



# MINUTES

March 26, 2025

## SECOND MONTHLY MEETING OF THE CITY COUNCIL

CITY HALL - 2<sup>ND</sup> FLOOR MEETING ROOM | 160 6<sup>TH</sup> AVENUE E. | 4:00 p.m.

**Present:** Mayor Barbara G. Volk, Mayor Pro Tem Dr. Jennifer Hensley and Council Members Lyndsey Simpson, Melinda Lowrance and Gina Baxter

**Staff Present:** City Manager John Connet, Assistant City Manager Brian Pahle, City Clerk Jill Murray, City Attorney Angela Beeker, Communications Manager Allison Justus, Communications Coordinator II Brandy Heatherly and others.

### 1. CALL TO ORDER

Mayor Barbara Volk called the meeting to order at 4:00 p.m. and welcomed those in attendance. A quorum was established with all members in attendance.

### 2. CONSIDERATION OF AGENDA

*Council Member Jennifer Hensley moved that City Council approve the agenda as presented. A unanimous vote of the Council followed. Motion carried.*

### 3. PRESENTATIONS

#### A. Special Presentation to City Council – Lowell Griffin, Henderson County Sheriff

Henderson County Sheriff Lowell Griffin, said that he values the partnership with the City of Hendersonville and the Hendersonville Police Department. He said that one of the worst experiences that he ever had in his life was getting the phone call that one of his deputies was shot and killed in the line of duty. He thanked City Council, City Management and especially Councilwoman Jennifer Hensley as she was the catalyst to bring about naming the bridge on Four Seasons for Ryan Hendrix. It was her getting behind the scenes, approaching the City, getting the County on board, getting with the State and really bringing this to fruition and that preserves his legacy. So thank you Jen for the role you had in making this happen. So we put together a collage and I wanted to present it to the Council tonight and it's the letters and pictures of the ceremony of the bridge dedication. Thank you very much.





**B. Special Events Presentation – Various Staff**

Downtown Manager Jamie Carpenter, Police Chief Blair Myhand and Public Works Director Tom Wooten all spoke and gave the following PowrPoint presentation with attention to special events, their value and negative impacts, the cost, public safety threats and Public Works impacts.

# Special Events Update

Special Events Committee  
 City Council Workshop – March 26, 2025

## Agenda and Policy Decisions

- Understanding hard costs of events + benefits
  - Current city services and fees – Impacts on staff time and level of service for other infrastructure maintenance
  - Safety
- Cap on Special Events
- Alternative Event Locations
- Spreading Costs of Events

## Special Event Overview



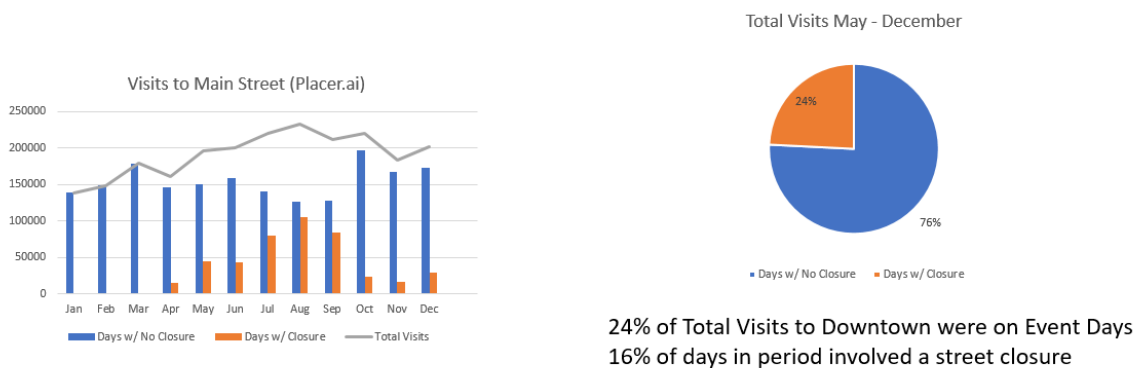
## All Downtown Events

- Multi Day, Major Events:
  - Garden Jubilee
  - Apple Festival + parade
  - Art on Main
- Single Day, Large Events:
  - Treat Street
  - July 4th (parade and event)
  - Christmas Parade
  - Antique & Vintage Show
- Multi Day, Repeating Events:
  - Rhythm Brews (5 occurrences)
  - Music on Main (8 occurrences – just for car show)
  - Farmers Market (28 occurrences)
- Single Day, 1-2 block closure events
  - Tree Lighting
  - Carriage Rides
  - Train Rides
  - Earth Fest
  - Fiesta Hendersonville
  - Oklawaha Brewing events (3 in 2025)
  - Jump off Rock Half Marathon
  - Turkey Trot

