



CITY OF HENDERSONVILLE
DOWNTOWN ADVISORY BOARD
Hive on 5 - 125 5th Avenue W | Hendersonville, NC 28792
Tuesday, October 13, 2026 – 4:00 PM



AGENDA

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES**
 - A. September Downtown Advisory Board Minute
- 3. PUBLIC COMMENT**
- 4. APPROVAL OF AGENDA**
- 5. TEAM & STAFF REPORTS**
 - A. Community Character Team Workplan Items 2026-2028
 - B. Economic Vitality Team Workplan Items 2026-2028
 - C. Downtown Staff Updates
- 6. UNFINISHED BUSINESS**
- 7. NEW BUSINESS**
- 8. INFORMAL DISCUSSION**
 - A. Future Agenda Items
- 9. ADJOURNMENT**

The City of Hendersonville is committed to providing accessible facilities, programs and services for all people in compliance with the Americans with Disabilities Act (ADA). Should you need assistance or an accommodation for this meeting please contact the City Clerk no later than 24 hours prior to the meeting at 697-3005.



CITY OF HENDERSONVILLE DOWNTOWN ADVISORY BOARD - SPECIAL DATE -SEPTEMBER 15



Hive on 5 - 125 5th Avenue W | Hendersonville, NC 28792
Tuesday, September 15, 2026 – 4:00 PM

MINUTES - DRAFT

CALL TO ORDER – In attendance- Jenny Breedlove, Yvonne Hill, Gary Heisey, Patsy DuPre, Mark Pavao, Nancy Neikirk, Terry Young, Scott Gash, Erica Hodges, Aaron Adams, Lyndsey Simpson (Council Liaison)

Absent: Joe Dinan, Oliver Wall, Sheryl Solomon (called in virtually)

APPROVAL OF MINUTES

August 2026 Downtown Advisory Board – correction to be made under public comment to “Mark requested to move public comment from Caroline Gunther to treat street discussion”

Patsy Dupre made motion to approve as amended, Nancy Neikirk seconded. All in favor

PUBLIC COMMENT – No public comments

APPROVAL OF AGENDA

TEAM & STAFF REPORTS

1. **Bearfootin’ Program 2027 Costs** – Jamie Carpenter reviewed the document that was included in the agenda packet regarding bearfootin’ auction costs, along with a staff recommendation:

Background: Over the last several years, the Bearfootin’ Auction has experienced increase in costs. For 2027 we will need to increase the sponsorship and/or auction split to keep up with the increased costs.

The cost of bear sponsorship has increased due to the cost of the production of the bears:

- 2021: \$800 (had been this price for many years prior to 2021)
- 2022: \$1000
- 2023: \$1200 – have not increased since 2023

The SPLIT for the Bear Auction has not changed in over 10+ years.

- Up to \$3000, proceeds are split between the Friends of Downtown and the nonprofit partner – Friends of Downtown will max out at \$1500 per bear (except our bear).

Expenses have increased:

- Per bear production cost – in 2026 the cost increased from \$1200 to \$1300, and this will likely increase again
- Shipping
- Clear coat

- Approx. every 5 years new molds have to be produced (\$2900 each)

If we do not increase sponsorship and/or nonprofit split over time, our revenue will continue to decrease.

Revenue Details:

- The total cap that the Friends of Downtown can currently receive from the bear auction is \$38,500. This is if ALL Bears sell for at least \$3000, plus the bear that supports the Friends of Downtown sells for \$10,000
- Friends of Downtown have 'eaten' the costs of shipping, materials, and production costs, sponsorship has historically covered the cost of the individual bear alone.
- The NET proceeds from the Bear Auction are our biggest way to fund programs like façade grants, mural grants, etc.
- Rhythm & Brews has not been a revenue generator for several years – mostly breaking even. This is due to cost increases and is heavily weather-dependent.

Staff Recommendations:

- Increase sponsorship from \$1200 to \$1300 (will increase total sponsorship by \$1900)
- Increase nonprofit split to \$3500 (will increase potential revenue for the Friends of Downtown by about \$4000)

Board discussion: There was board discussion regarding increasing the revenue for the Friends of Downtown to a larger portion, noting from several board members that we should be taking a larger portion of the split than proposed by staff.

Aaron Adams made a motion to increase sponsorship price to \$1300 for 2027 bears. Erica Hodges seconded the motion. All were in favor

Jenny Breedlove made a motion to increase to \$4000 split – Nancy Neikirk seconded. Discussion: Terry Jacobs, downtown coordinator, and coordinator of the bearfootin' program explained the concerns regarding the nonprofit impact and participation by increasing the program to a higher amount than the staff proposed \$3500.

Vote was taken: No one in favor, all opposed.

