

Shepherdstown Finance Committee Agenda

Wednesday, June 3, 2026

6:30 P.M.

Town Hall

104 N. King Street

or by Zoom

<https://us06web.zoom.us/j/86067120451?pwd=fWNLscmYpiOmof8Pknlig4oZKNXa8i.1>

1. Call to order
2. Approval of the minutes of May 6 meeting
3. Shepherdstown Community Grant Applications
 - a. Roving Peregrine Theatre Company 2
 - b. Rose Hill Cemetery
 - c. Contemporary American Theater Festival
4. Status of FY26 Budgeted Procurements
5. Proposed Procurement - Trash Truck
6. Overview of draft FY 27 Water Authority Budget and Sanitary Authority Budget
7. Town Council Work Session on Bond Financing, June 9
8. Edmunds. Gov software implementation - update
9. FY 2025 Town Financial Audit – update
10. Real Estate Matters
11. Adjourn

SHEPHERDSTOWN FINACE COMMITTEE MEETING MINUTES (DRAFT)

Wednesday May 6, 2026, 6:30pm
Town Hall – 104 North King Street

1. **Call to Order** - The meeting was called to order at 6:35pm
2. **Attendance**
 - a. **Members Present:** James Gatz (JG), Marty Amerikaner (MA), Marcy Bartlett (MB)
 - b. **Staff Present:** Maged Kirolos (MK)
 - c. **Visitors Present:** None
3. **Approval of Minutes**
 - a. Committee members reviewed the May 6 meeting minutes and discussed concerns regarding formatting, completeness, and process.
 - b. Members noted that attendee names, presenters, and motion makers should be clearly identified throughout the minutes and that the format should more closely follow established Town Council standards. Discussion also included concern that portions of the prior minutes appeared incomplete or improperly placed, including references under grant discussions that members did not recall occurring in that context.
 - c. Committee members discussed the limitations of relying solely on AI-generated summaries and emphasized the importance of maintaining written notes and comparing drafts with recordings to ensure accuracy.
 - d. A motion was made by MB to amend the April 1, 2026, minutes and defer approval until revisions are completed and reviewed at a future meeting. Motion Seconded by MA. Unanimously approved.
4. **Public Comment**
 - a. None
5. **New Business - Community Grant Applications**
 - a. **Shepherdstown Public Library**
 - i. Representatives of the Shepherdstown Public Library presented a request for \$20,000 to support installation of solar panels at the library.
 - ii. The presentation outlined the library's sustainability goals, anticipated energy savings, and broader effort to create long-term operational savings that could be redirected toward programming, staffing, and library services. Library representatives noted that current utility expenses for the new facility are substantial and that solar installation could offset between approximately twenty and fifty percent of electricity costs.
 - iii. Discussion included:
 1. the history of Town support for the library and previous financial contributions toward the new facility;
 2. ongoing fundraising efforts and public campaign activities;
 3. contractor bidding and proposal development for installation;

4. grant applications and other funding opportunities, including EBSCO and EPA-related funding;
5. federal tax incentives and Inflation Reduction Act reimbursement opportunities available to nonprofit solar projects;
6. timing considerations and requirements related to federal incentive deadlines;
7. WVU-supported energy audit work and additional efficiency measures under consideration;
8. possible matching or challenge-grant concepts from the Town to assist outside fundraising efforts;
9. and questions regarding financing, projected savings, and project oversight.
10. Committee members generally expressed support for the sustainability goals and discussed how Town participation may assist the library in securing additional outside funding. No formal recommendation or vote was taken during the meeting.

b. Shepherdstown Street Fest Grant Application

- i. The committee reviewed the Street Fest grant request and discussed several questions regarding the submitted application and financial information.
- ii. Discussion included:
 1. alcohol-related expenditures listed in the application budget;
 2. whether revenues and expenses had been clearly separated within the submitted materials;
 3. public works and police overtime expenses associated with the event;
 4. how event proceeds are distributed and which local organizations benefit;
 5. whether the event's anticipated profits reduce the need for grant funding;
 6. and whether the submitted figures represented a complete project budget.
- iii. Committee members agreed that additional information and clarification should be obtained before making a recommendation to Town Council. Discussion included the possibility of staff or the Mayor obtaining clarification and reporting back prior to Council consideration.
- iv. The committee further discussed improving the grant review process through consistent use of evaluation criteria sheets and advance review of applications prior to meetings.

