



CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY



SUBMITTER:	Jamie Carpenter, Downtown Manager	MEETING DATE:	October 11, 2022
AGENDA SECTION:	NEW BUSINESS	DEPARTMENT:	Community Development - Downtown
TITLE OF ITEM:	Team Projects and Updates		

New items or updates in RED

- 1. CANCELED - NOVEMBER Downtown Advisory Board Team Meeting** – this meeting falls on election day. The following day, November 9 will be a parking permit informational meeting, there will be informational stations at the meeting rather than a program with speakers. Permit holders will be invited to attend at 4:30pm and the public attendance at 5:15pm to ensure current permit holders receive all information. Save the dates will go out this week.

2. Special Events Fee & Policy Updates:

OCTOBER - **CHANGE FROM LAST MONTH'S UPDATE**

- Presented to City Council at October 6 Council Meeting
- Review with Downtown Advisory Board

DECEMBER

- Adopt fee schedule

3. Sidewalk Dining Review Schedule - For sidewalk dining and next steps, we plan to do the following:

1. Make a list of the noncompliant dining and why they are non compliant
2. Evaluate at the community character team meeting (October) – (10/2022 updates) Team reviewed and recommended keeping standards the same in the ordinance. Staff will work to communicate those recommendations.
3. Other updates working on with legal – changing “restaurant” to “food and beverage”; changing geographic boundaries to both Municipal Service districts; and provisions for outdoor dining structures.
4. Provide a grace period for compliance, which by that point it will be by the time we do renewals in the spring

4. Parking Meter & Permit Implementation

Currently:

- Reviewing proposals for parking access control systems (PARCS) for the garage
- Finalizing permit fees – proposed:
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 - \$25 - Dogwood Lot (targeted at downtown employees)
 - \$60 interior lots
 - \$80 - Garage lot
 - \$2 per hour (first 30 minutes free) on Main Street/Avenues
 - \$1.50 per hour (first hour free) in lots and garage
- Reviewing & meeting with city attorney and police regarding ordinance changes (enforcement, booting, towing, ticket escalation)
- November 9 – Parking Q&A meeting for the public – **as a part of this meeting, we will open up the waitlist for the new parking passes:**
 - 1. Current permit holders
 - 2. Downtown businesses and downtown employees
 - 3. Open to the public
 - From direction of Economic Vitality Team we will consider removing metered parking in the Dogwood lot and make it permit only, and investigate a cap per business of permits for the first round of the waitlist.
- Economic Vitality Team reviewed options for employers to provide employee parking:
 - 1) If employer would like to provide parking passes for employees in public lots (Dogwood Lot):
 - a) When onboarding new employees, the employer should create a parking account for the employee that includes the license plate tag and car information and employee contact information. The employer can set up the payment method for the business to pay.
 - b) When an employee leaves, it is the responsibility of the EMPLOYER to contact parking services to remove that employees account. This should be incorporated in your off-boarding process.
 - 2) Employer provides a stipend or reimbursement for parking to employees and recommends employees reserve a spot in the Dogwood lot.
 - 3) Employer provides information for how employees can obtain a permit without covering costs.

Next Steps:

- Parking informational flyers for the updates – covering different questions for different audiences:
 - Meter FAQs
 - Permit FAQs
 - How to use park mobile
- Promotions for downloading Parkmobile with promotional codes and opportunities for businesses to validate parking

5. Events:

- **Garden Jubilee Independent Contractor RFP has been published**
- **Event Coordinator Update**
- Friends of Downtown Events remaining in 2022:
 - Farmers Market –
 - October 22 – Trick or Trail 5k start/end at Market

- Holiday Markets – November 19, December 3 – 9am-1pm (starts one hour later)
- Bear Auction – Bidding open! Final auction celebration October 15
- Treat Street Carnival – October 31
- Holiday Tree Lighting - November 25
- Old Fashioned Christmas – December 3
- Holiday Train Rides – December 17 (formerly TDA activity)

6. 7th Avenue Branding – Final report was submitted by Arnett Muldrow. This is scheduled to be presented to City Council on December 1. While we initially wanted to do a kickoff with the winter farmers market, that timing will be difficult to accomplish. Following the presentation to council, we will work on a slow rollout of logo and design, leading up to a tentative kickoff party on April 7 (Friday).

7. Downtown Business Investment Initiative –

Update to office space – instead of the proposed in-kind agreement with Ringo Fire, we are simplifying that to a lease agreement, which would then still allow use of the conference room and cubicle for business support spaces if needed. The lease revenue would offset approximately 1/3 of the debt services on our building and budget and may further supplement the investment program.

Dogwood Grant / Investment Program progress/next steps:

1. Approve Grant Contract with Dogwood Health Trust – in process with legal
2. Contract Agreement with Mountain BizWorks – in process
3. Education & Training Partners:
 - a. Contract Agreement with Black Wall Street
 - b. Additional educational partners
4. Present to Council
5. Kickoff Program
6. Review & Suggest updates