Patsy Dupre made a motion to follow the staff recommendation to increase the split to up to \$3500, Erica Hodges seconded. All in favor.

2. **Downtown Staff Updates:** Jamie Carpenter provided the downtown updates to the board, and asked that the board members distribute them to downtown businesses. Information in the update handout included:

- Treat Street Closure
- Downtown Business Improvement Grant Program
- New Website information

- 500 block - Jenny
- 400 Block – Yvonne
- 300 Block – Mark
- 200 Block – Nancy
- 7th Avenue District – Patsy and Terry Young
- Staff will take the Courthouse and S 100 block.

UNFINISHED BUSINESS

NEW BUSINESS

1. Future Agenda Items – Add item for January to review the Bearfootin’ auction for 2028

INFORMAL DISCUSSION

ADJOURNMENT

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CITY OF HENDERSONVILLE
AGENDA ITEM SUMMARY
DOWNTOWN ADVISORY BOARD



TITLE OF ITEM: Community Character Team Workplan Items 2026-2028

Draft 2026–2028 Community Character Workplan

1. Rotating Sculpture Program

Goal: Establish a rotating public sculpture program in designated downtown planters to bring temporary public art to downtown while providing opportunities for local and regional artists.

Measurable Outcome: Install 4 sculptures in designated planters by July, 2028

Plan:

- **October – December:**
 - Determine cost and budget
- IF budget allows, initiate project for 2027, if current budget does not allow, plan for 2028 and include in next year budgeting.

2. Downtown Mural Grant Program

Goal: Continue and strengthen the mural grant program to support high-quality murals on private property that enhance downtown's visual character.

Measurable Outcome: TBD

- Explore additional funding/partnership opportunities
- Explore mural locations or partner with STEAP and their efforts
- Identify specific locations to propose for future murals, either through grant or committee/partner led projects

Next steps:

- Coordinating with STEAP

3. 7th Avenue Creative Placemaking

Goal: Incorporate public art and creative elements into 7th Avenue to strengthen its identity as Downtown's Creative Edge.

Measurable Outcomes:

- Install at least 2 wraps on electrical boxes designed by local artists by May, 2027
- Install temporary business / side street signage on 7th Avenue by May 2027
- Install at least 2 additional public benches on 7th Avenue by December 2027

4. Depot Capital Campaign

Goal: Support long-term planning and fundraising for future capital improvements to the Historic Depot, including a covered roof when replacement becomes necessary.

Measurable Outcome: TBD (funds raised)

Timing: Will be determined based on the time frame for roof replacement for Depot (FY 28 or FY 29)

Additional discussions/projects not prioritized but for future review:

- Signage/posters on empty windows
 - Can we look into a location / kiosk for public bulletins instead of private windows
- Bike / 2 wheel parking
- Sidewalk paint cleanup
- Ecusta / bikes on main street



CITY OF HENDERSONVILLE
AGENDA ITEM SUMMARY
DOWNTOWN ADVISORY BOARD



TITLE OF ITEM: Economic Vitality Team Workplan Items 2026-2028

Draft 2026–2028 Economic Vitality Team Workplan

1. Business outreach

Goal: Create a more intentional outreach for downtown businesses to gauge needs or concerns.

Measurable Outcome: Host Annual business breakfast in February

- Review requests from grant in November to determine particular needs
- Event impacts and street closures

2. Review of Dogwood/Mountain Bizworks Fund and plan for next steps (next 2 years)

Goal: Develop a plan for Opportunity Fund note which will mature May 2028, at which point the City will either determine maintaining investment at Mountain BizWorks or alternative uses.

- Amount will be approximately \$390,000
- Funds must be used for either:
 - 1. Advancement of small business education or technical assistance
 - 2. Provision of access to small business capital for low-income entrepreneurs who are unable to access traditional financial services due to lack of creditworthiness

3. Review Facade Grant Program and effectiveness

Goal: Determine usefulness of façade grant program as an incentive for improving buildings.

- Create a plan for next steps – do we identify needs first vs funding projects that are already going to happen
- Targeted Facade Grant Outreach w/ UNCG student work

4. Landlord outreach

Goal: Create a targeted outreach for downtown landlords to improve relationships and future development.

