



City Council
Thursday, March 13, 2025

AGENDA

AMENDED

Changes highlighted.

Council & Economic Development Authority Joint Closed Session - 4pm, New College Institute -- Gardner Board Room

- a. 2.2-3711 A(5) Discussion concerning a prospective business or industry or the expansion of an existing business or industry where no previous announcement has been made of the business' or industry's interest in locating or expanding its facilities in the community.
- b. 2.2-3711 A(3) and 2.2-3711 A(6) Discussion concerning items related to the discussion or consideration of the acquisition of real property for a public purpose, or of the disposition of publicly held real property, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body, as allowed.

City Council Closed Session - 5pm, New College Institute -- Gardner Board Room

- a. 2.2-3711 A (1) Discussion, consideration, or interviews of prospective candidates for employment; assignment, appointment, promotion, performance, demotion, salaries, disciplining, or resignation of specific public officers, appointees, or employees of any public body; In regards to the City Manager and City Attorney position.

Work Session - 6pm, Municipal Building -- Room 208

1. Briefings and Presentations

- a. Blue Ridge Outdoor Recreation & Park Design Plan
- b. Presentation of Park Improvement Study
- c. Human Resources Update

2. Discuss Consent Agenda Items

- a. Discuss and Consider Rescheduling April 8, 2025 City Council Meeting to April 1st 2025.
- b. Discuss and Consider February 25, 2025 City Council Meeting Minutes
- c. Discuss and Consider City Council Retreat Meeting Minutes

Regular Session - 7pm, Council Chambers

- 3. Call to Order**
- 4. Pledge to the American Flag**
- 5. Invocation**
- 6. Presentations and Proclamations**
 - a. Women's History Month Proclamation
 - b. Police Annual Report
- 7. Consent Agenda**
 - a. Discuss and Consider Rescheduling April 8th 2025 City Council Meeting to April 1st 2025.
 - b. Discuss and Consider February 25, 2025 City Council Meeting Minutes
 - c. Discuss and Consider City Council Retreat Meeting Minutes
- 8. Regular Agenda or New Business**
 - a. Discussion of 2025 Tax Rate
- 9. Take any action necessary as a result of the Executive Session.**
- 10. City Hall Reporting & Announcements**
 - a. Public Information Officer
- 11. Communications from Visitors / Business from the Floor**
 - a. Melody Cartwright
- 12. Comments by Members of City Council**
- 13. Comments by City Manager**
- 14. Adjournment**



Item: 1.a.

ITEM REPORT

To: City Council

From:

Subject: Blue Ridge Outdoor Recreation & Park Design Plan

Department/Office: Community Engagement

Meeting Date: March 13, 2025

Summary:

Recommended Action:

Fiscal Impact:

Attachments:

1. Foothills of the Blue Ridge Fact Sheet



FACT SHEET

PLAN GOALS



ASSETS

Assess and inventory the existing outdoor recreation assets in the Foothills of the Blue Ridge Region, evaluating their current condition and capacity to offer a high-quality outdoor experience for all users.



PARTNERS

Collaborate with government entities, community leaders, and the public to identify ongoing and planned projects aimed at enhancing the quality of life for both residents and visitors.



GAPS

Identify new, compelling tourism infrastructure projects to promote the outdoor economy, enhance the quality of life, and drive private investment.



UNITY

Identify projects that also help achieve broader community goals, such as young adult and workforce retention, small business growth, environmental quality, and active living.



VISUAL

Develop a 15-year action plan that captures community interest and inspires a shared vision by incorporating compelling renderings, site master plans, 3D illustrations, and other visual elements to clearly convey recommendations and ideas.



STRATEGY

Provide the steering committee and their partners with clear strategies and a prioritization schedule for implementing the plan recommendations.

PLAN PURPOSE

The Foothills of the Blue Ridge Outdoor Recreation Plan is a community-driven initiative designed to create a 15-year roadmap for enhancing outdoor recreation, connectivity, and sustainability across the region. Covering Patrick County, Henry County, and the City of Martinsville, this plan aims to extend regional recreation opportunities while promoting responsible growth.

Led by Friends of Southwest Virginia and funded by grants from the Appalachian Regional Commission and the Tobacco Region Revitalization Commission, the plan seeks to strengthen ecotourism and outdoor activities. The goal is to boost regional connectivity, foster partnerships, and strategically expand recreational assets.

The plan envisions increasing the economic impact of outdoor recreation, improving quality of life for residents, and elevating current assets to ensure long-term sustainability and economic growth.

THE PLANNING PROCESS

1) Research and Preliminary Analysis

The consultant team will hold a direction-setting meeting with the steering committee to discuss key opportunities and challenges, compile a comprehensive database of existing outdoor recreation assets, and assess current resources and infrastructure.

2) Stakeholder and Public Engagement

Host interviews and focus groups with government officials and community leaders to gather insights. Create a promotional video and leverage social media to encourage public participation in an online survey. Develop a dedicated project website to serve as an information hub throughout the planning process.

3) Plan Development

Guided by the steering committee, stakeholders, and community input, the consultant team will develop a framework outlining preliminary recommendations for enhancing and expanding outdoor recreation assets. Following this, the team will initiate a second round of public engagement to gather further feedback.

4) Final Plan

The final 15-year action plan will encompass all recommendations, a phasing schedule, and an outline of potential grant funding sources. The plan will be made publicly accessible on the project website.

CONTACT



Jen Otey
Outdoor Recreation Development Manager
Friends of Southwest Virginia
(276) 492-2400
jotey@myswva.org



Tim Johnson
Director of Outdoor Recreation Planning
Destination by Design Planning
(828) 413-0546
tim@DbDplanning.com



Item: 1.b.

ITEM REPORT

To: City Council

From: Greg Maggard, Managing Director of Public Works

Subject: Presentation of Park Improvement Study

Department/Office: Public Works

Meeting Date: March 13, 2025

Summary:

Recommended Action:

Fiscal Impact:

Attachments:

1. Citizen Advisory Committee PARK tour findings

Citizen Advisory Committee, October 30, 2024 Park Tour Findings Report

February 4, 2025

Greg Maggard



- On October 30, 2024, three members of the Martinsville Citizen Advisory Committee, Greg Maggard, and Hanna Powell conducted a walking tour of City Park, Baldwin Park, and Southside Park.
- The purpose of the tour was to generate a list of proposed park improvements.
- The following slide contains a summary of the improvements identified during the tour.



TOUR FINDINGS

Citizen's Advisory Board Park Tour

October 30, 2024

Findings

City Park –

1. Bathrooms require extensive interior renovations and heavy cleaning of the outside
2. Upper picnic structure needs the roof repaired, and the power line replaced
3. A 20' pedestrian bridge to access the disk golf course is missing.
4. Replace 2 basketball backboards and hoops
5. Metal plating needed at the skate park
6. Structure anchors are loose at the skate park
7. Repair the broken water fountain
8. Sponsorship opportunity on disk golf hole descriptions
9. Replace swing sets (3)
10. Evaluate and repair drainage issues above and through the large picnic structure
11. Partially block the Nature Trail Entrance to prohibit vehicles from entering

Baldwin Park –

1. Remove the existing tennis court and replace the basketball court with fencing
2. Clear debris from the entrance road and possibly regrade or pave
3. Install surveillance equipment and signage at the picnic structure and parking lot
4. Install light with photocell at bathrooms
5. Repair concrete stairs
6. Install stairs from the tennis court down to the bathrooms
7. Install a Park Rules sign at the entrance

Southside Park –

1. The basketball court needs resurfacing
2. Renovate bathrooms and concession stand



COST BREAKDOWN

Citizens Advisory Committee - Requested Park Improvements		
Location	Project Description	Cost
City Park	Renovation of Bathroom Facility	\$75,000
City Park	New 20' Pedestrian Bridge to Disk Golf Course	\$20,000
City Park	Repair of Skate Park Structures	\$8,000
City Park	Replace Water Fountain	\$8,000
City Park	Replace Swing Sets (3)	\$15,000
Total		\$126,000
Baldwin Park	Remove Existing Tennis Court and Replace with Basketball/Fitness Court	\$100,000
Baldwin Park	Regrade Entrance Road	\$6,000
Baldwin Park	Install Park Rules Signage	\$3,000
Baldwin Park	Repair Concrete Bleacher Stairs	\$6,000
Baldwin Park	Install Stairs from Upper Park to Bathrooms Below	\$8,000
Baldwin Park	Install Surveillance Equipment at Picnic Structure with Signage	\$10,000
Baldwin Park	Renovation of Bathroom Facility	\$75,000
Total		\$208,000
Southside Park	Renovate Bathrooms and Snackbar	\$400,000
Total		\$400,000
Totals		\$734,000

Questions or Comments?



Item: 1.c.

ITEM REPORT

To: City Council

From: Travis Hodge, Managing Director of Administration

Subject: Human Resources Update

Department/Office: City Management

Meeting Date: March 13, 2025

Summary:

Human Resources Presentation and Update to Council

Recommended Action:

Fiscal Impact:

Attachments:

None



Item: 2.a.

ITEM REPORT

To: City Council

From:

Subject: Discuss and Consider Rescheduling April 8, 2025 City Council Meeting to April 1st 2025.

Department/Office: City Management

Meeting Date: March 13, 2025

Summary:

Recommended Action:

Fiscal Impact:

Attachments:

None



ITEM REPORT

To: City Council

From: Peyton Nibblett, Deputy City Clerk

Subject: Discuss and Consider February 25, 2025 City Council Meeting Minutes

Department/Office: City Management

Meeting Date: March 13, 2025

Summary:

City Council must approve all Meeting Minutes before they are added to official City Records.