## Value of Events

- Marketing and promotion for downtown
- Support of downtown businesses – big sales weekends that businesses depend on
- Sales tax revenue to City
- Large Events on Main Street increase parking revenue in garage
  - Parking revenue for Apple Festival and Garden Jubilee at least 2-3x regular weekends
- Passive economic impact – supports the district, thereby supports improved property value, rental rates, etc. Over years.
- Community Value + Pride

## Visit Data – A Typical 12 Month Period



## Negative Impacts of Events

- Cost of city services not reflected in overall event fees
- Safety Risks
- Concerns with street closures impacting businesses on otherwise busy days
- Concerns with mid-day street closures and their interruption on businesses – discussion with Downtown Advisory Board
- Reduced level of service to other city functions (street paving and repairs, sidewalks and stormwater work, etc.)

## Current Level of Service and Fees

<p>CLASS A - \$700 per day: Apple Festival, Garden Jubilee, Art on Main</p> <ul style="list-style-type: none"> <li>•Large Scale Closure of Main Street (streets, avenues and partial blocks on avenues).</li> <li>•Additional resources in cleanup and garbage pickup are required to manage impact for this scale of event.</li> <li>•When the day of the street closure is for an evening setup, the per day fee is ½.</li> </ul>
<p>CLASS B - \$450 per day – July 4th, Treat Street</p> <ul style="list-style-type: none"> <li>•This is from 6th Avenue to Allen Street with avenues closed.</li> <li>•Events have less attendance and therefore less impact on garbage pickup and maintenance, or are partner events where partners provide cleanup</li> </ul>
<p>CLASS C - \$300 per day: Antique &amp; Vintage Show</p> <ul style="list-style-type: none"> <li>•This is a closure from 6th Avenue to Allen Street, with each Avenue open to incentivize opening the cross-streets and have a lower impact on downtown traffic.</li> <li>•Events have lower attendance therefore safe for cross streets to be open and less impact on trash/cleanup.</li> </ul>
<p>CLASS D - \$75-150 per day: Rhythm &amp; Brews, Car Shows, Earth Fest, Fiesta Hendersonville, Jump off Rock Half Marathon</p> <ul style="list-style-type: none"> <li>•Less than 2 block closure - \$75 (1 block) \$150 (2 blocks). This includes the Courthouse Square Block.</li> </ul>
<p>CLASS E - Parking Spaces for Courthouse Plaza - \$50 per day</p>
<p>OTHER</p> <ul style="list-style-type: none"> <li>•Events that do not fall within these classes will have fee assessed by need determined by special events committee</li> <li>•Garbage and recycling cans - \$40</li> <li>•Use of electricity and/or water</li> </ul>

## Event Costs for Organizers

- Event fees – as determined by city
- Insurance – policies are increasing for events – beyond our control
- Cost of off-duty police increase due to using ExtraDuty Solutions and increased required minimums for many events

## Event Cost Examples

[2025 03 24 updated event fee comparison w blake numbers.xlsx](#)

