



CITY OF HENDERSONVILLE
DOWNTOWN ADVISORY BOARD - DATE CHANGE
Downtown Program Office | 125 Fifth Avenue West, Suite 200 | Hendersonville NC
28792



Tuesday, February 07, 2023 – 4:00 PM

AGENDA

1. **CALL TO ORDER**
2. **PUBLIC COMMENT**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
 - [A.](#) Approval of January 2023 Minutes
5. **OLD BUSINESS**
 - [A.](#) 7th Avenue Streetscape Update
6. **NEW BUSINESS**
 - [A.](#) Residential Zoning on Main Street – Comprehensive Planning
7. **OTHER BUSINESS**
 - [A.](#) Downtown Team / Workplan Updates
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
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Tuesday, January 10, 2023 – 4:00 PM

MINUTES

1. CALL TO ORDER – 4pm

Present:

Chris Cormier

Phil Wilmot

Patsy DuPre

Carol Sitzer

Caroline Gunther

Jerry Fitzgerald

Joe Dinan

Matthew Hickman

Heang Uy

Staff Present: Jamie Carpenter, Terry Jacobs, Sgt. Gardin, Chief Myhand, Lew Holloway

Public present: Aaron (White Duck Taco), online: Mountain Page Press

Absent: John Ryan (joined via zoom), Mark Pavao (joined via zoom), Jared Bellmund, Anthony McMinn, Councilwoman Debbie Roundtree

2. PUBLIC COMMENT – There were no public comments.

3. APPROVAL OF AGENDA – Carole Sitzer made a motion to approve, Matthew Hickman Seconded. All were in favor.

4. APPROVAL OF MINUTES

- December 2022 Downtown Advisory Board Meeting Minutes – Patsy DuPre made a motion to approve, Carole Sitzer seconded

5. NEW BUSINESS

- Police Department Update –

Sgt. Gardin was present to discuss efforts regarding homelessness – a lot of partnerships with Hope Coalition, Thrive, Rescue Mission to help with placement and housing. Not a lot of teeth with laws because of recent changes/courts that make some enforcement unconstitutional.

Alternative for youths – creating a center or place for downtown – working with local churches

Authorization to Act – This form allows police the authority to move trespassers without having to wait for the consent of the business/property owner. This only applies to outside of business – if someone is trespassing inside a business PD has authority.

No trespassing signage – this gives PD more ability to act.

Q – P. Wilmot – What course of action to businesses have as far as loitering. They have placed no loitering signs.

A - Loitering laws were found unconstitutional by supreme court – better course of action is no trespassing sign and officer can enforce trespassing. Sidewalk – cannot prevent people from standing on sidewalk but they cannot block the path. If they are blocking a path or leaning on the building may be something they can enforce.

M. Hickman noted that typically they have asked people to move away and there have been little issues.

Chief – would encourage you to call police any time there is an issue so the officer can determine if there is a violation. They may also be able to encourage someone to move on without taking further action.

Q – John Ryan - what kind of juvenile problems are most prevalent?

Sgt. Gardin – mischievous behavior – theft

Q – Patsy – have businesses not signed authorization to act?

Sgt Gardin– if you have nothing outdoors it doesn't make sense to do it, but if you have outdoor property, the authorization to acct makes sense.

Chief – encourages as business owners and residents to go to council to express concerns or issues.

Mark Pavao – has had good success with their outdoor dining, communicating with people, letting them know the rules, communicating with officers.

Chris Cormier– would like to go with a louder voice to city council

Caroline – after a certain amount of infractions it can often get to a point where they get moved to adult services

Police have collected data regarding calls to dispatch – tracking downtown related calls and provide a report – March 2022 specifically started coding interactions with people who are homeless. Coding impact on budget, cost etc.

Numbers to call:

- non-emergency phone 828- 697-3025
- 911 can also be called for emergencies.
- Sherriff Department Non-Emergency 828- 697-4911

Request / Action steps:

Caroline Gunther – requested for PD to note that the Downtown Advisory Board is discussing the issues related to loitering.

ACTION – Request staff to inform council that this was discussed at downtown advisory board meeting that it was concerning enough to bring the Police Department to the meeting to review.