Recommended Action:

1. City Council Accept
2. City Council Do Not Accept
3. Othe3r Action as Directed by City Council

Fiscal Impact:

Attachments:

1. Minutes February 25th 2025



INCOMPLETE February 25th, 2025 **Martinsville City Council Meeting Minutes**

5:00 pm - Closed, Executive Session

Room 208, Municipal Building

A Closed meeting of the City of Martinsville, Virginia's Council, was held on February 18, 2025, at 5:00 PM in Conference Room 208, Martinsville Municipal Building, Martinsville, VA. Council Members participating included Vice Mayor, Kathy Lawson; Councilman, Julian Mei; Councilman, Rayshaun Gravely; Councilman, Aaron Rawls, and Mayor Jones. Staff present included City Manager, Aretha Ferrell-Benavides; Assistant to the City Manager, Peyton Nibblett, City Attorney Designee and Interim Managing Director of Development, Eric Payne; Outside Legal Counsel, Jennifer Royer; Chief Operating Officer, Edena Reese-Atmore; Managing Director of Administration, Travis Hodge, and Managing Director of Public Works, Greg Maggard. Mayor Jones called the meeting to order and advised Council would go into Closed Session beginning at 5:00 PM. In accordance with the Code of Virginia, Title 2.2 Chapter 37, Freedom of Information Act and upon a motion by Council Member Lawson and seconded by Council Member Mei with the following 5-0 recorded vote: Council Member Mei, aye; Mayor Jones, aye; Vice Mayor Lawson, aye; Council Member Gravely, aye; Council Member Rawls, aye. Council convened in Closed Session to discuss the following matters:

- a. Consultation with legal counsel and briefings by staff members or consultants pertaining to actual or probable litigation, where such consultation or briefing in open meeting would adversely affect the negotiating or litigating posture of the public body. For the purposes of this subdivision, "probable litigation" means litigation that has been specifically threatened or, on which the public body or its legal counsel has a reasonable basis to believe will be commenced by or against a known party. Nothing in this subdivision shall be construed to permit the closure of a meeting merely because an attorney representing the public body is in attendance or is consulted on a matter. In relation to Retirees', Baig, and Mook lawsuits.



6:00 pm - Work Session

Room 208, Municipal Building

1. Discuss Consent Agenda Items

- a. Discuss and Consider February 18, 2025 Council Meeting Minutes
- b. Discuss and Consider Request for Aid To Localities (ATL) Grant Reappropriation
- c. Discuss and Consider Request for 'Four for Life' Grant Reappropriation
- d. Discuss and Consider Resolution Establishing Charter Review Committee
- e. Discuss and Consider FY24 Appropriations

2. Briefings and Presentations

- a. Foothills of the Blue Ridge Outdoor Recreation Plan
 - i. West Piedmont District Planning Commission gave an update on their recent partnering with Destination by Design on the Blue Ridge Outdoor Recreation Plan in order to increase outdoor recreational activity. The project takes into effect City parks, with particular interest in Baldwin Park. Goals is to take local community assets and elevate them to regional standards.
- b. Grant Policy Presentation
 - i. Brief presentation on updates to Grant application and approvals process. Went over the timeline, requesting 21 working days in order to allow for increased Council awareness.

7:00 pm - Regular Session

City Council Chambers, Municipal Building

All Council members were present.

1. Call to Order

2. Pledge to the American Flag

3. Invocation

- a. Led by Ophelia Griggs

4. Proclamations and Presentations

- a. Demo List Update and Process
 - i. A Presentation of the up-to-date Demolition List by Building Official and Zoning Administration Kris Bridges, with a comprehensive timeline of demolitions dating back to 2017.



5. Consent Agenda

- a. Discuss and Consider February 18, 2025 Council Meeting Minutes
 - i. **Approved** by Motion made by Councilor Lawson and Seconded by Councilor Gravely.
Approved with the following vote; Lawson, aye; Mei, aye; Rawls, aye; Gravely, aye;
Jones, aye
 - ii. Approved with 5:0 Vote
- b. Discuss and Consider Request for Aid To Localities (ATL) Grant Reappropriation
 - i. **Approved** by Motion made by Councilor Lawson and Seconded by Councilor Gravely.
Approved with the following vote; Lawson, aye; Mei, aye; Rawls, aye; Gravely, aye;
Jones, aye
 - ii. Approved with 5:0 Vote
- c. Discuss and Consider Request for 'Four for Life' Grant Reappropriation
 - i. **Approved** by Motion made by Councilor Lawson and Seconded by Councilor Gravely.
Approved with the following vote; Lawson, aye; Mei, aye; Rawls, aye; Gravely, aye;
Jones, aye
 - ii. Approved with 5:0 Vote
- d. Discuss and Consider Resolution Establishing Charter Review Committee
 - i. **Approved** by Motion made by Councilor Lawson and Seconded by Councilor Gravely
with the amendment to edit the erroneously spelled names to “Teague” and “Bowles”.
Approved with the following vote; Lawson, aye; Mei, aye; Rawls, aye; Gravely, aye;
Jones, aye
 - ii. Approved with 5:0 Vote
- e. Discuss and Consider FY24 Appropriations for School District
- f. **Approved** with a Motion made by Councilor Lawson and Seconded by Councilor Gravely.
Approved with the following roll call vote; Lawson, aye; Mei, aye; Rawls, aye; Gravely, aye;
Jones, aye
- g. Approved with 5:0 Vote

6. Public Hearing

- a. None

7. Regular Agenda or New Business

- a. None



8. Actions necessary as a result of the Executive Session
 - A. None
9. City Hall Reporting and Announcements
 - A. Financial Update
 - B. Public Information Officer
10. Communications from Visitors / Business from the Floor
 - A. Sharon Carter
 - B. John Mayhan
11. Comments by Members of City Council
12. Communications by City Manager
13. Adjournment



Item: 2.c.

ITEM REPORT

To: City Council

From: Peyton Nibblett, Deputy City Clerk

Subject: Discuss and Consider City Council Retreat Meeting Minutes

Department/Office: City Management

Meeting Date: March 13, 2025

Summary:

City Council must approve all City Council Meeting Minutes before they are adopted into City Record.

Recommended Action:

1. City Council Approve
2. City Council Do Not Approve
3. Any other action as determined by Council

Fiscal Impact:

Attachments:

1. February 28th 2025 City Council Retreat Minutes



Minutes -- CITY COUNCIL CITY OF MARTINSVILLE, VIRGINIA

9:00 AM City Council Retreat
Danville Institute for Advanced Learning and Research
150 Slayton Ave, Danville VA 24540

Friday, February 28th, 2025

The City of Martinsville City Council met at Danville Institute for Advanced Learning and Research for their annual Council Retreat on Friday, February 28th 2025. Mayor Jones called the meeting to order at 9AM. Council members present were: Mayor LC Jones, Vice Mayor Kathy Lawson, Councilmember Julian Mei, and Councilmember Rayshaun Gravely. Councilmember Rawls was absent. Retreat Facilitators present were Margaret Schmitt and Kimball Payne. Staff members present were: City Manager, Aretha R. Ferrell-Benavides; Chief Operating Officer, Edena Reese-Atmore; Deputy City Clerk, Peyton Nibblett; Executive Assistant, Shasta Carmichael; Managing Director of Public Works, Greg Maggard; Managing Director of Administration, Travis Hodge; Chief Finance Officer, J. Richard Stanfield; Interim Chief Technology Officer, Jared Pruett; Interim Managing Director of Development, Eric Payne and Director of Budget and Procurement, Robert Floyd; Local media was also present. Council convened with the following suggested goals:

- Suggested goals: (1) Work as a team and develop consensus (2) Encourage input from all Council members (3) Discuss how to work together as an effective team (4) Discuss effective governance principles (5) Receive a briefing on finances and the budget (6) Review progress addressing actions identified in previous retreats (7) Identify priorities for the next two years (8) Craft a work plan for the next 18 to 24 months (9) Identify longer term issues

Team Building

Effective Governance Scenarios & Discussion

Closed Session 10:30AM - 12PM

a. Discussion, consideration, or interviews of prospective candidates for employment; assignment, appointment, promotion, performance, demotion, salaries, disciplining, or resignation of specific public officers, appointees, or employees of any public body, regarding City Attorney and City Manager.

Lunch 12 PM - 12:30 PM

Finance and Budget Briefing



Minutes -- CITY COUNCIL
CITY OF MARTINSVILLE, VIRGINIA

**Review the City's Vision, Mission, and Values Statements, and
Four Strategic Policy Targets – Revise as Appropriate**

Adjournment - 5PM



Item: 6.a.

ITEM REPORT

To: City Council

From:

Subject: Women's History Month Proclamation

Department/Office: City Management

Meeting Date: March 13, 2025

Summary:

Recommended Action:

Fiscal Impact:

Attachments:

None



ITEM REPORT

To: City Council

From:

Subject: Police Annual Report

Department/Office: Police

Meeting Date: March 13, 2025

Summary:

Police Annual Report

Recommended Action:

Fiscal Impact:

Attachments:

1. 2024 Annual Report
2. 2024 Annual Report Presentation to Council

2024 Annual Report



**Martinsville Police
Department**

R.B. Fincher
Chief of Police
276-403-5300

Contents

3	Mission Statement
4	A Chief's Message
5-9	Organizational Structure
10-14	Crime Data
15	NRO Program
16-18	Awards and Recognition
19	New Employees
20-24	Community Engagement
25	VLEPSC Accreditation
26-27	Grants
28	Operation Bold Blue Line
29	Collaborative Partners
30	Follow Us

THE MPD MISSION

**Serving our community with pride,
professionalism and respect.**

MISSION STATEMENT

We, the members of the Martinsville Police Department, are committed to being responsive to our community in the delivery of quality services. Recognizing the responsibility to maintain order while affording dignity and respect to every individual, our objective is to improve the quality of life through a community partnership that promotes safe, secure neighborhoods.

