



**CITY OF HENDERSONVILLE
DOWNTOWN ADVISORY BOARD MARCH
MEETING (ORGANIZATIONAL MEETING)**

(Virtual) 125 5th Avenue W, Suite 200 Hendersonville NC 28792

Tuesday, March 09, 2021 – 4:00 PM



MINUTES

1. CALL TO ORDER

Virtual Present: Becky Ayers, Matthew Hickman, John Ryan, Chris Cormier, Jared Bellmund, Mark Pavao, Patsy DuPre, Lyndsey Simpson

In Person Present: Carol Sitzler, Caroline Gunther, Walt Slagel, Matthew Hickman

Absent: Matt Johnes

Staff present: Jamie Carpenter, Meredith Friedheim, Lew Holloway

1. Rules Of Procedure and Board Meeting Overview - *J. Carpenter*

Jamie Carpenter reviewed the rules of procedure and open meeting rules for the Downtown Advisory Board.

2. Establishing Board Officers - *J. Carpenter*

Nominations for CHAIR: Matthew Hickman made a nomination for Caroline Gunther to be chair of the Downtown Advisory Board. Becky Ayers seconded the motion.

A roll call vote was taken, the following AYE:

Becky Ayers, Matthew Hickman, John Ryan, Chris Cormier, Carol Sitzler, Jared Bellmund, Mark Pavao, Walt Slagel, Patsy Dupre.

There were no NAY votes.

Nominations for VICE CHAIR: Caroline Gunther made a nomination for Matthew Hickman to be vice chair of the Downtown Advisory Board. Becky Ayers seconded the motion.

A roll call vote was taken, the following AYE:

Becky Ayers, Matthew Hickman, John Ryan, Chris Cormier, Carol Sitzler, Jared Bellmund, Mark Pavao, Walt Slagel, Patsy Dupre.

There were no NAY votes.

3. Downtown Advisory Board Meeting Schedule - *Board Chair*

Suggested Motion: Approval of monthly meeting schedule for the 2nd Tuesday of each month at 4pm.

Matthew Hickman made the motion to approve a monthly schedule for the Downtown Advisory Board to be the 2nd Tuesday of each month at 4pm

A roll call vote was taken, the following AYE:

Becky Ayers, Matthew Hickman, John Ryan, Chris Cormier, Carol Sitzler, Jared Bellmund, Mark Pavao, Walt Slagel, Patsy Dupre.

There were no NAY votes.

2. APPROVAL OF AGENDA

There were no amendments to the agenda.

Mark Pavao made a motion to approve the agenda as presented. Carol Sitzler seconded.

A roll call vote was taken, the following AYE:

Becky Ayers, Matthew Hickman, John Ryan, Chris Cormier, Carol Sitzler, Jared Bellmund, Mark Pavao, Walt Slagel, Patsy Dupre.

There were no NAY votes.

3. PUBLIC COMMENT

Article 7 Section 2. Public Input. Public input at all Board meetings that are not quasi-judicial in nature shall have a three-minute limit per speaker. The Chair reserves the right to alert time limits for public comment periods.

Article 13 (h) Public Comment. The Board may hold a public comment period at any regular meeting or special meeting called, at least in part, for that purpose. During the public comment period, members of the public may speak on any matters within the Board's real or apparent jurisdiction.

There were no attendees in person or virtually who requested time for public comment.

4. OLD BUSINESS & WORKPLAN UPDATES

1. Update on 7th Avenue Branding - J. Carpenter

Jamie Carpenter presented an update to the 7th Avenue Branding item in the workplan. Formation PR has been approached to get an idea on pricing. A range of options are available from working with Formation PR to a freelancer. Depending on pricing, the project may need to be bid out. This will continue to be discussed in the Community Character Team.

Matthew Hickman noted that he supports the branding and would like to support a 7th Avenue business (Formation PR) if possible.

2. Economic Vitality Team - Downtown Map & Dashboard - J. Carpenter

Update on downtown property dashboard. Dashboard has not been shared publicly as staff are still working through some details/testing.

<https://hendersonville.maps.arcgis.com/apps/opsdashboard/index.html#/2516014d94b149ba8380443452db1884>

Jamie Carpenter showed the downtown property database dashboard. The information is still being collected but downtown has been working with the city's GIS department to build this resource for businesses and developers.

5. NEW BUSINESS

1. Establishing Teams of the Board - J. Carpenter

To establish the teams of the Downtown Advisory Board. It is noted that there are no limits on members of these teams and they may add more members at any time.

Matthew Hickman made a motion to establish the Downtown Events Team to meet on the 1st Thursdays at 9am as needed, with the following members Walt Slagel □ Becky Ayers □ Babs Newton □ Jack Maniscalco □ Michele Sparks □ Stacey Fields □ Hannah Duncan □ Bryan Byrd □ Mark Pavao.

