



# CITY OF HENDERSONVILLE DOWNTOWN ADVISORY BOARD ORIENTATION MEETING



Downtown Program Offices - 125 5th Avenue W  
Tuesday, July 13, 2021 – 4:00 PM

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## AGENDA

1. **CALL TO ORDER**
2. **NEW BUSINESS**

A. **New Board / Committee Member Orientation**

Jamie Carpenter, Downtown Manager will review the rules of procedure, meeting policies and Main Street program with new board members and people interested in joining the committee.

No new business or votes will take place.

3. **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.*

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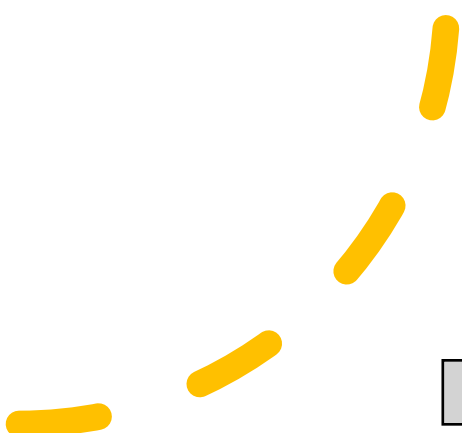
# Downtown Advisory Board Orientation

Jamie Carpenter  
Downtown Manager  
July 13, 2021



# Agenda

1. Main Street (State and National) Program Overview
2. Rules of Procedure and Serving on Public Body
3. Hendersonville Downtown Program History and Overview
4. Teams and Workplans



Main Street  
Program  
Overview





# Economic Development through Historic Preservation Context

The History  
of  
“Main Street”



## A Pilot Project Begins in 1977

The **National Trust for Historic Preservation** began a **3-year demonstration project** with three pilot communities

Purpose of the Project:

- To research **reasons for the decline of downtowns**
- To identify the **factors affecting downtown's health**
- To **develop a comprehensive revitalization strategy** to save historic commercial buildings



National Trust *for*  
Historic Preservation™



National Trust *for*  
Historic Preservation™

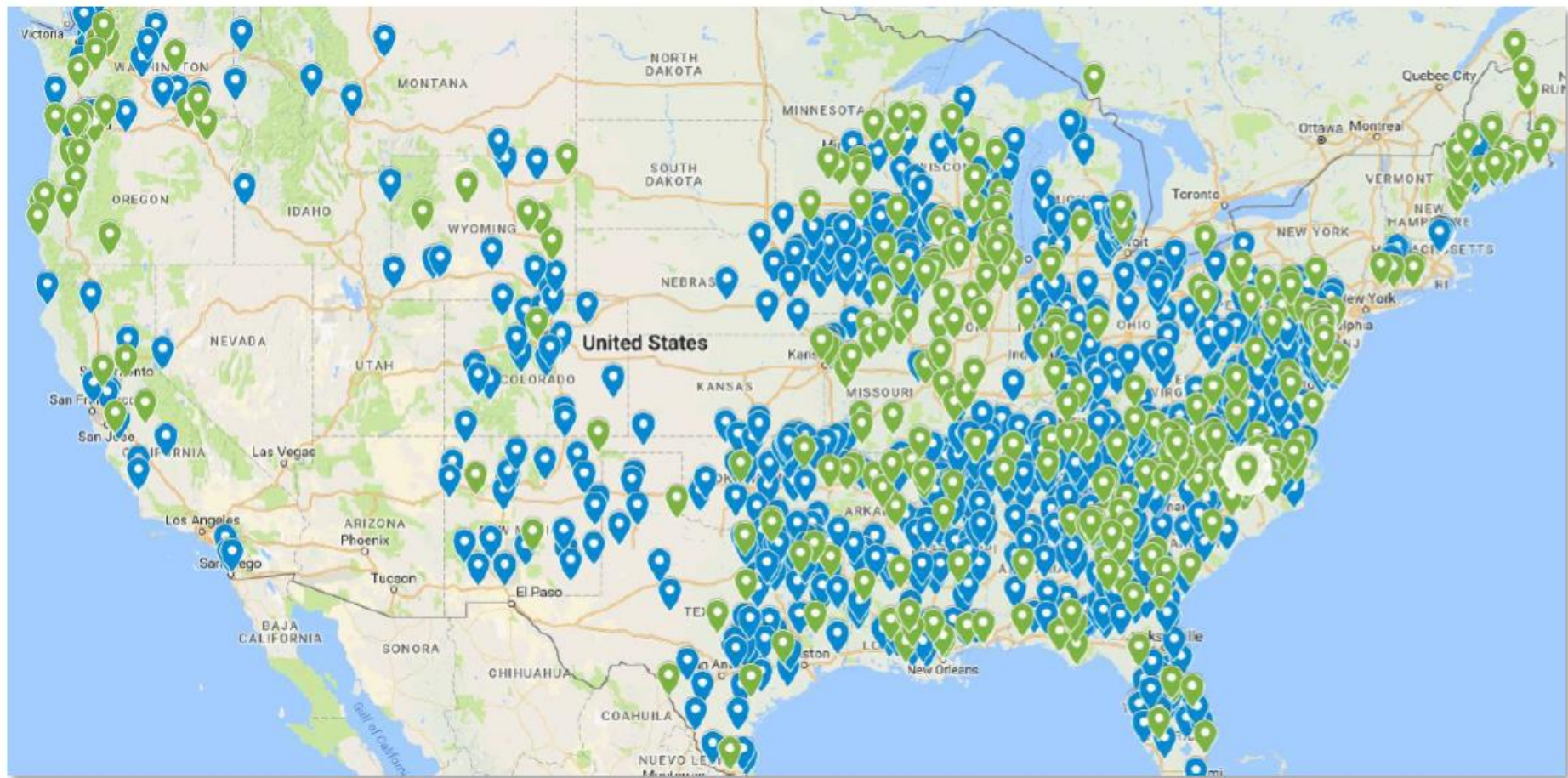
# What They Learned

## Downtowns Need:

- ✓ Strong **public-private partnerships**
- ✓ A dedicated **organization**
- ✓ A dedicated **program manager**
- ✓ A commitment to **good design**
- ✓ **Quality** promotional programs
- ✓ **Coordinated, incremental** processes

