



**CITY OF HENDERSONVILLE
MAIN STREET & 7TH AVENUE ADVISORY COMMITTEE
JOINT MEETING**

VIRTUAL

<https://us02web.zoom.us/j/82123326515?pwd=MEIrK2JlL1pEbXgxNlF0S25KRW11dz09>

Meeting ID: 821 2332 6515

Passcode: 462864

Call in: +1 312 626 6799

Tuesday, January 12, 2021 – 4:00 PM

AGENDA

1. CALL TO ORDER

2. AGENDA ITEMS

A. Minutes Approval - Approve minutes from November and December Meetings

B. 2021 Meeting Schedule Approval - The meeting schedule needs to be approved again to adjust the change of the location from City ops to Council Chambers and for online meetings. The schedule is the same we just need a second vote to comply with open meeting laws.

C. Review the Downtown Annual Report

D. 2021 Organization Workplan- Reminder of 2021 Workplan items related to the organizational structure for downtown boards and teams.

E. Downtown Law Enforcement- A member of Hendersonville Police Department is invited to present updates related to downtown and hear concerns.

F. Events Team Update – Meredith Friedheim

- R&B - Covid Strategy
- Farmers Market
- Bearfootin'
- LoveHendo Saturdays

G. Community Character Team Update

- Outside Dining Structures Proposal
- 7th Avenue Branding
 - *7th Avenue Streetscape on hold*
- New item: Propose some "sprucing up" the Depot plaza before the Farmers Market since streetscape is delayed.

H. Economic Vitality Team Update

- Curbside Parking Update - team reviewed curbside spaces to reduce and would like to propose moving forward with determining a permanent way to do curbside parking signage that includes enforcement
- Downtown Property Inventory in Progress - pending GIS assistance

I. Unfinished Business

- Hotel Recruitment
- Parking Garage
 - ParkMobile App
- 7th Avenue Streetscape
- Wifi Infrastructure

3. New Business & Discussion

A. New Business

- Main to Main Trail
- NC Main Street Awards & Conference

B. Committee Discussion

C. Public Comment

4. ADA NOTICE

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.



JOINT DT MAIN STREET ADVISORY COMMITTEE & 7TH AVENUE ADVISORY COMMITTEE
Minutes: DECEMBER 8 2020

Citizens drive VISION, Leaders drive STRATEGY & Partnerships drive ACTION!

LOCATION: Virtual (Zoom)

Present: :

Main Street Advisory Committee: Caroline Gunther, Jared Bellmund
(Not currently appointed by council): Mark Pavao, Patsy DuPre

7th Avenue Advisory Committee: Ron Kauffman, Sheryl Fortune, John Ryan, Matthew Hickman, Becky Ayers, Chris Cormier

Councilwoman Lyndsey Simpson, Council Liaison

Staff present: Jamie Carpenter, Meredith Friedheim, Lew Holloway

Public present: Helen Struve, Ken Fitch, Michele Sparks, Fred Nace

5:00 pm – Call to Order

1. Creation of the Downtown Advisory Board

Motion 1: Motion to propose to council that the 7th Avenue Advisory Committee and Main Street Advisory Committee merge to be one overall Downtown Advisory Board.

NOTE: Until this is approved by council, the committees will meet together with special called meetings. The next several meetings will need to involve updates to rules of procedure.

Caroline Gunther made the motion, Matthew Hickman seconded. All were in favor.

2. Approval of the Annual Schedule of Meetings

Suggested Motion 2: Motion to approve the Annual Schedule of Meetings – *TBD on Location or Virtual*

- Downtown Advisory Board: Every other month – 2nd Tuesday @ 4pm. January, March, May, July, September, November
 - 7th Avenue Budget Work Session – Tuesday, February 9 – 4pm (7th Avenue stakeholders sub committee)
 - Main Street Budget Work Session – Tuesday, February 9 – 5pm (Main Street stakeholders sub committee)

Downtown Advisory Committee Vision Statement: Downtown Hendersonville is a national leader in providing the authentic small town urban infrastructure and character needed to support and interweave a vibrant entrepreneurial environment with urban livability.

Downtown Advisory Committee Mission Statement: The Downtown & Seventh Avenue Advisory Committees exist to identify, preserve and enhance the key factors that contribute to the authentic small town urban character of historic downtown Hendersonville. Organizational projects are identified, assessed and prioritized based on their contribution to and potential to enhance and support a vibrant entrepreneurial environment and the livability of downtown.



- TEAM MEETINGS: Monthly except June, July, November, December
 - Economic vitality team – 1st Tuesday of each month @ 4pm
 - Community Character Team – 1st Tuesday of each month @ 9am
 - Events Team – 1st Thursday of each month @ 9am

Matthew Hickman made the motion, Caroline Gunther seconded, all were in favor.

3. Workplan Review

Expanded Outdoor Dining Proposal

4. Public Comment:

Ken Fitch – inquired about the recent Executive Order (181) requiring restaurants to close early and that impacts.

Fred Nace – Asked about enforcement of the E.O. and late night bar behavior and the enforcement of both.

The committee members and members of the public had a discussion of those issues. No vote was taken, however staff will request that the downtown officer or police representative will attend our future downtown advisory board meetings and will relay the concerns to Councilwoman Lyndsey Simpson.

