WORK SESSION OF
THE TOWN COUNCIL
OF
THE TOWN OF LURAY, VIRGINIA

Tuesday, October 27th, 2026

The Luray Town Council met in a work session on Tuesday, October 27th, 2026, at 5:30 p.m. in the Luray Town Council Chambers located at 45 East Main Street, Luray, Virginia, at which time there were present the following:

Presiding: Mayor Stephanie Lillard

Council Present:
Ron Vickers
Jerry Dofflemyer (via phone)
Ryan Dean
Jason Pettit
Joseph Sours
Chuck Butler

Also Present:
Bryan Chrisman, Town Manager
Bow Cook, Assistant Town Manager
Danielle Babb, Treasurer
Danielle Alger, Deputy-Clerk Treasurer
Chief of Police, Lonnie Foster, Luray Police Department
Brooke Newman, Planning and Zoning Technician
Sara Outler, Brain Injury Connections
Miriam Abac, Brain Injury Connections
Brad Herman, 15 Campbell Street Project
John Graves, Cave Hill Road Submission
Rod Graves, Cave Hill Road Submission
Daniel Graves, Cave Hill Road Submission
Laura Graves, Cave Hill Road Submission
Tyler Austin, Racey Engineering, Cave Hill Submission
Phil Thompson, Page County Valley Connect-Valley Regional Transit
Jen Jenkins, Parks and Recreation Superintendent
Dr. Bryan Huber, Superintendent, Page County Public Schools
Jackie Wood, Luray Downtown Initiative

(This meeting was made public via the Town's Facebook page.)

A quorum being present, Mayor Lillard declared the Council to be in session for the transaction of business. All present stood for a moment of silence. Mayor Lillard led everyone in the United States Pledge of Allegiance.

ROLL CALL

The roll was called with all members present. Councilman Dofflemyer joined by phone.

UPDATES & DISCUSSION ITEMS

Brain Injury Connections Update

Sara Outler with Brain Injury Connections gave a brief update regarding the area program. Ms. Outler stated she was delighted to serve in this area alongside Miriam Abac. Ms. Outler stated their mission is to improve lives of individuals with brain injuries. Ms. Outler has over twenty years of experience in this field. She stated there are four types of support with this program. They are case management, education and advocacy, consultation and referral, and support groups. Ms. Outler stated they offer support groups in a setting that can communicate with people that are going through a similar situation.

Ms. Outler stated that brain injuries happen every twenty-three seconds in the U.S. She added the leading cause is due to falls. She stated brain injuries can impact every area of life. This includes Physical, Cognitive, Emotional and Behavioral, Social and Family. Ms. Outler also spoke about preventing concussions. She added by wearing helmets during sports and riding a bicycle can prevent concussions. Ms. Outler stated through her program Lids for Kids they provide free bike helmets. Ms. Outler would like to attend one of our events with this program and hand out helmets to those that need one.

Mayor Lillard inquired about the number of citizens from our area that are participating in this program. Ms. Abac stated there were currently five but wants to get the word out so more people can join. Councilman Vickers inquired about their funding. Ms. Outler stated they are funded through the State Grants and Fundraising.

15 Campbell Street Project Update

Brad Herman with the Campbell Street Project gave a brief update regarding the progress of the ongoing redevelopment project. Mr. Herman stated they have named the building Luray Commons and officially started construction on August 11th. Mr. Herman stated they completed demo throughout the entire building. He added that it was nice to see the exposed brick and high ceilings. Mr. Herman said there was a set of double doors from 1932 along with other finds from the demo that they will be incorporating into the project. Mr. Herman stated the framing on the first and second floor was in progress along with the ground floor being trenched out for plumbing and electric. Mr. Herman is hoping by the first of the year to begin drywall. He added this was a twelve-month project and is on

schedule. Mr. Herman finished by stating he has submitted the first application for IRF funding in the amount of $163,000.

Councilman Vickers inquired about the timeline for tenants to apply for an apartment. Mr. Herman stated the management team will be posting on Facebook with the contact information. He said they are starting a waiting list now. Mr. Herman added that based on their funding there will be income restrictions and applications are only good for sixty days. Mr. Herman stated there have been a lot of people stopping by to inquire about the openings. Councilman Pettit inquired if there was priority given to locals. Mr. Herman stated no they are on a first come-first serve basis but hoped many will be local.

Mayor Lillard thanked Mr. Herman attending tonight's meeting and is glad everything is going as planned.