# Nationally

Today there are 46 States and Over 1600 Communities in the Main Street Program



**Blue**  
Accredited Programs

**Green**  
Affiliate Programs



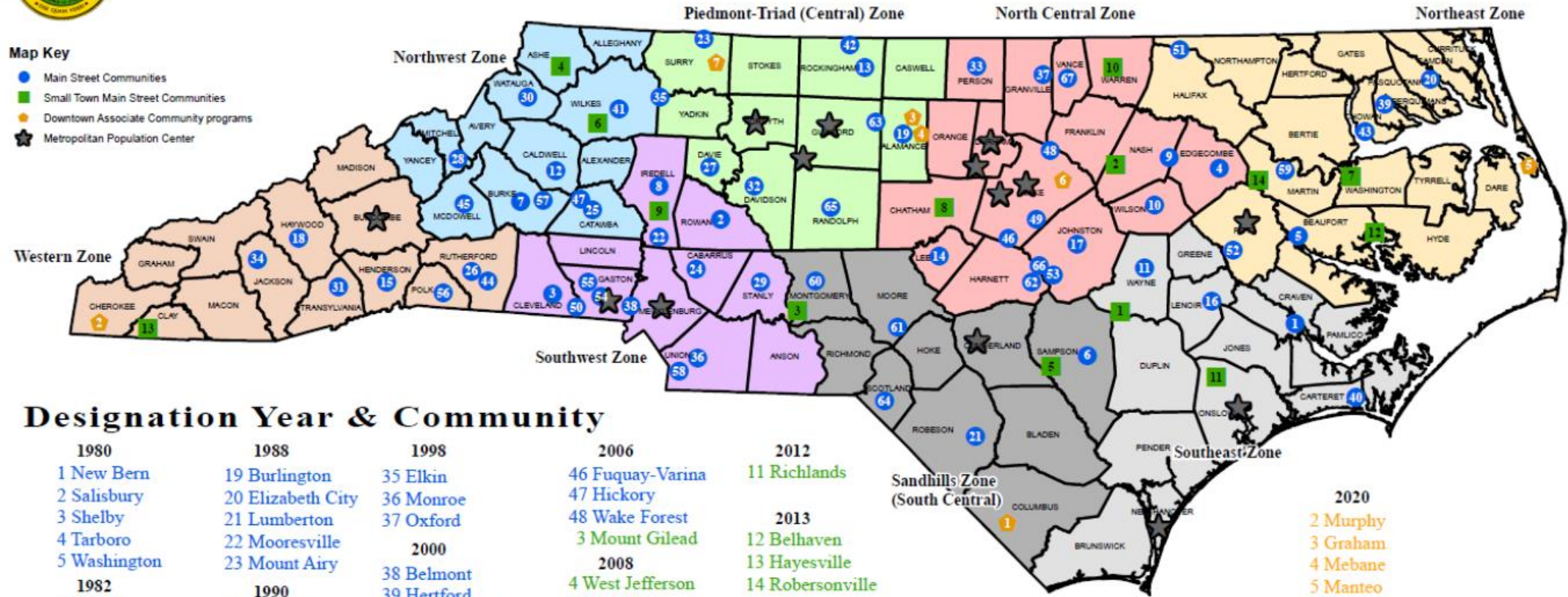




# North Carolina Main Street and Small Town Main Street Communities

Item A.

- Map Key**
- Main Street Communities
  - Small Town Main Street Communities
  - Downtown Associate Community programs
  - ★ Metropolitan Population Center



## Designation Year & Community

1980	1988	1998	2006	2012	2013	2015	2016	2017	2018	2020
1 New Bern	19 Burlington	35 Elkin	46 Fuquay-Varina	11 Richlands		52 Ayden (STMS from 2006-2015)	60 Troy (STMS from 2010-2016)	61 Aberdeen	62 Angier (STMS from 2008-2018)	2 Murphy
2 Salisbury	20 Elizabeth City	36 Monroe	47 Hickory		12 Belhaven	53 Benson (STMS from 2008-2015)			63 Elon	3 Graham
3 Shelby	21 Lumberton	37 Oxford	48 Wake Forest	2013	13 Hayesville	54 Bessemer City (STMS from 2011-2015)			64 Laurinburg	4 Mebane
4 Tarboro	22 Mooresville		3 Mount Gilead	2015	14 Robersonville	55 Cherryville (STMS from 2012-2015)			1 Whiteville	5 Manteo
5 Washington	23 Mount Airy	2000	4 West Jefferson	2016		56 Tryon (STMS from 2007-2015)				6 Zebulon
1982	1990	38 Belmont	5 Roseboro			57 Valdese (STMS from 2013-2015)				7 Pilot Mountain
6 Clinton	24 Concord	39 Hertford	4 Kings Mountain	2008		58 Waxhaw (STMS from 2009-2015)				65 Asheboro
7 Morganton	25 Newton	40 Morehead City	51 Roanoke Rapids	5 Roseboro		59 Williamston (STMS from 2003-2015)				66 Dunn
8 Statesville	26 Rutherfordton	41 North Wilkesboro	6 Wilkesboro	2009						67 Henderson
9 Rocky Mount	1991	2003	7 Plymouth	49 Garner						
10 Wilson	27 Mocksville	42 Eden	8 Pittsboro	50 Kings Mountain						
1984	28 Spruce Pine	43 Edenton	9 Troutman	51 Roanoke Rapids						
11 Goldsboro	1993	44 Forest City	10 Warrenton	6 Wilkesboro						
12 Lenoir	29 Albemarle	45 Marion		7 Plymouth						
13 Reidsville	30 Boone	1 Mount Olive		2010						
14 Sanford	31 Brevard	2 Spring Hope		2011						
1986	32 Lexington			8 Pittsboro						
15 Hendersonville	1995			9 Troutman						
16 Kinston	33 Roxboro			10 Warrenton						
17 Smithfield	34 Sylva									
18 Waynesville										