	Apple Festival	Art on Main	Music on Main / Car Shows	Oklawaha Brewing LazrLuvr	Christmas Parade
<b>Event Costs for Organizer</b>	<i>(includes Apple Festival and King Apple Parade)</i>		<i>* Car Shows are the only reason for event fees or expenses with M.o.M.</i>		
Classification of Closure:	<b>CLASS A</b>	<b>Class A</b>	<b>Class D (2 blocks)</b>	<b>Class D (1 block)</b>	
Permit application fee	\$25	\$25	\$25	\$25	\$25
Type of closure per day fee	\$700	\$700	\$150	\$75	\$0
# of days	4.50	2.50	8.00	1.00	1.00
<b>Total Closure fee:</b>	<b>\$3,175</b>	<b>\$1,775</b>	<b>\$1,225</b>	<b>\$100</b>	<b>\$25</b>
Multi Day Food Vendor Fees	\$3,795		\$0	\$0	\$0
Electrical Fees -	\$8,500	\$450	\$0	\$0	\$0
<b>Total Fees to City</b>	<b>\$15,470</b>	<b>\$2,225</b>	<b>\$1,225</b>	<b>\$100</b>	<b>\$25</b>
Off Duty PD (estimate - paid by event organizer)	\$0	\$6,930	\$2,640	\$1,485	
<b>Sum of total fees paid by Event Organizer</b>	<b>\$15,470</b>	<b>\$9,155</b>	<b>\$3,865</b>	<b>\$1,585</b>	<b>\$25</b>
<i>Public Works event cost estimate (does NOT include electric + water or overtime)</i>	<i>\$112,612</i>	<i>\$3,000</i>	<i>\$21,207</i>	<i>\$7,358</i>	<i>\$7,358</i>
<i>Police Paid by City</i>	<i>\$19,254</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$4,047</i>
<b>Total City Expenses Calculated</b>	<b>\$131,866</b>	<b>\$3,000</b>	<b>\$21,207</b>	<b>\$7,358</b>	<b>\$11,405</b>
<b>Estimate City Net (Loss) on events</b>	<b>\$ (116,396.00)</b>	<b>\$ (775.00)</b>	<b>\$ (19,982.00)</b>	<b>\$ (7,258.00)</b>	<b>\$ (11,380.00)</b>

# Public Safety Threats

Bombing attacks



Active Shooter attacks



Vehicle ramming attacks



## Public Safety Protection

- Police presence
- Target hardening
- Surveillance
- ICS planning
- Emergency Operations Center



## Event Hardening Solutions

### Currently used options

- Large vehicles for road closures
- Water-filled barriers
- Class 3 barricades
- Traffic cones



### Anti-Vehicle Barriers

#### PRO's of using AVBs

- Increase protection for event attendees.

#### CON's of AVBs

- High per unit cost requiring 6-7 units per lane for adequate safety
- Custom trailer needed for storage and transport
- Standoff Distance
- Depending on model, can be time consuming to assemble and/or difficult to move once assembled

# Installation of Bollards

- Costs not determined at this time



## Special Event Overview (2024)

- 2024: 44 total events (includes recurring and multi day events)
- 91 days of events that are processed by Special Events Committee (29 of those are Farmers Markets)
- 27 of 44 events require public works assistance before, during, or after the event (47 of 91 total event days – mostly Farmers Market occurrences)
- 17 of 44 events do not require public works at all (37 of 91 total event days)
- 7 of 44 events do not require public works on the day of the event but require some drop offs before or after the event (7 of 91 event days)
- 15 of 44 do not require Police during event

