

Town & Business Quarterly Meeting Minutes

Tuesday, October 6, 2026 at 5:30pm
Occoquan Town Hall, 314 Mill St, Occoquan, VA

1. Welcome
2. Town Manager Report
 - a. No new info on Mill at Occoquan
 - b. ADA sidewalks at Mill and Ellicott have been completed
 - c. Public works has been working on brick improvements on the sidewalks
 - d. Town Council approved changes to RiverFest 2027:
 - i. Looked at how we could improve the experience. Staff recommended to Town Council that the date be changed to 3rd week of May.
 - e. Town Council has sent a resolution about changes to the zoning code
 - i. Business owner asked if the public has input about the planning commissions zoning code. Adam says that's up to planning commission.
3. Town Events
 - a. Fall Arts & Crafts Show recap
 - i. 304 vendors, good response from most vendors
 - ii. Mixed reports on sales, noting vendors said lower sales were mostly likely weather related
 - iii. Great response about the Town, staff, PD, logistics from vendors and guests
 - iv. Surveys went out to vendors and volunteers for feedback and input
 - b. RiverFest 2027
 - i. New dates announced: May 15-16, 2027
 - ii. New non-town vendor application process with 2 rounds of reviews. Does not affect town businesses. Town applications will open January 2027.
 - iii. Tammy Hassett (Events Director) mentioned that Town Council is entertaining ideas of selling primary corners as an add on for vendors
 1. Business owner mentioned service sponsors don't look good on corners. Tammy agreed that is part of the changes they're looking at - having makers/creators on corners and reducing number and placement of commercial sponsors.
 - c. October/Halloween events:
 - i. Trivia in the Park (Oct. 9) - last of the season
 1. Continuing to be a very popular event. We had our highest at 36 teams this summer.
 - ii. Movie in the Park: Coco (Oct. 24)
 1. Visit will have a bar set up with popcorn, beer, wine, candy
 2. Town/Visit will market to guests that they can order from a Town restaurant to bring into the park.
 - iii. Costume Parade & Contest (Oct. 31 @ 10am)
 1. Brief rolling street closures on Mill St from 125 Mill down to River Mill Park, when parade begins. Hayride and kids activities in the park during the judging.
 2. Families are invited to trick-or-treat their way back through town after the costume parade. Business participation is optional. Door fliers will be available to indicate if you are participating (will be emailed for self-printing or an option to have one printed and delivered to your business).
 3. Halloween/Fall Decor Contest at businesses

- a. Discussion was had about eliminating the ballot portion.
Businesses in attendance agrees to have a simple social media campaign instead of all the printed ballots.
 - d. Annual Tree Lighting (Nov. 21) at 6pm
 - i. Shops encouraged to stay open until 8pm or later, big crowds in town. No sign up necessary.
 - ii. Complimentary shuttles from Rt 123/Old Bridge lot
 - e. Holiday Artisan Market (Dec. 5-6)
 - i. New times from 11am-6pm both days. Same footprint as 2025, on Commerce and Union with holiday market in the middle. Photos with Santa after he arrives by boat.
 - ii. Any town business that is a maker and creator can apply to have a booth, but spaces are filling up very quickly. Email events@occoquanva.gov for details.
 - iii. Repeating the map that includes vendors and town businesses.
 - iv. Shuttle is \$5, 12 and under free. Drop off likely at Commerce and Washington.
 - v. Shops are encouraged to stay open until at least 6pm, as larger crowds will be in town for the market.
 - vi. Fireside with Friends from 5-8pm on Saturday night only with firepits, bar, s'mores, and more.
- 4. Town of Occoquan
 - a. New Businesses:
 - i. Akida Coffeehouse (202 Commerce)
 - ii. Edward Santos State Farm Agent (312B Poplar Alley)
 - iii. Legacy Starts with Purpose LLC (Home Based Business)
 - iv. Motion & Mind Therapy (Home Based Business, pop ups in town)
 - v. Pilates by Cynthia (308 Poplar)
 - vi. The Hidden Gem (306 Commerce)
- 5. Visit Occoquan
 - a. Shop, Dine & Win passport contest
 - i. Sign up by Nov. 13 to participate
 - ii. Runs Nov. 21 - Dec. 6, 2026
 - iii. Donate 2 or 4 gift certificates to participate
 - iv. Learn more or sign up: visitoccoquanva.com/ocqhub
 - b. Visitor Guide Ads on sale (Winter/Spring issue - Jan-Apr 2027)
 - i. Early bird expires Nov. 20, final ads/files due Dec. 4
 - ii. Info at visitoccoquanva.com/visitorsguide
 - iii. Calendar of Events submission are FREE for in-town businesses. Deadline is Dec. 4 to be in the next printed guide.
- 6. New Topics/Questions
 - a. What is the relationship between Town and Visit? And how do businesses bring concerns/items to the Town?
 - i. Town Manager says bringing things to town staff is always encouraged. People are also welcome to speak during citizens time during Town Council meetings.
 - ii. Visit holds a marketing contract with town for event related design and marketing. And currently handles general town tourism.
 - b. General question about grants
 - i. Visit Executive Director Sarah Burzio commented that Visit has not received any grants directly to this date, however Visit was a partner on the Main Street Mural Project grant that Town received funds for.

- ii. There are grants that the 501(3)c are eligible for, including a new Park Service grants and others.
- c. Visit Board Members
 - i. Several openings on the board currently. Business owners are encouraged to contact a current Visit board member (visitoccoquanva.com/about) if they are interested!
- d. Question about relaunching business owner meetings.
 - i. Discussion about having business owner meetings again.
 - ii. Visit to send invitations for a Business Owners meeting on Tuesday, Nov. 10 at 8:30am at Ballywhack