



FOUNDED IN 1796



POSITION PROFILE TOWN MANAGER 2023

**TOWN OF NEW MARKET, VIRGINIA
9418 JOHN SEVIER ROAD
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NEW MARKET, VA 22844
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History



The area which was to become New Market was first established in the early 1700's as part of early settlement of the Shenandoah Valley. Known originally as "crossroads" the settlement's prominent location adjacent to a gap in the Massanutten mountain chain made it an important location in both east/west and north/south movements within the Shenandoah Valley. In 1796 the State of Virginia provided a charter which incorporated the Town of New Market.

During the American Civil War the Town of New Market's location and prominence in transportation within the Valley again made it an important location for both Union and Confederate armies. On May 15th 1864 Union forces under the command of General Franz Siegel and Confederate forces under General John Breckinridge met in what was to become the Battle of New Market. Over 10,000 combatants met on streets and farm fields in and around the small Town of New Market. The actions of that day included approximately 250 young cadets from the Virginia Military Institute who were cast into the battle and ultimately seized high ground and Union artillery. Seven cadets paid the ultimate sacrifice. While much of the Shenandoah Valley played witness to the American Civil War, the Battle of New Market is unique in the timeless story of bravery and sacrifice exhibited by the cadets of the Virginia Military Institute.

Quality of Life

New Market is a very attractive small town nestled in the heart of the Shenandoah Valley. The community is conveniently located to Harrisonburg (17 miles), Charlottesville (90 miles), Winchester (45 miles) and the DC Metro area (100 miles). The Town features a high quality of life including access to both the Shenandoah National Park and George Washington National Forest. In addition the Town features historic buildings enhanced by a downtown streetscape beautification project. The Town is located near the North Fork of the Shenandoah River and is bordered on its east by Smith Creek.



Population and demographics

New Market's geographic size is 2.0 square miles. It has a full time resident population of 2,198 according to the 2020 census. New Market is currently growing at a rate of 0.05% annually. New Market has a population density of 1,067 people per square mile. The median age in New Market is 46 years.

Government

New Market operates under the auspices of the Council-Manager form of government. The Town Council is comprised of six (6) members elected at large on staggered four (4) year terms. The Mayor is also elected at large and serves a four (4) year term. The Town Council provides legislative and policy oversight of the Town. Regular monthly meetings of the Town Council are held on the third Monday of each month.



The Town Council appoints four (4) full time staff positions:

- Town Attorney
- Town Manager
- Town Treasurer
- Chief of Police

All full time positions are administered and overseen by the Town Manager.

The Town Manager reports directly to the Town Council and serves at their pleasure. Examples of duties include but are not limited to:

- Attends all meetings of the Town Council and Planning Commission.
- Keeps the Town Council advised of the financial condition and the future needs of the town and all matters pertaining to its property administration and makes such recommendations as he/she deems desirable.
- Prepares and submits an annual budget to the Town Council and is responsible for its administration after adoption.
- Provides general supervision of the construction, maintenance, and operation of the Town water system, sewer system, sanitation, maintenance, police department, planning department, public works department, Town Treasurer, Administrative office staff, streets, sidewalks, park, pool, public properties and shall have direct

control over all work in connection therewith or as may be directed by the Mayor and Town Council or any duly authorized committee thereof

- Serves as the Town Clerk and Town FOIA Officer
- Assembles a list of plans, goals and objectives for each department within the Town on an annual basis, reviews the list with the Mayor and Town Council for their comments, recommendations and revisions.
- Discusses problems, projects, and concerns with department heads and staff, both formally and informally.
- Performs liaison activities to other local, state and federal agencies and organization as may be needed.
- Prepares and submits grant/loan applications when appropriate for various capital outlay projects, maintains five year capital improvement plan of anticipated projects and equipment.
- Provides an updated Capital Improvement Plan (CIP) yearly for approval
- Consults with legal counsel on matters

