



INFRASTRUCTURE TEAM AGENDA: August 10, 2020, 4pm

Historic Downtown Hendersonville 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.

Electronic Meeting Access:

Topic: Downtown Hendersonville's Infrastructure Team Meeting

Time: Aug 10, 2020 04:00 PM Eastern Time (US and Canada)

Join Zoom Meeting:

<https://us02web.zoom.us/j/87292750932?pwd=MmVjMWpwQWJqWGh6YmImcUtNUE1pUT09>

Meeting ID: 872 9275 0932

Passcode: 345423

Call in:

+1 646 558 8656 US

Meeting ID: 872 9275 0932

Passcode: 345423

4:00: Call to Order & Approval of February Minutes

4:00 to 4:40: Team Business – For Discussion & Possible Action

- Pivot Fund Grant Application Review: Requesting Infrastructure team to prioritize projects. The Downtown Executive Committee will then determine amount to award.
 - Team ECCO
 - Arts Council of Henderson County
 - Moonshine & Magnolias
 - Narnia (Chalk it Up)

4:05 to 5:00: Staff Reports - Project Updates

- Website Business Listing – approx. 20 businesses have updated listings.
- Parking Garage Updates
- Main Street Statistics for FY 19-20

5:00 to 5:15: Team Business – Covid Strategic Response Plan Review & Updates

Six Month Strategic Initiatives Adopted by the Downtown Executive Committee in April, 2020

1) Launch the Hendersonville Farmer's Market on Saturday June 6th, 2020.

- **The market was launched successfully on Maple Street with social distancing measures incorporated.**

2) Continue to move the 7th Avenue Streetscape forward.

- **Project is still moving forward with a planned start in January.**

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.



3) Rework the Rhythm & Brews Concert Series. It seems unlikely that we would be able to host the concert in the traditional format in June or July. Beyond that timeframe our hosting is difficult to assess, but there are headwinds to this type of event more than any other.

- Open Streets weekends were piloted for 4 weekends and then shifted to Love Hendo Saturdays (approved change by Executive Committee 7/23/2020)

4) Initiate a Volunteer Task Force within the Events Team

- Review all of our other events not highlighted here for operational viability and for ways to move them forward, Bearfootin', Treat Street Carnival, Holiday Events, etc.
 - Bearfootin' reveal took place virtually, exploring virtual options for Bear Auction

5) Develop a data backed "Safe to Shop" marketing message for downtown.

- SafeHendo Pledge was established and adopted by businesses downtown and within the county prior to reopening and mask mandates.

6) Continue to provide our enhanced communications resources for downtown. including outreach with other professionals who can provide insight on navigating the current crisis for our downtown businesses.

- Continue to host "Downtown Happy Hour"
- Continue with weekly to bi-weekly downtown merchant newsletter.
- Based on needs, identify and engage other professionals to assist or provide guidance to downtown businesses.
- Monitor and share safe operating recommendations from local and state authorities. Be a resource for engaging and interpreting these.
- Use feedback and conversations with merchants to develop any additional responses or support programs that can feasibly be accomplished.

7) Assist City Council in implementing the "Emergency Loan Program" that was presented and discussed at their April 22nd meeting.

- A partnership with Mountain Bizworks this will primarily be driven by them but requires us to be active in marketing the program's availability.
- Mountain BizWorks launched a loan program that would have been the same program as the City so this initiative was put on hold.
- Downtown Pivot Fund was approved by Executive Committee 7/23/2020

5:15: Adjourn