



CITY OF HENDERSONVILLE
DOWNTOWN ADVISORY BOARD MARCH
MEETING (ORGANIZATIONAL MEETING)
(Virtual) 125 5th Avenue W, Suite 200 Hendersonville NC 28792
Tuesday, March 09, 2021 – 4:00 PM



AGENDA

1. CALL TO ORDER

A. Rules Of Procedure and Board Meeting Overview - J. Carpenter

B. Establishing Board Officers - J. Carpenter

C. Downtown Advisory Board Meeting Schedule - Board Chair

Suggested Motion: Approval of monthly meeting schedule for the 2nd Tuesday of each month at 4pm.

2. APPROVAL OF AGENDA

3. PUBLIC COMMENT

Article 7 Section 2. Public Input. Public input at all Board meetings that are not quasi-judicial in nature shall have a three-minute limit per speaker. The Chair reserves the right to alert time limits for public comment periods.

Article 13 (h) Public Comment. The Board may hold a public comment period at any regular meeting or special meeting called, at least in part, for that purpose. During the public comment period, members of the public may speak on any matters within the Board's real or apparent jurisdiction.

4. OLD BUSINESS & WORKPLAN UPDATES

A. Update on 7th Avenue Branding - J. Carpenter

B. Economic Vitality Team - Downtown Map & Dashboard - J. Carpenter

Update on downtown property dashboard. Dashboard has not been shared publicly as staff are still working through some details/testing.

<https://hendersonville.maps.arcgis.com/apps/opsdashboard/index.html#/2516014d94b149ba8380443452db1884>

5. NEW BUSINESS

A. Establishing Teams of the Board - J. Carpenter

B. Downtown Advisory Board Budget Review - J. Carpenter

Presentation on current budget position for Main Street and 7th Avenue by Staff.

C. Part Time Events & Marketing Assistant - J. Carpenter

D. Review 2021 events schedule - M. Friedheim

E. Proposal to Downtown Advisory Board for 2021 LoveHendo Saturdays - J. Carpenter

F. Proposal for AF Barber Statue at First Citizens Plaza - J. Carpenter

6. ADJOURNMENT

7.

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

CHARTER & Rules of Procedure

Article 1. Name

The name of this organization is the City of Hendersonville Downtown Advisory Board, hereinafter referred to as the “Board.”

Article 2. Purpose and Powers

The general purpose of the Board is to serve in an advisory role to the City Council in matters pertaining to the Municipal Service Districts, subject to such limitations as may be imposed by state law or by ordinances of the city. The Boards shall be embodied for the following purposes: Advise, deliberate and make recommendations to the City Council to help facilitate the implementation of the Comprehensive Plan as it relates to downtown; Serve to support economic development efforts, and the marketing and promotion of downtown; Identify appropriate uses for downtown and identify developers/investors for downtown development; Recommend to City Council an overall policy for the continued development and sustainability of downtown; Develop financial tools for downtown development; Promote and facilitate the improvement of downtown infrastructure, including water, public safety, parks, parking, transportation, utilities, sidewalks, sewer, and streetscape; Promote and facilitate a program to assist in business retention in the downtown; Promote and facilitate a marketing program to increase sales, visitors, and awareness of downtown; Provide City Council with representative community participation in preparing and implementing plans and reports concerning the development of downtown; Promote, facilitate, and act as liaison to catalytic developments significantly affecting the downtown area. Promote and support downtown as a special event location.

Article 3. Jurisdiction

The City of Hendersonville Downtown Advisory Board’s jurisdiction shall apply to the Hendersonville Main Street Municipal Service District and the Seventh Avenue Municipal Service District. The Main Street Municipal Service District is formed by the boundaries of 7th Ave. to the north, King St. to the east, Allen St. to the south and Church St. to the west. The Seventh Avenue Municipal Service District begins at the intersection of Seventh Avenue and Four Season’s Boulevard and extends along the length and northern and southern sides of Seventh Avenue to its intersection with Robinson Terrace where the district is found only on the southern side of Seventh Avenue to the intersection with Mud Creek where the district ends. A significant appendage to the district extends off Seventh Avenue to the north, down Locust and Ashe Streets to 8th Avenue. The Board may also discuss and be consulted on matters outside of the Main Street Municipal Services District and Seventh Avenue Municipal Service District, provided the subject is related to the core mission of supporting a healthy and vibrant downtown.

Article 4. Membership

Section 1. Membership and Appointment. All appointments shall be made by the City of Hendersonville City Council. The Board shall consist of sixteen (16) members, including (14) voting members and (2) non-voting members. Membership shall be composed from the following membership categories:

- (5) Stakeholders representing Seventh Avenue Municipal Service District (all voting members)
- (5) Stakeholders representing Main Street Municipal Service District (all voting members)
- (4) At-large members (all voting members)
- (1) City Council liaison member (non-voting member)
- (1) Representative from the Hendersonville Rescue Mission (non-voting member)

Stakeholder members are defined as persons owning property within a municipal service district the City of Hendersonville, and business owners whose business is located within a municipal service district in the City of Hendersonville.

At-large members are defined as persons owning property or residing within the City of Hendersonville or Henderson County, or business owners whose business is located within the City of Hendersonville or Henderson County.

Staff Support City staff shall be assigned to the Downtown Advisory Board, acting as the Secretary and liaison between the Board, City Departments, and the City Council and shall have the charge of correspondence, minutes, notifying members of meetings, and other information.

Section 2. Member Terms and Term Limits. Board members shall be appointed to staggered three-year terms by the City Council annually in June. The term of service shall be three years. No member shall serve more than two consecutive full three-year terms. Members shall serve without compensation.

At the end of a member's second full term they must take a one-year hiatus before seeking reappointment to the Board.

At initial appointment for this Board, City Council shall implement staggered terms for members, meaning that one third of the Board membership shall be appointed for an initial one-year term, one third shall be appointed for an initial two-year term, and the remaining members shall be appointed for a full three-year term.

Section 3. Attendance at Meetings. Any member who misses more than three consecutive regular meetings or more than one-half the regular meetings actually held in a calendar year shall cease to be a Board member.

Section 4. Vacancies and Reasons for Dismissal. All members serve at the pleasure of the City of Hendersonville City Council. Members may be dismissed for any reason with or without cause including but not limited to failure to attend meetings. Vacancies shall be filled at the earliest convenience of the City Council. A vacancy of the chair or vice chair shall be elected by a majority of the Board at the next regularly scheduled meeting.

Article 5. Meetings

Section 1. Open-Meetings Law. All meetings of the Board shall be open to the public, and any person may attend its meetings. Except as permitted below, all meetings of the Board shall be open to the public and any person may attend its meetings. For purposes of these rules, a meeting of the Board occurs whenever a majority of the Board's members gather, either in person or simultaneously by electronic means, to conduct hearings, deliberate, vote, or otherwise transact public business within the Board's real or apparent jurisdiction. The term "majority" as used here and elsewhere in these rules means, unless otherwise specified, a simple majority, that is, more than half. No meeting shall occur except as part of a duly called and advertised meeting. For the avoidance of doubt informal gatherings of a majority of the members where business of the Board is discussed are strictly prohibited.

Section 2. B. Closed Session. The Board may enter a closed session from which the public is excluded on any of the grounds listed in G.S. 143-318.11(a).

1. Motion to Enter Closed Session. The Board may hold a closed session only upon a motion duly made and adopted in open session. The motion to enter closed session shall cite one or more of the permissible bases listed in G.S. 143-318.11(a) for closed sessions. For a closed session held under G.S. 143-318.11(a)(1) (prevent disclosure of privileged or confidential information or information not considered public record), the motion shall name or cite the law that renders the information confidential or privileged. For a closed session called pursuant to G.S. 143-318.11(a)(3) (attorney consultation and preservation of attorney-client privilege), the motion shall name the parties to any pending lawsuit that the Board's attorney plans to discuss in the closed session.

2. Closed-Session Participants. Aside from the Board members themselves, only those individuals invited by the Board may participate in a closed session. The Board will invite only those individuals whose presence is reasonably necessary to aid the Board in its closed-session deliberations.

3. Motion to Return to Open Session. Upon completing its closed-session business, the Board shall return to open session.

Section 3. Regularly Scheduled Meetings. The Board shall hold regular meetings monthly on the Second Tuesday at 4:00 p.m. The Board shall annually adopt a regular meeting schedule showing the dates, times, and places of its regular meetings for the year.

1. Notice of Regular Meeting Schedule. The Board shall ensure that a copy of its current regular meeting schedule, complete with the date, time, and place of each regular meeting, is filed with the City Clerk and posted on the City's website, and the Board's webpage if they have one.
2. Change to Regular Meeting Schedule. The Board may revise its regular meeting schedule to change the date, time or place of a particular regular meeting or all regular meetings within a specified period. The Board shall ensure that the revised regular meeting schedule

is filed with the City Clerk at least seven (7) consecutive calendar days before the first meeting held pursuant to the revised schedule. The Board shall also have the revised schedule posted on the City's website and the Board's webpage if they have one.

Section 4. Special Meetings. The chair or the majority of the members of the Board may at any time call a special meeting of the Board by signing a notice stating the date, time and place of the special meeting and the subjects to be considered. Alternatively, a special meeting may be called by vote of the Board in open session during a regular meeting or another duly called special meeting if on the special meeting agenda.

1. Notice to the public. At least 48 hours before a special meeting, the Board shall cause written notice of the meetings date, time, place and purpose(s) to be:

- i Posted on the Board's principal bulletin Board or, if the Board has no such bulletin Board, at the door of the Board's usual meeting room.
- ii Mailed or delivered to each newspaper, wire service, radio station and television station and person who has filed a written request for notice with the secretary;

2. Notice to Board Members. For all meetings called by the chair, or a majority of the members, notice of the meeting date, time, place and purpose(s) shall be mailed, emailed, or delivered to all members of the Board at least 48 hours before the meeting. If the special meeting was called at another duly held meeting of the Board, and one or more members were absent, the chair shall ensure that notice of the meeting's date, time, place, and purpose(s) is mailed, emailed, or delivered to any absent member(s) a minimum of forty-eight hours in advance of the special meeting.

3. Business Conducted at a Special Meeting. Only the business that is specified in the notice of the meeting may be transacted during a special meeting.