5. Adjourn

Downtown Advisory Committee Vision Statement: Downtown Hendersonville is a national leader in providing the authentic small town urban infrastructure and character needed to support and interweave a vibrant entrepreneurial environment with urban livability.

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JOINT DT MAIN STREET ADVISORY COMMITTEE & 7TH AVENUE ADVISORY COMMITTEE Minutes: November 10, 2020

Citizens drive VISION, Leaders drive STRATEGY & Partnerships drive ACTION!

Present:

Main Street Advisory Committee: Caroline Gunther, Jared Bellmund, Walt Slagel

(Not currently appointed by council): Mark Pavao, Patsy DuPre

7th Avenue Advisory Committee: Ron Kauffman, John Ryan, Matthew Hickman, Dennis Dunlap, Cormier
Councilwoman Lyndsey Simpson, Council Liaison

Staff present: Jamie Carpenter, Meredith Friedheim, Lew Holloway

Public present: Bryan Byrd

The purpose of this joint meeting was to offer an orientation to the downtown program and committees and plan for the 2021 workplan.

No votes were taken during this work session. Items covered:

1. Downtown Program Orientation – history of the Main Street Program locally and overall program
 - a. Proposed Structure & Schedule Change was presented to be voted at a later date. Members present discussed potential pros and cons of creating a joint downtown advisory board. Concerns about the size of the committee and concerns about losing focus of the individual districts were discussed but overall consensus of present members indicated interest in exploring.
2. Workplan Review – What has been accomplished, what needs to stay on workplan.
 - a. Economic Vitality Team (Infrastructure)
 - b. Community Character Team
 - c. Events Team
3. Discussion of the “Organization” section of the workplan, and general discussion about pursuing a Downtown Master Plan. There were a number of thoughts on proceeding with a full master plan or doing smaller incremental plans. The items we add to our workplan can be the early information that can go into a larger plan if we proceed with that
4. Teams broke out to review and discuss items for the 2021 workplan

Downtown Advisory Committee Vision Statement: Downtown Hendersonville is a national leader in providing the authentic small town urban infrastructure and character needed to support and interweave a vibrant entrepreneurial environment with urban livability.

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NOTICE

City of Hendersonville Downtown Advisory Boards125 5th Avenue W Hendersonville, NC 28792

NOTICE OF DOWNTOWN MAIN STREET AND 7TH AVENUE ADVISORY COMMITTEE JOINT MEETINGS

LOCATION AMENDMENT

The regular meetings will be held at the physical locations designated, and will be conducted as “in person” meetings of the Board; however due to COVID restrictions, any regular meeting may be conducted electronically, in which case additional public notice will be given that complies with the special meeting notice requirements, with instructions on how the public can view and participate electronically.

The following Regular Joint Meetings of the City of Hendersonville Downtown Main Street and 7th Avenue Advisory Committee (Downtown Advisory Board) will be held the **second Tuesday** of every other month beginning at **4:00 p.m.** at City Hall on the 2nd floor in the Council Chambers located at 160, Sixth Avenue. E, Hendersonville NC through May 2021.

January 12, 2021

February 9, 2021 * Special Call Notice to follow

March 9, 2021

May 11, 2021

The following Regular Joint Meetings of the City of Hendersonville Downtown Main Street and 7th Avenue Advisory Committee (Downtown Advisory Board) are held on the **second Tuesday** of every other month beginning at **4:00 p.m.** in the Assembly Room of the Operation Center located at 305 Williams Street, Hendersonville NC or virtually via zoom.

July 13, 2021

September 14, 2021

November 9, 2021

Jamie Carpenter
Downtown Manager

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Ratified **1/12/2021** *Posted* **12/11/2020**
<https://www.hendersonvillenc.gov>



Team	ACTION	TASK	PARTNER/ASSIGNMENT	Jan-21	Feb-21	Mar-21	Apr-21	#####	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21
Organization - Downtown Advisory Board	1. Define the Roles of the Downtown Advisory Committee and Friends of Downtown														
	Establish the Downtown Advisory Board - A merger of the 7th Avenue and Main Street Advisory Committees	Approve board makeup and schedule	Main & 7th Ave Advisory committees	*											
		Update the Rules of Procedure	Staff and ad hoc board development committee			*	*	*							
		Recruit members to fill vacant board positions.	Staff and ad hoc board development committee				*	*							
	Establish a vision for the Friends of Downtown 501c3 and use best practices to utilize the nonprofit status where applicable	Internal meetings to discuss role of FoDT	DT Staff, City Manager, Finance Officer, Attorney	*	*										
		Determine FoDT Board makeup	Staff and ad hoc board development committee	*	*										
		Re-write and adopt updated bylaws	Staff and ad hoc board development committee			*	*	*							
	2. Enhance stakeholder communications of workplan, strategies, accomplishments and														
	Create an annual report that includes the workplan	Design annual report template that can be replicated for other department publications	Staff	*											
		Distribute report	Staff, board		*	*									
	Hold an annual State of Downtown meeting and presentation	Schedule luncheon for January 2022	Staff, board												*
	3. Pursue a Downtown Master Plan														
	*Many components of a master plan are included in other areas of the workplan: market analysis and building inventory, stakeholder communications, cost estimation *														
	Develop a market analysis and property inventory	See Economic Vitality Team Workplan		*	*	*	*	*	*						
	Determine budget needs						*								