Build a diverse economic base | Catalyze smart new investment | Cultivate a strong entrepreneurship ecosystem

Create an inviting, inclusive atmosphere | Celebrate historic character | Foster accessible, people-centered public spaces



**ECONOMIC VITALITY**

**DESIGN**

**COMMUNITY TRANSFORMATION**

**ORGANIZATION**

**PROMOTION**

Build leadership and strong organizational capacity | Ensure broad community engagement | Forge partnerships across sectors

Market district's defining assets | Communicate unique features through storytelling | Support buy-local experience

**Comprehensive.**

Commercial revitalization is a complex process that cannot be accomplished through a single project.

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**Incremental.**

Small projects and simple activities lead to a more sophisticated understanding of the revitalization process and help to develop skills so that more complex problems can be addressed, and more ambitious projects undertaken.

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**Community-Driven.**

Local leaders must have the desire and will to make the project successful. The National Main Street Center, and Coordinating Programs, provide direction, ideas, and training; but continued and long-term success depends upon the involvement and commitment of the community.

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**Public-Private Partnership.**

Both the public and private sectors have a vital interest in the economic health and physical viability of the commercial district.

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**Identifying and Capitalizing on Existing Assets.**

Business districts must capitalize on the assets, such as architecture and business mix, that make them unique.

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**Quality.**

Quality must be emphasized in every aspect of the revitalization program across the Four Points.

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**Change.**

Changes in attitude and practice are necessary to improve current economic conditions. Public support for change will build as the program grows.

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**Implementation-Oriented.**

Activity creates confidence in the program and ever greater levels of participation. Work plans are required to drive meaningful work for downtown organizations.

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# NC Main Street Benefits

- Training & Technical Assistance
  - Quarterly Training
  - Annual Conference (Virtual in 2021)
  - On-site visits
  
- Access to Funding only for Main Street Communities
  - When established by NC General Assembly
  
- Recognition for Accreditation and Awards
  - State and National



**2021** NORTH CAROLINA MAIN STREET AWARDS  
 Main Street: PIVOTING FOR PROSPERITY!  
© 2021 Hendersonville, NC

**GREY HOSIERY MILL**  
 Best Adaptive Reuse Project  
City of Hendersonville  
 UNC Development Finance Initiative  
 Land of Sky Regional Council of Government  
 MacRostie Historic Advisors  
 Belmont Sayre  
 Tise-Kiester Architects

**\$8.5 MILLION**  
total investment

**\$3 MILLION**  
historic tax credits leveraged

**\$500,000**  
CDBG Grant

**\$1.5 MILLION**  
public infrastructure improvements

**\$6 MILLION**  
estimated tax value

**\$65,000**  
estimated annual tax revenue

**28** workforce housing units  
85-12% area median income

**7** affordable housing units  
> 80% area median income

**2021** NORTH CAROLINA MAIN STREET AWARDS  
 Main Street: PIVOTING FOR PROSPERITY!  
© 2021 Hendersonville, NC

**MICHELE SPARKS**  
 Main Street Champion

**ART MOB**  
 Studios & Marketplace

HENDERSONVILLE

# Requirements for Accreditation Main Street Communities must:

- Have paid full time director
- Have an organizational structure: nonprofit, local municipal government or combination
- Have broad-based community support and partnerships
- Have municipal government support
- Have established annual work plan that contains a balance of the 4 points – Economic Vitality, Design, Promotion & Organization
- Have an active board
- Have active committees
- Have a historic preservation ethic
- Focus on quality design

# Annual Reporting and Statistics

	2012-2013	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	Total
<b># new jobs</b>	41	44	50	9	14	24	30	44	256
<b># jobs lost</b>	35	45	12	5	15	11	19	49	191
<b>net change</b>	6	-1	38	4	-1	13	11	-5	65
<b># new businesses</b>	16	10	16	9	12	17	16	11	107
<b># businesses closed</b>	11	15	11	3	13	13	14	7	87
<b>net change</b>	5	-5	5	6	-1	4	2	4	20
<b># of commercial spaces</b>	253								
<b>new public investment</b>	\$2,104,108	\$15,500	\$142,726	\$151,000	\$15,750	\$118,000	\$475,000	\$890,000	\$ 3,912,084.00
<b>new private investment</b>	\$747,150	\$116,913	\$830,100	\$622,400	\$487,925	\$1,999,225	\$3,507,498	\$8,843,212	\$ 17,154,423.00
<b># of vacant spaces</b>	n.a.	n.a.	n.a.	31	32	28	25	25	
<b>% occupancy rate of available spaces</b>	n.a.	n.a.	n.a.	87.70%	87.40%				
<b>Volunteer Hours</b>			1651	1766	2008	1974	1980		



