number is 540-454-3629. ■

We'll feature more about the Wastewater Department in a future edition of the newsletter, to share more about what happens to your waste once it gets to our treatment plant.

Upcoming Special Events

Public Safety Day – Saturday, May 14. Please join us for the 9th Annual Public Safety Day at the Purcellville Public Safety Center on N. Maple Avenue. This is a great opportunity for the community to meet their public safety providers, tour the stations, and get a close up look fire, rescue, and police equipment used to combat emergencies. Great for kids!

Music and Arts Festival – Saturday, May 21. Presented by Carl Fischer, United Real Estate. Join the Parks and Recreation Advisory Board for local music, art, food, and beverage. It will be a great time with some amazing headliners, including The US Army Band's popular music group "Downrange" and local favorites "The Woodshedders". Set among the historic Dillon's Woods behind Fireman's Field, it's a free event for everyone! Sponsorships and vendor spaces are still available; check out *www.purcellvilleva.gov* for more information.

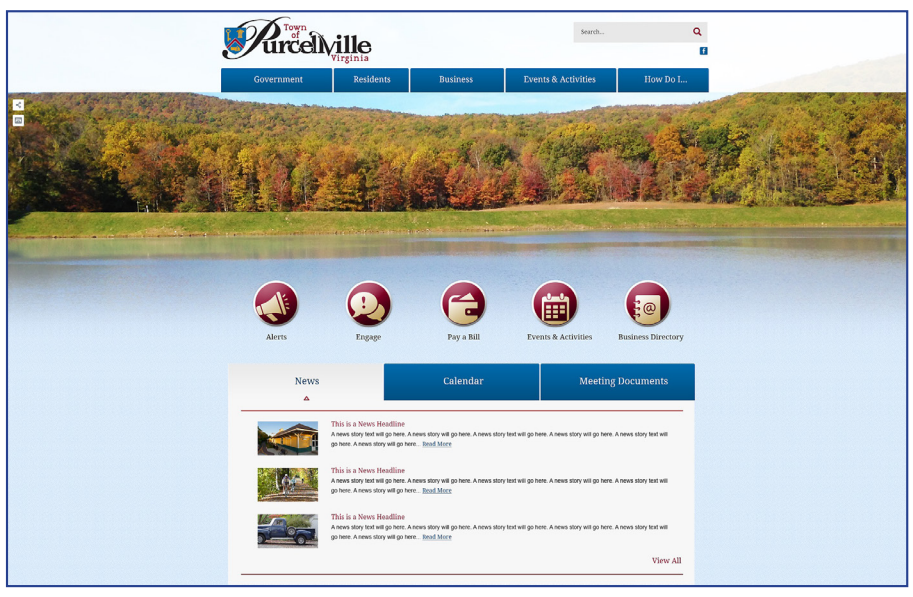
Memorial Day Ceremony – Monday, May 30th. Join us midday for our annual Memorial Day Ceremony honoring America's fallen servicemen and women. More information to be distributed as the ceremony draws near.

July 4th Parade – Show your patriotism by joining your fellow neighbors to watch the parade down Main Street. Or participate with your favorite organization – applications available later in April. It's always a great time with the community. More details to follow.

Save the date for this year's Wine & Food Festival – Saturday, July 16. More information to come!

You can get all the latest updates on our website or Facebook page. *www.purcellvilleva.gov/events*

Get Engaged!



Have you "Liked" our Facebook page?

All the latest information and pictures are posted on Facebook. Check us out and be sure to invite your friends to Like us, too!
www.facebook.com/PurcellvilleVA

Are you signed up to receive 'News Flash' alerts?

Get informed of Press Releases, Safety Alerts, and Important Information. Alerts are sent to your email and/or via text. It's quick, free, and easy.
www.purcellvilleva.gov/list.aspx

In Other Great News. . .

The Town is updating its website to be more user-friendly and visually pleasing. A sneak-peek photo is above, and a "soft-launch" will occur in mid- to late-April. Check out the website for more details.
www.purcellvilleva.gov

Community Corner

We are excited to present this section of the Newsletter to spotlight photographs taken by members of the community. These pictures highlight some of our favorite things about the Town of Purcellville. If you would like to submit a picture for consideration in future Newsletters, contact the Town at *info@purcellvilleva.gov*.

For submitting: Please submit .png or .jpg files only. For quality print reproduction, we will need high resolution images. Either large sized files at 72 dpi or small sized files at 300 dpi. Please set your camera on its highest settings. ■

Courtesy: Tim Ratliff

Courtesy: Dave Levinson