ACTION – is there a rack card or post card for places to send people to? Caroline will make a note. Send the list to Jamie, Jamie will make a rack card

ACTION – Jamie will send the monthly chief report to the board as it comes out.

ACTION – Anyone wishing to sign an Authorization to Act if they have not, should contact Sgt. Gardin – ggardin@hvlnc.gov

6. OLD BUSINESS

1. 2023-2024 Downtown Workplan, Annual Report & Program Accreditation – This will be reviewed at the February meeting.
2. Reschedule the February meeting to February 7 (one week prior to normal meeting time)

7. ADJOURNMENT – Patsy DuPre made a motion to adjourn. – Carole Sitzer second.

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**CITY OF HENDERSONVILLE
AGENDA ITEM SUMMARY
DOWNTOWN ADVISORY BOARD**



SUBMITTER: Jamie Carpenter, Downtown Manager **MEETING DATE:** February 7, 2023

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

TITLE OF ITEM: 7th Avenue Streetscape Update

SUMMARY:

City of Hendersonville Engineering Department will join the meeting to review and inform on updates regarding the 7th Avenue Streetscape.



CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY DOWNTOWN ADVISORY BOARD



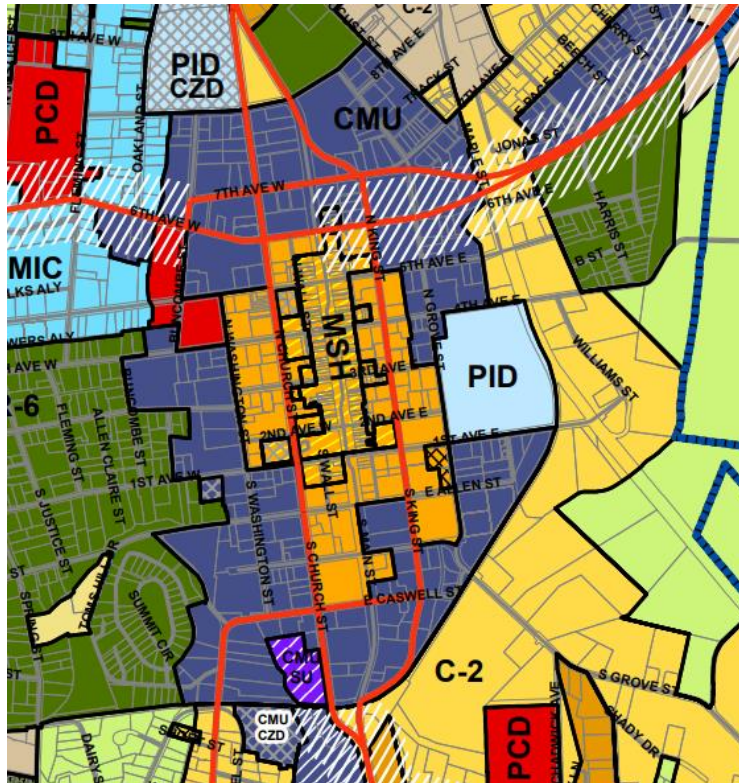
SUBMITTER: Jamie Carpenter, Downtown Manager **MEETING DATE:** February 7, 2023

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

TITLE OF ITEM: Residential Zoning on Main Street – Comprehensive Planning

SUMMARY:

Currently the C-1 district has no restrictions for first floor residential (orange district in map). Staff would like direction from the Downtown Advisory Board on if there should be further conversation on first floor residential developments within the Municipal Service District.





CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY DOWNTOWN ADVISORY BOARD



SUBMITTER: Jamie Carpenter, Downtown Manager **MEETING DATE:** February 7, 2023

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

TITLE OF ITEM: Downtown Team / Workplan Updates

SUMMARY:

Monthly review of workplan status / team updates.

NOTES TO ADDRESS AT MEETING:

Main Street Conference – who is attending? Downtown staff, Caroline, Linda DiPaola – others?

