

# BELMONT

## MAIN STREET

Board Meeting Minutes  
City Hall Centennial Room  
July 20, 2017  
7:43 a.m.

Board Members present:

<input checked="" type="checkbox"/> John Church	<input type="checkbox"/> Julie Seligman	<input checked="" type="checkbox"/> Christina Moose
<input type="checkbox"/> Patricia Farmer	<input type="checkbox"/> Shelley DeHart	<input type="checkbox"/> Doug Gadd
<input checked="" type="checkbox"/> Ryan Schrift	<input checked="" type="checkbox"/> Adrian Miller (S. DeHart alt.)	<input checked="" type="checkbox"/> Ted Hall
<input checked="" type="checkbox"/> Angela Street		

Staff present: Vicki Davis - Downtown Director, Melissa Lockamy – City Planner  
Guest: Jennifer Church

1. Chairman John Church called the meeting to order at 7:43 a.m.
2. Minutes from the June 6, 2017 meetings were disbursed via email for review prior to the meeting. A motion was made by Ted Hall to approve the minutes of the June 6, 2017 meeting as written, seconded by Ryan Schrift, and approved unanimously by members present. Downtown Director Davis confirmed the resignation of Jonathan Taylor and stated she will notify City Council and request appointment of a new board member to fulfill the unexpired term.
3. Committee Reports:  
Organization Committee – Angela Street  
-The current focus of the committee is the volunteer recognition event tentatively scheduled for October 20, 2017, with the time to be determined by the location that is chosen. This event will bring together a large group of people and organizations with complementary missions to share information about the Main Street program. Ms. Street asked members to send her ideas about groups to invite and to share pictures that can be displayed during the event. Downtown Director Davis stated she will work with board and committee chairs on the event programming. She then mentioned award nominations that will be due in September, with more information to follow as it is made available.

Adrian Miller entered at 8:00 a.m.

Design Committee – Downtown Director Vicki Davis

-The Design Committee has adopted as their new meeting date the second Thursday of the month at 11:30 a.m. Downtown Director Davis reviewed the updated Façade Enhancement Grant process that includes preapproval before applicants undertake grant funded work, review of applications on a quarterly basis beginning in August, and an improved review timeline. The equivalent of four complete applications, \$10,000, has been budgeted for the program for FY2017-2018.

The Design Committee chair position is vacant and Chairman Church would like to fill the seat as soon as possible. Downtown Director Davis informed board that scheduling is underway for the annual committee and board workshops that focus on workplan development. The Design Committee workshop is scheduled for November 9, from 9-1, with board members encouraged to attend.

Promotions Committee – Christina Moose

-The committee continues wrapping up Party in the Park while looking to upcoming events such as Boofest and the Christmas Village. Ted Hall informed board about GO month in October, with the 16th-20th the week that focuses on businesses. Board discussed being part of the team effort to involve local businesses and agreed that this could be a good opportunity to hold events to capitalize on the larger promotional effort.

Economic Restructuring – John Church

-The committee met on 7/19 and went over goals and tasks. Parking remains a focus of this committee. The board discussed updates on parking improvements and trash containment in the area. Chairman Church indicated the ER committee support for both parking investment and the brunch bill (changes to allow alcohol sales earlier on Sundays in response to recent state authorization allowing the change) proposed on the city council agenda for August 7 and indicated that communicating the need for investment in parking is an urgent need that this board can address.

Chairman Church went on to highlight future efforts of the ER Committee that may include:

- Recommendation for establishing a Municipal Service District.
- Leadership around funding opportunities regarding trolley and Thread Trail design and plans currently underway where coordinated trolley and ER committee work is likely.
- Improvements to the Catawba Street/Park Street crosswalk.

4. Façade Enhancement Grants Summary-no further information provided.
5. Chair Report – no further information provided.

Ryan Schrifft exited at 8:43 a.m.

6. Staff Report – Vicki Davis
  - Downtown Director Davis informed board that work continues on the annual Main Street statistics report due at the end of the month.
  - Board discussed the monthly meeting date and reached the consensus to continue with the third Thursday. Adrian Miller moved to set the new meeting day as the third Thursday of the month. Christina Moose seconded the motion which was approved by unanimous vote.
  - Director Davis will be attending the annual Main Street Managers meeting that is required of downtown managers. She has submitted a request for Belmont to be considered to host the three day meeting in the future.
  - Downtown Director Davis stated the need to establish the annual planning workshop date, with the idea to have prior to volunteer event in October so the workplan can be communicated. Board discussed and set the date as October 6 from 8-4.
7. Other/New Business – None
8. Adjourn- Shelley DeHart moved to adjourn at 8:45 a.m. Motion was seconded by Ted Hall and passed with unanimous vote.