



EVENTS TEAM AGENDA: August 13, 2020

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:

Join Zoom Meeting: <https://us02web.zoom.us/j/85043922718?pwd=VHhQNG9WV2lyQnkgMnZvQjJrNldGZz09>

Meeting ID: 850 4392 2718

Passcode: 231542

Call in:

+1 646 558 8656 US (New York)

Meeting ID: 850 4392 2718

Passcode: 231542

9:00: Call to Order

9:00 – 9:05: Approval of March Minutes

9:05 – 9:15: 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 Farmers Market on Saturday June 6th, 2020
- 2) Continue to move the 7th Avenue Streetscape forward → scheduled to start January
- 3) Rework the Rhythm & Brews Concert Series → Open Streets → Love Hendo Saturdays
- 4) Initiate a Volunteer Task Force within the Events Team; review other events for operational viability → virtual Bearfootin' Bear Reveal
- 5) Develop a data backed "Safe to Shop" marketing message for downtown → SafeHendo Pledge
- 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 → weekly virtual Downtown Happy Hour → regular merchant newsletter
- 7) Assist City Council in implementing the "Emergency Loan Program" that was presented and discussed at their April 22nd meeting → Downtown Pivot Fund was approved by Executive Committee 7/23/2020

9:15-10:25: Ongoing and Upcoming Events Planning & Production:

- 1) **Hendersonville Farmers Market**
 - a) Overview and update
 - b) Special events

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.



c) Volunteers

2) Bearfootin' Artwalk

- a) Auction: October 24
 - i) Center for Art and Entertainment
 - ii) Virtual option
- b) 2021 Bear sponsorship

3) Rhythm & Brews

- a) 2020 sponsorships
- b) 2021 artist booking
- c) Virtual/ticketed concert brainstorm

4) Treat Street Carnival and Fall Sidewalk Sale

- a) Update

5) Holiday Street Lighting/Luminaries/Etc.

- a) Street Lighting (Friday, November 27)
- b) Luminaries (Saturday, December 12)
- c) Holiday Markets (November 28 and December 5) and Love Hendo Saturday (December 5)

10:30: Adjourn