



CITY OF HENDERSONVILLE COMMUNITY CHARACTER TEAM

Downtown Program Office | 125 Fifth Avenue West, Suite 200 | Hendersonville NC
28792



Tuesday, April 05, 2022 – 9:00 AM

MINUTES

1. CALL TO ORDER

In attendance: Subcommittee interviewing 7th Avenue branding consultants Arnett Muldrow & Destination by Design

Myrtle O'Neal, Linda DiPaola, Matthew Hickman, Julie Wilmot, Michelle Owens, Caroline Gunther, Michele Sparks, Patsy DuPre, Lyle Chariff

2. APPROVAL OF MINUTES

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Matthew Hickman made a motion to approve the February 2022 minutes. Michele Sparks seconded. Patsy DuPre, Caroline Gunther and Linda DiPaola approved.

3. OLD BUSINESS

1. EnterTextHere

Committee members interviewed consultants for 7th Avenue Branding. Motley Local was interviewed one week prior. The same questions were asked of each consultant. Committee members then scored privately via online survey:

7th Avenue Visioning Interview Questions & Scoring Rubric

Pre-interview – please provide an updated timeline of what you would suggest for the work to be completed with an estimated start date of May.

We'll have several opportunities for public meetings, what would your travel abilities look like?

1. Please take a few minutes to introduce yourself and your team (they don't have to all be present, just give us an idea of who we'll be working with!)

2. Please explain your approach in a previous project that was similar scale and scope to this project.

3. The 7th Avenue district is a part of Downtown Hendersonville but has a different experience/vibe to Main Street. Can you share any examples of how you might approach this project to distinguish one district while also tying into the overall downtown branding.
4. Can you describe a bad experience you've had in a community you've worked in? What was your approach to improve or thinking back, what would you have done differently?
5. As I've discussed with you previously, this district neighbors some historically marginalized residential areas. It's important we have broad-based engagement among both businesses, property owners and the nearby neighborhoods. Please talk a little on your approach, what you would do and what you would need from staff to help accomplish the public input and engagement process.

Anything else?

Scoring Rubric -

30% - Skills/Creativity:

Portfolio of work that demonstrates technical and creative execution

Experience in similar projects in place branding/marketing

Parallels in portfolio to desired outcomes in 7th Avenue.

30% - Resources/capability: Business experience, staff, skills and expertise, projects of note, project management, methodology, ability to meet milestones.

30% - Approach to Public Input and Engagement:

Understanding of the district, business mix, history and district stakeholders

Public input approach balances all stakeholders

10% - Committee & staff feedback and recommendations.

4. OTHER BUSINESS

5. ADJOURNMENT

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