Attachments:

1. 2023-2024 Workplan as of January 31, 2023
2. Friends of Downtown 3 Year Statement of Activity
 - a. It has been approximately 3 years since the Friends of Downtown has financially managed ALL events by the downtown department instead of some events filtering through city accounts.
 - b. The Friends accounting is CASH basis, so income/expenses must be represented in the fiscal year received (fiscal year is calendar year).
 - c. 2023 will be the first year since Covid-19 (2020) where we have an accurate accounting of a full year of expenses / revenues for R&B due to sponsorship credits recording in multiple years.
 - d. TDA grants in 2023 budget reflect what has been applied for in January 2023. Some monies were received in 2022 that will not be spent until 2023.
 - e. In general, we can expect a NET income of approximately \$8000-\$15,000 per year. This includes budgeting \$15,000 towards façade grants and continuing the Double SNAP/EBT program at the Farmers Market.
 - i. This does NOT include our expected payment from the City of \$30,000. Because we believe the Friends budget is healthy, we have informed the City we do NOT need to transfer those funds and can continue to offer those programs and potentially more without resources budgeted from MSD budgets at this time.

Team	ACTION	PARTNER/ASSIGNMENT	Time Frame	Status
Organization - Downtown Advisory Board	1. Complete Partnership Agreement b/t Friends and City			
	Create a MOU between the City of Hendersonville and Friends of Downtown	Staff	late 2022 / early 2023	
	Review by City Attorney / MSD bidding requirements	Staff, Friends Board, City Attorney		In progress
	Update Friends Bylaws	Staff and Board	2022	
	2. Develop a financial policy for Friends to determine projects and distribution of revenues			
	Update Quickbooks chart of accounts to better track income/expenses	Jesse (finance), Jamie	Jan-23	Complete
	Review end of year revenues to plan for spending in next year (Friends)	Jamie / Friends Board	Jan-23	Complete
	CITY - review Capital Improvement Budget for physical projects	Budget staff / Jamie / Downtown Board	1st quarter - 2023	In progress
	3. Increase Board and Committee Education on Main Street and Downtown best practices			
	Hold CLG / SHPO Training for historic district designation	Alex Hunt / HPC	2022	Occured summer 2023
	Invite board members to Main Street Conference	Staff, board	Mar-23	
	Encourage new board participation and committee leadership	Caroline Gunther	Dec 2022 / ongoing	
	Coordinate with other city boards/committees on shared projects		ongoing	joint meeting w/ HPC 2/7/23
	4. Pursue a Downtown Master Plan			
	*Many components of a master plan are included in other areas of the workplan: market analysis and building inventory, stakeholder communications, event			
	Determine budget needs	Jamie / Lew	2022	complete - in budget
	Apply for funding from HCTDA to supplement plan	Jamie	2022	\$50k Awarded
	RFP for Comp Plan w/ Downtown Master Plan component	Lew	2022	complete
	Interview candidates and select consultant	DT/ Planning Staff, Planning Board members	2022	complete
	Finalize contract	Lew	2023	in progress
	Stakeholder/steering committee formed	Planning board /reps from downtown board		2023

EVENTS	1. Improve holiday events - continue in 2023			
	establish merchant subcommittee to plan for holiday promotions	Event staff, Sherry Schmidt, Morgan Futrell, TDA	Summer 2022	Met, discussed updates
	Apply for funding from HCTDA to support entertainment	Jamie	Feb-22	Awarded
	HCTDA Grant Reporting on all events	Jamie	Feb-23	
	Add additional entertainment element to all holiday events	Terrye	Dec-23	added photos with Llamas, caroling
	Conitnue into 2023 to improve on updates	Terrye, Dakota, Events Team	2023	
	2. Initiate and Establish a budget for at least one new marketing outlet for each event downtown			
	Apply for HCTDA for marketing funds	Jamie	Jan-23	complete - in budget
	Add radio advertising for R&B - WNCW And SC Public Radio (HCTDA Grant)	Jamie & Meredith	2023	
	Incorporate all FoDT events in full page ads - Discover Hometown	Jamie	year round 2023	
	3. Review updates to R&B site plan and adjust layout			
	VIP area - relocate			
	Beer trailer - potential			
	4. Complete a seamless transition of the Friends of Downtown taking over management of Garden Jubilee			
	Contract with Vendor Coordinator	staff	fall 2022	complete
	Review partnership / resources needed with HCTDA	staff/tda	Jan-23	complete - in budget
	5. Facilitate updates of the Special Event Policy and Fee Structure in 2023			