Services

Police Department: The Town employs a six (6) man department providing routine patrol, community policing, traffic and investigations. The Department is led by a Chief of Police who appoints a sergeant as second in command. New Market Police Officers are fully state certified. The New Market Police Department utilizes the Central Shenandoah Criminal Justice Training Academy for certifications and ongoing in-service training. The department maintains a fleet of six (6) police vehicles. Arrestees taken into custody are remitted to the Rappahannock-Shenandoah-Warren Regional Jail in Front Royal, VA. The department is supplemented with two auxiliary police officers (volunteer) and one part time patrol officer. The Police Department recently acquired a certified facility dog to provide comfort to victims of crime, comfort to mental health consumers, and stress relief and comfort to police officers within the department as well as other local agencies and first responders

Public Works (maintenance): The Public Works Director provides oversight and direction to this department, and delegates duties to the five man department which is led by a maintenance superintendent. The department provides general facility maintenance, mowing, emergency repair of water/sewer distribution and collection projects as well as snow removal. The department maintains a variety of equipment to facilitate these projects. With the exception of seasonal snow removal under VDOT contract, the Town of New Market does not maintain its primary or secondary roads. Streets are managed by the Virginia Department of Transportation (VDOT).

Public Works (water): This three (3) man department is primarily responsible for the operation of the Town's water filtration plant and is led by a Chief Water Operator with oversight by the Public Works Director. The town utilizes ground water sources through six (6) ground wells to provide public water. Four (4) of the six (6) wells are declared to be under the influence of a

surface water source and must be filtered prior to disinfection and distribution. Two (2) of the wells are disinfected and sent directly to the distribution system. The town utilizes a membrane water filtration system. The water department also oversees the pumping stations for five (5) sewer lift stations. Wastewater treatment is provided by the Town of Broadway under contract.



Parks and Recreation: The Town has two (2) parks. The community park is an 11 acre facility featuring a variety of amenities, including a swimming pool and a fitness trail. The park includes a community pool which is open seasonally from Memorial Day to Labor Day. The town also owns and operates Rebel Park which is a baseball facility that hosts the New Market Rebels, a collegiate baseball organization. The park also hosts local high school and county league baseball teams.

Administration: In addition to the Town Manager, the Town's administrative team is comprised of a Town Treasurer who provides financial management oversight, a Town Planner/Zoning Administrator, Executive Assistant, Office Assistant, and one part-time office assistant. The Town also has a full time Events and Marketing Director who reports to the Town Manager.

Projects/Initiatives/Challenges

Growth: The Town of New Market has an agreement in place with Shenandoah County to facilitate residential and commercial growth. However, since the recession of 2008 new housing starts, subdivision plats and interest from developers has waned. While New Market desires to maintain a small, charming historic community, some growth in both residential housing and commercial activity is important financially to the community. It will be important for both the Town Council and Town Manager to work to ensure that a healthy level of growth is provided. To this end, Town Staff and Council have worked with Shenandoah County to amend the Second Amended Voluntary Settlement Agreement. Currently this document is being reviewed by the Commission on Local Government who is working to expedite this matter.

New Market Community Center: The Town recently was gifted the New Market Community Center located at 9184 John Sevier Road, which was previously run by a non-profit organization. The goal for this building is to create a facility that can be utilized by the entire community for multiple purposes such as classes, health and fitness equipment, recreational activities, and other educational opportunities. The Town plans to renovate the building completely. To that end, funds must be procured to pay for these renovations. The Town has applied for and received \$50,000 in funding for a planning grant through DHCD. In addition, the Town has allotted money from the sale of another building which was gifted to the Town, for renovations at the Community Center. There are several groups that currently rent rooms in the facility. These rentals will be continued on a month to month basis until construction and renovations

begin on the building. A steering committee is currently in place and meets regularly to discuss updates and plans for the building.