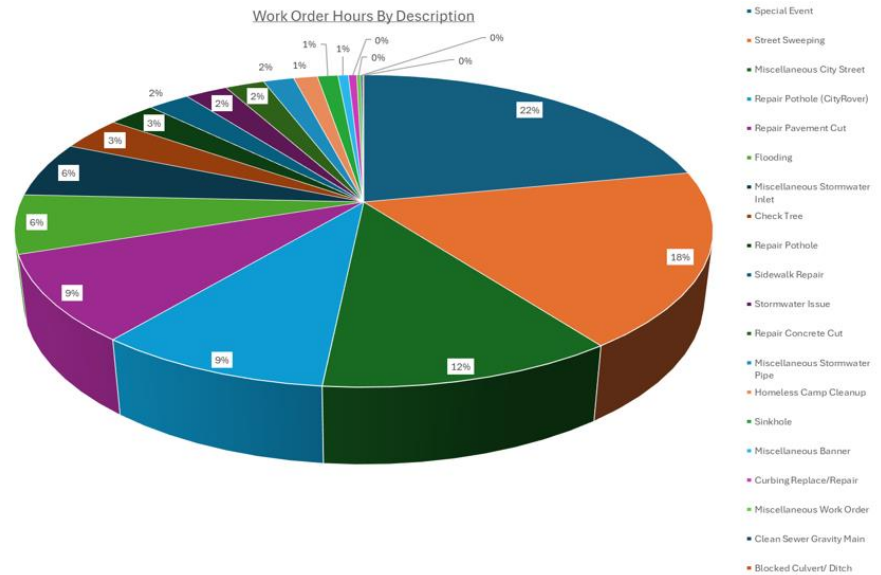
## Public Works Staff Requirements

- PW events day of week (one day events)
  - Fridays: 14
  - Saturdays: 14
  - Sundays: 2
  - Thursdays: 10
  - Wednesdays: 2
  - Tuesdays: 1
- PW events day of week (full weekend events)
  - Garden Jubilee
  - Apple Festival
  - Art on Main
- Hours invested per year
  - Traffic – 491
  - Admin – 168
  - Property/Building Maint. – 704
  - Fleet – 121
  - Environmental Services – 143
  - Street – 2041.5
  - **Total – 3,668.59 (equivalent to 2.2 FTE's)**
  - 21.80 % of the Street Dept's available directed work order time per year is invested in special events which takes away valuable time maintaining our infrastructure (roads, sidewalks, and stormwater.)

## Public Works Labor Investment in Special Events



Public Works Work Order Data



## Community Events – exceptions to fees discussion

- Treat Street
- Tree Lighting
- Parades (Apple Festival, Christmas, 4th of July)
- Turkey Trot
- 4th of July
- Farmers Market - *the farmers market would not be feasible to pay fees since it is every Saturday. It is also no regular labor cost except downtown staff.*

These events all fall under:

- Traditional holiday events
- Co-sponsored by City and County
- *Events produced by the Fr. Downtown through MOU include co-sponsorship for FODT events.*

## Total Costs of Events Per Year ~ \$299,798

**Public Works: \$204,643**

- \$147,505 (Labor)
- \$54,005 (Equipment)
- \$3,132 (Materials)

**Police: \$25,155.70** (Estimate of 870 total hours at approx. \$28.91/hr)

- Apple Festival + Parade - 666 hrs
- July 4<sup>th</sup> Parade – 64 hrs
- Christmas Parade – 140 hrs

**Event Administration Hours (not included in \$ amount)**

- Police: 200 hours
- Public Works: 168 hours
- Downtown: 223

(administering Special Events Committee –not counting event planning time for FoDT events)

## Considerations & Next Steps

- Is there an interest in exploring a cap on Special Events?
  - Further discussion on what events or how to approach determination in policy
- Alternative Event Locations
  - Requiring events to move to locations that do not close street
- Spreading Costs of Events
  - Increasing Event Fees to cover expenses/additional staff vs pricing out events from occurring
- Impacts if we do nothing (Level of Service):
  - ~2.2 FTE Public Works staff time to Special Events reduces the level of service of street paving and repair, sidewalk ADA repairs and maintenance, and stormwater improvements unless offset by additional staff

City Manager John Connet added that we, as a staff, would like to explore putting a cap on special events because they continue to increase but we also know that special events are a part of our culture but we wanted you to know that they have an actual cost and a level of service as it relates to how we do things and we wanted you to be aware of the impacts on event organizers going forward as they are having to pay more and we are requiring them to have more off duty law enforcement for safety and the spaces that they use will be impacted by the barriers and the set backs etc., and we know some of the business don't particularly like the midday closures. This is Council policy time and we wanted you to be aware of everything we go through for special events. What's our pain threshold? Maybe put a cap? Maybe look for alternative locations? Maybe adjust the cost?

### C. Medical Insurance Plan Update – *Brian Pahle, Assistant City Manager*

Assistant Manager Brian Pahle gave Council a brief update on health insurance changes that will be coming their way. We have been bidding our health insurance plan and we have received the bids and wanted to provide you with that information so that you have it to potentially make a decision at our April meeting. We had 5 bid responses, Aetna, CIGNA, United Health and 2 Blue Cross Options. They range from 14%-43% increase so we built in a 34% increase into our budget right now which is extremely impactful, impacting all of the funds but we are looking at the Blue Cross options as they are probably the two best options we have. We're happy to have the broker to speak to council if you would like.

Jen Hensley said she would be curious about prescription drug tiers if there's any flexibility on that and then with the out of pocket maximums for individuals and families as those are smaller impacts.

