



CITY OF HENDERSONVILLE DOWNTOWN ADVISORY BOARD - LOCATION CHANGE



**City Operations Building | 305 Williams Street| Hendersonville NC 28792
Tuesday, June 13, 2023 – 4:00 PM**

AGENDA

- 1. CALL TO ORDER**
- 2. PUBLIC COMMENT**
- 3. APPROVAL OF AGENDA**
- 4. APPROVAL OF MINUTES**
 - A. April Downtown Advisory Board Minutes
- 5. NEW BUSINESS**
 - A. Parking Review
- 6. OLD BUSINESS**
 - A. Downtown Workplan Updates
- 7. OTHER BUSINESS**
- 8. ADJOURNMENT**

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.



CITY OF HENDERSONVILLE DOWNTOWN ADVISORY BOARD

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



Tuesday, April 11, 2023 – 4:00 PM

MINUTES

1. CALL TO ORDER –

Present: Caroline Gunther, Matthew Hickman, John Ryan, Carole Sitzler, Chris Cormier, Phil Wilmot, Mark Pavao, Joe Dinan, Patsy DuPre, Heang Uy

Absent: Jerry Fitzgerald, Jared Bellmund, Debbie Roundtree, Anthony McMinn

Staff present: Jamie Carpenter, Lew Holloway, Brian Pahle, Jenny Floyd, Terry Jacobs, Dakota Parker

PUBLIC COMMENT – There were no public comments.

2. APPROVAL OF AGENDA – Matthew Hickman made the motion to approve, Joe Dinan seconded. All were in favor.

3. APPROVAL OF MINUTES

1. February 2023 Minutes – Mark Pavao made a motion to approve, Joe seconded. All were in favor.

4. NEW BUSINESS

1. MSD Budget Update - Brian Pahle presented on the Main Street / 7th Avenue MSD Budget. A copy of the presentation was included in the agenda packet.

B. Pahle gave an overview of where the MSD budgets have started and where they are going. Particularly due to landscaping and maintenance. We are anticipating Bruce Lowe's contract on landscaping to not be renewed at the completion of the current contract due to his retirement. Finding a qualified landscaping contractor for a similar budget will be very difficult and the long term strategy is to complete that work in-house. For FY 24, the plan is to hire public works staff to bridge the gap to move out of Bruce's contract and to an internal support team. One that will pick up where Bruce leaves off, and also help with additional waste/cleanup to keep downtown clean.

Tax Rate - Recommending a rate of \$0.21 per district. This has been a long-time goal for council. It is a \$.03 decrease on Main Street and \$.04 increase in 7th Avenue.

7th Avenue decreased in value in total. Removal in personal property – Lake Holdings LLC had \$4 million in personal property. This results in the revenue neutral rate being \$0.21. The rate is required to be at revenue neutral.

John Ryan asked if there was a difference from nonprofit properties – particularly noting the sell of Triskelion Brewing. There was a decrease on property revenue, however the biggest impact for 7th Avenue was the loss of the business personal property.

Chris Cormier – Had a question regarding the downtown maintenance crews and how they currently are funded – are they general fund. The proposed crew will be in addition to the work already provided by public works, with the plan that it will be offset by bringing the landscaping contract in-house.

Chris Cormier – question regarding number of nonprofit properties and proportion of nonprofit (non-tax paying) properties vs private properties. – Staff can look up and provide more information on number of nonprofit properties

One time (capital) expenses included:

- Placer.ai discussion – a one-year expense is proposed for a software that will provide data and insight on foot traffic and downtown business leakages. (\$16,000)
- Pedestrian wayfinding (\$50,000 in budget)
- Depot design plans (\$6000)

City Council will see this budget on May 5.

5. OLD BUSINESS

1. Downtown Team / Workplan Updates - J. Carpenter reviewed the workplan updates. The Economic Vitality Team is planning a downtown employee meetup and tour in early June and requested feedback from the board on better time / day to do it. It was determine that Sunday at 5pm would work well.