Section 5. Organizational Meeting. On the date and at the time of the regular meeting in July, the Board shall elect a chair and vice chair as its first order of business. The second order of business shall be to adopt an annual scheduled of meetings for the upcoming calendar year. Newly appointed and reappointed members must have taken their oath prior to the start of the organizational meeting.

Section 6. Electronic Board Meetings and Member Participation. No member who is not physically present may participate in a meeting of the Board by electronic means except in accordance with this rule.

1. Electronic Meetings Generally. Provided a quorum is present, in person, at a meeting, Board members may participate in a meeting electronically provided the meeting does not involve a quasi-judicial matter. All members participating in a quasi-judicial hearing must attend in person. Any member wishing to participate electronically in a meeting not involving a quasi-judicial matter shall be required to give the Chair and the

Secretary at least thirty-six (36) Hours before the start of the meeting. When one or more members are participating remotely, the following rules shall apply:

(a) *Member Identification.* Each member who attends by electronic means shall identify himself or herself in each of the following situations:

- i when roll is taken or the meeting begins;
- ii before taking part in deliberations, including making any motions, proposing any amendments, or raising any points of order; and
- iii before voting.

(b) *Method of Electronic Participation.* Any member who attends electronically shall use a means of communication that enables the member

- i to hear what is said by other Board members and any person who addresses the Board and
- ii to be heard by other Board members.

(c) *Voting.* The Board shall conduct all votes by roll call. It may not vote by secret or written ballots. The votes of any member who attends by electronic means shall be counted as if the member were physically present, but only while the Board maintains electronic communication with that member.

(d) *Minutes.* The minutes shall which members took part electronically, and when such members joined or left the electronic meeting.

Section 7. Electronic Meetings During a State of Emergency Declared by the Governor or General Assembly. During any state of emergency declared by the Governor or General Assembly pursuant to G.S. 166A-19.20, a meeting of the Board shall comply with the requirements of this paragraph if the Board falls within the emergency area and at least one Board member attends the meeting by conference call, conference video, or other electronic means.

(a) *Notice.* The public notice for any regular, special, emergency, or recessed meeting that is subject to this paragraph shall specify how the public can access the electronic meeting in real time.

(b) *Member Identification.* Each member who attends by electronic means shall identify himself or herself in each of the following situations:

- i when roll is taken or the meeting begins;
- ii before taking part in deliberations, including making any motions, proposing any amendments, or raising any points of order; and

iii before voting.

(c) *Meeting Materials.* All documents considered during the meeting shall be furnished to each Board member.

(d) *Method of Electronic Participation.* Any member who attends electronically shall use a means of communication that enables the member

iii to hear what is said by other Board members and any person who addresses the Board and

iv to be heard by other Board members.

(e) *Quorum.* A member who attends by electronic means counts as present for quorum purposes, but only while the Board maintains electronic communication with that member.

(f) *Voting.* The Board shall conduct all votes by roll call. It may not vote by secret or written ballots. The votes of any member who attends by electronic means shall be counted as if the member were physically present, but only while the Board maintains electronic communication with that member.

(g) *Acting by Reference.* The Board shall not deliberate, vote, or otherwise take action on any matter by reference to the agenda or any other document unless copies of the agenda or document are available for public inspection at the meeting and so worded that persons in attendance can understand what is being deliberated or acted upon.

(h) *Minutes.* The minutes shall indicate that the meeting was conducted by electronic means, which members took part electronically, and when such members joined or left the electronic meeting.

(i) *Live Streaming.* The meeting shall be streamed live online so that live audio (and video, if any) are available to the public. If the Board meets by conference call, the public shall have an opportunity to dial in or stream the audio live and listen to the electronic meeting.

(j) *Public Hearings.* Although it may conduct any public hearing mandated or permitted by law, the Board shall allow the public to submit written comments on the hearing's subject matter between the publication of any required notice and twenty-four hours after the hearing.

Section 8. Cancellation of Meetings. Whenever there is no business for the Board the chair may cancel a meeting by giving reasonable notice to all members before the time set for the meeting. However, in the case of a special meeting called by a majority of the Board, the chair may cancel the meeting only upon the concurrence of a majority of the Board. The majority concurring in the cancellation need not be the same majority that called the special meeting.

Section 9. Recessed Meetings

(a) Calling Recessed Meetings. When conducting a properly called regular, special, or emergency meeting, the Board may recess the meeting to another date, time, or place by a procedural motion made and adopted in open session, as provided in Rule 25 (Motion 3). The motion shall state the time (including the date, if the meeting will resume on a different day) and place at which the meeting will resume.

(b) Notice of Recessed Meetings. If the Board's website is maintained by one or more Board employees, notice of the recessed meeting's date, time, and place shall appear on the website prior to the meeting. No further notice of a properly called recessed meeting is required.

Article 6. Agenda

Section 1. Proposed Agenda. The Secretary shall prepare a proposed agenda for each meeting. A request to have an item of business placed on the agenda must be received at least two working days before the meeting. Any board member may, by a timely request, have an item placed on the proposed agenda. A copy of all proposed policies shall be attached to the proposed agenda. Each board member shall receive a copy of the proposed agenda and any attachments and they shall be available for public inspection and/or distribution when they are distributed to the board members.

Section 2. Adoption of the Agenda. As its first order of business at each meeting, the board shall, as specified in Article 8, discuss and revise the proposed agenda and adopt an agenda for the meeting. The board may by majority vote add items to or subtract items from the proposed agenda, except that the board may not add items to the agenda of a special meeting unless (a) all members are present and (b) the board determines in good faith at the meeting that it is essential to discuss or act on the item immediately. If items are proposed to be added to the agenda, the board may, by majority vote, require that written copies of particular documents connected with the items be made available at the meeting to all board members.

The board may designate certain agenda items "for discussion and possible action." Such designation means that the board intends to discuss the general subject area of that agenda item before making any motion concerning that item.

Section 3. Open Meetings Requirements. The board shall not deliberate, vote, or otherwise take action on any matter by reference to a letter, number or other designation, or other secret device or method, with the intention of making it impossible for persons attending a meeting of the board to understand what is being deliberated, voted, or acted on. However, the board may deliberate, vote, or otherwise take action by reference to an agenda, if copies of the agenda--sufficiently worded to enable the public to understand what is being deliberated, voted, or acted on--are available for public inspection at the meeting.

Article 7. Agenda Items from Members of the Public & Public Input

Section 1. Agenda Items from Members of the Public. If a member of the public wishes to request that the Board include an item on its regular-meeting agenda, the individual shall submit the request in writing to the Board's secretary at least five working days before the meeting date. The Board shall decide whether or not to add any agenda items submitted by the public at the adoption of the agenda. The Board is not obligated to place an item on the agenda merely because such a request has been received.

Section 2. Public Input. Public input at all Board meetings that are not quasi-judicial in nature shall have a three-minute limit per speaker. The Chair reserves the right to alert time limits for public comment periods.

Section 3. Broadcasting and Recording Meetings. Any person may photograph, film, tape-record, or otherwise reproduce any part of a Board meeting that must take place in open session. Except as provided in paragraph (c) of this rule, any radio or television station may broadcast any such part of a Board meeting.

(a) Advance Notice. Any radio or television station that plans to broadcast any portion of a Board meeting shall so notify the secretary no later than twenty-four hours before the meeting. The failure to provide notice is not, by itself, grounds for preventing the broadcast of a Board meeting.

(c) Equipment Placement. The Board chair or an appropriate staff member may regulate the placement and use of camera or recording equipment in order to prevent undue interference with a Board meeting, so long as he or she allows the equipment to be placed where it can carry out its intended function. If the Board chair or staff member determines in good faith that the equipment and personnel necessary to broadcast, photograph, or record the meeting cannot be accommodated without undue interference to the meeting, and an adequate alternative meeting room is not readily available, the chair or staff member may require the pooling of the equipment and the personnel operating it.

(d) Alternative Meeting Site. If the news media request an alternative meeting site to accommodate news coverage, and the Board grants the request, the news media making the request shall pay the costs incurred by the local government unit in securing an alternative meeting site

Article 8. Order of Business

Items shall be placed on the agenda according to the order of business. The order of business for each regular meeting shall be as follows:

Discussion and revision of the proposed agenda; adoption of an agenda

Approval of the minutes

Public comment

Public hearings
 Administrative reports
 Team reports
 Unfinished business
 New business
 Informal discussion

By general consent of the Board items may be considered out of order.

Article 9. Officers

A. Required Officers

Section 1 PRESIDING OFFICER. The presiding officer of each meeting of the Board shall be the chair of the Board. In situations where the chair is unavailable or unable to participate in the meeting or any particular matter before the Board, the vice chair shall preside. In the event that neither the chair nor the vice chair is available, the members of the Board, by affirmative vote of the majority, may appoint an acting chair who shall have all powers of the chair while acting as presiding officer.

Section 2. SELECTION OF THE CHAIR AND VICE CHAIR. The chair shall be selected by majority vote of the Board unless the City Council indicates to the Board that the City Council will appoint said chair, in which case the appointment shall be made by the City Council. The vice chair shall be elected by a majority vote of the Board.

Section 3. POWERS AND DUTIES OF THE CHAIR AND VICE CHAIR. The chair shall preside at all meetings of the Board but shall also have the right to engage in discussion and vote on any matter before the Board unless otherwise excused. The chair shall have the power to call a special meeting, rule on procedural matters during a meeting, call a brief recess of a meeting at any time, and adjourn a meeting in an emergency. At any other time, adjournment shall be by motion, duly approved. The vice chair shall have all powers and perform all the duties of the chair in his or her absence.

Section 4. The Chair

- (a) Presiding Officer. The chair shall preside at meetings of the Board.
- (b) Voting by the Chair. The chair has the same duty to vote as other members, though in no event may the chair break a tie on a motion on which he or she has already voted.
- (c) Recognition of Members. A member must be recognized by the chair (or other presiding officer) in order to address the Board, but recognition is not necessary for an appeal pursuant to Rule 25 (Motion 1).
- (d) Powers as Presiding Officer. As presiding officer, the chair is to enforce these rules and maintain order and decorum during Board meetings. To that end, the chair may

- (1) rule on points of parliamentary procedure, to include ruling out of order any motion clearly offered for obstructive or dilatory purposes;
 - (2) determine whether a member or other speaker has gone beyond reasonable standards of courtesy in his or her remarks and entertain and rule on objections from other members on this ground;
 - (3) entertain and answer questions of parliamentary procedure;
 - (4) call a brief recess at any time; and
 - (5) adjourn in an emergency.
- (e) Appeals of Procedural Rulings. A member may appeal a decision made or an answer given by the chair under subparagraph (d)(1), (2), or (3) of this rule in accordance with Rule 25 (Motion 1).