# Rules of Procedure & Serving on Public Board



# Downtown Advisory Board Makeup

- Combined Main Street and 7th Avenue Committees to form one Downtown Advisory Board in Feb. 2021.
- All Membership appointments are made by City Council:
  - 5 Stakeholders representing 7th Avenue MSD (must be a business or property owner within district)
  - 5 Stakeholders representing Main Street MSD (must be a business or property owner within district)
  - 4 At Large Members - must reside within Henderson County
  - 1 City Council Liaison (nonvoting)
  - 1 Representative from Hendersonville Rescue Mission (Nonvoting)



7th Avenue Stakeholders	Main Street Stakeholders	At Large Members
<p>Matthew Hickman, Underground Baking Company / Independent Bean Company                      First Term Expires: 6/30/2024                      Team on: Community Character</p>	<p>Caroline Gunther, Wag! A Unique Pet Boutique                      First Term Expires: 6/30/2024                      Team on: Community Character, Events, Economic Vitality</p>	<p>Walt Slagel, Volunteer                      First Term Expires: 6/30/2023                      Team on: Events</p>
<p>Rebecca Ayers, Triskelion Brewing                      First Term Expires: 6/30/2024                      Team on: Events</p>	<p>Carol Sitzer, Downtown Property Owner                      First Term Expires: 6/30/2024                      Team on: Economic Vitality</p>	<p>Julie Buckman, Juls Buckman Photography                      First Term Expires: 6/30/2023                      Team on:</p>
<p>Chris Cormier, Carolina Specialties Construction                      First Term Expires: 6/30/2023                      Team on: Community Character</p>	<p>Jared Bellmund, All Choice Insurance                      First Term Expires: 6/30/2023                      Team on: Economic Vitality</p>	<p>Gerald Fitzgerald, Mountain Deli                      First Term Expires: 6/30/2022                      Team on:</p>
<p>John Ryan, Apple Valley Model Railroad Club                      First Term Expires: 6/30/2023                      Team on: Economic Vitality</p>	<p>Mark Pavao, Black Bear Coffee                      First Term Expires: 6/30/2023                      Team on: Events Economic Vitality</p>	<p>Patsy Dupre, Volunteer                      First Term Expires: 6/30/2023                      Team on: Community Character</p>
<p>Vacant                      Appointment: 7th Ave. Stakeholder                      First Term Expires: 6/30/2022                      Team on:</p>	<p>Matt Johnes, Hannah Flanagans                      First Term Expires: 6/30/2023                      Team on:</p>	
<p>Anthony McMinn, Rescue Mission                      Appointment: Rescue Mission Ex. Dir or Designee - Non-Voting                      First Term Expires: 6/30/2022                      Team on: Community Character</p>		<p>Lyndsey Simpson, City Council Liasion                      Appointment: Council Liaison- Non-Voting                      First Term Expires: 6/30/2022</p>



# Rules of Procedure Highlights:

NOTE: this is specifically to appointed board members, not subcommittee members

- Any member who misses 3 consecutive regular meetings or more than ½ regular meetings shall cease to be a board member
- Open Meeting Laws: All meetings are open to the public, anyone may attend.
- Meetings are held the 2nd Tuesday at 4pm unless canceled or a special meeting is called.



# PUBLIC BODY § 143-318.10(B)

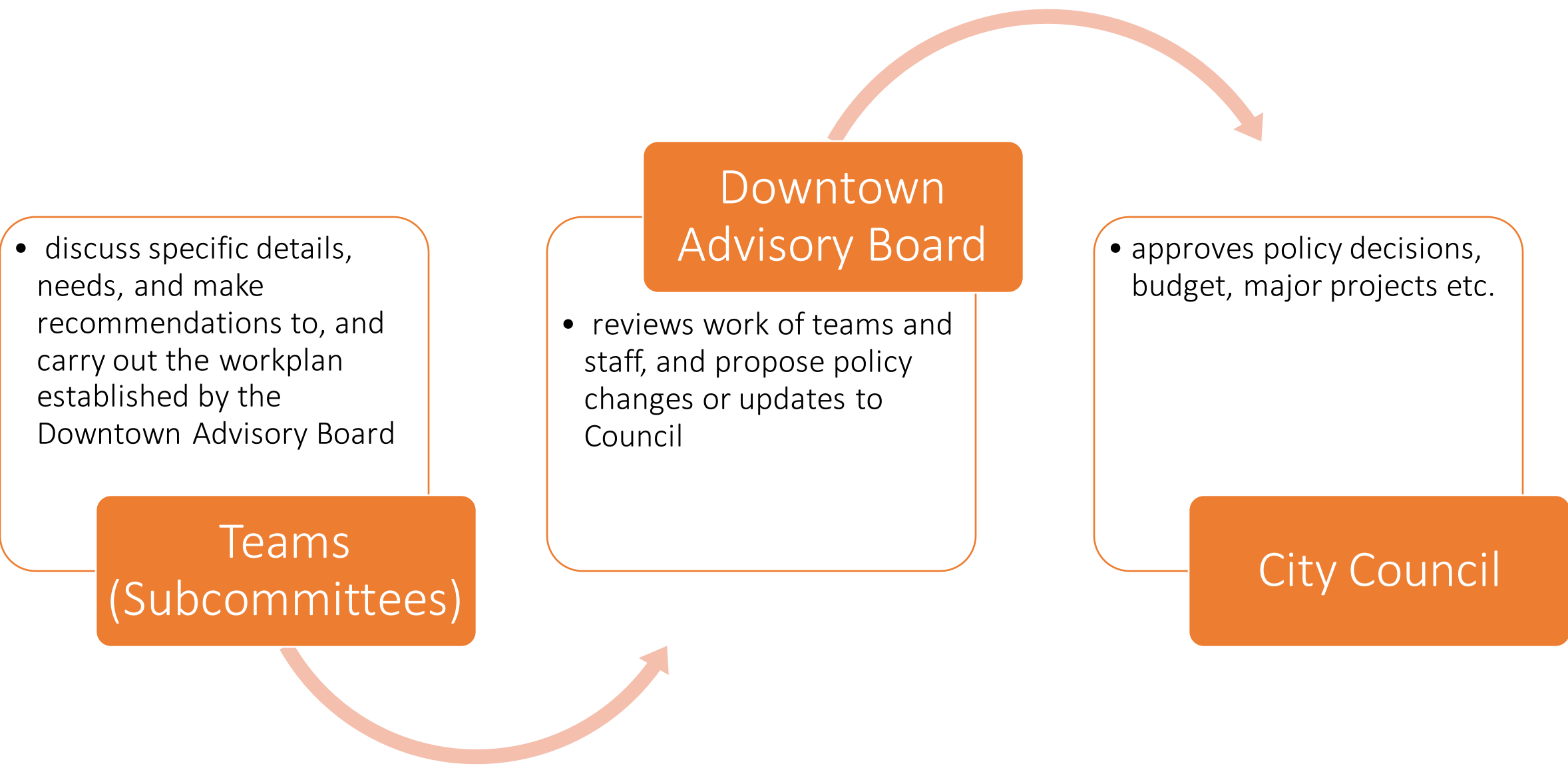
Item A.

