



DOWNTOWN EXECUTIVE TEAM MTG: August 11, 2020, 5:30pm

Historic Downtown Hendersonville Vision Statement: Downtown Hendersonville offers an authentic small-town atmosphere, unparalleled pedestrian experience, multiple options for urban living and a vibrant small business community.

Downtown Hendersonville is inviting you to a scheduled Zoom meeting.

Topic: Downtown Hendersonville's Executive Team Meeting

Time: Aug 11, 2020 05:30 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/81391770791?pwd=R240eG5Jd01DeFdxVE9ydZntbUNsQT09>

Meeting ID: 813 9177 0791

Passcode: 546253

Call in

+1 646 558 8656 US (New York)

Meeting ID: 813 9177 0791

Passcode: 546253

Find your local number: <https://us02web.zoom.us/j/81391770791?pwd=R240eG5Jd01DeFdxVE9ydZntbUNsQT09>

5:30: Call to Order

5:30– 6:15 For Discussion & Possible Action

- **Downtown Pivot Fund Distribution of Funds** - Infrastructure Committee met on 8/10/2020 to make recommendations for prioritizing grants. The Executive Committee will determine final amounts awarded.
- **Committee Recruitment –**
 - Main Street Advisory Committee Leadership Slate (executive committee members)
 - Main Street Advisory Committee members – need 1 new member
 - 7th avenue Advisory Committee – will need 1 new member in December
- **Committee Updates**
 - Infrastructure – See Pivot Fund
 - Community Character – Parklets
 - Events – Farmers Market, Love Hendo Saturdays, Rhythm & Brews, Holiday Events, other downtown events

Staff Report:

- Department Restructure
- 7th Avenue Streetscape

6:15 – 7:00pm: Closing Remarks/Adjourn

- Future workplan and committee planning



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.

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

7:00pm: Adjourn