Community Character				
	1. Coordinate efforts with the Historic Preservation Commission on common goals and consider subcommittee crossover to achieve goals.			
	Meet with HPC/Community Character team to review Façade Grant Guidelines and update	Comm Character Team / HPC - Jamie & Alex	Feb-23	
	Create a process/workflow for façade grants and COA	Comm Character Team / HPC - Jamie & Alex	Feb-23	
	Determine better connections between subcommittees and HPC	Comm Character Team / HPC - Jamie & Alex	Feb-23	
	Design Standards / Local Historic District status for 7th Avenue	incorporate as part of downtown master plan		
	2. Update avenue signage in Main Street and 7th Ave to improve pedestrian experience			
	Apply for HCTDA Grant for updated pedestrian signs	Jamie	Feb-23	submitted
	Proceed with design and standards (regardless of grant award)	Comm Character Team	Jun-23	
	Include updated signage in CIP Budget	Jamie/City	Jan-23	
	3. Complete + Implement the 7th Avenue Branding Project			
	Narrow consultants and interview	Community Character Team	Feb-22	complete
	Form steering committee for branding meetings	7th Ave Branding Steering Committee	Jul-22	complete
	Present to Council	Jamie / Arnett Muldrow	Dec-22	complete
	Purchase swag/signage to distribute	Jamie	Feb-23	in progress
	Video launch of branding - concept to have someone do voiceover of brand statement in Arnett Muldrow report and different videos of people in 7th Ave	Jerry fitzgerald (volunteer/board member)	Mar-23	in progress
	4. Pursue development opportunities involved with Ecusta Trail			
	(incorporate in Downtown Master Plan process)			
	5. Vacant Window Improvement Program			
	Work with building owners to allow use of windows	Gaye Cinke / Comm Character Team	Spring 2023	
	Design window template	Jamie	Mar-23	
	6. Complete Streetscape			
	Communications and updates with business owners	Linda will help with business updates, engineering dept, Harper construction	all 2023	
	Water lines, connections/tap updates			
	Cost savings on asphalt, etc. Discount by adding onto work			
	Façade improvements during construction			
	Update businesses on status of streetscape	Jamie/Team	early 2023	
	Continue to pursue phase 2 and 3 of streetscape	Engineering dept, downtown dept		Engineering dept submitted several grants "Above the Mud" project

Economic Vitality	1. Educate, plan and promote parking garage construction and future parking meters with regular updates			
	Continuous newsletter updates throughout year			
	Parking Permit info meeting - current and potential permit holders	City staff, Caroline (Chair)	Nov-22	complete
	Advocate for employee parking rate	Downtown Board	year round	complete - \$25/month permits in
	Create coupons and discount codes to encourage use of parkmobile	Jamie / Kristen (Parking)	Nov-22	ongoing
	Update city website and parking information	Allison (City), Jamie	ongoing	
	Evaluate year in parking	Downtown Advisory Board	Dec-23	
	2. Support downtown service industry thorough hosting one downtown training or orientation			
	Plan for and offer at least 1 training aimed to downtown employee Hendo 101 – approach TDA about partnering to do a downtown version of the FAM tours – incentivize attendance by giving each attendee downtown dollars Start here – summary/overview Do walking tour of downtown End at brewery with trivia Everyone who participates from start to finish could get a beer ticket	Caroline, Jerry Daniel (EV Comm)	Apr-23	
	Create/update busienss resource manual Business Resource Manual – put together a guide (similar to the new business guide) that is used as a resource for current businesses and employees – include: JAMIE to work on before April Services available Parking info Downtown program info Odd history Building info too - qr code or link to website with more info	Jamie/EV Team	Apr-23	
	3. Persue opoportunities to support entrepreenurs/minority businesses and local businesses through training and programs * Dogwood Health Trust grant program			
	Apply for Dogwood Health Trust underfueled entrepreneurs program	Jamie, Mountian BizWorks, BlackWall Street, BRCC	May-22	Awarded - \$400,000
	Establish contracts with service providers	Jamie, Mountian BizWorks, BlackWall Street, BRCC, CITY ATTORNEY	Feb-23	
	Training kick off / soft launch with BRCC	Gary Heisey	Feb-23	
	Presentation to Council	Jamie	Mar-23	
	Incubator in downtown office / Lease agreement	Jamie	Mar-23	
	Initial report to DHT	Jamie	Apr-23	

Friends of Downtown Hendersonville
3- Year Statement of Activity

Item A.