CHIEF'S MESSAGE

Dear Citizens,

As we close another year and look ahead to the future, I want to take a moment to reflect on all that we have accomplished together as a community. This past year has been one of progress and resilience, and I am incredibly proud of the partnership between our police department and the people we serve.

Crime rates have declined by double digits, thanks to the dedication of our officers and the active engagement of our residents. Partnerships with local, state, and federal agencies have furthered our crime reduction goals like never before.

Our department has continued to grow and innovate, implementing new technologies and training programs to enhance public safety. Whether responding to emergencies, assisting those in need, or simply being present in your neighborhoods, our officers have worked tirelessly to uphold the values of integrity, respect, and service.

Of course, none of this would be possible without you—the citizens who make this community strong. Your support, collaboration, and commitment to one another make this city not just a place to live but a place to thrive.

As we enter the new year, I encourage us to build upon this momentum. Let's continue to work together, support one another, and create an even brighter future for our city.

Sincerely,
Robert Fincher
Chief of Police

FBI
NATIONAL
COMMAND
COURSE
CERTIFICATE



Organizational Chart

Administration



Chief R. B. Fincher



**Administrative Assistant
Dawn Hale**



Major C. H. Rhoads



Captain J. B. Lovell



Captain B.D. Peters

Organizational Chart

Investigations

Lieutenant
R.J. Barrow

Criminal Investigations



Lieutenant
E. M. Eggleston

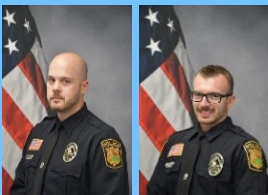
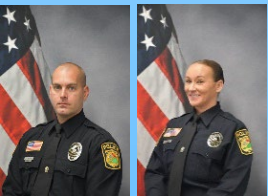
Special Investigations Division



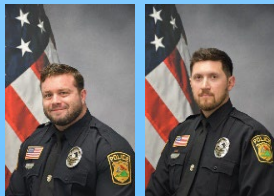
Organizational Chart

Patrol Division

A - Shift



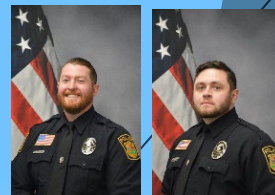
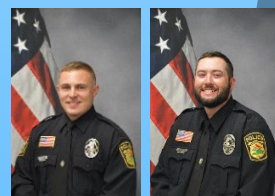
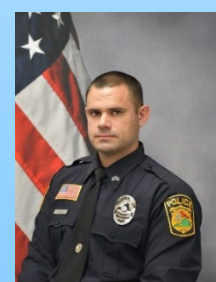
B - Shift