Cave Hill Road Submission Update

John Graves, Tyler Austin, and Rod Graves provided Council with an update regarding a submission from the Luray Caverns Corporation regarding the usage of Cave Hill Road. Mr. John Graves stated that one of his brothers' goals was to create a Heritage Site at Luray Caverns. He added that after many years of planning the Valley Museum opened in 2007. Mr. Graves stated they have many visitors coming to see this attraction and is concerned about the traffic on this road. He added that most days vehicles exceed the 25-mph speed limit. Mr. Graves added that reports completed by Racey Engineering proved this to be true. He stated that it appears that the local traffic is the biggest offender and would like to suggest that the road be closed for safety of their visitors.

Mr. Graves stated that he had suggested the road be closed prior to their opening of the Valley Museum. He added at the time, the Town suggested a trial period to see how much traffic used this roadway. Mr. Graves stated after five years traffic really picked up so the Town installed a crosswalk along with blinking lights. Mr. Graves stated that even with the crosswalk and lights he has witnessed near fatal accidents. Mr. Graves stated that annually Luray Caverns draws around 520,000 people to our town and wants to make it safe for the visitors and locals as well. Mr. Graves added that the Town and Caverns have worked well with each other over the years and hopes the Town will approve the road closure and sees safety as a priority.

Tyler Austin, PE/LS, with Racey Engineering reviewed traffic count that was provided by a third-party company in December of 2025. Mr. Austin stated that speeding was the worst and it's happening directly at the crosswalk. Mr. Austin stated these speeds are much higher than the 25-mph speed limit and the risks are high for fatal injuries. Mr. Austin stated the Town will still be able to access and maintain their properties on this road. Mr. Austin stated there were letters of support to close this road from numerous locations including the Page County Sheriff's Department. Mr. Austin also reminded Council of the sinkhole near the wooded area of Cave Hill Road and will only get bigger.

Councilman Butler inquired about faculty and staff parking and how this will be accessed since it is currently behind the Cave. Mr. Austin stated they were looking into several options. Councilman Butler

stated that he has traveled that road and worries about the guests visiting. Councilman Butler stated the biggest thing is to communicate with the public and have them give their input on this suggested closure.

Town Manager, Bryan Chrisman, stated he would like to see a meeting in an informal setting off-site where the public can meet with engineers and write down comments for the Town to compile. Mr. Chrisman added he will send an official letter of request to VDOT in Staunton. He added that although this is a town road, we do ask for comments as a courtesy. Mr. Chrisman provided Council with a map this evening. Mr. Chrisman also agrees with John, Rod and Tyler and the town has done independent vehicle trials and seventy seconds is the difference in travel time of using this road. Mr. Chrisman stated that typically Luray Fire and Rescue use US Highway 211 out of caution for safety.

Mayor Lillard inquired about the timeline of this suggested public meeting. Mr. Chrisman stated possibly a month and a half but is difficult squeezing in meetings due to the holidays but will certainly try in December or possibly January. Mr. Tyler Austin stated the sooner the better and would like to see this meeting in December.

Councilman Sours inquired about the traffic on Cave Hill Road as opposed to traffic near the schools and greenway. Mr. John Graves stated that on a surge day they have a total of 3,000 visitors crossing during their operating hours. Councilman Sours stated that was around 430 people crossing in an hour. Mr. Austin stated there is a permitted parking lot on the other side of Cave Hill Road which will likely need to be utilized in the near future, resulting in more foot traffic. He stated with the addition of the Welcome Center it will extend the timeframe that people will be there. Councilman Pettit stated there is a lot to catch your attention even if you are cautious. He stated he has also seen children crossing while unsupervised or without a parent.

Page County Transit Update

Phil Thompson with Valley Regional Transit provided Council an update on the ongoing project to enable public transit in Luray and Page County.

Mr. Thompson stated they were awarded the demonstration grant and will have a van operating throughout the county. Mr. Thompson stated they were also approved for funding in FY27 and will be launching their service on November 2nd. Mr. Thompson stated rides would cost between fifty cents and one dollar and would operate for six hours in the beginning stages. Mr. Thompson stated they have leased an office on Campbell Street and have hired eight local employees as drivers and dispatchers.

Mr. Thompson stated they have mailed and handed out flyers along with having information on their website. Mr. Thompson was pleased to have local support from Page County and Valley Health and is hoping to gain support from the Town as well. He added that any amount is appreciated. Mr. Thompson stated that if we can't donate this fiscal year if they could be added to the Town's FY28 budget. Mr. Thompson is encouraged by the level of interest in the community and is looking forward to helping those in the community with transportation. Mr. Thompson ended by inviting everyone to the Page Valley Connect Kick-off on Thursday, November 12th and 10am.

Mayor Lillard expressed excitement for the community and noted the interview with Page Valley News.

Evenings on Main Concert Update

Jen Jenkins, Superintendent with Parks and Recreation provided Council with an update regarding the Evenings on Main Concert Series and some of the issues related to that community activity.