Sidewalk Project – Rt. 211 East: Funds will be available in July 2023 for the Rt. 211 East sidewalk project. The Town has received funding through the VDOT revenue sharing program.

New Public Works Facility: The Town's current public works facility is a converted pole barn and is in disrepair. The Town has budgeted to build a new larger Public Works facility on the same lot as the existing facility, at the edge of the community park. Construction plans are in design for this building. Construction is scheduled to begin in the spring of 2023. The Public Works Director will oversee this project and report progress to the Town Manager.

Way finding Signage: Another current project the Town is engaged in is the design of new way finding signage for the Town to include the Town's new logo. The Events & Marketing Director is spearheading this project and will report to the Town Manager the progress and plans. Currently, the project is in the information gathering and design phase. The next step will be to complete paperwork and begin discussions with VDOT.

Finances: The Town's finances are divided into general fund categories and water/sewer property activities. General fund revenues include general property taxes, other local taxes, intergovernmental revenues and asset revenue. The water/sewer revenues are generated primarily through user fees from approximately 1,000 water and sewer customers.

General fund revenues have generally stagnated. Real estate and other local taxes such as meals, cigarette and BPOL taxes have experienced slow growth in the last several years.

Thanks to proactive Council initiative, water/sewer funds have generally kept pace with expenditures. Large and uncomfortable increases in water/sewer user fees have been made to address anticipated upgrades to the water and sewer infrastructure.

Infrastructure

Water

Like nearly all utility providers the Town of New Market's water and sewer infrastructure is in a varied state of condition. The Town's original water distribution system was installed in the early 1920's and has been added to in successive decades. Breaks and water line failures although uncommon do indicate that the water distribution



system is reaching the end of its serviceable life. Consideration should be given to creating some proactive replacement plan. Water storage is provided by one ground storage tank containing 500,000 gallons storage. This tank was brought on line in 1969 and has been in continuous service.

Water treatment as noted previously is provided by a membrane filtration system which treats four (4) of six (6) ground wells. Daily production of the water system is approximately 0.6 mgd. The water treatment plant was brought on line in 1998. With the exception of some regular maintenance activity the plant has not been comprehensively overhauled.

New Water Storage Tanks

The Town is currently in the process of adding a second 500,000 gallon ground water storage tank. The preliminary engineering report has been completed for the tank and replacement of multiple water lines. The Town expects the loan to close on these projects in 2023. The total cost of the loan is \$4,000,000. Once the new storage tank is installed and functional, the original storage tank will be replaced.

Sewer

In 2010 the Town began sending all municipal sewage to the Town of Broadway who operates a regional wastewater treatment facility outside of Timberville, VA. The town utilizes five (5) sewer pump stations to convey approximately 0.4 mgd of daily flow. Daily flow rates are influenced by inflow and infiltration (I&I). In 2009-10 the Town relined or replaced approximately 3.5 miles of sanitary sewer line in order to mitigate I&I issues. The Town should continue to proactively address sewer collection lines through smaller efforts to reline or replace sanitary sewer lines.

Compensation and Benefits

The advertised salary range is negotiable between \$90,000 to \$110,000 dependent upon the candidate's experience, education and qualifications. Exceptions may be made for highly qualified candidates. A college degree is preferred but not required. Candidates should possess 5+ years of progressively responsible experience in local government.

The Town's competitive benefits package includes employer paid health insurance for employees only, contributions to the Virginia Retirement System (VRS), optional 457 plan participation, paid forms of leave including sick and vacation. The position is FLSA exempt.

Residency within Shenandoah County is required per the Town's charter. The successful candidate and Town Council will negotiate a mutually beneficial time period for relocation, if applicable.

Application instructions

Submit a cover letter, detailed resume, salary history and reference to Mr. J. Todd Walters, Interim Town Manager, Town of New Market, P.O. Box 58, New Market, VA 22844, or email t.walters@newmarketvirginia.com. Review of applications begins **Wednesday, July 12th, 2023**.