C - Shift



D - Shift



Organizational Chart

Community Resource Sergeants



Animal Control



School Resource Officers



Organizational Chart

Records Division



Chaplains

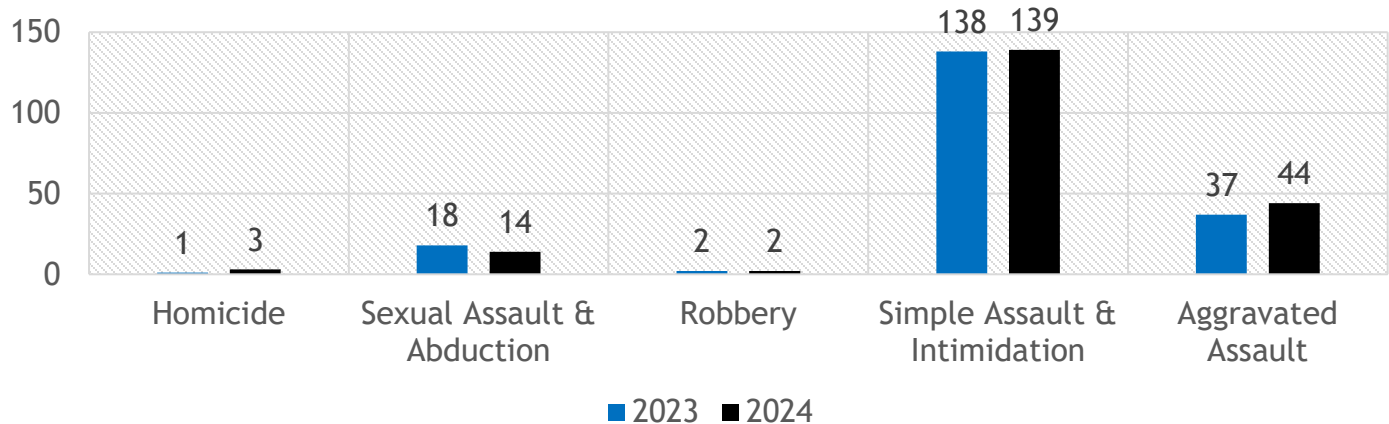


K9

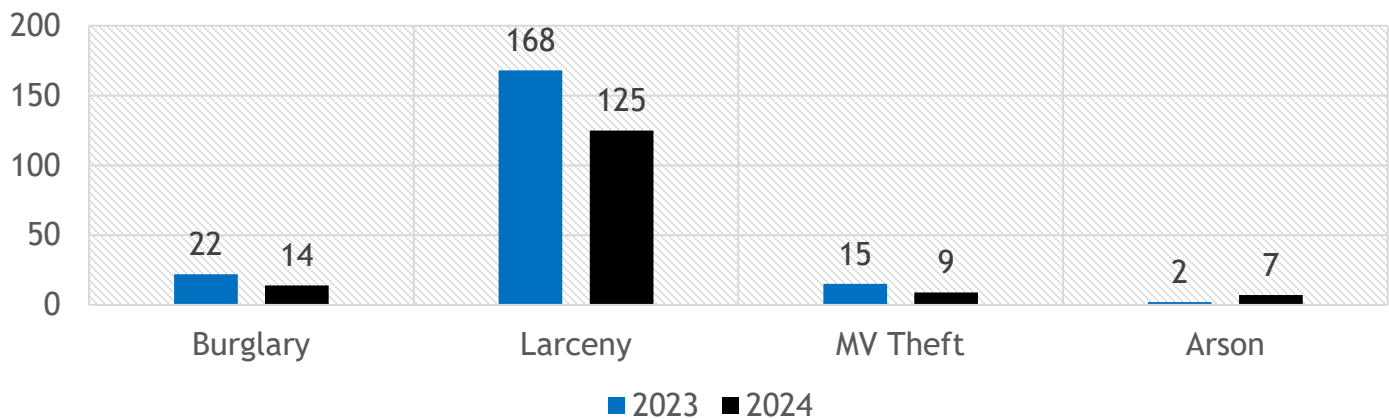


Year in Review

VIOLENT CRIME



PROPERTY CRIME



TOTAL CRIME 2023

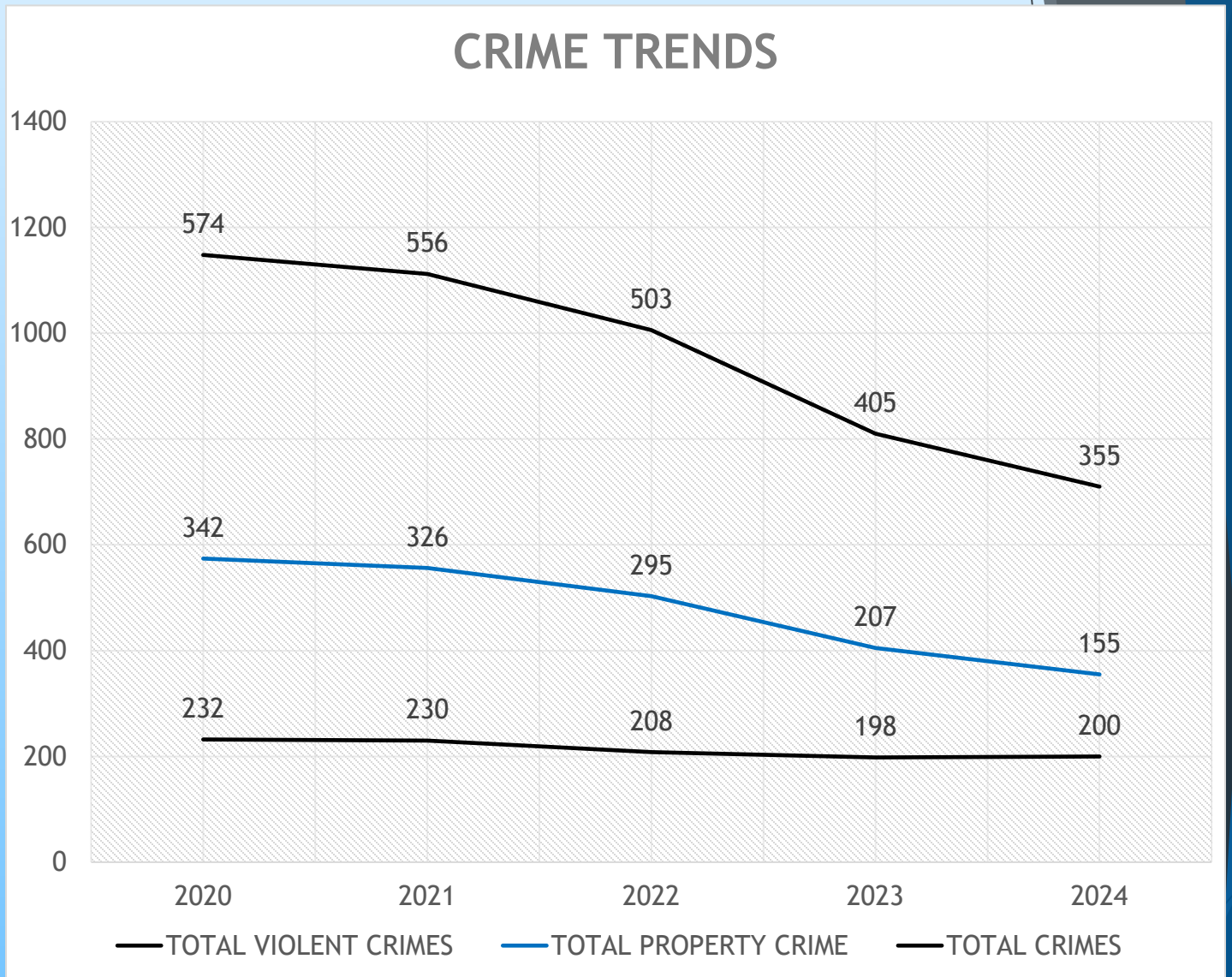
403

TOTAL CRIME 2024

357

11.41% DECREASE IN CRIME

CRIME TRENDS



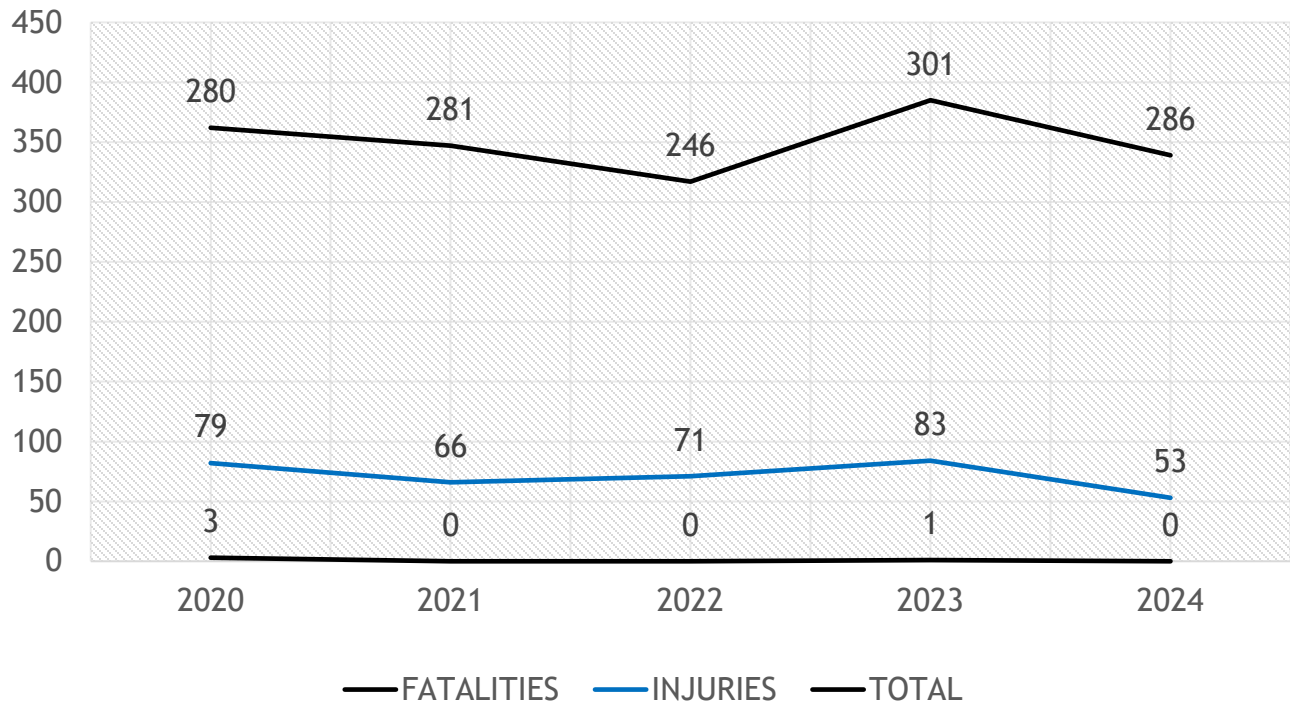
DEFINITION OF SELECT GROUP “A” OFFENSES:

VIOLENT CRIMES: *Homicide, Sexual Assault, Robbery, Abduction, Simple/Aggravated Assault, Intimidation*

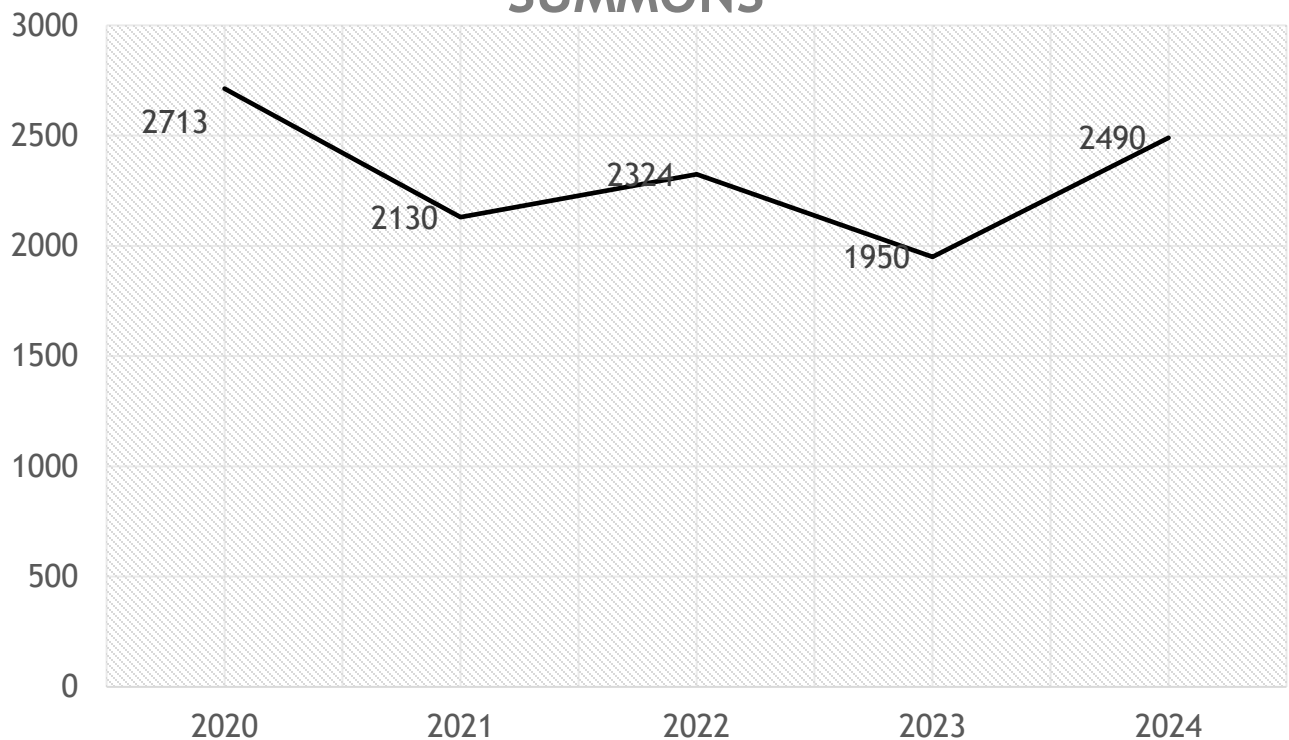
CRIMES AGAINST PROPERTY: *Burglary, Larceny (including Shoplifting), Motor Vehicle Theft and Arson*

