

BELMONT

MAIN STREET

Board Meeting Minutes
Belmont City Hall
August 2, 2016
7:30 AM

Board Members present:

<input checked="" type="checkbox"/> John Church	<input checked="" type="checkbox"/> Jonathan Taylor- Chair	<input type="checkbox"/> Christina Moose
<input checked="" type="checkbox"/> Cynthia Ruen	<input type="checkbox"/> Julie Seligman	<input checked="" type="checkbox"/> Doug Gadd
<input checked="" type="checkbox"/> Ryan Schrift	<input checked="" type="checkbox"/> Shelley DeHart	<input checked="" type="checkbox"/> Ted Hall
<input type="checkbox"/> Bob Clay		

Guest present: Jennifer Church

Staff present: Adrian Miller - City Manager, Vicki Davis - Downtown Director, and Melissa Lockamy - Planner

1. Chairman Jonathan Taylor called the meeting to order.
2. Ryan Schrift made a motion to approve the minutes of the July 5, 2016 meeting. Jonathan Taylor seconded the motion which then passed by unanimous vote.
3. Committee Updates –
 - a. Organization Committee update postponed until return of board member Julie Seligman.
 - b. Design Committee - Cynthia Ruen distributed four façade enhancement grant applications for board review and discussion. Ms. Ruen informed the board that she would recuse herself from voting on the four applications on the grounds that she has a working relationship with both businesses.
 - Application 2016.06 – 10 Catawba (Catawba façade) – Application was received for concrete stain for walkway entrance, awning lights, and awning light wiring. Following their review, the design committee has recommended not approving this application. Only one quote was submitted making the application incomplete, but more importantly, the proposed improvements are not considered permanent façade improvements which program guidelines require. Façade improvements must be permanent to be eligible for funding. Ted Hall made a motion to follow the design committee recommendation and not approve this application. Jonathan Taylor seconded the motion which passed with a unanimous vote.
 - Application 2016.07 – 10 Catawba (Glenway façade) – Application was received for improvements to the Glenway Street side of the business. Multiple questions and concerns were discussed and the board determined that more work is needed on this application, and additional information is needed, before a vote is taken on this

Adopted

application. Jonathan Taylor made a motion to table this application until additional information is provided. Ted Hall seconded the motion which then passed by unanimous vote.

-Application 2016.08 – 106 N. Main Street (Kenwood Street façade) – Application was received from owners of the String Bean for two living art/plantscapes to be mounted onto the wall on each side of the entry. Eligible items for grant funding consist of the portrait frames and installation for a total of \$3,560.50. The design committee recommends approval of \$1780.25, 50% of the eligible items. Ted Hall made a motion to approve funding in the amount of \$1780.25, per grant guidelines. Shelley DeHart seconded the motion which then passed by unanimous vote.

-Application 2016.09 – 106 N. Main Street (Main Street façade) – Application was received from the owners of the String Bean for a living art/plantscape to be mounted adjacent to the front entry. Eligible items for grant funding consist of the portrait frame and installation for a total of \$1,378.50. The design committee recommends approval of \$689.25, 50% of the eligible items. Doug Gadd made a motion to approve funding in the amount of \$689.25, per grant guidelines. Ryan Schrifft seconded the motion. Vote to approve was unanimous.

- c. Economic Restructuring - John Church informed the board that the economic restructuring committee is studying parking infrastructure based on feedback received from the recently completed property owner surveys. Board members discussed outlining parking solutions and showing the potential economic impact. Ryan Schrifft stated the desire to ensure study options are viable options. (Keeping proposed debt financing under the city's debt ceiling for example) Main Street Director Vicki Davis has completed a public parking inventory and is currently working on a parking inventory of privately owned spaces available for public use.
- d. Promotions Committee – Staff informed the board that the new members of the promotions committee have met and they are an energetic group with great ideas. We can look forward to increased use of social media and WCNC is planning a live broadcast in the downtown area in support of the Olympic games.
4. Wayfinding Sign Update – Planning Director Shelley DeHart has secured a grant for an additional six signs. Staff is working with the NCDOT on sign location approval.
5. Staff report - City Manager Adrian Miller stated that recent discussions have indicated a need to attract additional retail downtown. The board may be looking to the economic restructuring committee and promotions committee to formulate retail strategies to pursue. Downtown Director Vicki Davis informed the board that the annual statistics report has been submitted to the North Carolina Main Street Program. Information gathered for the report showed a \$9.3 million dollar investment in downtown from 7/1/2015-6/30/2016 and showed a net increase of 24 full time and 101 part time jobs. Ms. Davis thanked Ted Hall for his assistance in hosting the regional Main Street Manager meeting on July 20.

Having no other business, Chairman Jonathan Taylor adjourned meeting.