

# BELMONT

## MAIN STREET

Board Meeting Minutes  
City Hall Centennial Room  
October, 19 2017  
7:30 a.m.

Board Members Present:

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

Staff Present: Vicki Davis - Downtown Director, Janet Schafer - Planning Technician, Bill Carroll –Intern  
Guests Present: Jennifer Church, Mark Fisher, Luke Manlove

1. Chairman John Church called the meeting to order at 7:30 a.m.
2. Minutes from the September 21st, 2017 meetings were disbursed via email for review prior to the meeting. A motion was made by Street to approve the minutes of the September 21, 2017 meeting as written, seconded by Moose, and approved unanimously by members present.
3. Committee Reports:  
Organization Committee – Julie Seligman-Gregory  
The Organization Committee continues to plan for a volunteer appreciate event but do not have an exact date yet. The offsite committee workshop is planned for November 8<sup>th</sup> from 3 to 7 pm.  
  
Design Committee – Angela Street  
Façade Enhancement Grants-  
The Façade Enhancement Grant Application #2017.17 for 9 N. Main St. was presented with a recommendation for approval in the amount of \$2,500. The project includes replacement of the storefront glass with tempered glass using the existing metal sashing; remove lower panels to expose and repair brick; clean and restore entrance tile and over bead board; replace storefront door. The total eligible project totals \$10,023. The recommendation includes two considerations: 1.) allow the door to be completed on a second phase in the event the special order delays the project, so grant funds for the rest of the work would not be delayed and 2.) allow vinyl signage on windows since it can be easily removed.  
  
DeHart motioned to approve as design committee’s recommendation, seconded by Gregory, and passed with a unanimous vote. This will go to City Council on November 6<sup>th</sup>.

The Design Committee planning workshop will be November 9<sup>th</sup> from 9am to 1 pm at the Stowe Building.

Design Basic Training is scheduled for December 7<sup>th</sup> in Salisbury. Several committee members hope to attend.

#### Promotions Committee – Christina Moose

The Promotions Committee is actively planning the Christmas Village and Shop Small Saturday events. The committee will also be helping with Boo Fest. The Promotions Committee Planning Workshop will be meeting will be November 8<sup>th</sup> from 9am to 1pm.

Miller asked how McAdenville traffic can be used to promote downtown and if the LED board on Highway 74 can be used for advertising downtown. Moose is working on promoting downtown to McAdenville traffic. Manlove stated that he is purchasing an advertisement for the Highway 74 billboard and will use this to promote downtown as well. The cost of this is typically \$600 a month. Moose and Davis will move the billboard advertisement forward. Seligman mentioned that there will be 1200 runners at the Turkey Day 5k event. The 1200 packets that will be distributed to runners could be used to promote downtown Belmont and downtown events as well, if items are submitted by November 15<sup>th</sup>.

The committee planning workshop is scheduled for November 8<sup>th</sup> from 9am to 1 pm.

#### Economic Restructuring – John Church

The Economic Restructuring Committee met to discuss developing economic activities in the area and identify opportunities for increasing the commercial development. They would like to see an increase of inventory for commercial space to attract new business and promote the community as active and a great place to start a business with the river and thread trail.

The Committee also identified a need to create a funding mechanism for Main Street, as concerts are the only current form of revenue. Several opportunities, including the created of a Municipal Service District are being discussed. The committee plans to create and conduct another survey to ask the community what they would like to see in Belmont and what kind of funding mechanism they would support for these things.

Discussion of development opportunities ensued, to include the Belmont Middle School and the Chronicle Mill. Miller explained that the city would have to raise money to purchase the school from the county to be able to determine what the building would be used for. Church explained that the Chronicle Mill's progress is on hold because of changes in historic tax credits and previous compromises to historical value. Davis explained the current threat to the Federal Historic Tax Credit program and that the state historic tax credits would also likely be discontinued. Davis volunteered to work on a draft resolution to recommend that the City Council adopt to encourage legislators to continue the program.

The Economic Restructuring Committee has rescheduled the planning workshop for November 15<sup>th</sup> at the Stowe building.

4. Chair Report – No further report provided.
5. Staff Report –  
Montcross Area Chamber is doing a ribbon cutting for the open broadband. Miller explained that Gaston County contributed money for a business incubator to be located on Irvin Street. The City matched 10% of Gaston County's contribution and the State contributed a \$1 million grant. The City invested \$80,000 investment and received a \$2 million dollar return. This incubator should be in operation in 6 to 9 months.

Open Broadband is the company that will be broadcasting high-speed internet and free public Wi-Fi to Main Street and Stowe Park. This free Wi-Fi will not be sufficient for downtown business service, but businesses can purchase a monthly subscription to this high speed internet. This will go to City Council on November 6<sup>th</sup> and should be active by December. Davis stated that Allan Fitzpatrick will be discussing a plan to meet with downtown businesses with advertising opportunities on the Wi-Fi host page. Davis stated the these advertisements will be offered to downtown businesses first.

6. Other/New Business –  
Seligman stated that the Turkey Day 5k will be November 23<sup>rd</sup> and the funds raised from the race will benefit the Belmont Community Organization (BCO).

Miller stated that he met with the Charlotte Area Transit System about their west corridor light rail plans and the possibility of the light rail being extended 6 miles to Belmont from the airport. The next meeting will be November 14<sup>th</sup> at 6:00 pm at the Goodwill Training Facility in Charlotte on Wilkinson Boulevard.

7. Adjourn- DeHart motioned to adjourn the meeting. Moose seconded this motion and this was approved with unanimous vote.