TRAFFIC

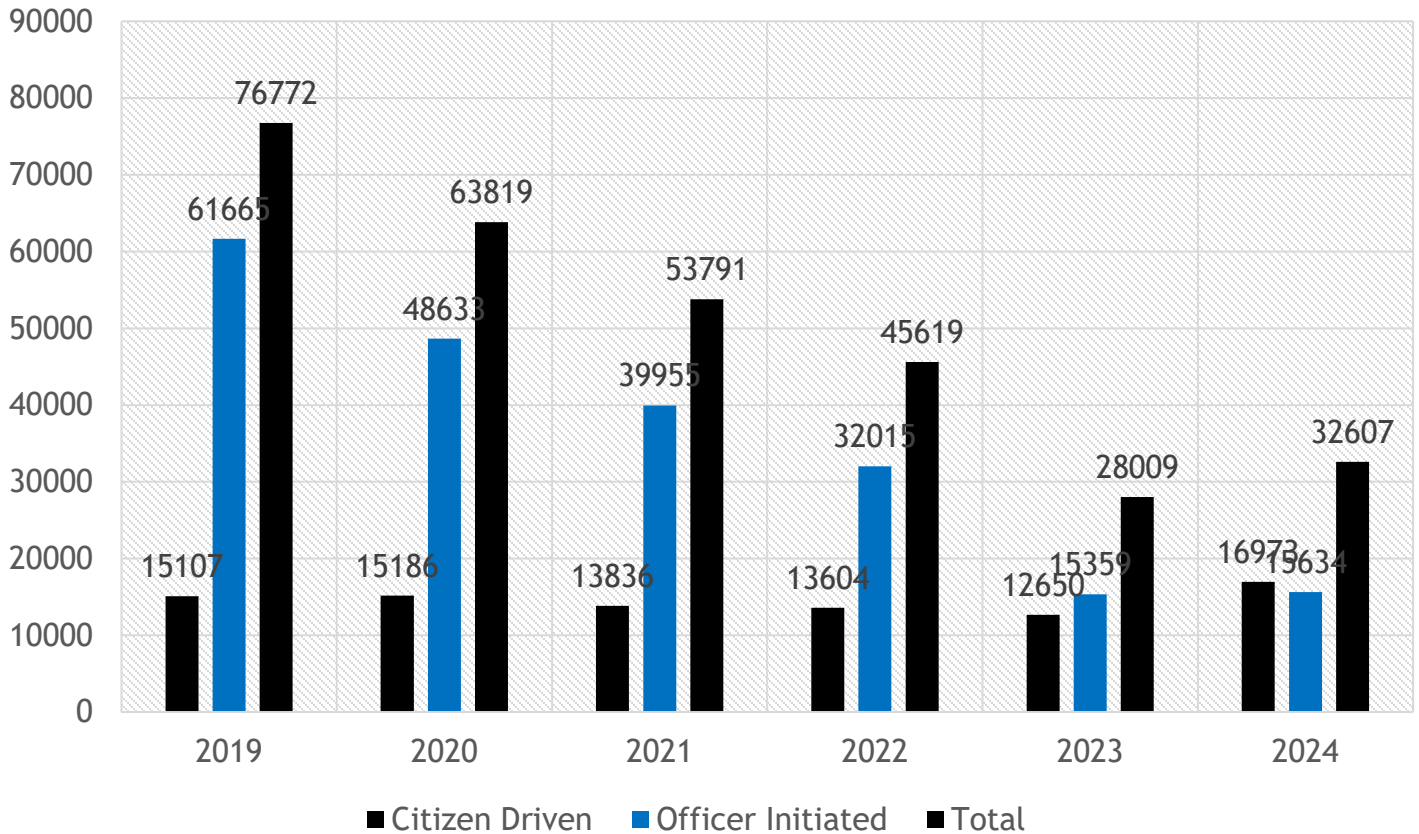
Reportable Motor Vehicle Crashes



SUMMONS



Citizen/Officer Initiated Calls For Service

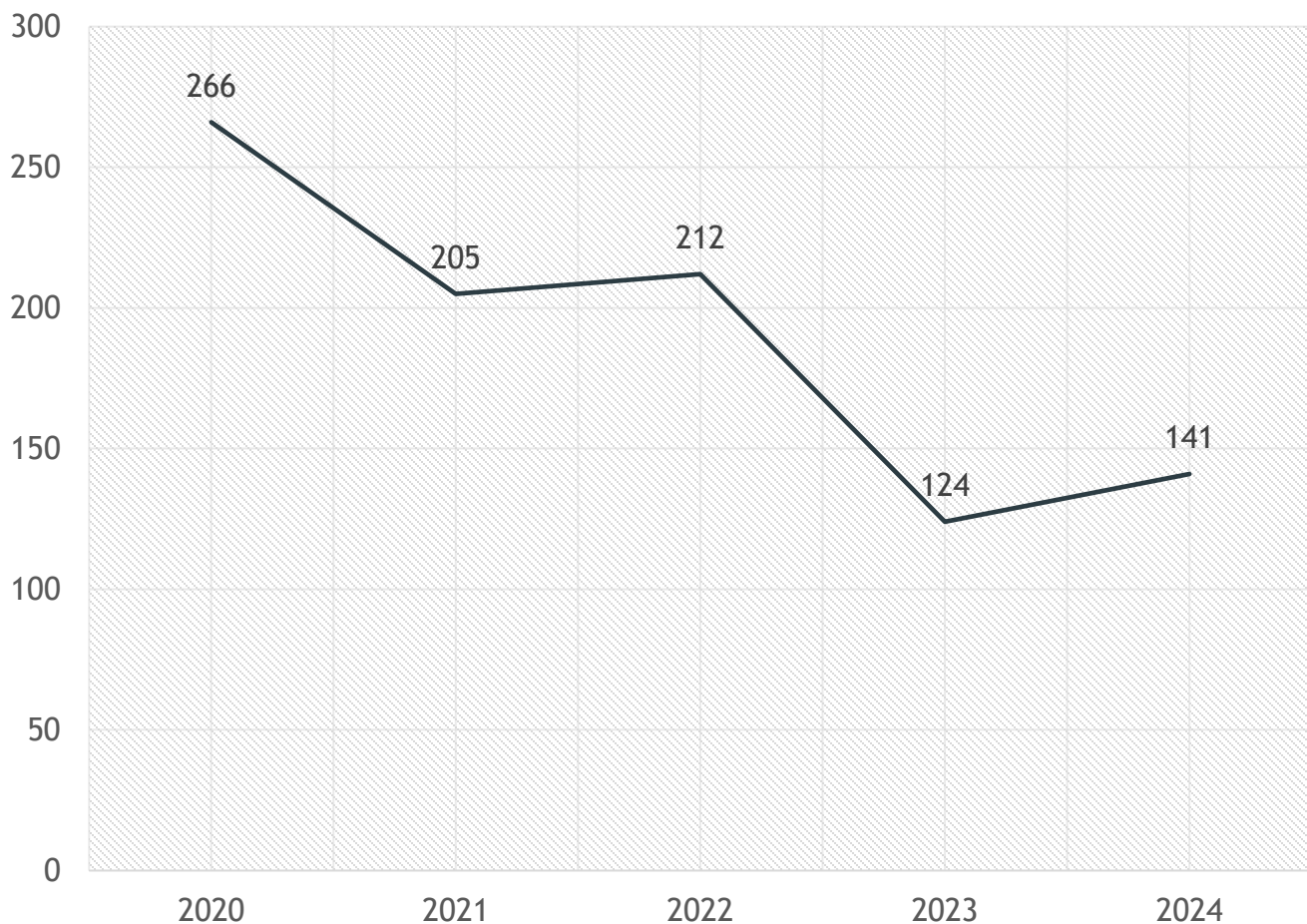


CITIZENS' TOP 10 CALLS FOR SERVICE 2024

1. Call by Phone	1484
2. Suspicious Circumstances	1233
3. Dog/Animal Calls	1026
4. Wellbeing Check	653
5. 911 Open Line/Hang Up	643
6. Business Alarms	641
7. Motor Vehicle Accidents	469
8. Disturbances	434
9. Report in person	390
10. Mental Subject	382

TOTAL DRUG ENFORCEMENT

DRUG OFFENSES



All employees at the Martinsville Police Department are certified in the administration of NARCAN.

NRO Program

The Neighborhood Resource Officer (NRO) Program assigns an officer to each of the 22 NRO districts in the City of Martinsville. This program allows each neighborhood to have a point of contact within the police department who can address issues and build relationships within the community. NRO's spend time during their shift in their assigned NRO area.

NRO's are meant to address non-emergency situations. They can provide advice and assist in directing citizens to the resources available to address their concerns.



Awards & Recognition



Fontaine Ruritan
Award



Mothers Against
Drunk Driving Award



Crimestoppers Award

2024 Officer of the Quarter

1st Quarter



2nd Quarter



3rd Quarter



4th Quarter



Officer of the Year



Congratulations to Officer Logan Bowman for being selected as the department's officer of the year. Officer Bowman has been with the department since 2019. Officer Bowman was nominated and selected by his peers because of his outstanding work ethic and dedication to providing good service to the community.

VALOR Award



Lieutenant Doug Graham received the Valor Award at the Virginia Chiefs of Police conference in August. The award is given to officers who demonstrate bravery and professionalism while under grave danger in the line of duty. Graham became one of the few two-time winners in the history of the award. He previously won the award in 2011.

New Officers

**Martinsville Police Department
added 10 new officers to the
department in 2024.**



Community Engagement

Nat'l Wild Turkey Federation Jake's Day



Fast Track



Touch A Truck



West End Reunion



Smith River Festival



Community Engagement



CAREER
DAY



MARIO CART



TOURNAMENT

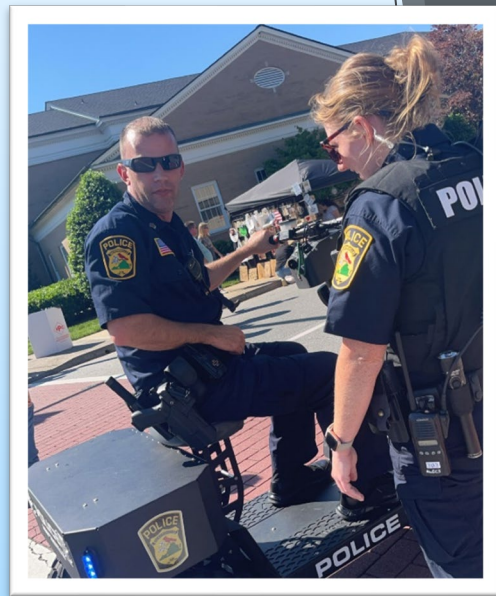
UPTOWN PINBALL



CITIZENS ACADEMY

Community Engagement

VALENTINE'S DAY COMMUNITY OUTREACH



OCTOBERFEST

NATIONAL NIGHT OUT



TORCH RUN

CHRISTMAS PARADE



Community Engagement

Santa Cops For Kids

2024 was our largest shopping event to date. We were able to shop with 150 children from our local community.



Drug Take-Back

The Martinsville Police Department conducted two drug take-backs in 2024. Over 417.7 pounds of unused prescription medications were safely disposed of as a result of this event!



VLEPSC Accredited Agency

The Martinsville Police Department is an accredited agency through the Virginia Law Enforcement Professional Standards Commission. The Department was first accredited in 1998 and has maintained accreditation for 4-year intervals in 2003, 2007, 2011, 2015, 2019 and most recently in January of 2023. Accreditation is the ongoing process whereby agencies evaluate policy and procedure against established criteria and have compliance with that criteria verified by an independent and authoritative body..



Grants & New Equipment

School Zone Speed Enforcement--School zone speed enforcement keep students, parents, and staff safe during peak hours. While most drivers understand how important it is to obey these speed limits, sometimes, the rush of daily life may lead to a momentary lapse in judgment. Maybe you were zoning out and didn't see the speed limit sign, were texting while driving, or in a hurry to get to work.

Cell Brite--provides tools for law enforcement agencies and service providers to collect, review, analyze and manage digital data

DMV Grant--Each year the Martinsville Police Department receives grant funding from the Division of Motor Vehicles. Based on statistical data, the grants are given to jurisdictions in an effort to reduce accidents, injuries and deaths related to vehicle crashes. The 2024 funding was used to purchase a new radar unit and fund additional traffic enforcement efforts.