6. OTHER BUSINESS

7. ADJOURNMENT

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CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY DOWNTOWN ADVISORY BOARD



SUBMITTER: Jamie Carpenter, Downtown Manager **MEETING DATE:** June 13, 2023

AGENDA SECTION: NEW BUSINESS **DEPARTMENT:** Community Development - Downtown

TITLE OF ITEM: Downtown Workplan Updates

SUMMARY:

Events:

Downtown special event calendar is attached – note several upcoming events on Main Street
Event Safety Updates & Event Fees

- Friends of Downtown Events completed and remaining:
 - April 19 – Volunteer Kickoff Meeting – Farmers Market and R&B volunteers
 - May 6 – Farmers Market Opening Day
 - May 10 – Bear Reveal
 - May 18, June 15, July 20, August 17, Sept 21– R&B
 - May 27-28 – Garden Jubilee
 - First time Friends of Downtown took over Garden Jubilee. Surveyed businesses, volunteer and city staff on future improvements for 2024.
 - Farmers Market – Saturdays 8am – 1pm through October
 - Oct 21- bear auction
 - Oct 31 – Treat Street
 - Nov. 24 – Tree Lighting
 - Dec 1 – Olde Fashioned Christmas
 - Dec 16 – Holiday Train Rides

Upcoming Events Downtown:

- Music on Main / Car shows – Friday nights – South Main
- July 1 – Oklawaha Summer Fest – 1st Avenue W
- July 4: Parade - Begins at 10:30am on Main Street heading NORTH
- July 4 Celebration: 3rd Avenue SOUTH remains closed all day for music, family activities and more leading up to the fireworks at Jackson Park
- July 15 – Chalk it Up – (No street closure)
- Sept. 1 – 4 – Apple Festival
- Sept. 22 – 24 – Art on Main

Economic Vitality Team

- Downtown Workforce Meetup / Tour Program
 - Completed first run – June 4
 - 14 participants ~ \$140 in downtown dollars
 - Dinner with tip \$312
 - Budgeting / future planning – Next meetup will be August 27
- Downtown Opportunity Fund – Dogwood Health Trust Grant
 - Kickoff event was at Daddy D’s – about 20 people in attendance
 - Contracts in place with Black Wall Street and Mountain BizWorks. Meeting biweekly with team
 - Project team will have information at the Farmers Market Juneteenth Celebration on June 17
 - Mountain BizWorks foundations course hosted in Hendersonville in July
- Parking
 - June 13 – downtown advisory board meeting to review and recommend updates
 - Currently – revenues are looking good. Dogwood Lot – opened more permit spaces after reviewing lot activity past month.
 - June 28 City Council Workshop will include a parking update.

Community Character Team

- HIIP (Historic Improvement Incentive Program) grants – worked with HPC
 - Finalized grant updates at June 6 meeting – need final updates completed for program – see FRIENDS budget info below.
- Depot Plaza
 - Elevation drawings completed – will be doing 3d renderings
- Avenue Signage updates
 - Working with Color-ad designs who did county-wide wayfinding signs to create new designs for the avenue signs that will have similar look and feel to other wayfinding. Without TDA grant the budget is at \$50,000.

FRIENDS OF DOWNTOWN NONPROFIT OPERATING / PROGRAM EXPENSES – With sponsorship revenue in for the year, we can provide a good assessment of what funds are available within the Friends of Downtown budget that can be dedicated to committee projects. The Community Character and Economic Vitality teams to review based on our projects in the workplan and grant program to determine if there is any prioritization from this committee for the Friends budget:

1. Funds dedicated toward HIIP grants
2. Funds dedicated toward savings for future projects: ie obtaining property, public art, depot plaza, future park space

RESERVE - \$47,000 for general operating expenses (insurance, supplies, and startup expenses for downtown events in the event of bad weather or loss of key sponsors) – this is more than we would need but will safely allow everything we currently do to continue to occur annually.

Unrestricted Retained Earnings from 2022 (estimate – awaiting final reports from CPA):

+ \$73,712

Projected Net Revenue for FY 23 (year end Dec 2023)

+ \$24,000 (this is conservative and estimating lower R&B sales than we would expect to receive)

Total Balance available for programs or projects: (\$73,712+\$24,000) – (\$47,000 reserve) = \$50,712 available currently.

Projected annual income to go toward balance = \$15,000

(again a conservative estimate – considering potential insurance increases, loss of major sponsors, and other operational expenses that may increase)

The community character team would like to reserve \$30,000 for HIIP (formerly façade) grants.

To be reviewed by the Friends of Downtown Board.