



# CITY OF HENDERSONVILLE COMMUNITY CHARACTER TEAM

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



Tuesday, January 02, 2024 – 9:00 AM

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## AGENDA

1. **CALL TO ORDER**
2. **APPROVAL OF MINUTES**
  - A. December Community Character Minutes
3. **OLD BUSINESS**
  - A. Community Character Workplan Brainstorm
4. **OTHER BUSINESS**
5. **ADJOURNMENT**

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# CITY OF HENDERSONVILLE COMMUNITY CHARACTER TEAM MEETING

Downtown Program Office | 125 Fifth Avenue West, Suite 200 | Hendersonville NC  
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Tuesday, December 05, 2023 – 9:00 AM

## MINUTES

1. **CALL TO ORDER – Present:** Kristen Lee, Aaron Adams, Michele Sparks. On Zoom – Caroline Gunther, Linda DiPaola **Staff Present** – Jamie Carpenter, Terrye Jacobs, Dakota Parker, Chris Conard
2. **APPROVAL OF MINUTES** - November 2023 Community Character Minutes – Michele, Aaron 2<sup>nd</sup>

3. **OLD BUSINESS** - STEAP Mural Update - *Karen-Eve Bayne*

Yarn Bombing – tree board gave approval for November through March of this year.

Murals in 7<sup>th</sup> Avenue District

Requirements of murals to show local community, nods to past, present and future of 7<sup>th</sup> avenue area. 628 7<sup>th</sup> Avenue East. Going to try to have reproductions made on banners that may be placed in other locations. Challenge with mural program is finding buildings that will have a lease agreement for 1-5 years or longer. Life of a mural painted on marine board or brick is about 20 years. This mural will not come down unless the rescue mission sells the building.

Asked for comments – Linda Dipaola compliments it and thinks is great and represents the project and area well.

Billy Smith – artist

Asked about feedback on putting banners up to promote the mural site.

Paper print in store front with mural design for store windows – direct to Bee Line Murals and next location

Mural # 2 – submission

Diamond Cash – doing mural inside WNC Source building on 7<sup>th</sup> avenue. 20 ft long, 16 ft tall. On marine board. Hoping to have it on display for MLK Day.

Consider a Main Street location, then relocate to 7<sup>th</sup> Avenue at the conclusion of the streetscape?

Next steps – finding a mural location. Going to apply for a grant for more public art, going to design a mural walk in Hendersonville. Wanted a discussion about that for the grant application. Grant is due first of January. Applying for a grant to create a flyer for mural walk with qr code for each mural.

Public Art Review – STEAP and Arts Council to help create a public art review / policy approach.

It was asked if the Art League was going to be involved, they were asked but would prefer to stick with their core mission, they will continue to be apprised.

Aaron Adams noted concern about making it too restrictive.

Part of the CC Team's problem has been what to direct people to for guidance when they would like to do public art, either on private property or public property. Ultimately on private property we cannot place restrictions on art, but having an entity to send people to for guidance, as well as when people have proposals for public space public art.

**7th Avenue Streetscape Update** – Chris Conard, Construction Manager with the City was at the meeting. He advised that although timelines are suggesting an earlier completion date, it can take more time than originally planned. They will hold the construction manager to dates, however there are several things that, by law, can delay the project. Committee noted that business owners need to know details on the closure ASAP so they can plan for staffing next year and for how long.

## Main Street America National Accreditation Criteria:

1. **Broad Based Community Commitment to Revitalization**
2. **Inclusive Leadership and Organizational Capacity**
3. **Diversified Funding and Sustainable Program Operations**
4. **Strategy-Driven Programming**
5. **Preservation-Based Economic Development**
6. **Demonstrated Impact and Results**

### STANDARD 2: **Inclusive Leadership and Organizational Capacity**

#### STRATEGY II. ACTIVE BOARD LEADERSHIP AND SUPPORTING VOLUNTEER BASE

**INDICATOR III:** The Main Street program has developed an active, supporting volunteer structure to ensure capacity to plan and implement the approved work plans. Refer to the matrix (pg. 3) in order to evaluate your progress in the space next to sentence:

1. Established committees or teams that follow the program's selected Economic Development (Transformation) Strategies, Board's outlined priorities, and/or the Main Street Four Points.
2. Each volunteer committee or team has an active leader, chair, or co-chairs.
3. Each volunteer committee has an appropriate number of members to plan the approved number of projects or initiatives it intends to implement. Ideally, there is a leader or champion for every project.
4. Committees or teams participate in trainings that support their roles at least annually.
5. **OPPORTUNITY TO DEMONSTRATE ACHIEVEMENT (3 or above):** Share an **example of how your program is achieving and doing something innovative or outstanding that isn't listed in any of the above indicator. Again, your organization must meet this indicator in order to achieve accreditation. 1-2 sentences:**

## Community Character Team – Meets 1<sup>st</sup> Tuesday at 9am

Patsy DuPre, Caroline Gunther, Matthew Hickman, Linda Dipaola, Michele Sparks Phil Wilmot, New member: Kristen Lee, ???

### 2023 Workplan Items -

1. Coordinate efforts with the Historic Preservation Commission on common goals and consider subcommittee crossover to achieve goals.
  - ~~a. Hold a joint meeting with Community Character Team and HPC in February – Completed and grant is updated.~~
  - ~~b. Update Façade Grant Program guidelines and application to be a Friends of Downtown program instead of City of Hendersonville~~
  - c. **What's next?**
2. Updating downtown pedestrian/avenue wayfinding
  - ~~a. May 2023 announcement – did not receive but have budgeted for updating current signs. TDA will be doing more on wayfinding in next year.~~
  - b. **Move forward regardless of grant – in CIP Budget**
  - c. **In progress on ordering and install**
3. Implement 7th Avenue Branding - concurrent with streetscape
  - a. Order additional merch
  - b. Order OPEN flags for all businesses and distribute before streetscape
  - c. Video of the branding with a recording of the brand statement - VOLUNTEER HELP Jerry Fitzgerald to help create video
  - d. Bigger signage about the “pardon our mess” during construction
  - e. Advertising/marketing with new branding
    - i. 7 things to do in 7th Avenue promotion started September 2023

- ~~ii. Branding incorporated in Farmers Market promotions~~
- 4. Vacant window improvement project
  - ~~a. created and installed in Jane Asher building in September 2023~~
  - ~~b. Contact property owners of vacant storefronts~~
    - i. Village Green
    - ii. Former Scotties Jewelry
  - c. Later look into 2nd floor windows after 1st floor is done
- 5. Depot plaza improvements
  - ~~a. Coordinate with an architect to do renderings~~
  - ~~b. Receive price estimate for construction~~
  - c. NEXT STEPS - Present to train club
  - d. NEXT STEPS - Create fundraising plan
  - e. NEXT STEPS - Present to City Council
- 6. Design guidelines/historic district for 7th – downtown master plan
  - a. Recommendation for Downtown Master Plan to have overlay or historic district to preserve buildings and plan for design style of new construction.
- 7. Murals & public art
- 8. Review of CIP budget and future request
  - a. Annual review CIP budget to determine further updates to the physical
- 9. 7th Avenue Streetscape
  - a. Communicate regularly on construction updates and timing.
  - b. Phase 2 and 3 of streetscape is included in CIP budget and there are several grant applications submitted for further expansion.