A roll call vote was taken, the following AYE:

Becky Ayers, Matthew Hickman, John Ryan, Chris Cormier, Carol Sitzler, Jared Bellmund, Mark Pavao, Walt Slagel, Patsy Dupre.

There were no NAY votes.

Matthew Hickman made a a motion to establish the Downtown Community Character Team to meet on the 1st Tuesdays at 9am as needed, with the following members □ Mathew Hickman □ Chris Cormier □ Linda Dipaola □ Michele Sparks □ Caroline Gunther □ Patsy DuPre.

A roll call vote was taken, the following AYE:

Becky Ayers, Matthew Hickman, John Ryan, Chris Cormier, Carol Sitzler, Jared Bellmund, Mark Pavao, Walt Slagel, Patsy Dupre.

There were no NAY votes.

Matthew Hickman made a motion to establish the Downtown Economic Vitality Team to meet on the 1st Tuesdays at 4pm as needed, with the following members □ Caroline Gunther □ Carole Sitzler □ Jared Bellmund □ John Ryan □ Ben Smith □ Mark Pavao

A roll call vote was taken, the following AYE:

Becky Ayers, Matthew Hickman, John Ryan, Chris Cormier, Carol Sitzler, Jared Bellmund, Mark Pavaio, Walt Slagel, Patsy Dupre.

There were no NAY votes.

2. Downtown Advisory Board Budget Review - J. Carpenter

Presentation on current budget position for Main Street and 7th Avenue by Staff.

Jamie Carpenter presented an overview of the Main Street and 7th Avenue MSD budgets along with recommendations from staff for moving forward.

3. Part Time Events & Marketing Assistant - J. Carpenter

Jamie Carpenter presented a proposal to establish a position of Part Time Events & Marketing Assistant to begin in the current fiscal year. The position was created, in part, due to the department reorganization with the Community Development Department, leaving additional room in the budget due to some staff costs being paid out of the General Fund. A job description was presented to be 25 hours per week (averaged over a year) with benefits. The current year budget impact is approximately \$3000 and normal fiscal year budget impact will be approximately \$35,000 to be distributed as 75% Main Street and 25% 7th Avenue MSD.

Caroline Gunther made a motion to recommend the position of Events and Marketing Assistant to city council. Matthew Hickman seconded.

A roll call vote was taken, the following AYE:

Becky Ayers, Matthew Hickman, John Ryan, Chris Cormier, Carol Sitzler, Jared Bellmund, Mark Pavaio, Walt Slagel, Patsy Dupre.

There were no NAY votes.

4. Review 2021 events schedule - M. Friedheim

Meredith Frieheim presented the calendar of downtown events to the board. She noted what events were tentative and that all will be subject to Covid restrictions that are in place at the time of the event.

Rhythm & Brews is proceeding for planning purposes and the downtown staff are monitoring the requirements to make the determination for when opening day will be.

5. Proposal to Downtown Advisory Board for 2021 LoveHendo Saturdays - J. Carpenter

Jamie Carpenter presented the LoveHendo Saturday proposal that was included in the agenda packet. This was recommended to proceed by the Events team in February. The proposed plan for 2021 included partnering with other downtown events to provide additional activity to alleviate the concerns raised by some businesses during 2020. This includes Antique & Vintage Show, Jump Off Rock Half Marathon, Tails in Town, and Motorama.

There was discussion on the impacts of closing the street with concerns raised by Carol Sitzler.

Jared Bellmund made a motion to recommend the street closure of Main Street for May 8, June 12, July 10, August 14, October 9, November 13 and December 11 to continue to the LoveHendo Saturday activity for 2021.

Mark Pavao seconded the motion.

Further discussion included working with businesses to encourage expansion and promoting additional activities to draw attention to the street.

A roll call vote was taken, the following AYE:

Becky Ayers, Matthew Hickman, John Ryan, Chris Cormier, Jared Bellmund, Mark Pavao, Walt Slagel, Patsy Dupre.

The following NAY: Carol Sitzler

6. Proposal for AF Barber Statue at First Citizens Plaza - J. Carpenter

Jared Bellmund made a motion to table this discussion to give the board further time for review. Carol Sitzler seconded.

A roll call vote was taken, the following AYE:

Becky Ayers, Matthew Hickman, John Ryan, Chris Cormier, Carol Sitzler, Jared Bellmund, Mark Pavao, Walt Slagel, Patsy Dupre.

There were no NAY votes.

6. ADJOURNMENT

7.

The City of Hendersonville is committed to providing accessible facilities, programs and services for all people in compliance with the Americans with Disabilities Act (ADA). Should you need assistance or an accommodation for this meeting please contact the City Clerk no later than 24 hours prior to the meeting at 697-3005.