



CITY OF HENDERSONVILLE
DOWNTOWN ADVISORY BOARD - AUGUST 2021
Downtown Program Office | 125 Fifth Avenue West, Suite 200 | Hendersonville NC
28792



Tuesday, August 10, 2021 – 4:00 PM

AGENDA

1. **CALL TO ORDER**
2. **CALL TO ORDER**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
 - A. Approval of June 2021 Minutes
5. **OLD BUSINESS**
 - A. Downtown Mid-year update
6. **NEW BUSINESS**
 - A. Downtown Itinerary Exercise
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

JUNE 2021 DOWNTOWN ADVISORY BOARD

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

Tuesday, June 08, 2021 – 4:00 PM



MINUTES

1. CALL TO ORDER

Present in person: Chris Cormier, John Ryan, Becky Ayers, Carole Sitzler, Patsy DuPre, Jared Bellmund, Lyndsey Simpson

Present virtually: Caroline Gunther, Mark Pavao

Absent: Matthew Hickman, Matt Johnes, Walt Slagel

Staff present: Jamie Carpenter, Matt Manley (Planning Manager), Meredith Friedheim, Tasha Roby, Lew Holloway

2. There were no public comments.

3. APPROVAL OF AGENDA

John Ryan made a motion to approve the agenda. Caroline Gunther seconded. All were in favor.

4. APPROVAL OF MINUTES

1. Downtown Advisory Board May 2021 Minutes

Patsy Dupre made a motion to approve the May 2021 minutes, Carole Sitzler seconded. All were in favor.

5. OLD BUSINESS

1. Next Steps on Proposals for 7th Avenue Branding

Proposals: https://hvlncgov-my.sharepoint.com/:f/g/personal/jcarpenter_hvlnc_gov/EmQigGuNZYxJq-hSoZ91oiQBtdwU5OwES99wujU2C12vmQ?e=w9MJzb

Top 4 Survey: <https://survey123.arcgis.com/share/70e222cabcaa42d6947f5ff8f379b286>

J.Carpenter reviewed the process and let the board know that it had been narrowed down to 4 consultants. The board was asked to allow an ad-hoc committee to serve as the selection committee to select the final consultant. After selecting the final consultant, the consultant would be tasked with establishing a public input process that includes the neighborhoods and businesses in and around the 7th Avenue MSD. Members of the ad hoc committee would include the Community Character team, plus community members who are interested in 7th

Avenue. Jamie invited Crystal Cauley and Josh Williams to join the ad-hoc committee because had applied to be on the Downtown Advisory Board but were not appointed by council because they were not business or property owners within the MSD. Both were interested in being involved. The TDA was also invited to participate in the ad hoc committee.

Becky Ayers made a motion to direct staff to create an ad hoc selection committee to choose final consultant for the 7th Avenue Branding Project. Carole Sitzler seconded. All were in favor.

6. NEW BUSINESS

1. Proposal for Light Industrial Ordinance in Main Street District

Staff presented the consideration to add light manufacturing to the Main Street district (zoned c-1). This was an initial conversation to get feedback. No motion or vote was taken. Some suggestions included: changing the name of the zoning, concerns about noise, loading/unloading, and having a retail component.

2. MSD Overlay Districts (Sidewalk Dining)

Staff presented the proposal to create an overlay district for Main Street and 7th Avenue MSDs. This would allow future design guidelines or additional zoning as needed. The primary purpose at this time is to officially allow sidewalk dining in 7th Avenue as it is currently not allowed in ordinance, with the exception of Covid/State of Emergency allowances.

Patsy DuPremade a motion to recommend the 7th Avenue overlay district and the Main Street overlay district with the same geographic boundaries as the current municipal service districts. Carole Sitzler seconded. All were in favor.

Mark Pavao made a motion to recommend the updates to the Sidewalk Dining ordinance pending staff updates. Becky Ayers seconded. All were in favor.

3. Budget Update for 2021

J. Carpenter presented that there was a need to purchase updated Christmas decorations but they were unable to be purchased in time for the end of year. That money was then rolled into the fund balance but not included in the new fiscal year's budget.