Section 5. DUTIES OF THE SECRETARY. The City Manager shall assign a staff person to the Board who shall serve as the secretary of the Board and shall perform the following:

- a. The secretary shall ensure that all meetings of the Board are properly noticed.
- b. The secretary shall maintain the sunshine list that is a list of those persons or entities that have filed a written request indicating a desire to receive notice of all special meetings of the Board.
- c. The secretary shall take and record the actions of the Board and draft minutes of the meetings accordingly. Minutes shall be sent to Board members prior to their next regularly scheduled meeting. The secretary shall also forward a copy of the minutes as they are approved to the Clerk to the City Council and post on the City's website
- d. The secretary shall be responsible for maintaining an accurate list of members of the Board, submitting to the City Clerk a quarterly attendance report for its members and notifying the City Clerk of any resignations of any of its members, or any other change in membership of the Board.

Section 6. Schedule for Elections. of the Chair, and Vice-Chair shall take place annually at the organizational meeting of the Board.

Article 10. Action by the Board

Section 1. Quorum. A majority of the members shall constitute a quorum for any meeting which does not involve a quasi-judicial matter. For purposes of conducting a quasi-judicial hearing, however, four (4) members shall constitute a quorum. No other business may be conducted during a meeting at which a quasi-judicial hearing is held unless a majority of the members are present. No action of the Board may be taken at any meeting where less than

the required quorum is present, except to adjourn the meeting. For non-quasi-judicial matters, once a quorum has been established, it will not be defeated if members leave.

Section 2. Motions and Voting. Action of the Board may be taken upon a motion made by any member, including the chair, without the need for a second. A motion shall be adopted if approved by the affirmative vote of a majority of the members present and not excused after full discussion of the motion by the members.

Rule 23. Withdrawal of Motion

The member who introduces a motion may withdraw the motion unless the motion has been amended or put to a vote.

Rule 24. Substantive (or Main) Motions

A substantive motion is not in order when any other motion is pending. Once the Board disposes of a substantive motion, it may not take up a motion that presents essentially the same issue at the same meeting unless it first adopts a motion to reconsider pursuant to Rule 25 (Motion 13).

Rule 25. Procedural Motions

(a) Certain Motions Allowed. The Board may consider only those procedural motions listed in this rule. Unless otherwise noted, each procedural motion may be debated and amended and requires a majority of votes cast, a quorum being present, for adoption.

(b) Priority of Motions. The procedural motions set out in this paragraph are listed in order of priority. A procedural motion is not in order so long as another procedural motion of higher priority is pending, except that

- any procedural motion other than an appeal under Motion 1 is subject to amendment as provided in Motion 11 and
- a motion to call the question (end debate) may be made with regard to any procedural motion in accordance with Motion 8.

When several procedural motions are pending, voting shall begin with the procedural motion highest in priority, except that a motion to amend or end debate on the highest-priority motion shall be voted on first.

Motion 1. To Appeal a Ruling of the Presiding Officer. Any member may appeal the presiding officer's ruling on whether a motion is in order or on whether a speaker has violated reasonable standards of courtesy. The presiding officer's response to a question of parliamentary procedure may also be appealed by any member. An appeal is in order immediately after the disputed ruling or parliamentary response and at no other time. The member who moves to appeal need not be recognized by the presiding officer, and if timely made, the motion may not be ruled out of order.

Motion 2. To Adjourn. This motion may be used to close a meeting. It is not in order if the Board is in closed session.

Motion 3. To Recess to a Time and Place Certain. This motion may be used to call a recessed meeting as permitted under Rule 12. The motion must state the time (including the date, if the meeting will reconvene on a different day) and place at which the meeting will resume. The motion is not in order if the Board is in closed session.

Motion 4. To Take a Brief Recess.

Motion 5. To Follow the Agenda. This motion must be made at the time an item of business that deviates from the agenda is considered; otherwise, the motion is out of order as to that item.

Motion 6. To Suspend the Rules. To be adopted, a motion to suspend the rules must receive affirmative votes equal to two-thirds of the Board's actual membership, excluding any vacant seats. The Board may not suspend provisions in these rules that restate state law requirements.

Motion 7. To Defer Consideration. The Board may defer its consideration of a substantive motion, and any proposed amendments thereto, to an unspecified time. A motion that has been deferred expires unless the Board votes to revive it pursuant to Motion 12 within 100 days of deferral. A new motion having the same effect as a deferred motion may not be introduced until the latter has expired.

Motion 8. To End Debate (Call the Previous Question). If adopted, this motion terminates debate on a pending motion, thereby bringing it to an immediate vote. This motion is not in order until every member has had an opportunity to speak once on the pending motion.

Motion 9. To Postpone to a Certain Time. This motion may be employed to delay the Board's consideration of a substantive motion, and any proposed amendments thereto, until a designated day, meeting, or hour. During the period of postponement, the Board may not take up a new motion raising essentially the same issue without first suspending its rules pursuant to Motion 6.

Motion 10. To Refer a Motion to a Board. The Board may vote to refer a substantive motion to a Board for study and recommendations. While the substantive motion is pending before the Board, the Board may not take up a new motion raising essentially the same issue without first suspending its rules pursuant to Motion 6. If the Board fails to report on the motion within sixty days of the referral date, the Board shall take up the motion if asked to do so by the member who introduced it.

Motion 11. To Amend

(a) Germaneness. A motion to amend must concern the same subject matter as the motion it seeks to alter.

(b) **Limit on Number of Motions to Amend.** When a motion to amend is under consideration, a motion to amend the amendment may be made; however, no more than one motion to amend and one motion to amend the amendment may be pending at the same time.

Motion 12. To Revive Consideration. The Board may vote to revive consideration of any substantive motion that has been deferred pursuant to Motion 7, provided it does so within 100 days of its vote to defer consideration.

Motion 13. To Reconsider. The Board may vote to reconsider its action on a matter, provided the motion to reconsider is made (1) at the same meeting during which the action to be reconsidered took place and (2) by a member who voted with the prevailing side. For purposes of this motion, “the same meeting” includes any continuation of a meeting through a motion to recess to a certain time and place (Motion 3). The motion is not in order if it interrupts the Board’s deliberation on a pending matter.

Motion 14. To Rescind. The Board may vote to rescind an action taken at a prior meeting, provided rescission is not forbidden by law.

Motion 15. To Prevent Reintroduction for Six Months. This motion may be used to prevent the reintroduction of a failed substantive motion for a time, but it is in order only when made immediately following the substantive motion’s defeat. To be adopted, this motion must receive affirmative votes equal to at least two-thirds of the Board’s total membership, excluding vacant seats. If this motion is adopted, the ban on reintroduction remains in effect for six months or until the Board’s next organizational meeting, whichever occurs first.

Rule 26. Debate

The presiding officer shall state the motion and then open the floor to debate, presiding over the debate according to the principles listed below.

- The maker of the motion is entitled to speak first.
- A member who has not spoken on the issue shall be recognized before a member who has already spoken.
- To the extent practicable, debate shall alternate between proponents and opponents of the measure.

Rule 27. Adoption by Majority Vote

A motion is adopted if supported by a simple majority of the votes cast, a quorum being present, except when a larger majority is required by these rules or state law.

Rule 28. Changing a Vote

A member may change the member’s vote on a motion at any time before the presiding officer announces whether the motion has passed or failed. Once the presiding officer

announces the result, a member may not change a vote without the unanimous consent of the remaining members present. A member's request for unanimous consent to change a vote is not in order unless made immediately following the presiding officer's announcement of the result.

Article 11. Reports

Section 1. Annual Report. The Board shall make a report to the City of Hendersonville City Council at least annual. This report must be submitted no later than January 31th of each year.

Section 2. Public Records Law. The Board shall abide by North Carolina Public Records Law N.C.G.S. Chapter 132.

Article 12. Duty to Vote

Every member must vote unless excused by the remaining members of the Board. A member who wishes to be excused from voting shall so inform the chair, who shall take a vote of the remaining members. No member shall be excused from voting except in cases involving conflicts of interest, as defined by the Board or by law, or the member's official conduct, as defined by the Board. In all other cases, a failure to vote by a member who is physically present, or who has withdrawn without being excused by a majority vote of the remaining members present, shall be recorded as a vote with the prevailing side.

Article 13. Public Hearings

(a) **Calling Public Hearings.** The Board may hold public hearings to solicit the public's input on specific issues. The Board may schedule its public hearings or delegate that responsibility to staff members, as appropriate.

(b) **Public Hearing Locations.** The Board may hold public hearings anywhere within the area served by the Board.

(c) **Notice of Public Hearings.** Any public hearing attended by a majority of members shall be considered part of a regular or special meeting of the Board. Consequently, the relevant notice and related requirements of the open meetings law, as set out in Rules 9 through 12, apply to such hearings. If a hearing's subject matter triggers additional notice requirements under state law or local rules, the Board shall see that they are also satisfied.

(d) **Rules for Public Hearings.** The Board may adopt reasonable rules for public hearings that, among other things,

- fix the maximum time allotted to each speaker;
- provide for the designation of spokespersons for groups supporting or opposing the same positions;
- provide for the selection of delegates from groups supporting or opposing the same positions when the number of persons wishing to attend the hearing exceeds the capacity of the meeting room (so long as arrangements are made, in the case of a hearing subject to the open meetings law, for those excluded from the meeting room to listen to the hearing); and
- provide for the maintenance of order and decorum in the conduct of the hearing.

(e) Continuing Public Hearings. The Board may continue any public hearing without further advertisement, provided the time (including the date, if the hearing will resume on a different day) and place of the continued hearing are announced in open session. Except for hearings conducted pursuant to paragraph (g) of this rule, if a quorum of the Board is not present for a properly scheduled public hearing, the hearing shall be continued until the Board's next regular meeting without further advertisement.