6. Ongoing Business

a. Overview of FY27 Water & Sanitary Budget Drafts

- i. The committee began reviewing the FY27 Water and Sanitary budget drafts.
- ii. Discussion focused on preliminary budget review and identifying major budget considerations for upcoming planning and financial discussions. Members discussed continuing evaluation of utility-related financial needs and future planning requirements.

b. Planning for Upcoming Expenses

- i. Committee members discussed anticipated future expenses and financial planning considerations.
 - ii. Discussion included projected grant-related expenditures, planning support services, consultant expenses, and possible future funding requests. Members discussed maintaining awareness of future obligations and ensuring adequate financial planning for upcoming needs.
 - iii. Committee members also reviewed current surplus figures and discussed maintaining financial flexibility while considering future commitments.
 - c. **Planned Town Council Work Session on Bond Financing**
 - i. Committee members discussed planning for a future Town Council work session related to bond financing.
 - ii. Discussion focused on preparing Council members for upcoming financial discussions and ensuring sufficient information is available prior to any financing decisions.
 - iii. No formal action was taken.
 - d. **Edmunds GovTech Software Implementation**
 - i. An update was provided regarding implementation of Edmunds Gov financial software.
 - ii. Committee members discussed implementation progress and continued transition planning related to financial management systems.
 - e. **FY2025 Audit**
 - i. The committee received an update regarding completion of the FY2025 audit process.
 - ii. Discussion included remaining financial completion items and progress toward finalizing audit-related work.
- 7. **Mayor's Chairperson's/President's Report**
 - a. None
- 8. **Adjournment** MB Motioned to adjourn the meeting at 8:30pm. MA Seconded. Meeting was adjourned.



Shepherdstown
WEST VIRGINIA

**Shepherdstown
Community Grant Application**

Date: 05/03/2026

Applicant Information

Applicant organization name: The Roving Peregrine Theatre Company

Mailing address: 473 First Street Inwood WV 25428

Physical address, if different: 113 S. Princess Street
Shepherdstown WV 25443

Website: www.rovingperegrinetheatre.org

Year organization was founded: 2021

Organization's tax-exempt number (EIN): 87-3257955

Organization's total operating budget for current fiscal year: \$57,050

Name/title of the organization's representative for this application:

Heather Wallen

Telephone: 717 801 5942

Email: therovingperegrine@gmail.com



Grant Application, cont.

Brief description of the applicant's experience and qualifications for administering the grant and managing the project to be funded:

The Roving Peregrine Theatre Company has consistently produced theatre and workshop opportunities for five years, with the move to this location happening in 2024. The founding artistic director holds a degree in Theatre Administration and runs the theatre with a board of 10 members of varying professional experience. This grant will help support out theatrical season for the fall of 2026. We already have experience bringing theatre to the area and know how to market to the community and serve the community both onstage, behind the scenes, and as audience members.

Grant Request Information

Project name: A Production of 'Gutenberg, The Musical' in Winter 2026

Amount requested: \$1,250

Non-grant funds and in-kind services to be provided by the applicant:

Applied for another grant for \$2000 and haven't heard back.
Funds from previous shows help pay for the next show.
Donations from previous donors may become available again.

Implementation timeline, including delivery of any progress reports and the final report: The musical will premiere in December of 2026

Project budget (including both grant and non-grant funds):

Six performances of Project Gutenberg Rights are \$2,300
Scripts and LibrettosL \$600
Staffing (Director, Music Director, Stage Manager)- \$2,000
Costumes, Props, Set - \$200



Shepherdstown
WEST VIRGINIA

Grant Application, cont.