Becky Ayers made a motion recommend the budget amendments to complete the purchase of Main Street District Christmas decorations and the 7th Avenue branding project. John Ryan seconded. All were in favor.

7. OTHER BUSINESS

1. May 2021 Street Tree Update from Bill Leatherwood



CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY



SUBMITTER:	Jamie Carpenter, Downtown Manager	MEETING DATE:	August 9, 2021
AGENDA SECTION:	NEW BUSINESS	DEPARTMENT:	Community Development - Downtown
TITLE OF ITEM:	Downtown Mid-year update		

SUMMARY:

Staff updates on program and activities in department in 2021

Organization:

- New staff: Tasha Roby started in May, 2021
- New board members: Jerry Fitzgerald and Juls Buckman. Board Orientation held in July, 2021
- Main Street Statistics reported to NC Main Street / Department of Commerce
- Downtown Staff taking responsibility of some roles previously in planning division:
 - Sidewalk dining permits – J. Carpenter
 - created an online application process
 - Special Events permits – M. Friedheim
- Contract management:
 - Arborist contract renewal (in progress)
 - Pressure washing (post Apple Festival – in progress)
 - Landscaping and hanging baskets (contract renews in 2022)
 - Initiating conversations with public works to bring some contract work in-house
- Legitimizing Friends of Downtown as a separate nonprofit
 - Drafting MOU agreement with City to determine what services the nonprofit provide and what services the city provides to the nonprofit (public works for events, financial oversight, dept staff as in-kind nonprofit staff)
- Representing downtown in the community
 - Business Morning Update
 - TDA Board representation
- Board and committee management

Promotion: *Events are mostly Meredith and Tasha*

- Farmers Market

- Managing point of sale system
 - SNAP/EBT purchases, reconciling tokens, etc
- Advertising and marketing the Farmers Market and special events
- Planning and promotion special days and activities
 - Tomato Day
 - Sustainability Day
 - Pollinator Day
 - Wellness Day
 - Kids and family activities
 - Etc..
- Volunteer recruitment and management
- Vendor recruitment and management
- Sponsor recruitment and management
- Rhythm & Brews
 - Coordination with sponsors and creation of sponsor tent
 - Managing point of sale system
 - Band contracts and booking
 - Logistics and ordering:
 - Stage/sound
 - Compost/recycling
 - Tents/tables rental
 - Ice and storage trucks
 - Public works coordination and drop-offs (barricades)
 - Volunteer recruitment and management
 - Vendor recruitment and management
 - Sponsor recruitment and management
 - Insurance and ABC permitting
 - Marketing and advertising
 - Radio, print, banners, online
- LoveHendo Saturday
 - Coordination of barricade dropoff
 - Marketing and promotion
 - Coordination with concurrent events
 - Business communications
- Bearfootin' Art Walk
 - Coordination with sponsors, artists and nonprofits
 - Brochure creation
 - Bear Reveal coordination
 - Auction coordination
 - Promotion of bears and art walk
- Holiday events:
 - Treat Street (partnership with HC Parks and Rec)
 - Tree Lighting and holiday events
- General marketing and promotion:
 - Map brochure / business directory

- Downtown business directory (online)
- Press releases and media relations/interviews
- Program updates
 - Weekly e-news for businesses and weekly e-news for events
 - Annual report
 - Downtown project updates on website
- NC Main to Main Trail
 - Regional coordination with other WNC Main Street Communities

Economic Vitality

- Project coordination / communication – infrastructure projects:
 - 7th Avenue Streetscape
 - Parking Garage
- Business database / GIS
- Communication and facilitation with property owners and businesses
 - Tax Credit projects and mixed-use developments
 - Promotion of available properties
- Pivot Grant management
- Downtown Dollars program launch
- Small business job fair partner (with BRCC)
 - Downtown employment promotions and benefits
- Small Scale Manufacturing ordinance update
 - Business recruitment

Community Character

- Façade grant management
- Sidewalk Mural project (AARP grant)
- 7th Avenue Branding project
- African American History project
- Avenue business signage updates
- Updated Christmas decorations order