



**CITY OF BELMONT  
MAINSTREET ADVISORY BOARD MEETING**

**City Hall – Centennial Room  
May 2, 2017 @ 7:30 AM**

**MINUTES**

Attendees: John Church, Adrian Miller, Angela Street, Shelley DeHart, Julie Seligman, Vicki Davis, Melissa Lockamy, Jennifer Church, Jonathan Taylor

1. Call to order – Chairman John Church began discussion on committee updates until a quorum was reached.
2. Committee Reports –
  - Organization Committee- Julie Seligman
    - The Criterium went very well and attendance was good considering the poor weather. The VIP area at Nellie’s was a popular location.
    - The DT partners forum went well, people are excited about the new trash program and the new parking improvements that have been made. The input received was valuable. Staff and board shared ideas to increase attendance including sharing the specific agenda items. May 25 is the date of the next forum at City Hall at 8 a.m.
    - Angela Street discussed the Committee Descriptions and asked the board to review for accuracy. This is one of many updates desired.

*Jonathan Taylor entered at 7:42 a.m.*

- Design Committee – John Church
  - John Church updated the board on recent changes and stated that Cynthia Ruen has resigned due to time conflicts. City Council will consider appointment from the current list of qualified applicants. Board briefly discussed formulation of a new Historic Preservation Commission. City staff have been directed by council to solicit volunteers to form a commission that would implement a local historic district. State statutes dictate the process. To date, three applications have been received where seven members are required.
  - Parking banners have been installed to supplement the round parking signs. Adrian Miller informed the board that city council made changes to parking ordinances at their May 1 meeting. Changes include extending the two hour parking to all established on street parking spaces from the hours of 8 a.m. to 7 p.m. Monday through Saturday and changes to regulations where parking in the opposite direction of traffic will warrant a citation.

- Promotions Committee – Christina Moose was unable to attend, no report provided.
  - Economic Restructuring – John Church  
Chairman Church shared ideas discussed at the ER meeting including parking and tax increment financing. Surveys and summaries have been placed on the website.  
Creation of a database for use of aggregate data has been discussed.
3. Façade Enhancement Grants Updates  
Downtown Director Vicki Davis shared an Applications Summary for the FY 2016-2017 Belmont Façade Enhancement Grant program. Staff and the board discussed the details provided.
- Application 2017.14, for Belmont Eye, was presented to the board. This is the last application for this fiscal year. The Design Committee has reviewed and recommended conditional approval in the amount of \$2,500, with the conditions being standard to awnings such as no signage on the awning is allowed. Staff and design committee recommend approval. Christina Moose was contacted by conference call and a quorum was achieved. Jonathan Taylor moved to approve the application as conditioned, Shelley DeHart seconded the motion, and the motion passed with unanimous vote. Christina Moose exited the meeting via phone.
4. Chair Report – John Church, no further report; items discussed during ER committee report.
5. Staff Report – Vicki Davis
- NC Downtown Development Association is planning a Downtown Day at the Capitol – May 17, 2017. An economic development impact presentation will be made to Lt. Governor Dan Forest and legislators. John and Jennifer Church indicated an interest in attending.
  - Cooperative Trash Program-city council approved this pilot project.
  - Downtown Parking-next step of parking program plan is underway with the recent council changes to city parking regulations. Board discussed the trolley plan for the area and how those ideas could address parking concerns. Shelley DeHart stated staff is working with the railroad to lease easements that could allow parking improvements. John Church discussed potential improvements and extension of Glenway Street.
  - Downtown Director Davis stated the need to plan ahead and fill the volunteer slots for Party in the Park token and beverage sales.
  - Board and staff discussed rescheduling committee meetings and the need to communicate changes in advance.
6. Other/New Business – None
7. Adjourn- Jonathan Taylor moved to adjourn at 8:31 a.m. Motion was seconded by Angela Street and passed with unanimous vote.