	2023 Budget	Jan - Dec 2022	Net by Class 2022	Jan - Dec 2021	Net by Class 2021	Jan - Dec 2020	Net by Class 2020
General / Operating - Misc. Donations and Grant Revenue							
AARP Sidewalk Mural Grant	\$0.00	\$0.00		\$10,000.00			
Duke Energy Hometown Revitalization Grant	\$0.00	\$0.00		\$25,000.00			
Grants from TDA (County Govt)	\$70,000.00	\$91,000.00		\$0.00			
Contributions - Friends of Downtown (non taxable)	\$10,000.00	\$13,895.95		\$17,850.80		\$5,670.23	
Downtown Bucks Revenue		\$803.00		\$0.00			
Misc Income - F.Dwntwn (nontaxable)		\$1,532.79		\$0.00		\$7,980.31	
Miscellaneous Sales - F.Dwntwn. (taxable)		\$1,152.59		\$5,505.47		\$1,773.51	
General / Operating Expenses							
Advertising & Marketing	(\$20,000.00)	(\$9,399.05)		(\$8,374.70)		(\$4,367.00)	
Bank Charges & Fees - Fr.Dwntwn.	(\$2,500.00)	(\$2,299.13)		(\$951.67)		(\$682.34)	
Contracted Services	(\$1,600.00)	(\$1,650.00)		(\$790.00)		(\$889.81)	
Insurance - Fr.Dtn.	(\$8,000.00)	(\$7,913.00)		(\$2,421.64)		(\$2,055.00)	
Miscellaneous Expenses - Fr.Dwntwn.		(\$65.88)		\$0.00		(\$41.18)	
Downtown Dollars Reimbursed		(\$170.00)		\$0.00			
Supplies & Materials		(\$4,125.65)		(\$2,743.86)		(\$10,381.11)	
Volunteer and Performer Expenses	(\$5,000.00)	(\$4,713.89)		(\$3,544.33)		(\$1,129.61)	
AARP Sidewalk Mural Grant Expenses		(\$498.64)		(\$9,110.06)			
Facade Grants	(\$15,000.00)	(\$17,200.00)		(\$7,500.00)			
Pivot Grant Award Expense		(\$21,526.58)		(\$2,888.49)		(\$1,850.00)	
unapplied cash		(\$238.14)					
other misc expense		(\$618.00)				(\$253.00)	
TDA Grant Expense	(\$100,000.00)	(\$8,192.03)		\$0.00			
total general	(\$73,100.00)		\$26,381.62		\$15,927.39		(\$7,673.11)

Friends of Downtown Hendersonville
3- Year Statement of Activity

Item A.

