



**CITY OF HENDERSONVILLE**  
**AGENDA ITEM SUMMARY**  
**DOWNTOWN ADVISORY BOARD**  
**Community Character Team**



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**SUBMITTER:** Jamie Carpenter, Downtown Manager      **MEETING DATE:** June 11, 2024

**AGENDA SECTION:** OTHER BUSINESS      **DEPARTMENT:** Community Development - Downtown

**TITLE OF ITEM:** Downtown Team/Subcommittee Updates and Action Items

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**Community character team**

1. HIIP Grant Applications:
  - a. 414 N Main Street – Completed
  - b. 404 7<sup>th</sup> Avenue E – Additional quotes were received in line with recommendations from the committee and grant was approved.
  - c. 730 Locust Street – included in this meeting agenda
  - d. Potential pending applications: **None received as of 6/3**
    - i. Executive auto detail (called 5/5 asking)
    - ii. Lux Salon (requested information)
    - iii. Topsy Taco (new business replacing Never Blue)
2. Streetscape Update – Sending every 2 weeks.
  - a. **Have worked out partnership with Lucey Marketing agency to provide marketing for 7<sup>th</sup> Avenue paid through Dogwood Grant (\$500 value per business). Currently 9 businesses have reached out. We have funding currently for up to \$5000 but working out opportunities for further.**
3. South Main Street Bike/ Ped connection
  - a. Paving completed
  - b. Will do striping before end of June
  - c. Curb will not be placed until after Apple Festival so events can review
    - i. **Curbing placed by visitors center for alignment with Main Street serpentine**
4. Avenue Signage – **In production**
5. Depot Plaza
  - a. **Possible T-Mobile grant due in June for \$50,000 – Reviewing application. Project is estimated to be \$135,000 (rough estimate) – grant project has to be completed within 1 year of award (would be August). These grants also come quarterly so it may be better to apply in next quarter when funding / timing feels more feasible.**

## **6. Public Art / murals – Further discussion and planning.**

- a. Rear facades / alleys?
- b. STEAP Mural being placed at King/Allen building

## **7. Public Safety – no new updates since May 7 meeting**

### **Economic Vitality team**

1. Office space – new tenant – Lucey Agency Marketing – we are working on a lease that would allow the City to lease the space to the Friends, and Friends then subleases. Friends will cover the cost of the lift in exchange so the lease revenue would pay back the lift cost and then support further projects
2. Streetscape – business support
  - a. Have worked out partnership with Lucey Marketing agency to provide marketing for 7<sup>th</sup> Avenue paid through Dogwood Grant (\$500 value per business). Currently 9 businesses have reached out. We have funding currently for up to \$5000 but working out opportunities for further.
3. South Main Street Bike/ Ped connection
  - a. Paving completed
  - b. Will do striping before end of June
  - c. Curb will not be placed until after Apple Festival so events can review
  - d. Curbing by visitors center in place – bike racks coming
4. Downtown Opportunity Fund Update:
  - a. Continuing to have monthly lunch meetings at Daddy D's on 3<sup>rd</sup> Wednesday @ 11am
  - b. 10-15 attendees come per month.
  - c. Grant closes out in November (in progress report, requesting a meeting to review / consider extended time)
5. Parking
  - a. Coupons for businesses / locals - Have created a 'local' parking coupon code where residents can purchase 10 parkmobile codes in advance to offer the local 'discount' as requested by council. Codes are not available yet, will be testing it out. Looking to be able to sell them for \$30.
  - b. Partnership with St. Gerard House – Parking Ambassadors
6. Destination Business Class
  - a. Scheduled for June 24, The Main Event – flyer included.
7. Event signage and window displays:
  - a. New event signage for garden jubilee:
    - i. Restaurants – direction
    - ii. Signage in garage and public restrooms
    - iii. Window display in former Scottie's building

iv. TDA provided additional artwork to coincide with their branding – have not printed or installed that yet.

8. Other updates:

- a. Autism Friendly / Accessibility Friendly Communities and Businesses (Phil)
- b. 7<sup>th</sup> Avenue Business Group (Phil)

9. New businesses:

- a. Emporium on Main – Village Green building
- b. Caffè REL – D9 Brewing
- c. Topsy Taco – Never Blue
- d. DO NOT KNOW – former Jongo Java

**Events:**

- Friends Events/Volunteers
  - Farmers Market, May 4 Opening Day
  - Bear Reveal – May 8
  - Garden Jubilee, May 24,25
  - Rhythm & Brews – June 20
- Other Downtown events:
  - Saturday, April 20 - Hendo Earth Fest (400-500 Blocks of Main Street, 10am - 3pm)
  - Sunday, April 28 - Hendo Jazz Fest - Oklawaha Brewing (1st Avenue E closed)
  - Saturday, May 4 - Hendersonville Farmers Market Opening Day
  - Sunday, May 5 - Fiesta Hendersonville (Allen - Barnwell / Visitors Center Stage)
  - Wednesday, May 8 - Bearfootin' Bear Reveal (Visitors Center Stage)
  - Friday, May 10 - Jump Off Rock Packet Pickup - Oklawaha Brewing (1st Avenue E)
  - Saturday, May 11 - Jump Off Rock Half Marathon (400-500 Blocks)
  - May 25-26 - Garden Jubilee (Full closure)
  - June 8 - Antique & Vintage Show (full closure w/ Avenues open)
  - June 8 - Grateful Hendo (Oklawaha Brewing / 1st Ave E)