(f) Conduct of Public Hearings. At the time appointed for the hearing, the chair shall call the hearing to order and proceed to allow public input in accordance with any rules adopted by the Board for the hearing. Unless the Board votes to extend the hearing, when the time allotted for the hearing expires, or when no one wishes to speak who has not already done so, the chair shall declare the hearing closed, and the Board shall resume the regular order of business.

(g) Public Hearings by Less Than a Majority of Board Members. Unless inconsistent with state law or local rules, the Board may appoint a member or members to hold a public hearing on its behalf. The notice provisions in paragraph (c) of this rule apply when the Board appoints more than one member to conduct such a hearing.

(h) Public Comment. The Board may hold a public comment period at any regular meeting or special meeting called, at least in part, for that purpose. During the public comment period, members of the public may speak on any matters within the Board's real or apparent jurisdiction. The provisions in paragraphs (d) and (f) of this rule apply to the Board's public comment periods.

Article 14. Meeting Minutes Required for All Meetings

Section 1. Meeting Minutes. Minutes Required for All Meetings. The Board shall keep full and accurate minutes of its meetings, including any closed sessions. To be "full and accurate," the minutes must record all actions taken by the Board, as well as the Board's compliance with any applicable procedural requirements. The minutes should set out the precise wording of each motion and make it possible to determine the number of votes cast for and against each motion. The minutes need not record Board member discussions, though the Board in its discretion may decide to incorporate such details into the minutes.

(1) Record of "Ayes" and "Noes." At the request of any member, the minutes shall indicate how each member voted by name on a particular matter.

(2) General Accounts of Closed Sessions. In addition to minutes, the Board shall keep a general account of each closed session. The general account shall be sufficiently detailed to provide a person not in attendance with a reasonable understanding of what transpired. The Board may combine the minutes and general account of a closed session into one document, so long as the document contains both a complete record of actions taken and the level of detail required for a general account.

(3) Sealing Closed-Session Records. Minutes and general accounts of closed sessions shall be sealed until unsealed by order of the Board or in accordance with instructions adopted by competent authority. The sealed minutes and general account of any closed session may be

withheld from public inspection, so long as public inspection would frustrate the purpose(s) of the closed session.

Article 15. Appointments

The board may consider and make appointments to other bodies, including its own sub-Boards, if any, only in open session. The Board may not consider or fill a vacancy among its own membership except in open session.

The Board shall use the following procedure to make appointments for Board officers and to the various Teams (sub-committees): The Organization Team of the Board shall report on nominations received and reviewed and make its appointment recommendations, if any. The chair shall then open the floor for nominations, whereupon the names of other possible appointees may be put forward by the board members. The names submitted by the Board and by individual board members shall be debated. When the debate ends, the chair shall call the roll of the members, and each member shall cast his or her vote.

The nominee(s) receiving the highest number of votes shall be appointed. If more than one appointee is to be selected, then each member shall have as many votes as there are slots to be filled. A member must cast all of his or her votes and cast them for different nominees.

Article 16. Sub-Committees and Teams

Section 1. Establishment and Appointment. The board may establish and appoint members for such temporary and standing sub-committees and teams as are required by law or needed to help carry on the committee's work. Any specific provisions of law relating to particular sub-committees and teams shall be followed.

Section 2. Open Meetings Law. The requirements of the open meetings law shall apply to all elected or appointed authorities, boards, commissions, councils, or other bodies of a local governmental unit that are composed of two or more members and that exercise or are authorized to exercise legislative, policy-making, quasi-judicial, administrative, or advisory functions. However, the law's requirements shall not apply to a meeting solely among a unit's professional staff. All meetings of subcommittees shall be considered special meetings and shall comply with special meeting requirements provided in Article 5.

Article 17. Reference to Robert's Rules of Order

Boards shall refer to the current edition of *Robert's Rules of Order Newly Revised*, to answer procedural questions not resolved in these rules, so long as RONR does not conflict with North Carolina law or with the spirit of these rules.

Article 18. Amendments

The Board may amend these bylaws by action of the Board; provided however, that amendments shall not be effective until they are approved by the Hendersonville City Council.

Adopted by the City Council of the City of Hendersonville, North Carolina on this _____ day of _____, 20____.

Attest:

Barbara G. Volk, Mayor, City of Hendersonville

Angela L. Reece, City Clerk

Approved as to form:

Angela S. Beeker, City Attorney

NORTH CAROLINA OPEN MEETINGS LAW

- North Carolina General Statutes
Chapter 143, Article 33C

§ 143-318.9 “**public bodies** that administer the legislative, policy-making, quasi-judicial, administrative, and advisory functions of North Carolina and its political subdivisions exist solely to conduct the people's business, **it is the public policy of North Carolina that the hearings, deliberations, and actions of these bodies be conducted openly**”

Come in!

We are
OPEN



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





THIS INCLUDES SUBCOMMITTEES

- TWO OR MORE MEMBERS
- APPOINTED TO CONDUCT THE BUSINESS OF THE BOARD OR COMMITTEE
- MUST COMPLY WITH OPEN MEETINGS LAW

§ 166A-19.24. Remote meetings during certain declarations of emergency

(b) Requirements. --The public body shall comply with all of the following with respect to remote meetings conducted under this section:

(1)The public body shall give proper notice under [G.S. 143-318.12](#) and under any other requirement for notice applicable to the public body. The notice shall also specify the means by which the public can access the remote meeting as that remote meeting occurs.

(2)Any member of the public body participating by a method of simultaneous communication in which that member cannot be physically seen by the public body must identify himself or herself in each of the following situations:

- a.When the roll is taken or the remote meeting is commenced.
- b.Prior to participating in the deliberations, including making motions, proposing amendments, and raising points of order.
- c.Prior to voting.

A remote meeting is any meeting where at least one member of the board or committee is participating by simultaneous communication.



§ 166A-19.24. Remote meetings during certain declarations of emergency

(3) All documents to be considered during the remote meeting shall be provided to each member of the public body.

(4) The method of simultaneous communication shall allow for any member of the public body to do all of the following:

a. Hear what is said by the other members of the public body.

b. Hear what is said by any individual addressing the public body.

c. To be heard by the other members of the public body when speaking to the public body.

(5) All votes shall be roll call; no vote by secret or written ballots, whether by paper or electronic means or in accordance with [G.S. 143-318.13\(b\)](#), may be taken during the remote meeting.

(6) The public body shall comply with [G.S. 143-318.13\(c\)](#).

(7) The minutes of the remote meeting shall reflect that the meeting was conducted by use of simultaneous communication, which members were participating by simultaneous communication, and when such members joined or left the remote meeting.



§ 166A-19.24. Remote meetings during certain declarations of emergency

(8) All chats, instant messages, texts, or other written communications between members of the public body regarding the transaction of the public business during the remote meeting are deemed a public record.

(9) The remote meeting shall be simultaneously streamed live online so that simultaneous live audio, and video, if any, of such meeting is available to the public. If the remote meeting is conducted by conference call, the public body may comply with this subdivision by providing the public with an opportunity to dial in or stream the audio live and listen to the remote meeting.

(c) **Quorum.** --A member of the public body participating by simultaneous communication under this section shall be counted as present for quorum purposes only during the period while simultaneous communication is maintained for that member. The provisions of [G.S. 153A-44](#) and [G.S. 160A-75](#) shall apply to all votes of each member of a county or municipal governing board taken during a remote meeting.

(d) **Voting by Members of the Public Body.** --Votes of each member of a public body made during a remote meeting under this section shall be counted as if the member were physically present only during the period while simultaneous communication is maintained for that member.

(e) **Public Hearings.** --A public body may conduct any public hearing required or authorized by law during a remote meeting, and take action thereon, provided the public body allows for written comments on the subject of the public hearing to be submitted between publication of any required notice and 24 hours after the public hearing.



Electronic Meetings

Public Access to Meetings with Attendance Restrictions

If a public body has limited the number of people who may attend their meetings or prohibited in-person attendance in light of mass gathering restrictions or social distancing guidelines they must take reasonable steps to make its meetings publicly accessible by other means.



- *Stream meetings live on an online platform that allows the public to see and hear the meetings.*
- *Provide a phone number that people without internet access can call to listen to the meetings.*
- *Must provide a physical location where the public may come and view/listen to the meeting.*



Downtown Advisory Board Meeting Reminders / Electronic Meetings

1. Only Staff & Advisory Board or Team Members have videos unless it is a speaker on the agenda
2. Only Staff & Advisory Board Members may unmute unless otherwise specified State your name before speaking
3. Roll Call must be taken for Attendance and Votes
4. Public may use raise hand function. Board Chair can determine if comment may be made outside of public comment.
5. Downtown Advisory Board Meetings are accessible to anyone in the public via Zoom and also streamed to the downtown merchants Facebook group.



Establishing Board Officers - J. Carpenter

Rules of Procedure Article 5 Section 5. Organizational Meeting.

On the date and at the time of the regular meeting in July, the Board shall elect a chair and vice chair as its first order of business. The second order of business shall be to adopt an annual scheduled of meetings for the upcoming calendar year. Newly appointed and reappointed members must have taken their oath prior to the start of the organizational meeting.

Suggested Motion: Nomination of Chair and Vice Chair of the Downtown Advisory Board

Downtown Advisory Board Membership

7th Avenue Representatives

- Becky Ayers **3-yr terms expiring June 2024**
- Matthew Hickman **3-yr terms expiring June 2024**
- John Ryan **2-yr terms expiring June 2023**
- Chris Cormier **2-yr terms expiring June 2023**
- 1 VACANT **1-yr term expiring June 2022**

Main Street Representatives

- Caroline Gunther **3-yr terms expiring June 2024**
- Carol Sitzler **3-yr terms expiring June 2024**
- Matt Johnes **2-yr terms expiring June 2023**
- Jared Bellmund **2-yr terms expiring June 2023**
- Mark Pavao **1-yr term expiring June 2022**

At Large Representatives:

- Walt Slagel **2-yr terms expiring June 2023**
- Patsy Dupre **2-yr terms expiring June 2023**
- VACANT **1-yr terms expiring June 2022**
- VACANT **1-yr terms expiring June 2022**

Non Voting Members

- Lyndsey Simpson **/1-yr term expiring June 2022** City Council Member– liaison- Non Voting
- Representative from Hendersonville Rescue Mission- liaison- Non Voting **1-yr term expiring June 2022)**

NOTICE

Item C.

