

Main Street America National Accreditation Criteria:

1. **Broad Based Community Commitment to Revitalization**
2. **Inclusive Leadership and Organizational Capacity**
3. **Diversified Funding and Sustainable Program Operations**
4. **Strategy-Driven Programming**
5. **Preservation-Based Economic Development**
6. **Demonstrated Impact and Results**

STANDARD 2: Inclusive Leadership and Organizational Capacity

STRATEGY II. ACTIVE BOARD LEADERSHIP AND SUPPORTING VOLUNTEER BASE

INDICATOR III: The Main Street program has developed an active, supporting volunteer structure to ensure capacity to plan and implement the approved work plans. Refer to the matrix (pg. 3) in order to evaluate your progress in the space next to sentence:

- a. Established committees or teams that follow the program's selected Economic Development (Transformation) Strategies, Board's outlined priorities, and/or the Main Street Four Points.
- b. Each volunteer committee or team has an active leader, chair, or co-chairs.
- c. Each volunteer committee has an appropriate number of members to plan the approved number of projects or initiatives it intends to implement. Ideally, there is a leader or champion for every project.
- d. Committees or teams participate in trainings that support their roles at least annually.
- e. **OPPORTUNITY TO DEMONSTRATE ACHIEVEMENT (3 or above):** Share an **example of how your program is achieving and doing something innovative or outstanding that isn't listed in any of the above indicator. Again, your organization must meet this indicator in order to achieve accreditation. 1-2 sentences:**

2023 Downtown Workplan

2022-2023 ORGANIZATIONAL GOALS – The Downtown Advisory Board meets the 2nd Tuesday at 4pm

1. Complete Partnership Agreement between Friends of Downtown and City of Hendersonville – will be approved by city council early 2023
 2. Develop a financial policy for the Friends of Downtown to determine projects and distribution of revenues for downtown initiatives – in progress
 3. Increase board and committee education on Main Street and Downtown Development Best Practices
 4. Pursue a downtown master plan – consultant selected as a part of comprehensive plan
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Community Character Team – Meets 1st Tuesday at 9am

Patsy DuPre, Caroline Gunther, Matthew Hickman, Linda Dipaola, Michele Sparks

New members: Phil Wilmot, Gayle Cinke

2023-2024 Community Character Goals and assignments

1. **Coordinate efforts with the Historic Preservation Commission on common goals and consider subcommittee crossover to achieve goals.**
 - a. Hold a joint meeting with Community Character Team and HPC in February**
2. Apply for TDA Grant for downtown pedestrian/avenue wayfinding – JAMIE to apply this week
 - a. May 2023 announcement**
 - b. Move forward June – no matter what but budget depending on grant award**

c. AGENDA ITEM - June meeting discussion – priority of team meeting

3. Implement 7th Avenue Branding – by Spring 2023

- a. Order additional merch**
- b. Order OPEN flags for all businesses and distribute**
- c. Video of the branding with a recording of the brand statement – any volunteers to help?**
 - i. VOLUNTEER HELP Jerry Fitzgerald to help create video**
- d. Bigger signage about the “pardon our mess” during construction**
 - i. Sandwich boards**
 - ii. Signage on construction material**
- e. advertising/marketing with new branding**

4. Vacant window improvement project – Assign a couple members from subcommittee or recruit to work on
- Invite Gayle Cinke to join subcommittee.

- a. Type of designs**
- b. Pitch design ideas to community character team**
 - i. Jamie will create design by March**
- c. Install by DATE?**
- d. Contact property owners of vacant storefronts**
 - i. Caroline will contact property owners by May**
 - ii. Gayle Cinke will help coordinate with owners on install**
- e. Later look into 2nd floor windows after 1st floor is done**
 - i. Offer 2nd floor of large logo – downtown or 7th ave**

