



CITY OF HENDERSONVILLE COMMUNITY CHARACTER TEAM

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



Tuesday, January 03, 2023 – 9:00 AM

MINUTES

1. **CALL TO ORDER** – In attendance – Caroline Gunther, Matthew Hickman, Linda DiPaola
2. **APPROVAL OF MINUTES**
 1. November 2022 Community Character Minutes
3. **OLD BUSINESS**
4. **NEW BUSINESS**
 1. Community Character Workplan & Assignments – the following was reviewed and updated by the team present.

Community Character Team – Meets 1st Tuesday at 9am – members include: Patsy DuPre, Caroline Gunther, Matthew Hickman, Linda Dipaola, Michele Sparks. Discussion over new members: Phil Wilmot (downtown advisory board), Gayle Cinke (volunteer)

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. JUNE AGENDA - 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
- 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 and invite to committee
- 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 appearance of downtown

10. 7th Avenue Streetscape

- a. Communications and updates with business/property owners regarding potential updates to save costs to businesses- 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
- b. Phase 2 and 3 of streetscape is included in CIP budget and there are several grant applications submitted for further expansion.

5. 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.