City of Hendersonville Downtown Advisory Board

125 5th Avenue W Hendersonville, NC 28792

NOTICE OF DOWNTOWN ADVISORY BOARD MEETINGS

REGULAR MEETING: NOTICE OF REMOTE PARTICIPATION

Regular Meetings of the City of Hendersonville Downtown Advisory Board are held on the **second Tuesday** beginning at **4:00 p.m.** in the Downtown Offices at 125 5th Avenue W, Suite 200.

The following regular meetings have been scheduled for 2021:

April 13
May 11
June 8
July 13
August 10

September 14
October 12
November 9
December 14

Notice is hereby given that Downtown Advisory Board Members may participate remotely at the above designated time/day/electronically via Zoom software. The meeting is also available at the Downtown offices at 125 5th Avenue W, Suite 200, capacity restrictions apply.

The public may also view, listen and comment live via ZOOM. For security reasons screen sharing will not be allowed. The meeting instructions to join by Zoom will be available on the City's website by visiting <https://www.hendersonvillenc.gov/events-calendar> and below. Comment period instructions will also be displayed at the appropriate times during the meeting.

Virtual Meeting Access:

<https://us02web.zoom.us/j/82123326515?pwd=MEIrK2JjL1pEbXgxNlF0S25KRW11dz09>

Meeting ID: 821 2332 6515
Passcode: 462864

Call in: +1 312 626 6799
This meeting is open to the public.

Jamie Carpenter
Downtown Manager

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 a particular accommodation for this meeting please contact the City Clerk no later than 24 hours prior to the meeting at 697-3005.

Posted 3/09/2021

<https://www.hendersonvillenc.gov>



2021 Downtown Advisory Board Establishment of Teams

Article 16 Section 1. Establishment and Appointment. The board may establish and appoint members for such temporary and standing sub-committees and teams as are required by law or needed to help carry on the committee's work. Any specific provisions of law relating to particular sub-committees and teams shall be followed.

At the March Downtown Advisory Board to make the following motions:

- 1. Establishment of Events Team & Members**
- 2. Establishment of Community Character Team & Members**
- 3. Establishment of Economic Vitality Team & Members**

TEAM DESCRIPTIONS:

Events Team: The Events Team promotes and supports the districts through branding events and promotions. The events team works with the Friends of Downtown Hendersonville to produce events in addition to supporting other event producers in the community.

Events under the downtown program include: Rhythm & Brews, Hendersonville Farmers Market, LoveHendo Saturdays, Bearfootin' Art Walk & Auction, Treat Street Carnival, Holiday Street lighting

MOTION: I make a motion to establish the Downtown Events Team to meet on the 1st Thursdays at 9am as needed, with the following members _____.

Meetings: 1st Thursdays at 9am monthly (will cancel in June, July, November and December unless otherwise noted)

Location: 9:00 am @ Downtown Program Offices 125 5th Avenue W (Suite 200) or Virtual

Team Members:

- Walt Slagel
- Becky Ayers
- Babs Newton
- Jack Maniscalco
- Michele Sparks
- Stacey Fields
- Hannah Duncan
- Bryan Byrd
- Mark Pavao

Team Resources:

- Mike Hall (Tempo Music)
- Diane Caldwell
- Steve Simpson
- Farmers Market Vendor Advisory Committee

Community Character Team: 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, façade grant recommendations

MOTION: I make a motion to establish the Downtown Community Character Team to meet on the 1st Tuesdays at 9am as needed, with the following members

Meetings: 1st Tuesdays at 9am monthly (will cancel in June, July, November and December unless otherwise noted)

Location: 9:00 am @ Downtown Program Offices 125 5th Avenue W (Suite 200) or virtual

Team Members:

- Mathew Hickman
- Chris Cormier
- Linda Dipaola
- Michele Sparks
- Caroline Gunther
- Patsy DuPre

Team Resources:

- Bruce N. Lowe (Lowe Landscape Architecture & Classic Gardens Inc.)
- Hunter Marks (Watermark Landscape Architecture)
- Brooke Johnson (Watermark Landscape Architecture)
- Brent Detwiler (City Engineer)
- Brendan Shanahan (City Engineering)
- Mike Huffman (City Engineering)

Economic Vitality: 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, business resources and education

MOTION: I make a motion to establish the Downtown Economic Vitality Team to meet on the 1st Tuesdays at 4pm as needed, with the following members

Meetings: 1st Tuesdays at 4pm monthly (will cancel in June, July, November and December unless otherwise noted)

Location: 9:00 am @ Downtown Program Offices 125 5th Avenue W (Suite 200) or virtual

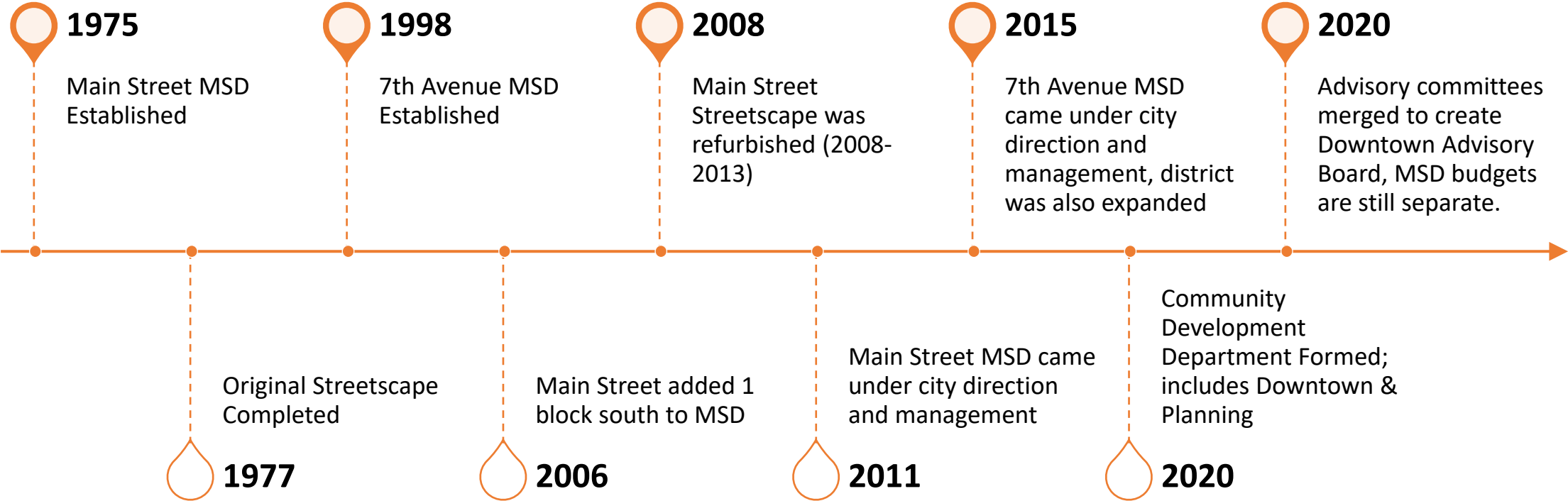
Team Members:

- Caroline Gunther
- Carole Sitzer
- Jared Bellmund
- John Ryan
- Ben Smith
- Mark Pavaio

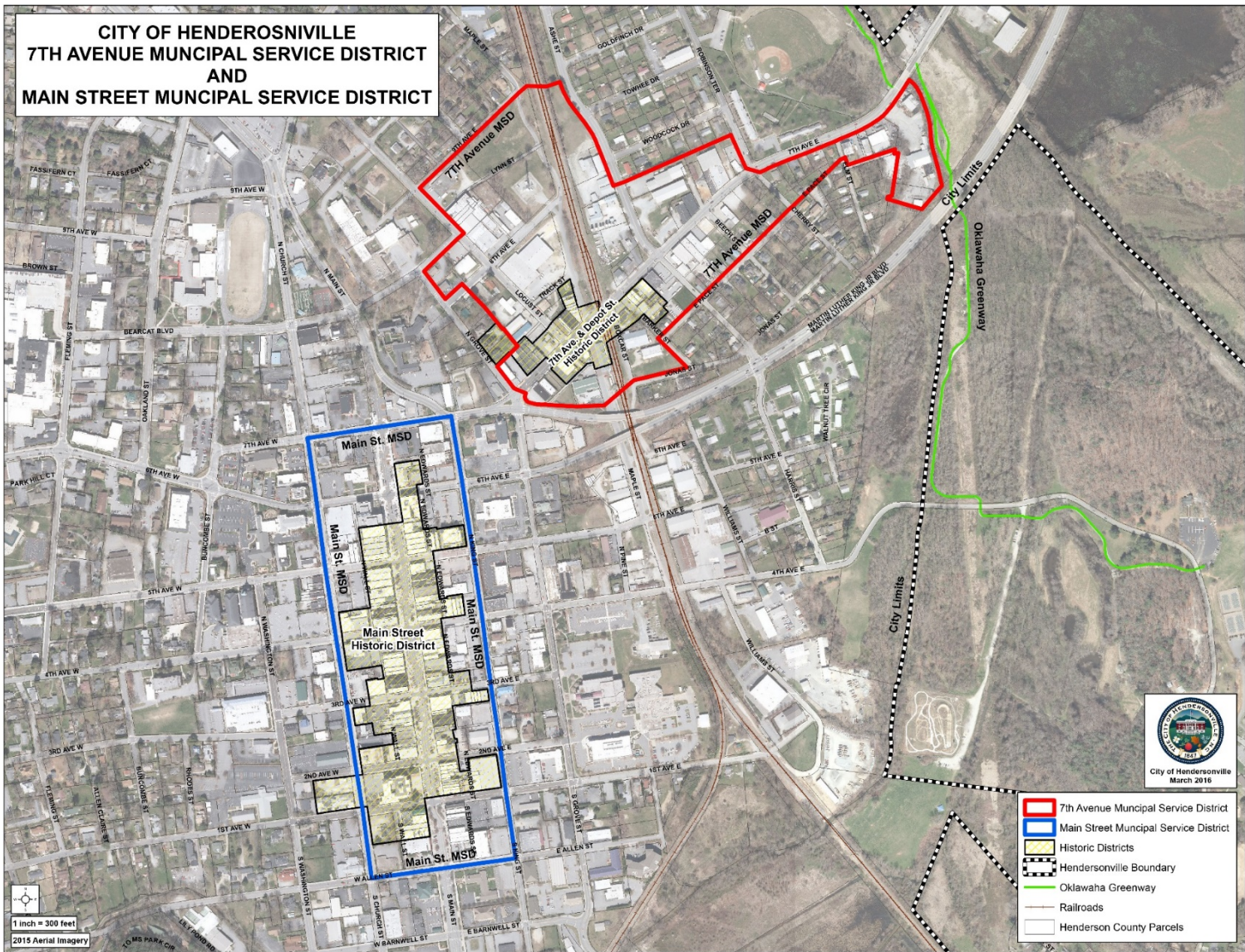
Downtown Budget



Municipal Service District (MSD) Background



Main Street and 7th 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.