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5. Update Façade Grant Program guidelines and application to be a Friends of Downtown program instead of City of Hendersonville –
 - a. Deadline – April 2023
 - b. February 2023 meeting – will be a joint meeting with Historic Preservation Commission to review all community character goals, especially façade grants.
6. Depot plaza improvements
 - a. Coordinate with an architect to do renderings
 - i. Matthew will send image to architect
7. Design guidelines/historic district for 7th – downtown master plan (?)
 - a. Preservation – evaluation for new construction projects
 - b. Ideas for how to pursue blight – buildings in 7th avenue district – tie into façade grant program, incentivize buildings
 - c. Pursue ways to be proactive in proactive approach to buildings that are in disrepair, blight, especially coinciding with streetscape
8. Murals & public art
 - a. Review mural process taken by STEAP with private properties in 7th Avenue
9. Review of CIP budget and future request
 - a. Annual review CIP budget to determine further updates to the physical
10. 7th Avenue Streetscape
 - a. Communications and updates with business owners- Linda will help
 - i. Water lines, connections/tap updates
 - ii. Cost savings on asphalt, etc. Discount by adding onto work
 - iii. Façade improvements during construction

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- b. Phase 2 and 3 of streetscape is included in CIP budget and there are several grant applications submitted for further expansion.

Economic Vitality Team – Meets 1st Tuesday at 4pm

Members: Caroline Gunther, Jerry Fitzgerald, Mark Pavaio, Ben Smith, Daniel Carey, Carol Sitzer

New members: Stephanie Kissell (Supportedly.com)

2023-2024 ECONOMIC VITALITY goals

1. PARKING LAUNCH

- a. Education/training on parking – January/February
 - i. Radio, distribution to businesses, press release, etc about parking changes, including how-to on parkmobile and kiosks
 - ii. Signage distributed to downtown business about parking
- b. Evaluate year in parking (AGENDA - December 2023)

2. Complete Downtown Master Plan – this will take place throughout 2023.

- a. Zoning/planning input
- b. Economic development initiatives

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3. Develop program for small business training and loan fund through grant from Dogwood Health Trust - turn in next month
 - a. Project announcement and loan program announcement in January/February
 - b. JAMIE – finishing business plan/outline for program this week and will send to team for February meeting
 - i. Meet with Mountain BizWorks next week
 - ii. Partner contracts at Feb city council meetings?
 - c. BRCC/Gary Heisey – tailored to businesses to participate - Jamie will reach out to Gary
 - d. Look at BRCC Reboot program – connect with that for one on one help
4. Support downtown service industry and downtown employee retention/ benefits
 - a. Education –
 - i. Plan for and offer at least 1 training aimed to downtown employees – twice per year – start with April - Caroline, Jerry, Daniel (possibly invite Julie with TDA) – report back at February Meeting
 1. Hendo 101 – approach TDA about partnering to do a downtown version of the FAM tours – incentivize attendance by giving each attendee downtown dollars
 - a. Start here – summary/overview
 - b. Do walking tour of downtown
 - c. End at brewery with trivia
 - d. Everyone who participates from start to finish could get a beer ticket
 - ii. Business Resource Manual – put together a guide (similar to the new business guide) that is used as a resource for current businesses and employees – include: JAMIE to work on before April

2023 Downtown Workplan

1. Services available
 2. Parking info
 3. Downtown program info
 4. Odd history
 5. Building info too - qr code or link to website with more info
5. Enhance "Ease of Use" for downtown with educational signage and news items related to downtown projects, upcoming events and announcements. – JAMIE – TDA GRANT – put off planning until May

Each meeting – timeline update on what we have going on

Events Team – Meets 1st Thursday at 9am

Members: Walt Slagel, Jack Maniscalco, Peggy Hamlin, Joe Volpe, Michele Sparks, Bryan Byrd, Mark Pavao

2023 Events Goals:

1. Complete a seamless transition of the Friends of Downtown taking over the production of Garden Jubilee
 1. Contract with Dragonfly Marketing to handle vendor communications and speaker series
2. Expand holiday events and merchant participation of holiday events
3. Review updates to the Rhythm & Brews site plan and adjust according to layout changes.
4. Facilitate the updates of the Special Event Policy and Fee Structure in 2023