



**CITY OF HENDERSONVILLE**  
**MAY 2022 DOWNTOWN ADVISORY BOARD**  
Downtown Program Office | 125 Fifth Avenue West, Suite 200 | Hendersonville NC  
28792



Tuesday, May 10, 2022 – 4:00 PM

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## AGENDA

1. **CALL TO ORDER**
2. **PUBLIC COMMENT**
3. **APPROVAL OF AGENDA**
4. **APPROVAL OF MINUTES**
  - [A.](#) Downtown Advisory Board April 2022 Minutes
5. **OLD BUSINESS**
  - [A.](#) Friday Main Street Car Shows- Event Review
6. **NEW BUSINESS**
  - [A.](#) Downtown Events Update
  - B. Downtown Team Field Trip & Grant Project Review
  - C. TDA Grant Update
7. **OTHER BUSINESS**
  - A. Sidewalk Dining Ordinance - Staff Update
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**  
**APRIL 2022 DOWNTOWN ADVISORY BOARD**  
 Downtown Program Office | 125 Fifth Avenue West, Suite 200 | Hendersonville NC  
 28792



Tuesday, April 12, 2022 – 4:00 PM

## MINUTES

### 1. CALL TO ORDER

Members present: Patsy DuPre, John Ryan, Caroline Gunther, Carole Sitzler, Jerry Fitzgerald, Chris Cormier, Joe Dinan, Walt Slagel. Present online: Matthew Hickman.

### 2. PUBLIC COMMENT

There were no public comments.

### 3. APPROVAL OF AGENDA

Sidewalk Dining Ordinance updates was removed from the agenda.

Patsy DuPre made the motion to approve the updated agenda. Carole Sitzler seconded. A roll call vote was taken: Matthew Hickman, Jerry Fitzgerald, Carole Sitzler, Caroline Gunther, Chris Cormier, Julie Buckman, John Ryan voted to approve.

Joe Dinan and Walt Slagel joined the meeting during the car club discussion.

### 4. APPROVAL OF MINUTES

#### 1. March 2022 Agenda

Patsy DuPre made the motion to approve the minutes. John Ryan seconded. A roll call vote was taken: Matthew Hickman, Jerry Fitzgerald, Carole Sitzler, Caroline Gunther, Chris Cormier, Julie Buckman, John Ryan voted to approve.

### 5. NEW BUSINESS

#### 1. Friday Main Street Car Shows- Event Review

Bill McConnell with the Carolina Classic Car Club came to the meeting to speak on behalf of the Corvette Club. The Corvette club has requested to be added to the Carolina Classic Car Show to expand to the historic court house every Friday during Music on Main.

There was discussion among Downtown Advisory Board members to make sure the Corvette club can provide vehicles. Several options were discussed, including encouraging the Corvette club to seek using the Wells Fargo parking lot, or pursuing only a few dates during the summer.

The Downtown Advisory Board requested to table the discussion until the next meeting when a member from the Corvette Club can be present.

## 2. Municipal Service District Contract Review Discussion

Jamie Carpenter reviewed the upcoming requirements for contracts to be reviewed pursuant to North Carolina General Statute regarding Municipal Service Districts.

Request for input regarding Landscaping & Hanging Basket Contract. There were no specific requests regarding desires for changes in landscaping and hanging baskets.

## 3. Downtown Budget Review - Staff will review proposed 2023 and Capital Improvement Budgets.

Jamie Carpenter reviewed the downtown budget, including background information regarding overall budget. Discussion regarding budget includes equalizing tax rates for both districts. Eventually, the 7th Avenue budget will need to increase in order to cover the additional landscaping costs. A property revaluation will occur in 2024.

The general direction regarding 7th Avenue Tax Rate was to keep the rate the same and wait until the completion of the streetscape.

The budget was further reviewed, including one time expenses for both districts to "spend down" some of fund balance, as recommended by city staff.

## 6. OLD BUSINESS

### 1. 7th Avenue Visioning Update

Jamie Carpenter, Downtown Manager, reviewed the process for selection of the 7th Avenue Visioning/Branding project.

Matthew Hickman made the motion to recommend Arnett Muldrow as the 7th Avenue consultant. Carole Sitzler seconded. Matthew Hickman, Jerry Fitzgerald, Carole Sitzler, Caroline Gunther, Chris Cormier, Julie Buckman, John Ryan, and Walt Slagel voted to approve. Joe Dinan recused himself as he was not a part of the process.

### 2. Sidewalk Dining Ordinance Updates

## 7. OTHER BUSINESS

## 8. ADJOURNMENT

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## CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY

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**SUBMITTER:** Lew Holloway, Community Development Director      **MEETING DATE:** April 7, 2022

**AGENDA SECTION:** CONSENT AGENDA      **DEPARTMENT:** Community Development

**TITLE OF ITEM:** Special Event: Friday Main Street Car Shows - *Lew Holloway, Community Development Director*

### **SUGGESTED MOTION(S):**

I move that City Council approve the special event permit for the Friday Main Street Car Shows.