## City Council Workshop – Health Ins. Update

City of Hendersonville

March 26, 2025





# 01

To update City Council on current health insurance bids and prepare them for an action item on the April regular agenda.

## RECENT PLAN HISTORY

Historical Plan Changes:

FY21		FY22		FY23		FY24		FY25 (Current)	
City Cost	EE Cost	City Cost	EE Cost	City Cost	EE Cost	City Cost	EE Cost	City Cost	EE Cost
752	-	729	-	642	-	642	-	683	-
1,091	339	1,222	164	1,076	145	1,076	145	1,144	154
920	168	974	82	857	72	857	72	910	76
1,029	277	1,133	135	997	118	997	118	1,060	126
1,464	712	1,765	345	1,553	304	1,553	304	1,651	323
<b>No Change</b>		<b>0.00% Decrease</b>		<b>-3.01% Decrease</b>		<b>-11.98% No Change</b>		<b>0.00% Increase</b>	
No coverage changes		+75% dependent coverage		No coverage changes		No coverage changes		MERP, Eliminated Moved to Aetna	

Historical Plan Trend/Loss Ratio:

FY21	FY22	FY23	FY24	FY25 (Current)
56.2%	62.0%	98.5%	121.2%	143.3%

- Plan Claims Have Doubled in Two Years
- MIT Underwriting Issues
- Carrier Target Loss Ratio = < 85%

## BID RESULTS

5 Bid Responses:

Medical Insurance Bids - FY26 Renewal

Benefit Plan	Aetna		CIGNA		United Health		Blue Cross - IHA		Blue Cross - CPEC	
	PPO	HSA	PPO	HSA	PPO	HSA	PPO	HSA	PPO	HSA
Funding Type	Level Funded		Level Funded		Level Funded		Level Funded		Self-Funded Pool	
Rate Action	43.0%		14.1%		33.1%		33.3%		33.9%	
Deductible	1,000/2,000	1,650/3,300	1,000/2,000	1,650/3,300	1,000/2,000	1,650/3,300	1,000/2,000	1,650/3,300	1,000/2,000	1,650/3,300
Co-Pay (Standard)	35	10%	35	10%	35	10%	35	10%	35	10%
Co-Pay (Specialist)	50	10%	50	10%	50	10%	50	10%	50	10%
E'EE Only	923	836	763	636	921	797	869	843	934	859
E'EE + Spouse	2,572	2,328	1,602	1,337	1,749	1,514	1,913	1,854	1,774	1,634
E'EE + Child	1,623	1,469	1,450	1,210	1,599	1,385	1,652	1,602	1,348	1,243
E'EE + Children	1,623	1,469	1,450	1,210	1,599	1,385	1,652	1,602	1,622	1,493
E'EE + Family	2,754	2,492	2,289	1,912	2,662	2,305	2,695	2,613	2,699	2,485
<b>Annual Cost</b>	<b>5,608,019</b>		<b>4,475,684</b>		<b>5,222,320</b>		<b>5,229,749</b>		<b>5,251,982</b>	

- Range from 14% - 43%
- One Self-Funded Option
- Blue Cross Book of Business Partnership



**D. DFI Affordable Housing Opportunity Site ID – Frank Muraca and Sarah Prio Odio, UNC School of Government Development Finance Initiative**

Frank Muraca gave a brief PowerPoint presentation showing four possibilities for affordable housing sites.



## UNC School of Government



UNC Chapel Hill’s School of Government is the largest university-based local government training, advisory, and research organization in the United States, and serves more than 12,000 public officials each year.



DFI, a program of UNC Chapel Hill’s School of Government (SOG), partners with local governments to attract private investment for transformative projects by providing specialized finance and development expertise.

SOG is the largest university-based local government training, advisory, and research organization in the United States, and serves more than 12,000 public officials each year.