“[A]ny elected or appointed authority, board, commission, committee, council, or other body of the State, or of one or more counties, cities, school administrative units, constituent institutions of The University of North Carolina, or other political subdivisions or public corporations in the State that (i) is composed of two or more members and (ii) exercises or is authorized to exercise a legislative, policy-making, quasi-judicial, administrative, or advisory function...”



*§ 143-318.10(c) "Public body" does not include a meeting solely among the professional staff of a public body*





# All meetings are posted on the City's Calendar

<https://www.hendersonvillenc.gov/events-calendar>

Agendas and Minutes can be found online:

- <https://hendersonville-nc.municodem meetings.com/>

**Downtown Advisory Board and Team Meetings can all be accessed via zoom for the public on the events calendar.**

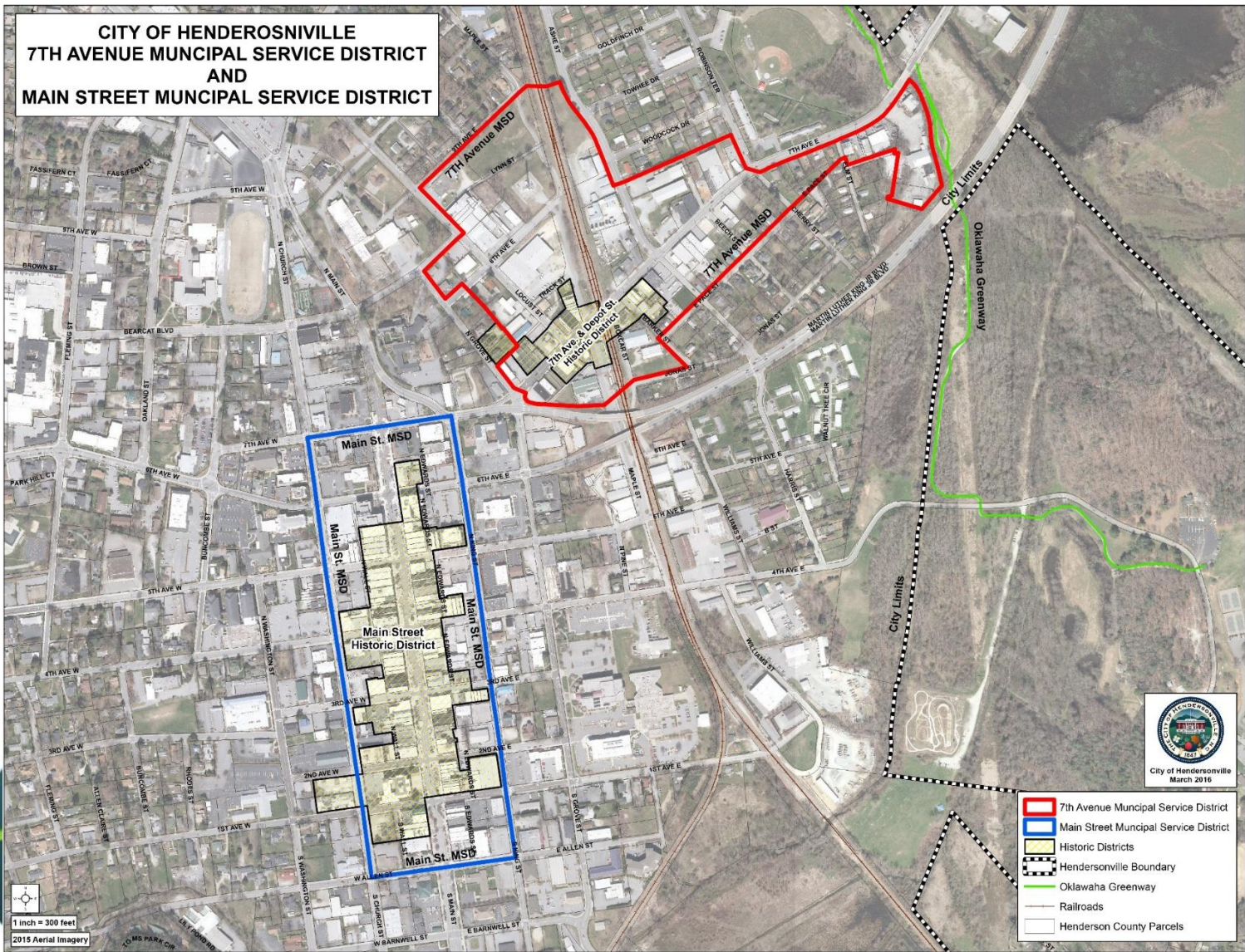