Project Description:

The Roving Peregrine Theatre Company will bring a theatrical presentation of "Gutenberg The Musical" To The black box arts center in Shepherdstown in 2026. The show will run for six performances and feature six prominent Shepherdstown figures as walk on roles as well as two local actors as the feature roles. We plan to partner with other local businesses to bring this production to life. Roving Peregrine is a creative outlet for both local and regional actors and theatre makers, bringing new people to the area but also giving opportunities to locals and students at Shepherd University. Thank you for your consideration as we find ways to fund out Fall Season.

Applicant's signature & date:

Town Hall | 104 N. King St. | PO Box 248 (mail) | Shepherdstown, WV 25443



Shepherdstown
WEST VIRGINIA

**Shepherdstown
Community Grant Application**

Date: 05/22/26

Applicant Information

Applicant organization name: Jefferson County Historic Landmarks Commission

Mailing address: PO Box 23, Charles Town, WV 25414

Physical address, if different: 116 E. Washington Street Charles Town

Website: jeffersoncountyhlc.org

Year organization was founded: 1974

Organization's tax-exempt number (EIN): 45-3213370

Organization's total operating budget for current fiscal year: 90,000

Name/title of the organization's representative for this application:

Addison Reese, JCHLC Chair

Telephone: 301-788-7239

Email: addisonrreese@gmail.com



Grant Application, cont.

Brief description of the applicant's experience and qualifications for administering the grant and managing the project to be funded:

I have applied for, received, and administered dozens of grants.

Grant Request Information

Project name: Rose Hill Tree Removal and Maintenance

Amount requested: \$2000

Non-grant funds and in-kind services to be provided by the applicant:

I will complete any site prep and necessary cleanup after trees are removed. I will oversee any work that is done in the cemetery and bring in volunteers when appropriate.

Implementation timeline, including delivery of any progress reports and the final report:

I have already received a quote for the necessary tree work and will schedule the work as soon as funding is secured. Maintenance funds will be used by the end of the year and a final report can be submitted at that time. Progress reports can also be submitted as required.

Project budget (including both grant and non-grant funds):

Viking tree service has given us a highly discounted rate to have 5 hazard trees removed for \$600. Beyond that, we need additional clearing done in the cemetery (bamboo and brush removal) to prepare the site for ground penetrating radar (a grant has been secured for that work from the state). Other money will be used for routine maintenance of the cemetery.



Shepherdstown
WEST VIRGINIA

Grant Application, cont.

Project Description:

For this project, we are asking for funds to remove several dead/dying trees on the hillside at Rose Hill Cemetery. The trees are currently a hazard to visitors and the headstones surrounding them. Additionally, funds will be used to clear invasive bamboo and brush along the top portion of the cemetery in preparation for ground penetrating radar to locate unmarked burials. Any remaining funds will be used for routine maintenance of the cemetery.

Applicant's signature & date:

Addison Reese 05/22/26

Town Hall | 104 N. King St. | PO Box 248 (mail) | Shepherdstown, WV 25443

Shepherdstown Community Grant Application

Date: 5/26/2026

Applicant Information

Applicant organization name:

Contemporary American Theater Festival

Mailing address:

PO Box 429

Shepherdstown, WV 25443

Physical address, if different:

92 W Campus Drive, Center for Contemporary Arts

Shepherdstown, WV 25443

Website:

www.catf.org

Year organization was founded:

1991

Organization's tax-exempt number (EIN):

55-0711349

Organization's total operating budget for current fiscal year:

\$ 2,682,585.98

Name/title of the organization's representative for this application:

Hope Gundlah, Grant Writer

Telephone:

681-240-4048

Email:

hgundlah@catf.org

Brief description of the applicant's experience and qualifications for administering the grant and managing the project to be funded:

Celebrating its 36th season, the Contemporary American Theater Festival is one of the leading cultural organizations in West Virginia's Eastern Panhandle, generating over \$5.8 million in related economic activity (exclusive of ticket sales) in the region each year. CATF's current audience base includes patrons from 40 states, Washington DC, and two Canadian provinces, demonstrating the Festival's ability to draw substantial tourism to Shepherdstown. CATF has maintained a mutually beneficial relationship with the Shepherdstown Town Council and

Experience Shepherdstown for many years, collaborating on numerous local events and projects. CATF has a long track record of successfully managing grants and donations from a wide variety of governmental and private funders, including COVID-19 relief funding, an ongoing play commission with the Town Council, and a Community Grant for marketing during the 2025 Festival.