Total DMV Grant - \$15,001

Grants & New Equipment

Flock cameras which monitor traffic and read the vehicles' license plates.. Assists with vehicles that are reported stolen or otherwise of interest to the police, instantly alerting nearby officers upon a match.

Tru-Narc- Assists with testing drugs in the field.

Bold Blue Line Grant- Governor Glenn Youngkin stood with Attorney General Jason Miyares, Lt. Governor Winsome Earle-Sears, and mayors, police chiefs, and sheriffs from across Virginia to announce Operation Bold Blue Line, a series of concrete actions to reduce homicides, shootings, and violent crime.

HEAT Grant This grant was utilized to purchase CLEAR software licenses. CLEAR is a data integration service that works with the license plate reader systems.

Operation Cease Fire Grant- This grant was utilized to purchase Flock Systems Raven gunshot detectors.

Total Other Grants - \$87,768.80



Operation Bold Blue Line



In 2024, the Martinsville Police Department continued participating in Operation Bold Blue Line and Operation Ceasefire Virginia. These two programs brought together federal, state, and local law enforcement. Governor Youngkin's Bold Blue Line provided equipment, intelligence, and manpower to target crime. Attorney General Miyares' Ceasefire Virginia addresses gun violence with equipment and investigative and prosecutorial resources. In the past two years, Martinsville has received over \$ 1 million in resources from these two programs, resulting in a 29.4% decrease in crime.



Operation Ceasefire Virginia

PARTNERSHIPS



- Martinsville City Sheriff's Office
- Henry County Sheriff's Office
- Virginia State Police
- US Marshal Service
- ATF
- DEA
- Commonwealth Attorney's Office
- Martinsville Victim/Witness Program
- Department of Juvenile Justice
- Southside Survivor Response Center
- Department of Social Services
- 9-1-1 Center
- PRCJTA
- ICAC
- CAC
- Crime Stoppers
- SPCA of Martinsville/Henry County



Crime
Victim/Witness
Rights & Services



Martinsville
Victim/Witness
Program

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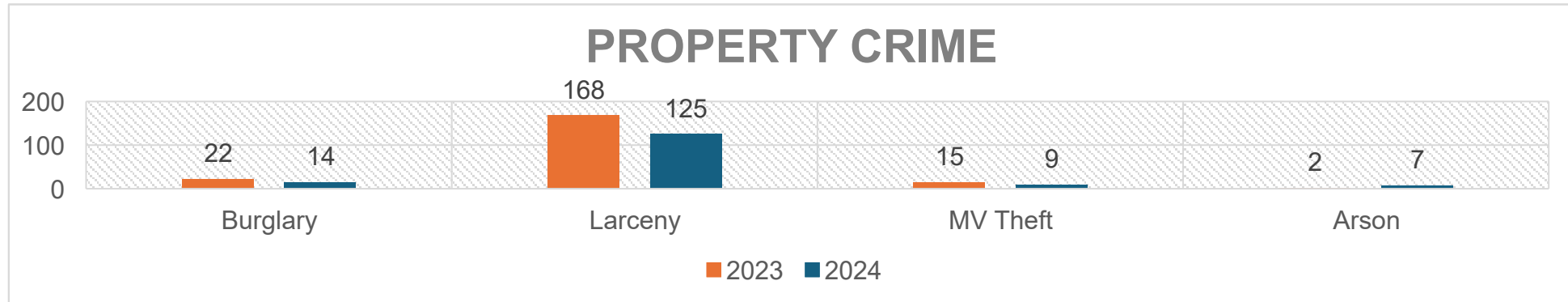
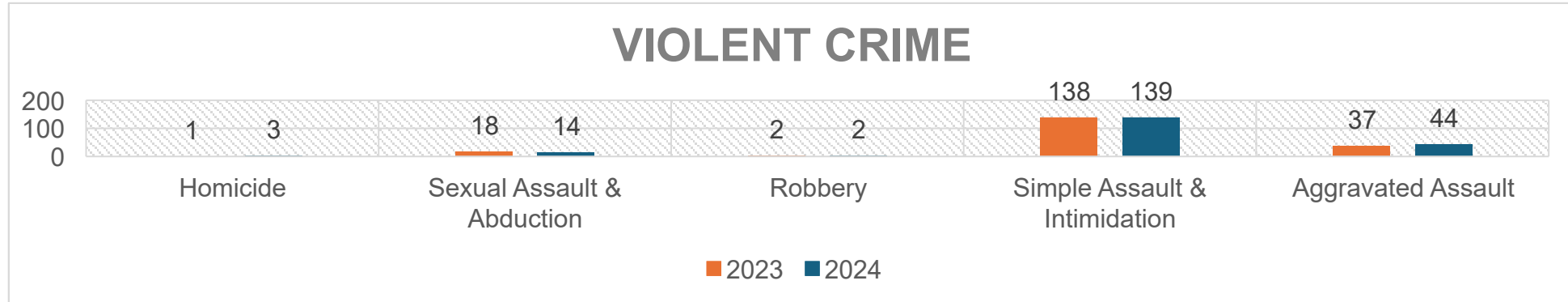