Values: Nonpartisan, policy-neutral, responsive



Project Team

Project Lead: Frank Muraca  
Associate Director: Sarah Odio  
DFI Director: Marcia Perritt

# Opportunity Site ID Scope

## 1. Set housing priorities for site identification

- Community scan
- Stakeholder engagement
- Housing needs assessment





## 2. Identify suitable sites

- Mapping and identification of sites that meet City’s housing priorities and are competitive for potential funding sources
- Assessment of path to site control
- Parcel analysis





## 3. Compare development potential of sites

- High-level site analysis of up to 4 sites
- High-level financial analysis to estimate potential funding gap for each scenario

# Opportunity Site Id Priorities

<p><b>Support Density</b></p> 	<p><b>Prioritize city-owned land</b></p> 	<p><b>Walkable to amenities</b></p> 	<p><b>Competitive for funding sources</b></p> 
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# Affordable Housing Opportunity Sites

<p><b>Dogwood Lot</b></p>  <p>Multifamily</p>	<p><b>Site B</b></p>  <p>Multifamily</p>	<p><b>Site C</b></p>  <p>Multifamily</p>	<p><b>Site D</b></p>  <p>Single Family</p>
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# Multifamily Site Opportunities

Rental projects funded with **Low-Income Housing Tax Credits (LIHTC)** must:



Be developed and managed by a private developer or nonprofit; local governments are not eligible.



Be within 1.5 miles of amenities such as grocery stores, pharmacies, and schools.