	2023 Budget	Jan - Dec 2022 Net by Class 2022	Jan - Dec 2021 Net by Class 2021	Jan - Dec 2020 Net by Class 2020
Bearfootin Income				
Bear Sponsorship	\$22,800.00	\$19,827.31	\$18,799.34	\$6,193.52
Bear Purchase	\$130,000.00	\$122,967.86	\$99,272.37	\$74,051.00
Advertising & Marketing - Bearfootin	(\$3,000.00)	(\$2,692.11)	(\$2,596.55)	(\$562.86)
Bearfootin Expense				
Contracted Services - Bearfootin	(\$3,000.00)	(\$2,395.25)	(\$1,832.84)	(\$200.00)
Contribution of Bear Sales-Auction	(\$103,000.00)	(\$102,400.00)	(\$75,000.00)	(\$46,576.00)
Purchases for Resale - Bears	(\$13,000.00)	(\$39,000.00)	(\$36,050.00)	
Supplies & Materials - Bearfootin	(\$1,500.00)	(\$1,298.46)	(\$1,785.06)	(\$505.95)
Total Bearfootin	\$29,300.00	(\$4,990.65)	\$807.26	\$32,399.71
Farmers Market Income				
Appalachian Sustainable Grant Revenue	\$1,400.00	\$1,401.00	\$14,808.00	\$2,286.00
Macon County Double SNAP Grant (Mountain Wise)	\$2,516.00	\$2,516.00	\$0.00	\$0.00
Contribution - Farmers Market (non-taxable) - Sponsors	\$10,000.00	\$9,000.00	\$9,482.22	
Double Snap Donation - Farmers Market		\$1,421.00	\$0.00	
Vendor Permits - Farmers Market (non taxable)	\$7,200.00	\$7,193.80	\$6,797.23	
Farmers Market Merchandise Sales - F.Dwntwn. (taxable)	\$500.00	\$524.00	\$3,340.15	(\$2,937.21)
Farmers Market Expense				
Advertising & Marketing-Farmers Market	(\$5,000.00)	(\$4,348.92)	(\$1,764.36)	(\$3,682.65)
Contracted Services-Farmers Market	(\$1,500.00)	(\$1,423.74)	(\$969.50)	(\$1,136.63)
Supplies & Materials-Farmers Market	(\$2,000.00)	(\$2,010.69)	(\$9,082.90)	
Potential Double SNAP Reimbursement buffer for additional SNAP usage				
Appalachian Sust. Grant Expense - RENAME TO TOKEN BALANCE COVERED BY FRIENDS	(\$8,500.00)	(\$7,871.47)	(\$18,069.18)	
Total Farmers Market	\$4,616.00	\$6,400.98	\$4,541.66	(\$5,470.49)
Garden Jubilee Income				
TDA Grant (applied 2023 for 2024)	\$20,000.00			
Garden Jubilee Sponsorship	\$7,500.00	\$25,000.00	\$0.00	
Vendor Permits - Garden Jubilee	\$20,000.00	\$9,744.08	\$0.00	
Garden Jubilee Expense				
Insurance	(\$10,000.00)			
Rentals	(\$400.00)			
Contracted Services - Dragonfly	(\$17,000.00)			
Police/Security	(\$10,000.00)			
Advertising/marketing	(\$2,000.00)			
Supplies & Materials-Garden Jubilee	(\$5,000.00)	(\$9.95)	\$0.00	
Total Garden Jubilee	\$3,100.00	\$34,734.13	\$0.00	

Friends of Downtown Hendersonville
3- Year Statement of Activity

Item A.

	2023 Budget	Jan - Dec 2022	Net by Class 2022	Jan - Dec 2021	Net by Class 2021	Jan - Dec 2020	Net by Class 2020
Holiday Events							
TDA Grant (revenue)	\$10,000.00						
Contracted Services - Holiday Event	(\$8,500.00)	(\$8,324.00)		(\$2,892.00)			
Supplies & Materials - Holiday Events	(\$250.00)	(\$244.97)		(\$122.27)			
total holiday	\$1,250.00		(\$8,568.97)		(\$3,014.27)		
Rhythm & Brews - Revenue							
TDA Grant	\$10,000.00						
Contributions - R&B (nontaxable)	\$58,500.00	\$41,651.20		\$24,533.06		\$6,000.00	
Vendor Permits - R&B (non taxable)	\$2,500.00	\$2,516.00		\$1,430.00		\$186.96	
R&B Sales - F.Dwntwn. (taxable)	\$70,000.00	\$74,923.21		\$47,372.87		\$0.00	
Rhythm & Brews - Expense							
Advertising & Marketing - R&B	(\$15,000.00)	(\$10,436.83)		(\$2,557.50)		(\$308.75)	
Contracted Services - R&B	(\$68,000.00)	(\$58,605.19)		(\$54,820.14)		(\$1,600.00)	
Resale Purchases - Rhythm & Brews	(\$24,000.00)	(\$26,430.98)		(\$14,344.29)			
Supplies & Materials - Rhythm & Brews	(\$19,000.00)	(\$16,415.00)		(\$13,610.82)		(\$2,003.35)	
total R&B	\$15,000.00		\$7,202.41		(\$11,996.82)		\$2,274.86
Net Income/Loss	(\$19,834.00)		\$34,777.90		(\$9,662.17)		\$29,204.08