2024 Annual Report Presentation



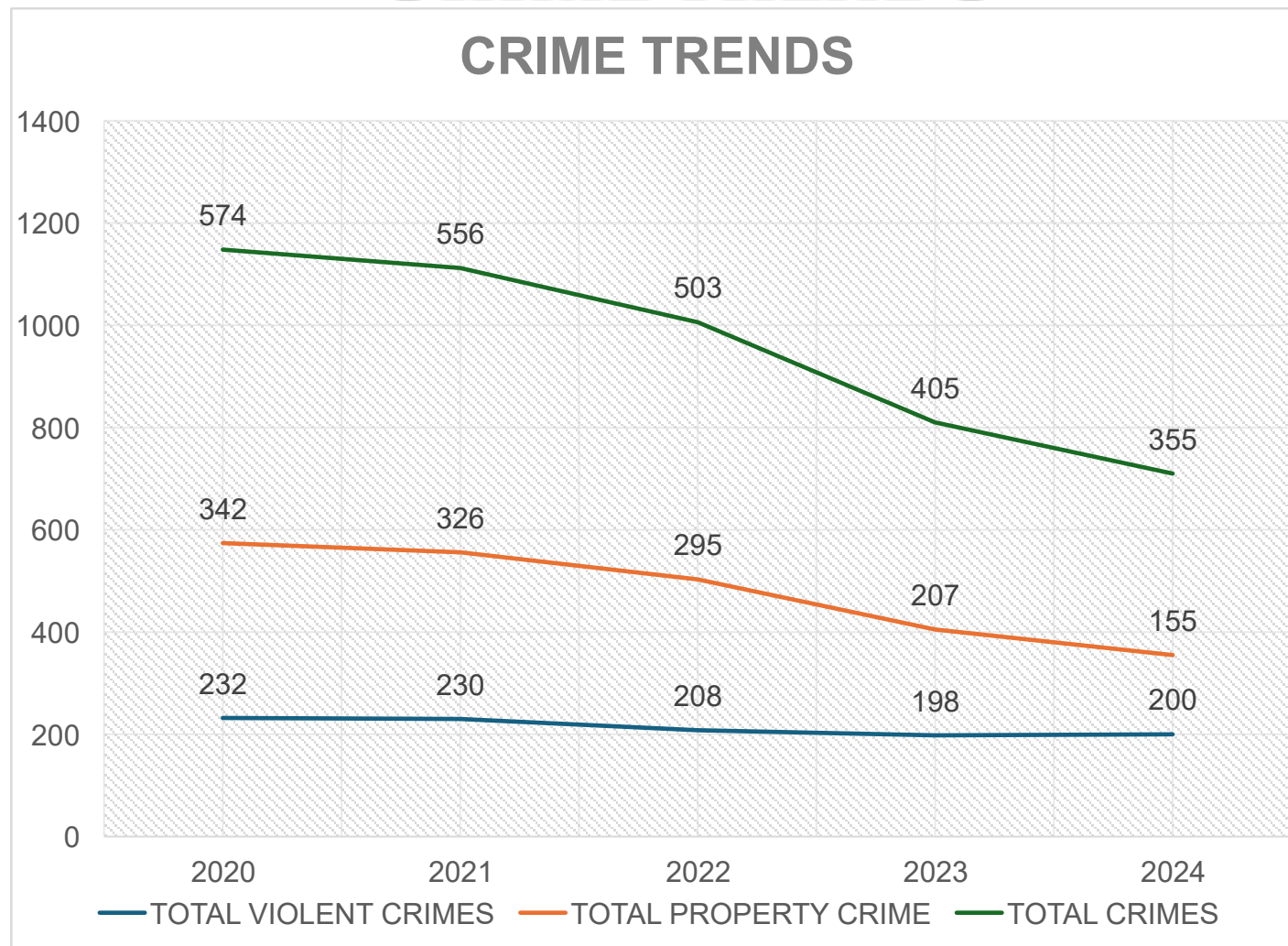
Martinsville Police Department

Year in Review



TOTAL CRIME 2023 403
TOTAL CRIME 2024 357
11.41% DECREASE IN CRIME

CRIME TRENDS



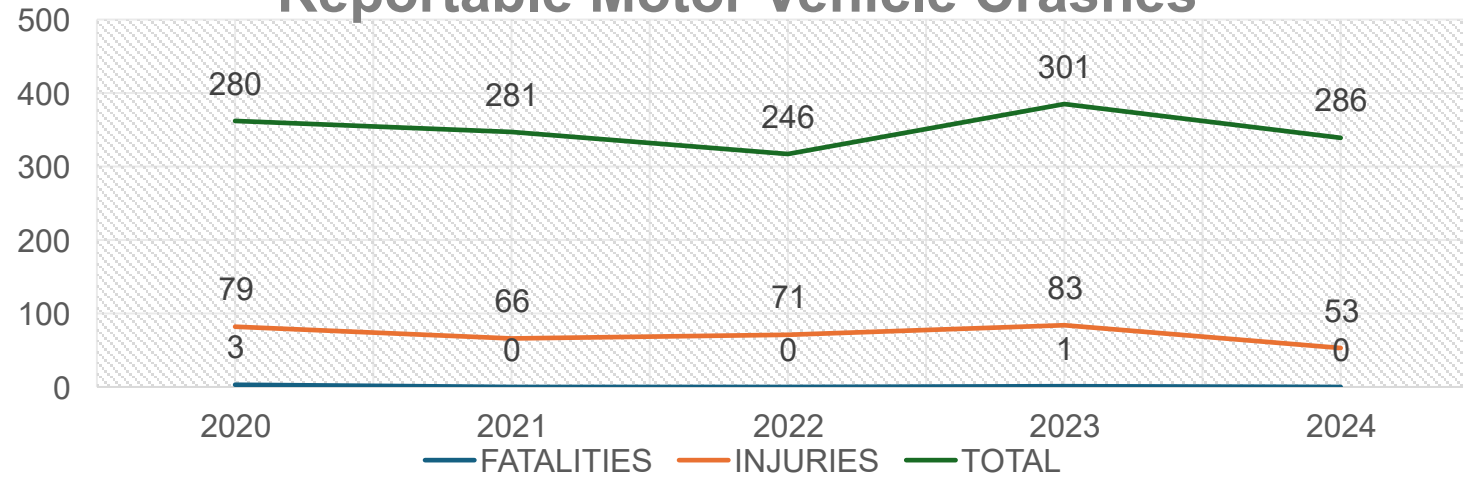
DEFINITION OF SELECT GROUP “A” OFFENSES:

VIOLENT CRIMES: *Homicide, Sexual Assault, Robbery, Abduction, Simple/Aggravated Assault, Intimidation*

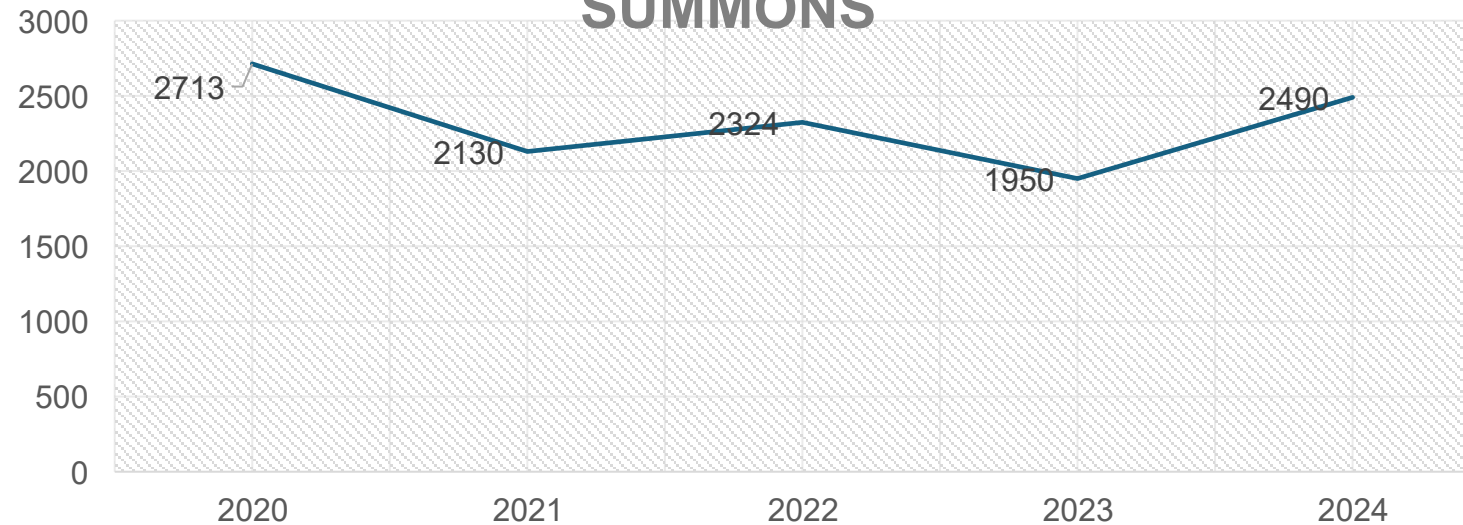
CRIMES AGAINST PROPERTY: *Burglary, Larceny (including Shoplifting), Motor Vehicle Theft and Arson*

TRAFFIC DATA

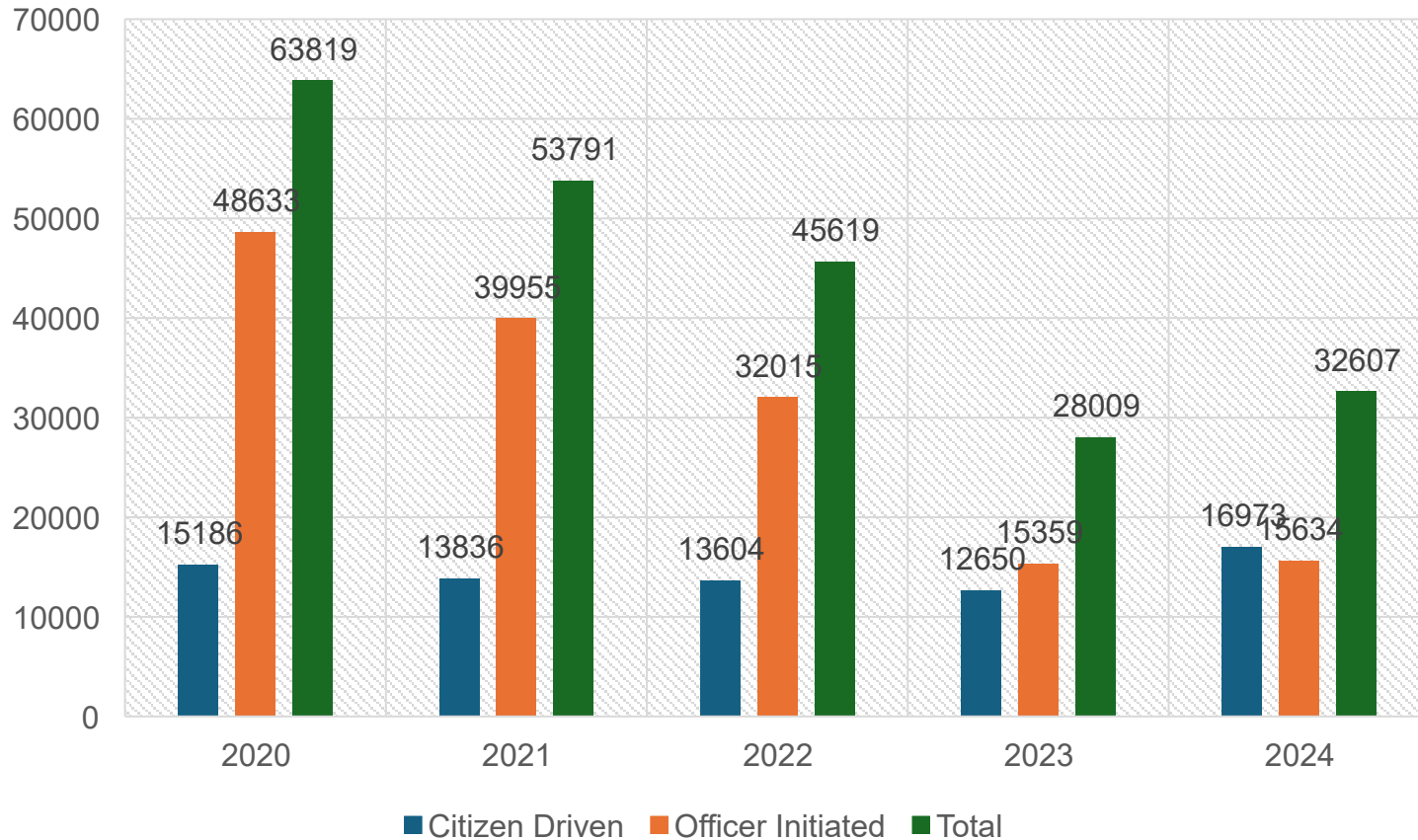
Reportable Motor Vehicle Crashes



SUMMONS



Citizen/Officer Initiated Calls For Service



CITIZENS' TOP 10 CALLS FOR SERVICE 2024

1. Call by Phone 1484
2. Suspicious Circumstances 1233
3. Dog/Animal Calls 1026
4. Wellbeing Check 653
5. 911 Open Line/Hang Up 643
6. Business Alarms 641
7. Motor Vehicle Accidents 469
8. Disturbances 434
9. Report in person 390
10. Mental Subject 382

Operation Bold Blue Line



In 2024, the Martinsville Police Department continued participating in Operation Bold Blue Line and Operation Ceasefire Virginia. These two programs brought together federal, state, and local law enforcement. Governor Youngkin's Bold Blue Line provided equipment, intelligence, and manpower to target crime. Attorney General Miyares' Ceasefire Virginia addresses gun violence with equipment and investigative and prosecutorial resources. In the past two years, Martinsville has received over \$ 1 million in resources from these two programs, resulting in a 29.4% decrease in crime.



Operation Ceasefire Virginia

Grants & New Equipment

Flock cameras monitor traffic and read the vehicles' license plates. Assists with vehicles reported stolen or otherwise of interest to the police, instantly alerting nearby officers upon a match.