Grant Request Information

Project name:

Shepherdstown-Forward Marketing for the 2026 Festival

Amount requested:

\$25,000

Non-grant funds and in-kind services to be provided by the applicant:

CATF is providing \$14,164 in funding, which includes payment for the Graphic Designer and Publicist, as well as CATF's Director of Marketing & Communications and Marketing Intern. CATF also has a pending partnership with Amtrak, in which Amtrak would provide in-kind support in the form of train tickets as well as tourism-focused social media collaborations with CATF.

Implementation timeline, including delivery of any progress reports and the final report:

June: Graphic Designer designs brochures, window cards, sandwich board, signs, and digital ads.

June 16: Allied Global Media begins their geo-targeted digital advertising campaign

June 23: CATF intern begins operating box office at Shepherdstown Welcome Center.

July 5, 7, 8, 9 & 10: Preview performances

July 10: Regular run performances begin (Wednesdays through Sundays). User-generated content partners attend performances throughout the run and publish content.

August 2: Festival closes, ad campaigns end, Welcome Center box office ends

October 1: CATF Grant Writer will submit final report, including final data from user-generated content and Allied Global Media geo-targeted digital advertising

Project budget (including both grant and non-grant funds):

Category	Grant Funded	CATF Funded
Director of Marketing and Communications		\$ 7,639
Marketing Intern		\$ 425
Publicist		\$ 4,500
Graphic Designer		\$ 1,600
Welcome Center Box Office		
Staffing	\$ 2,000	
Brochures	\$ 250	
Window cards & posters	\$ 250	
Sandwich Board & Signs	\$ 500	
User-generated content	\$ 10,000	
Allied Global Media Geo-Targeted Digital Advertising	\$ 12,000	
	\$ 25,000	\$ 14,164

Project Description:

The Contemporary American Theater Festival seeks grant funding to support its Shepherdstown-forward marketing efforts for the 2026 Festival, running July 10 through August 2. This marketing is specifically targeted to draw tourists from the greater DMV region to visit Shepherdstown and CATF, as well as to provide better access to CATF information for residents and visitors to downtown Shepherdstown.

Following the success of last year, CATF will operate a satellite box office at the Welcome Center in downtown Shepherdstown. An intern will staff this box office starting on June 23 – about two weeks before preview performances – and ending on the Festival’s closing day.

CATF’s new digital advertising agency, Allied Global Media, will execute a geo-targeted campaign focused on prospective tourists residing in the Washington DC, northern Virginia, and Baltimore areas. Allied Global Media promises to provide detailed metrics with a complete picture of how the advertising dollars spent translate into impressions and sales.

In place of last year’s influencer initiative with Wild Side Media, CATF is pivoting into user-generated content with a focus on hiring creators from Shepherdstown and surrounding towns. While last year’s initiative hired theatre influencers from the DC and Baltimore areas, this user-generated content strategy will not only elevate locals who are knowledgeable and passionate about the region, but also encourage cross-over with different interests and types of tourism. CATF has compiled a roster of 20 brand ambassadors to create user-generated content. Some are foodies who will spotlight local restaurants alongside CATF; others are adventure content creators who will highlight hiking destinations alongside CATF; and still others are history buffs who will show viewers Shepherdstown’s historical sites in addition to CATF. CATF believes that this campaign will draw visitors to Shepherdstown for more than just the Festival.

Applicant's signature & date:

A handwritten signature in black ink, appearing to read "John E. Smith". The signature is written in a cursive style with a large initial "J" and "S".

5/26/2026