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### **SUMMARY:**

The Carolina Mountain Car Shows are organized by Carolina Mountain Car Club and are proposed to coincide directly with the Tourism Development Authority's Music on Main events. These events will take place every Friday evening starting on June 10 and ending after August 19. This year the event application includes a new request to close an additional two blocks of Main Street to accommodate more vehicles for the car shows. The full closure consists of Main Street from Caswell to Second, with Allen being left open to cross traffic. The purpose of these events is to attract people to the downtown area for cultural activities on summer nights. About 2500 participants are expected during all event occurrences. The Special Events Committee unanimously voted to recommend approval of this event as presented.

**BUDGET IMPACT:** NA

**Is this expenditure approved in the current fiscal year budget?** NA

**If no, describe how it will be funded.**

### **ATTACHMENTS:**

None

## Special Events in Hendersonville 2022

Special events in Hendersonville are returning to pre-pandemic operations. It is not expected that there will be any major new events, and we are reaching out to organizers of recurring events for application submission.

**Bold events are those that require significant street closure and/or significant city services.**

Blue shaded events are either new events or recurring events requesting changes from previous years.

Event Date	Event Name	Organizer/Sponsor	Notes
April 9	Ville to Ville Relay	Ville to Ville Relay	No changes
April 30	Meltdown Vintage Motorcycle Show	Southern Appalachian Brewery	Date shifted back to pre-pandemic date
May-Oct	Hendersonville Farmers Market	Friends of Downtown Hendersonville/City	No changes
<b>May 14</b>	<b>Jump Off Rock Races</b>	<b>iDaph Events</b>	<b>Street closure no longer coincides with Love Hendo</b>
<b>Third Thursdays, May-Sept</b>	<b>Rhythm &amp; Brews</b>	<b>Friends of Downtown Hendersonville/City</b>	<b>No changes</b>
May 21	Sneaky Squirrel Scavenger Race	Kiwanis Club	No significant changes (new in 2021)
May 22	175 <sup>th</sup> Birthday Party	City of Hendersonville	New event
<b>Memorial Day Weekend</b>	<b>Garden Jubilee</b>	<b>HCTDA</b>	<b>Back to pre-pandemic operations</b>
June 2	Henderson County Teachers Celebration	Joey Drummer	New event, closes Historic Courthouse block
Fridays June 10-Aug 19	Music on Main // Antique Car Shows	HCTDA and Carolina Car Club/Apple Country Corvette Club	Car shows requesting additional closure of Main (tabled at April Downtown Advisory Board meeting)
<b>June 11</b>	<b>Antique and Vintage Show</b>	<b>Uncommon Asheville</b>	<b>Same as 2021; street closure no longer coincides with Love Hendo</b>
June 26	Hendersonville Triathlon	iDaph Events	No changes
July 4	July 4 Celebration	HCTDA and County	Additional closure requested
July 4	July 4 Parade	Merchants Association	No changes
July 16	Chalk it Up	Barbara Hughes	No changes
July 23	Sullivan Park Event	Rueben Ramirez	Application not received, new event
<b>Labor Day Weekend</b>	<b>Apple Festival</b>	<b>Apple Festival</b>	<b>No changes (race application not yet received)</b>
Sept 11	9/11 Service	County	Application not received
<b>Sept 23-25</b>	<b>Art on Main</b>	<b>Arts Council</b>	<b>Application not received</b>
Sept 24	OktoberFest Celebration	Southern Appalachian Brewery	Application not received
Sept 24	Ville to Ville Extreme Relay	Ville to Ville Relay	Application not received
Oct 1	Fiesta Hendersonville	Hola Carolina	Application not received
<b>Oct 8</b>	<b>Motorama</b>	<b>Ryan Rhodes/WHKP</b>	<b>No changes; may not have inventory</b>
Oct 9	Black Bear Half Marathon	iDaph Events	No changes
<b>Oct 31</b>	<b>Treat Street Carnival</b>	<b>Friends of Downtown/County</b>	<b>No changes</b>
<b>Nov 12</b>	<b>Tails in Town</b>	<b>WTZQ</b>	<b>Application not received</b>
Nov 19 +Dec 3	Holiday Markets	Friends of Downtown Hendersonville/ City	No changes

Nov 24	Turkey Trot	City of Hendersonville	Application not received	Item A.
Nov 25	Holiday Tree Lighting	Friends of Downtown/City	No changes	
Dec 2 + 17	Holiday Carriage Rides	HCTDA or Friends	Application not received	
Dec 3	Holiday Parade	Merchants Association	Application not received	
TBD	Tree of Lights Ceremony	Four Seasons Hospice	Application not received	
Dec 17	Jingle Jog	IDaph Events/Hope Coalition	Application not received (new in 2021)	
Dec 31	NYE Apple Rise	County	Application not received	