Main Street MSD



Tax Rate - \$0.25 per \$100

\$11,500 increase per penny



Budgeted Revenue:

Property Tax: \$296,375

Sales Tax: \$192,785



Staff time / Budget distribution:

Downtown Manager 75%

Events Coordinator 75%

Community Development Director 19%

7th Avenue MSD



Tax Rate - \$0.17 per \$100

\$1,900 increase per penny



Budgeted Revenue

Property Tax: \$36,750

Sales Tax: \$37,500



Staff time / budget distribution:

Downtown Manager 25%

Events Coordinator 25%

Community Development Director 6%

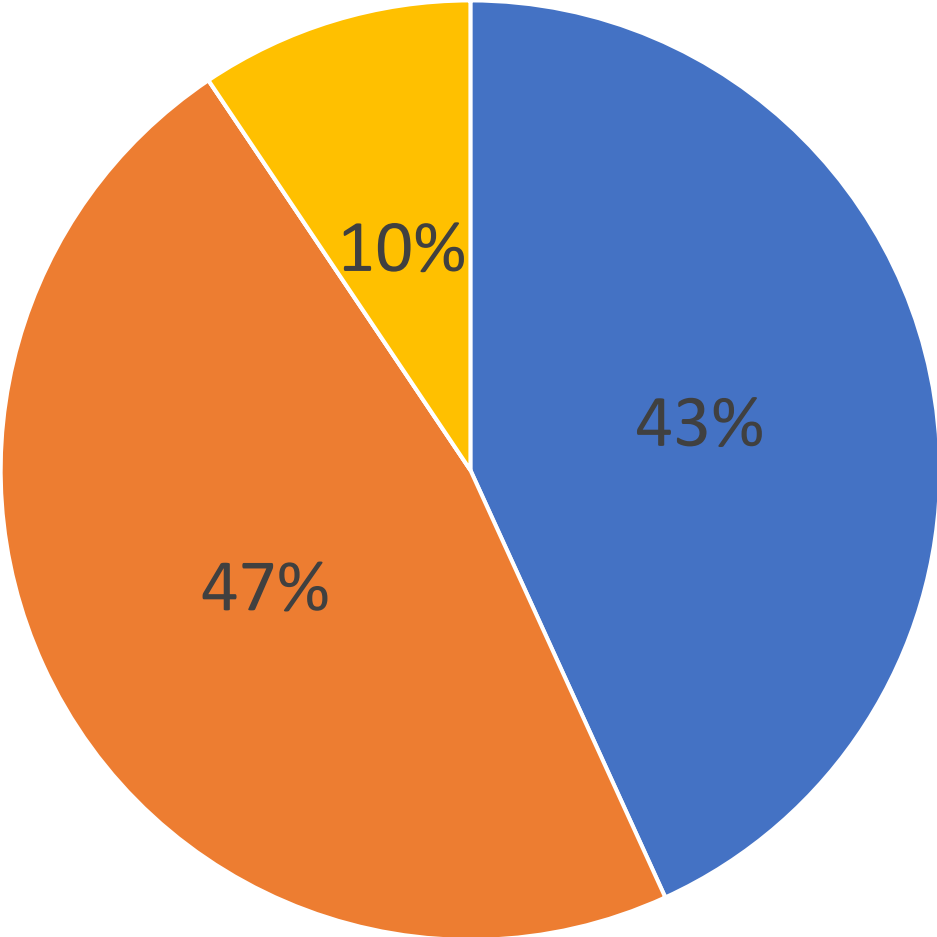
Friends of Downtown (Nonprofit)

- Friends of Downtown is a nonprofit organization that handles events for Downtown.
- 2020-2021 was the first year all event revenue and expenses (except personnel) were moved from the MSD's budgets to the Friend's budget.
 - Previously only Rhythm & Brews was operated out of the non-profit.
 - The non-profit now operates Bearfootin, Farmers Market, LoveHendo, Treat Street, the Holiday events, etc.

** This is informational, no impact on FY22 MSD budgets in comparison to FY21 MSD budgets.*

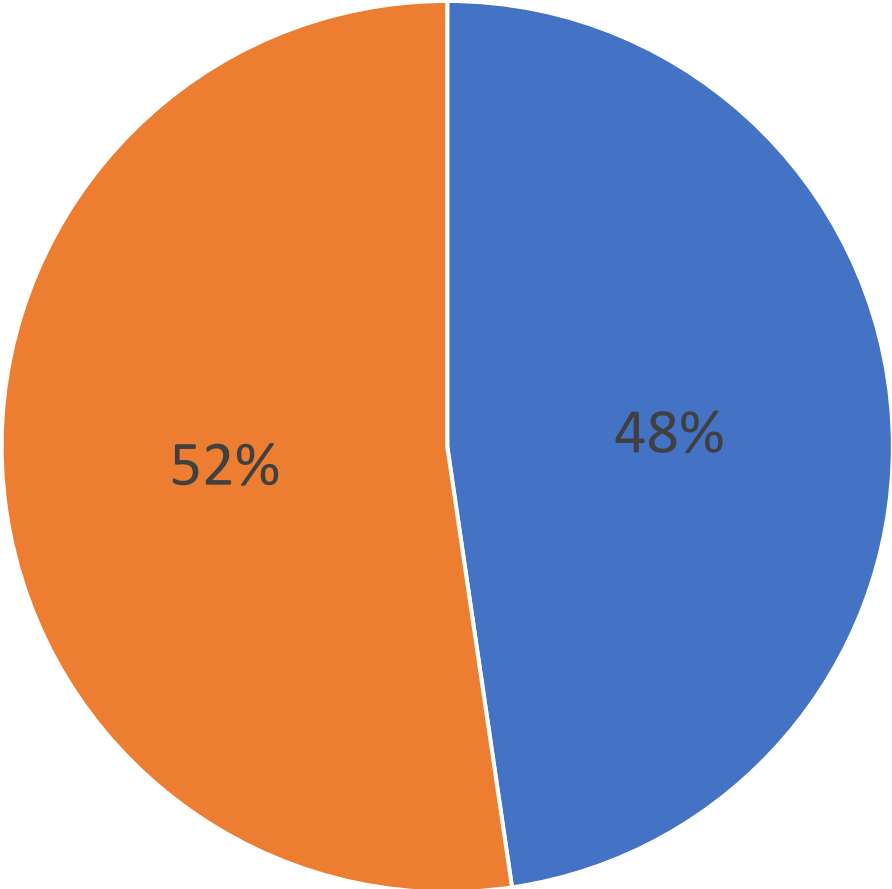
Expenses as percentage of budget

FY20-21 MAIN STREET



- Personnel/Benefits
- Operating
- Capital
- Debt Service

FY20-21 - 7th



Adopted Expenditures 2019-2020

	Adopted – Main Street	Adopted – 7th
Personnel & Benefits	\$220,135	\$60,256
Operating Expenses	\$241,566	\$42,000
Debt Services (125 5 th Avenue - Restrooms)	\$47,852	
Total:	\$509,553	\$102,256

FY 20-21 Impacts

- The 20-21 budget was not a typical year:
 - Covid-19 – cuts were made across the board early on in budget planning to prepare for an unpredictable year. This was particularly true for sales tax projections.
 - Happily, sales tax has exceeded the conservative projections.
- Department Re-Organization
 - Staff re-assignments and the re-organization associated with the creation of the Community Development Dept. also had non-typical impacts on the budget.

Downtown Staffing:

From:

- 1 FT Economic Development Director
- 1 FT Downtown Economic Development Coordinator
- 1 FT Downtown Events Coordinator

To:

- ¼ time Community Development Director
- 1 FT Downtown Manager
- 1 FT Downtown Events Coordinator

Personnel Budget Impacts

FY 20-21
(before reorg)

Main Street:
\$219,415

7th: \$58,712

FY 20-21 Revision
(after reorg)

Main Street:
\$170,124

7th: 40,226

FY 20-21
(reorg savings)

Main Street:
\$49,291

7th: \$18,486

Total Reduction:
\$67,777

Fund Balance Estimates

Main Street - Fund balance estimate ~ \$99,639

7th Ave - Fund Balance Estimate~ \$120,478

- Fund balance is higher, but revenue generated is lower because the tax rate and value & density of properties

Recommendations & Discussion



[This Photo](#) by Unknown Author is licensed under [CC BY-NC-ND](#)

Recommendation 1:

PT Events & Marketing Assistant

Create Events & Promotions
Assistant position
to:

- Provide day-of support for events
- Support social media and promotions for events and businesses
- Assist Dept staff in all areas of event preparation



Impact:

- Current FY: \$3000 to hire staff around opening of Farmers Market (need to present to council in April for budget amendment)
- FY 21-22: ~\$35,000 (part time salary with benefits)

Recommendation 2:

Personnel Expenses to General Fund

	Proposed Split			Current Split		
	General Fund	Main Street MSD	7 th Ave MSD	General Fund	Main Street MSD Fund	7th Ave MSD Fund
Community Development Director	80%	15%	5%	75%	19%	6%
Downtown Manager	10%	68%	22%	0%	75%	25%
Downtown Events Coordinator	10%	68%	22%	0%	75%	25%
Part-Time Events & Mkting Asst.	10%	68%	22%	0%	75%	25%
	114,948.91	133,295.25	43,305.17	91,922.12	150,026.82	49,600.40