# Downtown Hendersonville Program Overview



# Main Street and 7<sup>th</sup> Avenue MSD's

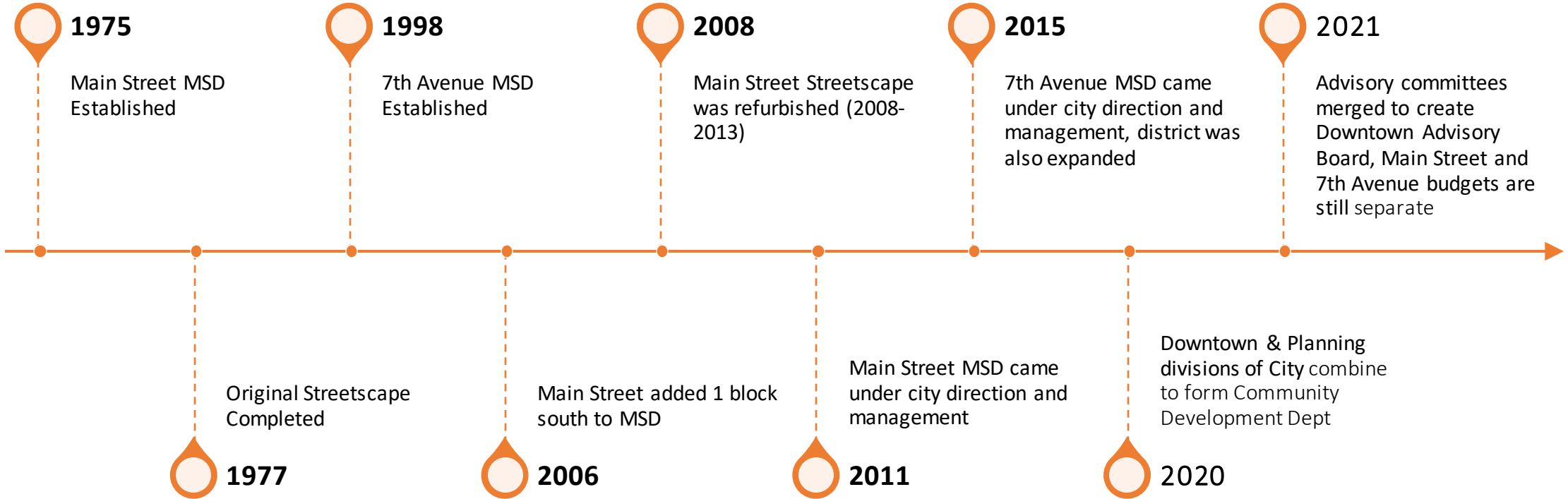


## MSD = Municipal Service District

Tax revenue generated by each district must go **above and beyond** typical city services.

Resources must stay within those district boundaries because it supports the properties that are paying the additional tax.

# Municipal Service District (MSD) Background



# Main Street MSD (FY 2020-2021)



### Tax Rate - \$0.26 per \$100

\$11,500 increase per penny  
Decreasing to \$0.24 in 2021



### Budgeted Revenue:

**Property Tax:** \$296,375  
**Sales Tax:** \$192,785 (5% of sales tax revenue)



### Staff time / Budget distribution:

Downtown Manager 75%  
Events Coordinator 75%  
Community Development Director 19%



