



# CITY OF HENDERSONVILLE DOWNTOWN ECONOMIC VITALITY TEAM

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



Tuesday, June 04, 2024 – 4:00 PM

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## MINUTES

**CALL TO ORDER** – Nancy Neikirk, Carole Sitzler, Caroline Gunther, Aaron Adams, John Ryan, Phil Wilmot, Daniel Carey

Also present: Dakota Parker, Jamie Carpenter, Terry Jacobs

**APPROVAL OF MINUTES** - May Economic Vitality Minutes – Aaron made a motion to approve, Nancy seconded. All in favor.

**OLD BUSINESS** - Economic Vitality Team/Subcommittee Updates and Action Items

Economic Vitality Team – Next meeting: Subcommittee structure

- a. Chair reporting to the board
- b. Next meeting - review economic vitality – what it means, main street context
- c. Mission, vision and goals

July Board: to review and finalize any recommendations for the Downtown Master Plan

August - brainstorming / workplanning – ask about the state coming

June workplan updates – 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 - **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
    - i. Recommendation to rename as Downtown Greeter
- 6. Destination Business Class - 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. Caffe REL – D9 Brewing
  - c. Topsy Taco – Never Blue
  - d. DO NOT KNOW – former Jongo Java
  - e. Deluxe – have a menu up
  - f. Bone & Bottle
- 10. Property available / known updates
  - a. Jane Asher – no update
  - b. Former Scottie's Jewelry – have spoken with landlord – requires significant engineering – interested in tax credits
  - c. Office space on 4<sup>th</sup> Avenue (John Laughter Atty office)
  - d. Retail space on Main Street (undisclosed)
  - e. Former 2<sup>nd</sup> Act Location – potential tenant but still open for consideration
  - f. Former Bargain Hendo (Church Street)

## ADJOURNMENT