



CITY OF HENDERSONVILLE DOWNTOWN ADVISORY BOARD

Downtown Program Office | 125 Fifth Avenue West, Suite 200 | Hendersonville NC
28792



Tuesday, April 11, 2023 – 4:00 PM

MINUTES

1. CALL TO ORDER –

Present: Caroline Gunther, Matthew Hickman, John Ryan, Carole Sitzler, Chris Cormier, Phil Wilmot, Mark Pavao, Joe Dinan, Patsy DuPre, Heang Uy

Absent: Jerry Fitzgerald, Jared Bellmund, Debbie Roundtree, Anthony McMinn

Staff present: Jamie Carpenter, Lew Holloway, Brian Pahle, Jenny Floyd, Terry Jacobs, Dakota Parker

PUBLIC COMMENT – There were no public comments.

2. **APPROVAL OF AGENDA** – Matthew Hickman made the motion to approve, Joe Dinan seconded. All were in favor.

3. APPROVAL OF MINUTES

1. February 2023 Minutes – Mark Pavao made a motion to approve, Joe seconded. All were in favor.

4. NEW BUSINESS

1. MSD Budget Update - Brian Pahle presented on the Main Street / 7th Avenue MSD Budget. A copy of the presentation was included in the agenda packet.

B. Pahle gave an overview of where the MSD budgets have started and where they are going. Particularly due to landscaping and maintenance. We are anticipating Bruce Lowe's contract on landscaping to not be renewed at the completion of the current contract due to his retirement. Finding a qualified landscaping contractor for a similar budget will be very difficult and the long term strategy is to complete that work in-house. For FY 24, the plan is to hire public works staff to bridge the gap to move out of Bruce's contract and to an internal support team. One that will pick up where Bruce leaves off, and also help with additional waste/cleanup to keep downtown clean.

Tax Rate - Recommending a rate of \$0.21 per district. This has been a long-time goal for council. It is a \$.03 decrease on Main Street and \$.04 increase in 7th Avenue.

7th Avenue decreased in value in total. Removal in personal property – Lake Holdings LLC had \$4 million in personal property. This results in the revenue neutral rate being \$0.21. The rate is required to be at revenue neutral.

John Ryan asked if there was a difference from nonprofit properties – particularly noting the sell of Triskelion Brewing. There was a decrease on property revenue, however the biggest impact for 7th Avenue was the loss of the business personal property.

Chris Cormier – Had a question regarding the downtown maintenance crews and how they currently are funded – are they general fund. The proposed crew will be in addition to the work already provided by public works, with the plan that it will be offset by bringing the landscaping contract in-house.

Chris Cormier – question regarding number of nonprofit properties and proportion of nonprofit (non-tax paying) properties vs private properties. – Staff can look up and provide more information on number of nonprofit properties

One time (capital) expenses included:

- Placer.ai discussion – a one-year expense is proposed for a software that will provide data and insight on foot traffic and downtown business leakages. (\$16,000)
- Pedestrian wayfinding (\$50,000 in budget)
- Depot design plans (\$6000)

City Council will see this budget on May 5.

5. OLD BUSINESS

1. Downtown Team / Workplan Updates - J. Carpenter reviewed the workplan updates. The Economic Vitality Team is planning a downtown employee meetup and tour in early June and requested feedback from the board on better time / day to do it. It was determine that Sunday at 5pm would work well.

6. OTHER BUSINESS

7. ADJOURNMENT

The City of Hendersonville is committed to providing accessible facilities, programs and services for all people in compliance with the Americans with Disabilities Act (ADA). Should you need assistance or an accommodation for this meeting please contact the City Clerk no later than 24 hours prior to the meeting at 697-3005.