# 7th Avenue MSD (FY 2020-2021)



### Tax Rate - \$0.17 per \$100

\$1,900 increase per penny



### Budgeted Revenue

**Property Tax:** \$36,750  
**Sales Tax:** \$37,500 (1% of sales tax revenue)



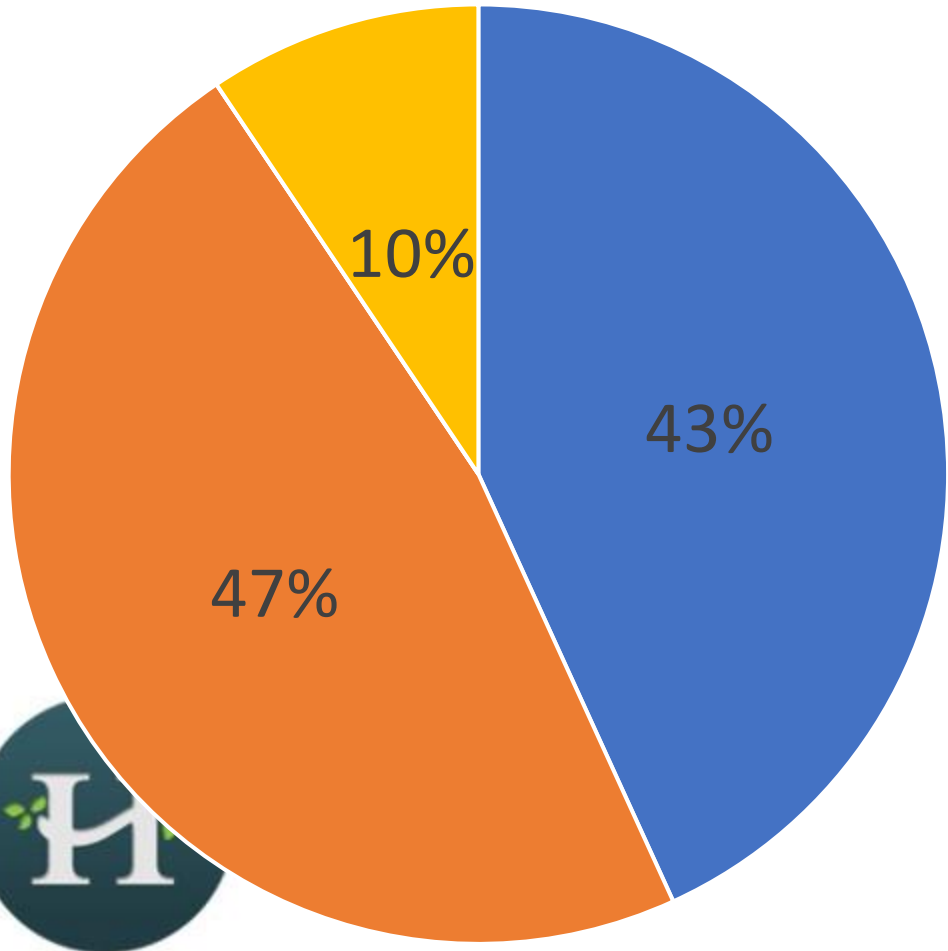
### Staff time / budget distribution:

Downtown Manager 25%  
Events Coordinator 25%  
Community Development Director 6%

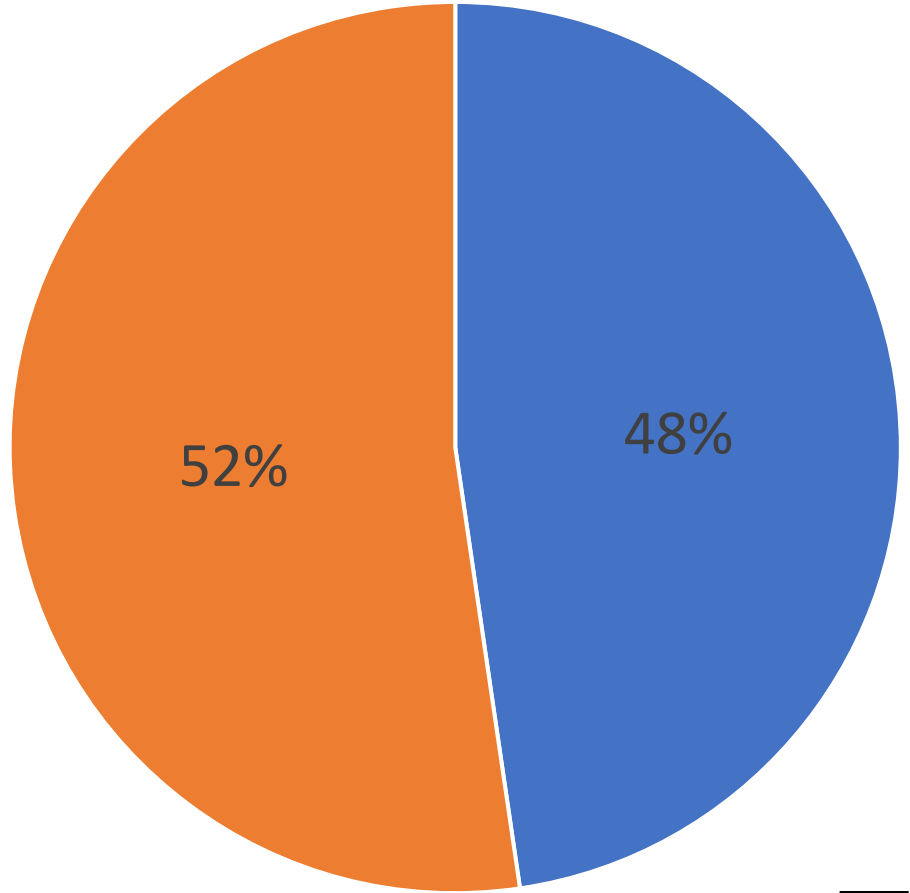


# Expenses as percentage of budget

FY20-21 MAIN STREET



FY20-21 - 7th



- Personnel/Benefits
- Operating
- Capital
- Debt Service

# Friends of Downtown (Nonprofit)

- Friends of Downtown is a nonprofit organization that handles events for Downtown.
- 2020-2021 was the first year all event income and expenses (except personnel) were removed from MSD budgets and all income collected was added to Friends account.
  - Previously it was JUST Rhythm & Brews
  - Now includes Bearfootin, Farmers Market, LoveHendo