Ms. Jenkins stated she would like to hear Council's thoughts on ideas and discussions she has had with staff regarding Evenings on Main Concert Series. Ms. Jenkins stated the main topics were the rain venue usage, increasing attendance, and site change. Ms. Jenkins added her staff want to bring an amazing experience to our locals and visitors. Ms. Jenkins stated the concert series is a free event. She added that due to costs they are sourcing new talent in the valley and have brough in new bands to fit in the budget. Ms. Jenkins stated they were trying to be responsible with the events budget. Ms. Jenkins started out with the rain venue usage. She stated when they are forced to move inside due to the weather that the attendance drops drastically. Ms. Jenkins added when it's cold or rainy folks stay home. She stated when they move inside to PAL or the Luray Fire Hall, they only have around 20-30 people in attendance and are paying high prices for the bands.

Councilman Pettit inquired about the number of staff members working the event along with the setup time and how much the town is spending. Ms. Jenkins stated that most of the setup is done prior to the concert while staff are still working. Ms. Jenkins stated that she would get the information in dollars for Mr. Pettit. Councilman Dean stated that he hadn't seen the band Cashmere for a while and inquired if this was due to the cost. Ms. Jenkins stated that yes, unfortunately it is due to the cost of these bands. Ms. Jenkins stated that popular bands did bring people out in higher numbers. She added they had tossed around a few ideas including a beer garden, fewer concerts but with bigger bands, and adding food trucks. Ms. Jenkins stated there were a lot of options.

Mayor Lillard stated Ms. Jenkins makes a sound argument and was not aware there was a $250 fee for a rain venue. She added that her preference is an outdoor concert and most likely would not attend the event if it was moved indoors. Mayor Lillard stated rolling the deposit over until next year would be a good option along with trimming some of the dates. Mayor Lillard also stated she had spoken to the Tourism Council, and they may be interested in funding some of these events if they could be held on different days of the week.

Councilman Pettit stated that Jen was doing nothing wrong and that a lot of hard work goes into these events. He stated the economy has changed and now some private venues have concerts and live music. Councilman Pettit stated that the Evenings on Main have paid off and now with these other venues providing entertainment he believes the Town could cut the number of concerts in their schedule.

Ms. Jenkins suggested fewer concerts with bigger bands to draw more of a crowd. Councilman Butler inquired if the stage could be covered. He added that if there were more coverage that more people would attend even if it were raining. Ms. Jenkins stated she has looked into a larger canopy and coverage for the stage. Councilman Pettit thanked Ms. Jenkins and thought the food truck option would make a good addition. Ms. Jenkins stated yes, however depending on the crowd size, some vendors aren't happy with the attendance. Mayor Lillard stated that the bigger the headliners the better guarantee of more in attendance. Council directed staff to pursue a series with 4-5 concerts and to bring back some of the more popular bands.

Page County Public Schools Update

Dr. Bryan Huber, Superintendent with Page County Public Schools, provided Council with an update on their Comprehensive Facilities Master Plan. Dr. Huber provided a summary with three columns that included what the assessment says, what has changed, and what the plan recommends. Dr. Huber stated what they are looking at now is the enrollment boom. He stated that the number of enrollment is declining and is a very critical merger point for our division as a whole. Dr. Huber stated the declining enrollment directly affects funding. Dr. Huber stated that both High Schools capacity is 697 and Luray High only has 400 students enrolled. Dr. Huber stated more issues were utilization, aging systems and classroom capacity. He added that many of the buildings were built prior to WWII. Dr. Huber also stated that many of these schools still have window units for heating and cooling. He added that roofing was also an issue due to leaks. Dr. Huber stated Code and Security upgrades is a struggle trying to make them ADA compliant. Dr. Huber stated he was trying to be transparent on how they are approaching the plan and want to do it the responsible way. His presentation reviewed several possible options the board is reviewing.

Mayor Lillard inquired about the timeline. Dr. Huber stated that the decision will be worked out with the Board of Supervisors at their workshop on November 2nd. Councilman Dean inquired about the overall decline in attendance. Dr. Huber stated the decline is across the nation and added that COVID and other things contributed to lower enrollment in Public Schools.

Mr. Chrisman stated after November, we will have Dr. Huber back with another update, possibly in January.

MAYOR COMMENTS

Mayor Lillard reminded everyone of the upcoming Halloween Event on Saturday. She added that herself along with Council members Vickers and Pettit will be judging the costume contest. Mayor Lillard also stated that Mr. Chrisman had wanted her to remind everyone to change their clocks this weekend. Mayor Lillard stated she received a letter from previous Superintendent of Public Works, Lynn Mathews, of thanks and appreciation for his retirement luncheon.

ADJOURN

With no further business, the meeting was adjourned at 7:06 p.m.

_____
Stephanie Lillard
Mayor

_____
Danielle N. Alger
Deputy Town Clerk