Additional Recommendations or Options (Board Discussion)

Items in Workplan:

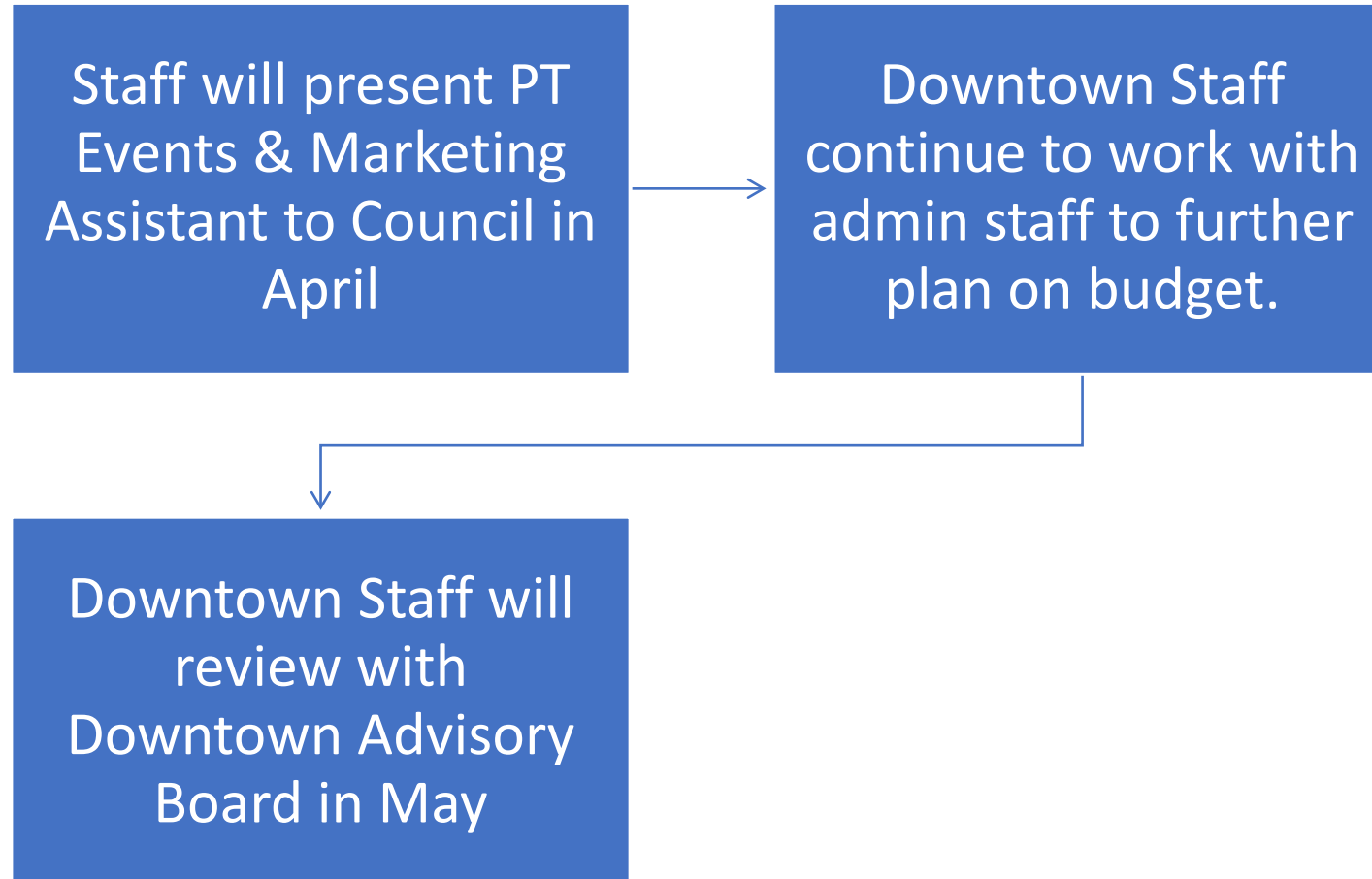
- Downtown Master Plan
- Ecusta Trailhead Plan
- Covered Farmers Market Pavilion at Depot
- Additional Public Restrooms
- Planter repairs

Operational:

- Lower Tax Rate (Main Street)
- Contract services to Public Works
- Additional personnel split among Community Development Department – Planning Division
 - (Portion of planning staff salaries from MSD for targeted plan creation)

Other?

Next Steps





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

SUBMITTER:	Jamie Carpenter	MEETING DATE: March 9
AGENDA SECTION:	New Business	DEPARTMENT: Downtown Division
TITLE OF ITEM,	PT Events & Marketing Assistant	

SUGGESTED MOTION(S): I move to recommend the position of Events & Marketing Assistant to City Council

SUMMARY:

The reorganization of the Downtown & Planning Divisions created a shift in staffing from 3 full time employees to 2 full time, and one partial (Community Development Director). In 2021, staff expects to have a full event season to begin with the Farmers Market and LoveHendo Saturday in May, and Rhythm & Brews to begin later in the summer. This part time position will back fill some of the loss of staff resources due to the reorganization and allow sufficient coverage of event management prior to and on the day of for downtown events.

BUDGET IMPACT: \$ 3000 in current Fiscal Year

Is this expenditure approved in the current fiscal year budget? NO

If no, describe how it will be funded.

The creation of the Community Development Department allowed significant room in the Main Street and 7th Avenue budgets for the current fiscal year. Starting this position prior to FY 21-22 will allow the new staff to be in place early on in the event season.

ATTACHMENTS:

Job Description

Downtown Events and Marketing Assistant Job Summary

This position performs a variety of tasks and functions to assist with day-to-day execution of events, event planning as well as implementation of marketing strategies.

This is a permanent part-time position with benefits. Hours during the height of the events season (May-Nov) will range from 30-40 hours/week, while hours during the off season (Dec-April) will range from 15-30 hours/week.

Essential Functions

Serves as on-site support at Downtown Hendersonville events from set up through breakdown including but not limited to Hendersonville Farmers Market, Rhythm & Brews Concert Series, Bearfootin' Art Walk, Treat Street Carnival and Holiday Tree Lighting

Assists the Downtown Events Coordinator with event planning and execution

Supports the Downtown Events Coordinator and Downtown Manager with day-to-day marketing and advertising activities and long-term strategic planning, including but not limited to drafting social media posts, conducting live social media videos, digital and print advertising, poster design and distribution, radio copy, press releases, etc.

Manages volunteer coordination for all downtown events

Assists with vendor relations and coordination

Provides creative input and feedback on overall processes

Assists with organizing and taking inventory of supplies and equipment related to events

Attends Downtown Events Team meetings and any other relevant meetings to the position as a second point of contact and perspective

Assists Downtown staff with special projects which could include research, compiling data, long term planning, graphic design and other possible assignments

Required Education, Knowledge, Skills and Abilities

Ability to work irregular hours including evenings, weekends and some holidays

Ability to stand, kneel, walk or be active for extended periods of time in seasonable weather conditions

Ability to lift up to 50lbs occasionally or 20lbs regularly during event set up and breakdown

Ability to interact and communicate with a variety of customers, merchants, volunteers and stakeholders as well as the general public

At least one year of proven experience using social media platforms on behalf of an organization or business

Ability to troubleshoot and problem solve as issues arise while on-site at events

Must be a motivated people-person with the ability to field complicated and difficult questions

Strong work ethic

Excellent organizational skills

Excellent verbal and written communication skills

Customer service oriented

Proficiency with Microsoft Office

Ability to work in a professional office environment

Preferred Education, Knowledge, Skills and Abilities

Bachelor's Degree in Marketing, Hospitality, Event Management, Communications or related field

Two years related experience

Skilled in graphic design and/or photography and videography

2021 status	Event Name	Typical Event Date(s)	Organizer/Contact Name	Impact	Notes
?	Historic 7th Ave Criterium	Sunday before or after St. Patrick's Day	Crosstown Velo/Sean Huson	Cycle race closing streets in 7th Ave district 8am-6pm	No application submitted for 2021
?	Vintage Hendo Pop Up Market	Early April Saturday	Southern Appalachian Brewery/Kelly Cubbin	Street closure in 7th Ave District (Locust) 9am-5pm	Bi-annual event (fall and spring)
?	Ville to Ville Craft Brew Relay	Scheduled for April 17, 2021	Ville to Ville Foundation/Zack Hall	8th Ave closed from Maple to Locust 9am-1pm	
?	Meltdown Vintage Motorcycle Show	Last Saturday in April	Southern Appalachian Brewery/Andy Cubbin	Locust Street closed 8am-6pm; alcohol sales	
?	Bike for the Blue	Late Saturday in April or sometime in May	Stand TALL/Ron Kauffman	Motorcycle procession ending with closure of 7th at Triskelion	First event was 2019
Moved to November	Tails in Town/Strut Your Mutt 5k	First Saturday in May	WTZQ and Blue Ridge Humane Society/Mark Warwick	Closes Maple Street between 7th and 5th 8am-2pm	Will be held at nontraditional date for 2021
Yes	Hendersonville Farmers Market	Saturdays May 8-Oct 30 + 2 holiday markets	Downtown Hendersonville/Meredith Friedheim	Closes Maple Street between 7th and 5th 7am-2pm	*Ongoing event*
Yes - pending approval	Love Hendo Saturday	Second Saturday (May 8)	Downtown Hendersonville/Jamie Carpenter	Closes Main 1st-6th all day; merchants encouraged to spread outside	
yes	Jump Off Rock Half Marathon	Scheduled for May 8, 2021	iDaph Events/Daphne Kirkwood	Starts at Jump Off and ends on 500 block of Main	Coincides with Love Hendo Saturday in 2021
tentative	Rhythm & Brews Concert Series	Third Thursday in May	Downtown Hendersonville/Meredith Friedheim	Closes South Main midday-10pm	Not occurring in May 2021
yes / street fair tentative	Garden Jubilee	Memorial Day Weekend	TDA/Amy Boswell	Closes Main from 6th to Caswell and partial Aves; large event	Likely not occurring downtown in 2021
tentative	Main Street Car Shows	Every other Friday June through August	Carolina Mountain Car Club/William Jacobs	Closes two blocks of South Main 4pm-8:30pm	*Ongoing event* coincides with Music on Main
tentative	Music on Main	Every Friday June through August	TDA/Amy Boswell	Takes place at Visitor Center Stage	*Ongoing event* may hold kick off concert on first event that would close one block of Main
?	Ol' Timey Days	First Saturday in June and Sept	The Curb Market/Bobby Cox	Closes 2nd Ave between Church and Washington 6am-3pm	
?	Pickin' on the Square	Every Saturday in June	Henderson County Parks and Rec/Bridgette Galloway	Closes Main between 1st and 2nd Aves 5-9pm	
Yes - with LoveHendo Saturday	Antique and Vintage Show	Second or third Saturday in June	Uncommon Market/Rebecca Nicholas	Closes Main Street; vendors	Coincides with Love Hendo Saturday in 2021
yes - pending approval	Love Hendo Saturday	Second Saturday (June 12)	Downtown Hendersonville/Jamie Carpenter	Closes Main Street 1st-6th all day; merchants encouraged to spread outside	
tentative	Rhythm & Brews Concert Series	Third Thursday in June	Downtown Hendersonville/Meredith Friedheim	Closes South Main midday-10pm	
yes ?	Hendersonville Triathlon	Scheduled for June 27, 2021	iDaph Events/Daphne Kirkwood	Takes place at Patton Park Pool and uses roads/greenway	
tentative	Fourth of July Concert	Fourth of July	TDA/Amy Boswell	Closes South Main Street area near Visitors Center stage	
?	Fourth of July Celebration	Fourth of July	Henderson County Parks and Rec/Bridgette Galloway	Closes Courthouse Square block of Main	
yes - pending approval	Love Hendo Saturday	Second Saturday (July 10)	Downtown Hendersonville/Jamie Carpenter	Closes Main 1st-6th all day; merchants encouraged to spread outside	
yes	Chalk it Up	July 17 in 2021 (always second Saturday after the fourth of July)	Narnia Studios/Barbara Hughes	Sidewalks of 100 block to 600 block	
tentative	Rhythm & Brews Concert Series	Third Thursday (July 15)	Downtown Hendersonville/Meredith Friedheim	Closes South Main midday-10pm	
yes - pending approval	Love Hendo Saturday	Second Saturday (August 14)	Downtown Hendersonville/Jamie Carpenter	Closes Main 1st-6th all day; merchants encouraged to spread outside	

