



# CITY OF HENDERSONVILLE DOWNTOWN ECONOMIC VITALITY TEAM

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



Tuesday, November 07, 2023 – 4:00 PM

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## MINUTES

**CALL TO ORDER – Present: Nancy Neikirk, Phil Wilmot, Caroline Gunther, Aaron Adams, Jerry Fitzgerald, Daniel Carey**

Staff present: Jamie Carpenter, Terry Jacobs

### APPROVAL OF MINUTES

1. October 2023 Economic Vitality Minutes – John Ryan made a motion to approve. Daniel seconded. All were in favor.

### OLD BUSINESS

1. Downtown Opportunity Fund Grant Report – the team reviewed the grant report for the first completed year for the grant. Notes:
  - a. Regarding loans – ask about startups vs existing. Why they were declined? What area
2. Placer review – for this month's placer report, we reviewed the individual business report for Wag to determine if there are other components that could be helpful for meeting with individual businesses going forward. Notes:
  - a. Placer – month to month information for the loyalty vs casual
  - b. % of visits for visits frequency vs the numbers
  - c. % change in customers for month to month
  - d. Pull reports on pre-defined businesses
  - e. Marketing – year over year and month over month

2. Workplan Review

### NEW BUSINESS

### OTHER BUSINESS

### ADJOURNMENT

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