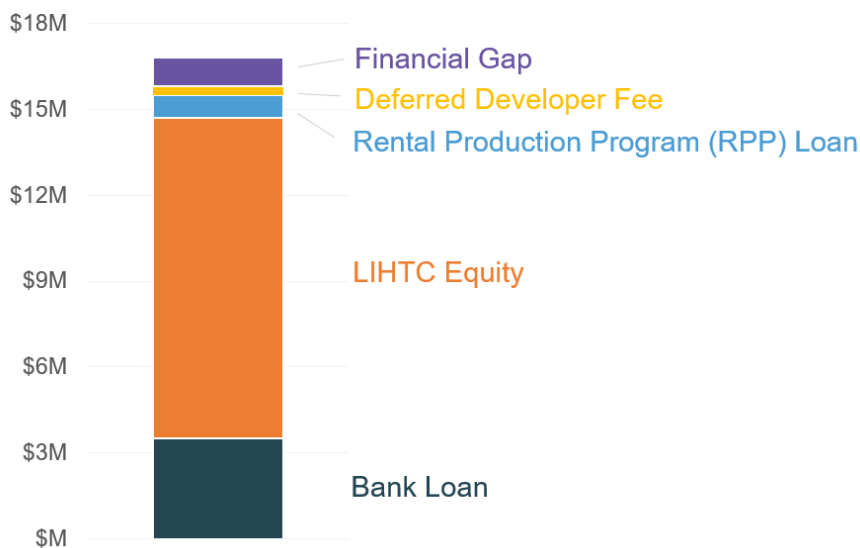


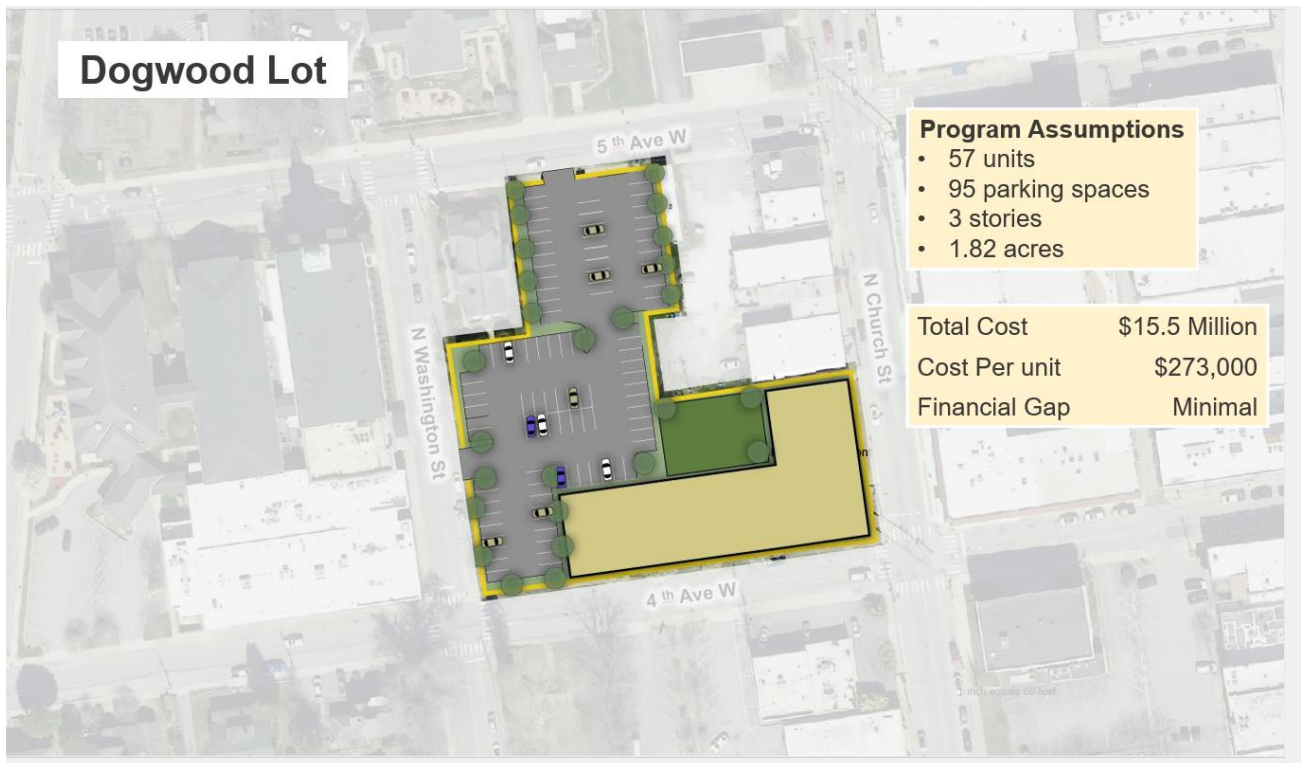
Be located away from disamenities, including industrial sites, flood zones, and railroads.



Provide at least 1.75 on-site parking spaces per unit.

## Funding sources for an example tax credit project





# Opportunity Site Summary

Site	Housing Type	Units	Acres	Development Cost <i>Millions</i>	Development Cost per unit	Financial Gap
Dogwood Lot	Multifamily	57	1.8	\$15.5	\$273,000	Minimal
Site B	Multifamily	52	2	\$14.8	\$286,000	Minimal
Site C	Multifamily	55	2.4	\$16.3	\$296,000	\$600,000

# Single Family Site Opportunities

## Affordable Homeownership Approach

- Method 1:** Increase homeowner purchasing power
- Downpayment assistance
  - Credit repair and,
  - Low-interest loan



- Method 2:** Lower cost of construction
- Sweat equity
  - Non-profit agreement with suppliers
  - Local government investment in public infrastructure

## Site D: Example Development Scenario

- Program Assumptions**
- 18 units affordable to 50% AMI
  - 900 square feet homes
  - 1.7 acres



Total Cost	\$3.4 Million
Cost Per Unit	\$190,000
Financial Gap	\$900,000

# Opportunity Site Summary

Site	Housing Type	Units	Acres	Development Cost <i>Millions</i>	Development Cost per unit	Financial Gap
Dogwood Lot	Multifamily	57	1.8	\$15.5	\$273,000	Minimal
Site B	Multifamily	52	2	\$14.8	\$286,000	Minimal
Site C	Multifamily	55	2.4	\$16.3	\$296,000	\$600,000
Site D	Single Family	18	1.7	\$3.2	\$182,000	\$900,000

## What's next?

### Dogwood Lot → Phase II Pre-Development

- Set public priorities for development
- Engage architect
- Refine financial analysis
- Community engagement
- Solicit development proposals

### Other Sites → Pursue site control

Council Member Melinda Lowrance asked if there is a possibility of not using the term “low income”. It stereotypes and we may have law enforcement, educators etc., living there.

#### 4. CLOSED SESSION

City Council entered closed session at 5:20 p.m. and came back into open session at 5:58 p.m. No motions were made in open session.

#### 5. ADJOURN

There being no further business, the meeting was adjourned at 5:58 p.m. upon unanimous assent of the Council.

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Barbara Volk, Mayor

ATTEST:

\_\_\_\_\_  
Jill Murray, City Clerk