tentative	Rhythm & Brews Concert Series	Third Thursday (Aug 19)	Downtown Hendersonville/Meredith Friedheim	Closes South Main midday-10pm	
?	Ol' Timey Days	First Saturday in June and Sept	The Curb Market/Bobby Cox	Closes 2nd Ave between Church and Washington 6am-3pm	
tentative ?	Apple Festival	Labor Day Weekend	NC Apple Festival/David Nicholson	Closes Main from 7th to Caswell and partial Aves; large event	
?	9/11 Service	Usually on September 11	Henderson Co Emergency Services/Jimmy Brissie	Closes Courthouse Square block of Main for a couple hours in the morning	
tentative	Rhythm & Brews Concert Series	Third Thursday (Sept 16)	Downtown Hendersonville/Meredith Friedheim	Closes South Main midday-10pm	
?	FIESTA Hendersonville	Sunday in mid September	Hola Carolina/Adriana Chavela	Closes Main Street from Caswell to Allen	
tentative ?	Art on Main	Scheduled for Sept 25-26, 2021	HC Arts Council/Hanna Duncan	Closes Main Street; large event	
yes - pending approval	Love Hendo Saturday	Second Saturday (Oct 9)	Downtown Hendersonville/Jamie Carpenter	Closes Main Street 1st-6th all day; merchants encouraged to spread outside	
tentative	Motorama	Second Saturday in October	WHKP/Richard Rhodes	Vintage cars parked all down Main Street	coincides with Love Hendo Saturday in 2021
yes	Black Bear Half Marathon	Scheduled for Oct 9, 2021	iDaph Events/Daphne Kirkwood	Jackson Park, Oklawaha Greenway use	
tentative	Rhythm & Brews Concert Series	Third Thursday (Oct 21)	Downtown Hendersonville/Meredith Friedheim	Closes South Main midday-10pm	Not usually held in October but doing this in 2021 due to covid
tentative	Treat Street Carnival	Halloween	Downtown Hendersonville/Meredith Friedheim	Closes Main from Allen to 6th 3pm-5pm	Takes place on a Sunday in 2021
yes?	Only Hope WNC Sleep Out	Early Nov Friday	Only Hope WNC/Michael Absher	Parking spaces in front of Courthouse that evening	
yes - with Tails in Town, pending approval	Love Hendo Saturday	Second Saturday (Nov 13)	Downtown Hendersonville/Jamie Carpenter	Closes Main 1st-6th all day; merchants encouraged to spread outside	
yes	Turkey Trot	Thanksgiving Day	City of Hendersonville/Lu Ann Welter	Takes place on Main Street and Maple Lot in the morning	
tentative	Holiday Tree Lighting	Friday after Thanksgiving	Downtown Hendersonville/Meredith Friedheim	Closes 100 Block of Main Street 4pm-7pm	other activities coincide on Main Street that evening
?	Tree of Lights	Early December Friday	Four Seasons Hospice/Anna Vogel	Closure of 500 block in the evening	
yes	An Evening of Remembrance	Early December Saturday	Hendersonville Police Department	Closure of 100 block in the evening	
yes - pending approval	Love Hendo Saturday	Second Saturday (Dec 11)	Downtown Hendersonville/Jamie Carpenter	Closes Main 1st-6th all day; merchants encouraged to spread outside	Holiday themed activities/Luminaries
?	New Years Eve Apple Drop	New Years Eve	Henderson Co Parks and Rec/Bridgette Galloway	Closes Main Street 100 block from 5pm-1am	

LoveHendo Saturdays 2021 Proposal

Background: In response to Covid restrictions and a need for outdoor activity in 2020, the Downtown Program initiated an Open Streets pilot program to test outdoor street closures. It initially took place the weekend of May 29, 2020 to coincide with the reopening of restaurants.

Open Streets continued every other weekend through July. Pedestrian counts and parking lot revenue revealed an increase in foot traffic on Open Streets weekends, however some businesses indicated sales were lacking. All said, the data from 2020 was mostly inconclusive due to Covid (sales and trends across the board were largely disparate compared to “normal” year trends).

After that time, it was decided to scale back the activity to once per month to accommodate the mixed response.

August 1 was the relaunch with a rebrand of the activity to LoveHendo Saturdays. Having the street closure only one Saturday per month allowed businesses and residents who supported the street closure a time to experience downtown in a car-free environment, while keeping the remaining time open for normal commerce.

2021 Proposed Updates: Staff recommends moving LoveHendo Saturday to the 2nd Saturday per month to align with events already requested. This allows events to take place as planned, without having back to back street closures on Main Street while keeping a consistent schedule of “Second Saturdays” for Main Street. Staff proposes LoveHendo Saturday go from May – December, coordinating with the following activities (with more potential partnerships for the open dates):

- May 8 – Opening day in coordination with Jump off Rock Half Marathon finish line
 - Coordinate with race to cross promote downtown businesses for post-race activities (meals, shopping, etc)
 - Team ECCO coordinating a balloon art festival
- June 12- In coordination with Antique and Vintage Show
- July 10
- August 14
- September – NO additional street closure (Street will already be closed for Apple Festival and Art on Main during month of September)
- October 9 – in coordination with Motorama
- November 13 – in coordination with Tails in Town
- December 11 – Whoo Loves Hendo Saturday (Holiday theme)

Suggested Motion: I move to recommend the street closure of Main Street for May 8, June 12, July 10, August 14, October 9, November 13 and December 11 to continue to the LoveHendo Saturday activity for 2021

This was voted on and recommended by the Downtown Events Team in February, 2021.

A. F. BARBER STATUE

Tom E. Orr had a dream of full size bronze statues of significant historical figures of Henderson County to be located in appropriate locations to not only signify their importance but to forever remind residents and visitors of our heritage. Tom was a very passionate and deliberate educator. He loved his family, his students, his community and our history. Tom realized that without our historical photographs our history would have been lost. Therefore, Tommy focused first on Armitage Farrington Barber due to his photographic library of our past – our history – our story. Other significant personalities include: Robroy Farquar, Carl Sandburg, W. A. Smith, and Mitchell King.....

I've had the pleasure of being a great friend of Tommy's for over 50 years. Like so many current and previous Henderson County residents, my wife and I love and admire him dearly. Late last year, Tom asked me if I could help him with this venture as he knew of our mutual love of Henderson County and the Barber Family history. Of course, I said yes! Unfortunately, we suddenly lost Tommy. With your help, I intend to keep my promise to Him.

Of course, this is not an inexpensive venture, but certainly an achievable one. The Henderson County Community Foundation is fully supportive and is ready to receive and distribute funds donated for this project. Members of the Barber Family (Mary Louise, Edgar and Donna) are supportive and willing to contribute. Several monumental sculptors have been contacted and we have determined that the cost would be between \$75,000 and \$100,000 per sculpture.

We are prepared to initiate a funding campaign. For the first statue we need authorization from the City of Hendersonville. Our vision foresees this first sculpture to be on Main Street where A. F. Barber looks towards their old offices, the current First Citizens Building. Another possible site is A. F. looking at the library which houses his historical and immense Baker/Barber Collection. We gladly look for the City of Hendersonville to assist and finalize a location of the statue. Subsequent sculptures may be: Robin Farquar at the Playhouse Theater, Carl Sandburg at the old Flat Rock post office and W. A. Smith at Laurel Park. This would obviously be not just a City project but a County project. We hope to fund

this venture privately, but welcome any contributions, personal donations, grants, etc. This effort is obviously for the betterment of our entire community. We welcome input and further recommendations.

Within the next couple of months, we want to launch a campaign identifying the first statue; Tommy's dream, the ultimate goal, the location and a request for funding. Please review this matter with committees and Council to determine if this is a venture that you wish to support. I welcome any questions, discussion or comments you may have and I thank you very much for your consideration and time.

Sincerely,

Carey O'Cain

Mayor, Town of Laurel Park