*\* This is informational, no impact on MSD budget*



**Partner board**  
Friends of Downtown  
501c3:  
Approves budget for projects designated FoDT

# Staff Roles

Jamie Carpenter, Downtown Manager

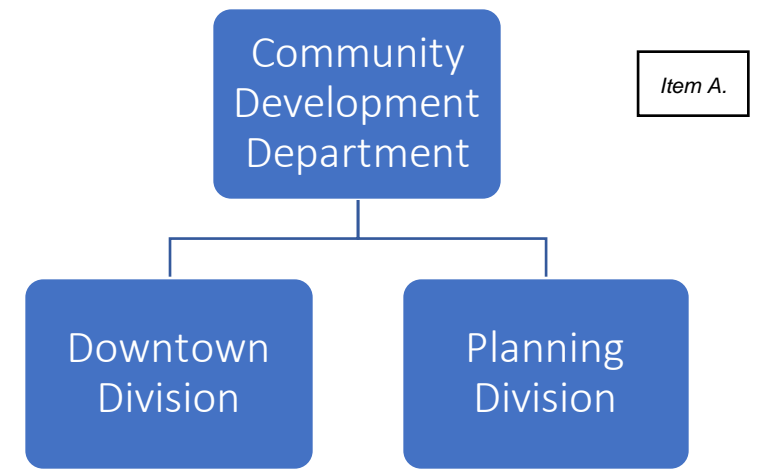
- Oversees downtown program
- Manages sidewalk dining permits
- New business and property owner point of contact
- Staff contact for downtown infrastructure projects
- Development and management of downtown projects and workplan
- Staff contact for LoveHendo Saturday

Meredith Friedheim, Downtown Events Coordinator

- Coordinates, manages and markets events by downtown program: Farmers Market, Rhythm & Brews, Bearfootin' Artwalk and Auction, holiday events
- Processes special event applications for all city events

Tasha Roby, Downtown Marketing & Events Assistant

- Supports downtown staff
- Coordinates volunteers





# Downtown Teams & Workplans

Every year in November we have a board retreat to establish a workplan for each team. The next slides will review the purpose of each team, their members, and their workplan.

In November, 2021 the board will have a retreat to review the annual workplan and add additional items.



Events Team		
Rebecca	Ayers	Triskelion Brewing
Mark	Pavao	Black Bear Coffee
Caroline	Gunther	Wag! A Unique Pet Boutique
Walt	Slagel	Volunteer
Michele	Sparks	Art Mob Studios
Babs	Newton	Event Volunteer
Jack	Maniscalco	Event Volunteer
Stacey	Fields	Raspberry Fields
Bryan	Byrd	Realtor

# Events Team

The Events Team focuses on events produced by the Downtown Program and Friends of Downtown:

- Rhythm & Brews
- Hendersonville Farmers Market
- Bearfootin' Art Walk and Auction
- Christmas Events
- LoveHendo Saturday

# Community Character (Design)

Community Character		
Caroline	Gunther	Wag! A Unique Pet Boutique
Matthew	Hickman	Underground Baking Company / Independent Bean Company
Patsy	Dupre	Volunteer
Chris	Cormier	Carolina Specialties Construction
Anthony	McMinn	Rescue Mission
Linda	Dipaola	7th Avenue Property Owner
Michele	Sparks	Art Mob Studios

- The Community Character Team supports the visual and physical atmosphere of the downtown from street planters to historic facade improvements.
- Current/Recent Projects: 7th Avenue Streetscape, Outdoor dining expansion
- Upcoming Project: Sidewalk Mural on 5th Avenue

# 2021 Community Character Team Workplan

- 1. Pilot Expanded Outdoor Dining Projects
  - 2. Establish branding for 7th Avenue that can be incorporated into streetscape improvements and complements overall downtown brand
  - 3. Evaluate and develop pedestrian amenities to further connect 7th Avenue and Main Street districts
  - 4. Clean up depot plaza prior to 2021 Farmers Market (added 1/21. Completed 5/2021)
  - 5. Purchase updated downtown Christmas decorations (added May 2021)
  - 6. Pressure wash Main Street Sidewalks (added May 2021, completed 6/2021)
  - 7. Review Façade Grant Guidelines (added May 2021)
- Long Term / Future Projects**
- Pursue design process for South Main / Ecusta Trailhead area improvements - Amphitheatre? Park?
  - Covered Farmers Market on Maple Street
  - Inventory of historic properties and downtown buildings that need physical improvements
  - Public Art plan / policy? (added May 2021)

# Economic Vitality Team

Economic Vitality		
Mark	Pavao	Black Bear Coffee
Jared	Bellmund	All Choice Insurance
Caroline	Gunther	Wag! A Unique Pet Boutique
Carol	Sitzer	Downtown Property Owner
John	Ryan	Apple Valley Model Railroad Club
Ben	Smith	Blue Ridge Community College

- The Economic Vitality Team (Infrastructure), supports the business and economic climate of downtown. This includes recruitment of businesses, infrastructure improvements that support, and business retention efforts to support the vibrant downtown economy.
- Current/Recent projects: Downtown Pivot Grants, wifi & parking improvements, Grey Mill Housing Project, public restroom, Downtown market data/ building inventory, new business guide, light manufacturing in downtown districts

# Economic Vitality Team Workplan

1.	Build inventory of downtown properties – <a href="#">View dashboard here.</a>
2.	Conduct a market analysis of downtown business and housing needs
3.	Provide support for downtown businesses
	Evaluate and continue pivot grants to meet the needs of businesses
4.	Enhance Ease of Use for Businesses and Downtown Customers
	Launch Park Mobile Parking App and prepare for meters in 2022
	Evaluate long-term plan for curbside / temporary parking
	Evaluate and add signage to direct to public restrooms and have visitor information inside downtown public restrooms
	Prepare marketing plan for opening of Downtown Parking Garage and meters
	Wifi - Work with VC3 to increase speed and locations for public wifi
	Cell Service - determine potential for increased cell service for downtown
Long Term / Future Projects	
	additional public restrooms - near 1st or 2nd avenue, near Depot on Maple Street
	Planning for businesses that accommodate the Ecusta Trail at the South end of Main Street
	Evaluate downtown housing needs and identify locations for housing

# Getting Involved

- Join a team
- Volunteer at Events
- Special projects
  - Next Tuesday, July 20– Special Mural Project Meeting at 4pm