- Communications with landlords that are less active
- Promoting good landlords
- Documented meetings/coffees with landlords/businesses over the next couple of years
- Succession planning for properties

Additional items (items that will be largely dependent on staff rather than committee work at this time)

- Downtown Master Plan Design Standard Adoption
- Open Hive on 5 shared space, partnering with the arts council
- City Strategic Plan:
 - Establish Hospitality District and Hotel
 - Expand MSD
 - Feasibility study on meeting space
- Gen H Comp Plan:
 - Expansion and continuation of opportunity fund (Plans for after investment at Mountain BizWorks is returned)
- South Main Street and 7th Avenue E (farther east) opportunity areas
- Unhoused / safety



CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY DOWNTOWN ADVISORY BOARD



SUBMITTER: Jamie Carpenter, Downtown Manager **MEETING DATE:** October 13, 2026

AGENDA SECTION: Team & Staff Updates **DEPARTMENT:** Community Development - Downtown

Tree Replacement:

- Honey Locusts on Main Street will be replaced in phased process on the 300-400 blocks. 30 trees in total, approximately 8 trees (Eastern Hophornbeam) will be replaced each year under guidance of the city's contracted arborist.
- Trees were infected, and also that type of tree drops leaves/seeds that are difficult to clean up
- We are seeking funding from the Community Foundation through the Sherman's tree fund to cover cost of this year's project.
- Tree replacement will be with large trees and strategic staggering in order to maintain shade
- **Future:** Downtown Manager and Parks Supervisor work together regularly on plant replacement and maintenance to plan for updates that are beneficial for appearance and maintenance of downtown

Treat Street Parking Garage Update:

Thanks to recommendations from downtown businesses, the City has designated **free parking in the Downtown Parking Garage from 6:00 a.m. to 2:00 p.m. on Saturday, October 31.**

How it works:

- Enter the garage and pull a parking ticket as usual.
- **Parking is free for time parked between 6:00 a.m. and 2:00 p.m.**
- If you leave after 2:00 p.m., you will pay the regular parking rate for the time **after 2:00 p.m.**
- Scan your ticket when exiting the garage.

Example:

If you enter the garage at **10:00 a.m.** and leave at **5:00 p.m.**, your parking cost would be:

- 10:00am – 2:00 p.m. → **FREE**
- 2:00–3:00 p.m. → \$1.50
- 3:00–4:00 p.m. → \$1.50
- 4:00–5:00 p.m. → \$1.50

Total: \$4.50

Important: The garage is **not free all day**. Parking is free through 2:00 p.m., and the regular rate applies to parking time after 2:00 p.m.

This will only apply to the garage, not on-street or parking lots to operational issues, those areas will continue to operate as normal.

Notable Events/Activities: September/October

- **Apple Festival – WSPA Zip Trip and other media** – Downtown manager, city communications, Apple Festival staff and County staff partnered on media coverage the morning of the Apple Festival.
- **Rhythm & Brews – September 17, October 15**
- **Farmers Market**
- **Art on Main**
- **Chamber/networking events downtown:**
 - **Sept 9** – Business Morning Update
 - **September 11** – AM Power Hour at Optimum
 - **Sept 29** – Womens Leadership Breakfast
 - **Oct 7** – Mini Batch Ribbon Cutting
 - **Oct 9** – AM Power Hour at HCTDA
 - **Oct 9** – Ribbon Cutting at Element-Tree
 -

Upcoming Events:

- LAST Rhythm & Brews – October 15 – we are SHORT on 2nd shift beverage tent volunteers if anyone would like to volunteer!
- Farmers Markets: canceled Oct 10 due to weather. 3 more remain:
 - Oct 17, Oct 24, Oct 31
 - Holiday Markets: November 21, December 5
- **Bear Auction – Went live Thursday, October 8, concludes Thursday, October 22**
- Board & Commission Reception – Thursday, October 29 – Please RSVP!
- Treat street: Oct. 31
- Turkey Trot: Nov 26 (new route – using Ecusta Trail, start/finish will be on Main Street as normal)
- Tree Lighting: Nov. 27
- Olde Fashioned Christmas: Dec. 4
- Holly Jolly Train Rides: Dec 19

Upcoming Downtown Networking Events (hosted by Chamber)

- October 14 – Business Morning Update (Elks Lodge every 2nd Wednesday, 8am-9am) – Partnership with Downtown, Chamber, Small Business Center, and Hendersonville Merchants
- October 22 – Business After Hours at Mini Batch Bakery (note – same day as bear auction)



CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY DOWNTOWN ADVISORY BOARD



SUBMITTER:	Jamie Carpenter, Downtown Manager	MEETING DATE:	October 13, 2026
AGENDA SECTION:	Informal Discussion	DEPARTMENT:	Community Development - Downtown
TITLE OF ITEM:	Future Agenda Items		

Downtown Board Meeting Topics:

October 13

- Downtown Workplan – Committee Updates

November 10

-

December 8

- Treat Street Debrief + Future dates/times Review

January 12

- Bearfootin' Auction

February:

- City Budget Discussion

Community Character Team:

October 6

November 3 – CANCELED – Election Day

December 1

Economic Vitality Team:

October 6

November 3 – CANCELED – election day *** Need to reschedule date to review grant applications

Rescheduled for Grant Review: November 10 at 2pm

December 1