Tru-Narc- Assists with testing drugs in the field.

HEAT Grant This grant was utilized to purchase CLEAR software licenses. CLEAR is a data integration service that works with the license plate reader systems.

Operation Cease Fire Grant- This grant was utilized to purchase Flock Systems Raven gunshot detectors.

School Zone Photo Speed Enforcement—The system is operational, but continual improvements are being made. It is dramatically slowing vehicle traffic and has reduced the number of traffic collisions.

Cell Brite provides tools for law enforcement agencies and service providers to collect, review, analyze, and manage digital data

Grants - \$87,768.80

DMV Grant-Each year, the Martinsville Police Department receives grant funding from the Division of Motor Vehicles. Based on statistical data, the grants are given to jurisdictions to reduce accidents, injuries, and deaths related to vehicle crashes. The 2024 funding was used to purchase a new radar unit and fund additional traffic enforcement efforts.

Total DMV Grant - \$15,001

New Officers

Martinsville Police Department
added 10 new officers to the
department in 2024.



Community Engagement

Nat'l Wild Turkey Federation Jake's Day



Fast Track



Career Day

National Night Out



Touch A Truck



West End Reunion



Citizens Academy



Special Olympics Torch Run

Smith River Festival



Mario Kart



Tournament



Uptown Pinball



Drug Take-Back

The Martinsville Police Department conducted two drug take-backs in 2024. Over 417.7 pounds of unused prescription medications were safely disposed of as a result of this event.



Community Engagement

Santa Cops For Kids

2024 was our largest shopping event to date. We were able to shop with 150 children from our local community.



VLEPSC Accredited

Agency

The Martinsville Police Department is an accredited agency through the Virginia Law Enforcement Professional Standards Commission. The Department was first accredited in 1998 and has maintained accreditation for 4-year intervals in 2003, 2007, 2011, 2015, 2019 and most recently in January of 2023. Accreditation is the ongoing process whereby agencies evaluate policy and procedure against established criteria and have compliance with that criteria verified by an independent and authoritative body.



PARTNERSHIPS



- Martinsville City Sheriff's Office
- Henry County Sheriff's Office
- Virginia State Police
- US Marshal Service
- ATF
- DEA
- Commonwealth Attorney's Office
- Martinsville Victim/Witness Program
- Department of Juvenile Justice
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- Department of Social Services
- 9-1-1 Center
- PRCJTA
- ICAC
- CAC
- Crime Stoppers
- SPCA of Martinsville/Henry County





Item: 7.a.

ITEM REPORT

To: City Council

From:

Subject: Discuss and Consider Rescheduling April 8th 2025 City Council Meeting to April 1st 2025.

Department/Office: City Management

Meeting Date: March 13, 2025

Summary:

Recommended Action:

Fiscal Impact:

Attachments:

None



ITEM REPORT

To: City Council

From: Peyton Nibblett, Deputy City Clerk

Subject: Discuss and Consider February 25, 2025 City Council Meeting Minutes

Department/Office: City Management

Meeting Date: March 13, 2025

Summary:

City Council must approve all Meeting Minutes before they are added to official City Records.

Recommended Action:

1. City Council Accept
2. City Council Do Not Accept
3. Other Action as Directed by City Council

Fiscal Impact:

Attachments:

1. Minutes February 25th 2025 (1)



February 25th, 2025
Martinsville City Council Meeting Minutes

5:00 pm - Closed, Executive Session

Room 208, Municipal Building

A Closed meeting of the City of Martinsville, Virginia's Council, was held on February 18, 2025, at 5:00 PM in Conference Room 208, Martinsville Municipal Building, Martinsville, VA. Council Members participating included Vice Mayor, Kathy Lawson; Councilman, Julian Mei; Councilman, Rayshaun Gravely; Councilman, Aaron Rawls, and Mayor Jones. Staff present included City Manager, Aretha Ferrell-Benavides; Assistant to the City Manager, Peyton Nibblett, City Attorney Designee and Interim Managing Director of Development, Eric Payne; Outside Legal Counsel, Jennifer Royer; Chief Operating Officer, Edena Reese-Atmore; Managing Director of Administration, Travis Hodge, and Managing Director of Public Works, Greg Maggard. Mayor Jones called the meeting to order and advised Council would go into Closed Session beginning at 5:00 PM. In accordance with the Code of Virginia, Title 2.2 Chapter 37, Freedom of Information Act and upon a motion by Council Member Lawson and seconded by Council Member Mei with the following 5-0 recorded vote: Council Member Mei, aye; Mayor Jones, aye; Vice Mayor Lawson, aye; Council Member Gravely, aye; Council Member Rawls, aye. Council convened in Closed Session to discuss the following matters:

- a. Consultation with legal counsel and briefings by staff members or consultants pertaining to actual or probable litigation, where such consultation or briefing in open meeting would adversely affect the negotiating or litigating posture of the public body. For the purposes of this subdivision, "probable litigation" means litigation that has been specifically threatened or, on which the public body or its legal counsel has a reasonable basis to believe will be commenced by or against a known party. Nothing in this subdivision shall be construed to permit the closure of a meeting merely because an attorney representing the public body is in attendance or is consulted on a matter. In relation to Retirees', Baig, and Mook lawsuits.



6:00 pm - Work Session

Room 208, Municipal Building

1. Discuss Consent Agenda Items

- a. Discuss and Consider February 18, 2025 Council Meeting Minutes
- b. Discuss and Consider Request for Aid To Localities (ATL) Grant Reappropriation
- c. Discuss and Consider Request for 'Four for Life' Grant Reappropriation
- d. Discuss and Consider Resolution Establishing Charter Review Committee
- e. Discuss and Consider FY24 Appropriations

2. Briefings and Presentations

- a. Foothills of the Blue Ridge Outdoor Recreation Plan
 - i. West Piedmont District Planning Commission gave an update on their recent partnering with Destination by Design on the Blue Ridge Outdoor Recreation Plan in order to increase outdoor recreational activity. The project takes into effect City parks, with particular interest in Baldwin Park. Goals is to take local community assets and elevate them to regional standards.
- b. Grant Policy Presentation
 - i. Brief presentation on updates to Grant application and approvals process. Went over the timeline, requesting 21 working days in order to allow for increased Council awareness.

7:00 pm - Regular Session

City Council Chambers, Municipal Building

All Council members were present.

1. Call to Order

2. Pledge to the American Flag

3. Invocation

- a. Led by Ophelia Griggs

4. Proclamations and Presentations

- a. Demo List Update and Process
 - i. A Presentation of the up-to-date Demolition List by Building Official and Zoning Administration Kris Bridges, with a comprehensive timeline of demolitions dating back to 2017.



5. Consent Agenda

- a. Discuss and Consider February 18, 2025 Council Meeting Minutes
 - i. **Approved** by Motion made by Councilor Lawson and Seconded by Councilor Gravely.
Approved with the following vote; Lawson, aye; Mei, aye; Rawls, aye; Gravely, aye;
Jones, aye
 - ii. Approved with 5:0 Vote
- b. Discuss and Consider Request for Aid To Localities (ATL) Grant Reappropriation
 - i. **Approved** by Motion made by Councilor Lawson and Seconded by Councilor Gravely.
Approved with the following vote; Lawson, aye; Mei, aye; Rawls, aye; Gravely, aye;
Jones, aye
 - ii. Approved with 5:0 Vote
- c. Discuss and Consider Request for 'Four for Life' Grant Reappropriation
 - i. **Approved** by Motion made by Councilor Lawson and Seconded by Councilor Gravely.
Approved with the following vote; Lawson, aye; Mei, aye; Rawls, aye; Gravely, aye;
Jones, aye
 - ii. Approved with 5:0 Vote
- d. Discuss and Consider Resolution Establishing Charter Review Committee
 - i. **Approved** by Motion made by Councilor Lawson and Seconded by Councilor Gravely
with the amendment to edit the erroneously spelled names to “Teague” and “Bowles”.
Approved with the following vote; Lawson, aye; Mei, aye; Rawls, aye; Gravely, aye;
Jones, aye
 - ii. Approved with 5:0 Vote
- e. Discuss and Consider FY24 Appropriations for School District
- f. **Approved** with a Motion made by Councilor Lawson and Seconded by Councilor Gravely.
Approved with the following roll call vote; Lawson, aye; Mei, aye; Rawls, aye; Gravely, aye;
Jones, aye
- g. Approved with 5:0 Vote

6. Public Hearing

- a. None

7. Regular Agenda or New Business

- a. None



8. Actions necessary as a result of the Executive Session
 - A. None
9. City Hall Reporting and Announcements
 - A. Financial Update
 - B. Public Information Officer
10. Communications from Visitors / Business from the Floor
 - A. Sharon Carter
 - B. John Mayhan
11. Comments by Members of City Council
12. Communications by City Manager
13. Adjournment





Item: 7.c.

ITEM REPORT

To: City Council

From: Peyton Nibblett, Deputy City Clerk

Subject: Discuss and Consider City Council Retreat Meeting Minutes

Department/Office: City Management

Meeting Date: March 13, 2025

Summary:

City Council must approve all City Council Meeting Minutes before they are adopted into City Record.

Recommended Action:

1. City Council Approve
2. City Council Do Not Approve
3. Any other action as determined by Council

Fiscal Impact:

Attachments:

None



Item: 8.a.

ITEM REPORT

To: City Council

From:

Subject: Discussion of 2025 Tax Rate

Department/Office: City Management

Meeting Date: March 13, 2025

Summary:

Recommended Action:

Fiscal Impact:

Attachments:

None



Item: 11.a.

ITEM REPORT

To: City Council

From:

Subject: Melody Cartwright

Department/Office: Citizen Participation (External)

Meeting Date: March 13, 2025

Summary:

Recommended Action:

Fiscal Impact:

Attachments:

None