

# BELMONT

## MAIN STREET

Board Meeting Minutes  
City Hall Centennial Room  
March 7, 2017  
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 type="checkbox"/> Cynthia Ruen	<input checked="" type="checkbox"/> Julie Seligman	<input checked="" type="checkbox"/> Doug Gadd
<input type="checkbox"/> Ryan Schrift	<input checked="" type="checkbox"/> Shelley DeHart	<input checked="" type="checkbox"/> Ted Hall
<input checked="" type="checkbox"/> Angela Street	<input checked="" type="checkbox"/> Adrian Miller (SDH alt.)	

Staff present: Vicki Davis - Downtown Director, Melissa Lockamy – City Planner

Guest: Jennifer Church

1. Chairman John Church called the meeting to order.
2. Minutes from the February 6, 2017 meeting were disbursed via email for review prior to the meeting. A motion was made by Jonathan Taylor to approve minutes as written, seconded by Doug Gadd, and approved unanimously by members present.
3. Committee Reports:  
Organization Committee –  
-Julie Seligman discussed ideas to update website including providing more details about events. Angela Street expanded on simple things we can do quickly to make information easier to find such as linking information in user friendly ways. Board discussed links as well as ideas to simplify and expand information provided. All agreed that good information is provided and agreed to continue working together to improve the website.  
-Board discussed ideas for another quarterly information session in the form of a Downtown Partners Forum. March 30 at 8:00 a.m. was set as the date; parking, downtown events, and garbage were set as agenda items; location was set as city hall.

Design Committee – Cynthia Ruen was not present, no report provided.

Promotions Committee - Christina Moose was not present, no report provided.

Economic Restructuring -

-John and Jennifer Church provided information about parking survey responses, over a thousand of which were received.

-John Church shared website that contains current information regarding committee meetings, available properties, and other economic development information.

-The Economic Restructuring Committee has been working with Demetri Batches on a plan for the rail trail and trolley area, giving ideas to NCDOT, City, stakeholders as to how to develop the trail with amenities linking our downtown districts. Plan includes providing a “thoroughfare” development opportunity to link districts.

4. Façade Enhancement Grant Updates:

In the absence of Design Committee Chair Cynthia Ruen, Downtown Director Davis presented updates on façade enhancement grant applications received and presented application 2017.13 for board consideration.

-2016.10 - 124 N Main Street (Active)

-2016.11 & 2016.12 - 27 E Catawba (Pending)

-2017.13 – 7 N Main Street (New)

Project: Recover awning and install new upper awning; paint

Total project costs: \$3,690 x 50% = \$1,845

Recommend: Approval

Shelley DeHart moved to approve façade enhancement grant 2017.13 in the amount of \$1845.00 as proposed. Motion was seconded by Doug Gadd and approved by unanimous vote.

-2017.14 – 2 Kenwood (Pending Design Review)

entrance door, 2 front windows, new market style awning. Status: incomplete application waiting for detailed and comparison quote.

-2017.15 – 21 N. Main Street (Pending Design Review)

Project details: Remove awning; new trim and façade materials; tile entrance alcove.

Status: Incomplete, awaiting detailed and supplemental quote.

Downtown Director Davis reported that there are 3-more applications being processed though funding is limited. Ryan Schrift recommended the Main Street Board reexamine the process and Downtown Director Davis recommended going to the quarterly submittal as outlined in the program guidelines.

5. Chair report – John Church is working on the trail and trolley plan. Jennifer Church stated the trolley organization is working on its website launch.

6. Staff report –

-Committee meetings- Downtown Director Vicki Davis discussed posting meeting dates on city website and the need for committees need to meet in city hall, or at least in the downtown area, in an effort to be more transparent.

-2017 Work plan– Downtown Director Vicki Davis has updated the workplan with the 2017 economic strategies from the annual workshop and needs the committee projects for the year to complete.

-NC Main Street Conference is Shelby this year. Members are encouraged to consider attending.

-The DBDA Executive Committee needs to meet to discuss the committee chair positions.

7. Other business: Jonathan Taylor updated group on ABC store, the opening of which is anticipated soon. Board then discussed proactive recruitment for upcoming downtown vacancies.
8. Having no other business, Jonathan Taylor moved to adjourn. Motion was seconded by Shelley DeHart and unanimously approved at 8:15 a.m.