

MINUTES
Regular Meeting of the
Downtown Aberdeen Advisory Board

January 28th, 2020
Tuesday, 9:00 am

Robert N. Page Municipal Building
Aberdeen, North Carolina

The Downtown Aberdeen Advisory Board met on Tuesday, January 28, 2020 at 9:00 am for their Regular Meeting. Members present were Chairperson Jaclyn Cornell, Kasey Zumwalt, Sarah Ahmad, Angela McKew, and Heather McKeithen. Members not in attendance were Enrique Artiga and Amanda Jakl. Staff in attendance were Planning Director Justin Westbrook, Planner Christian Haas, and Administrative Assistant Maria Carpenter. Others in attendance were Betsy Saye, Nicola Squires, Kelly McAndrew, Laura Byers, Colleen Goepfert, Kirsten Ostby, Jeff Schafer, and Felicia Schafer.

1. Call to Order

Ms. Cornell called the meeting to order at 9:03am.

2. Approval of Agenda

Ms. Ahmad made a motion, seconded by Ms. Zumwalt, to approve the agenda as presented. Motion carried unanimously 3-0.

3. Approval of Minutes

a. Regular Meeting - Dec. 17th

Ms. Zumwalt made a motion, seconded by Ms. Ahmad, to approve the minutes from the December meeting as presented. Motion carried unanimously 3-0.

4. New Business

a. Presentation from Discovery Map (Laura Byers)

Ms. Byers from Discovery Maps gave a presentation on the maps. Ms. Byers stated that they are printed and distributed throughout the year and gave pricing on the types of ads available if any businesses were interested.

b. Open House – Wine Walk – Dog Fair

Chairperson Cornell stated that Ms. Jakl was not present to speak about last year's Wine Walk, but it brought people into the area, and this year the businesses are discussing extending the hours and limiting the amount of businesses that participate. Ms. Cornell stated that the Dog Fair planning is

going along well. Planner Haas stated that the Town is trying something different and adding Spring Spree to the Dog Fair. Planner Haas stated that he would like to get the Board's approval to add spring Spree to the Dog Fair today. Ms. Cornell stated that the plan was to pull the Dog Fair down to Sycamore, close Sycamore and use the space by the Y and over to High Octane. Ms. Cornell stated that the Dog Fair will be held on April 4th.

Ms. Cornell stated that the Open House is for ETC, Jack Haddon's, Lily Rose, and Charlotte's and will be on April 3rd and 4th. Ms. Saye stated that there will be local artists featuring their artwork and the businesses will have their spring merchandise out. Planner Haas asked if the Open House was limited to those 4 businesses? Ms. Saye stated that others could participate as well.

Ms. Zumwalt made a motion, seconded by Ms. McKew, that the DAAB supports the transition of the Dog Fair/Open House/Wine Walk to replace the Spring Spree as the spring event. Motion carried unanimously 3-0.

c. DAAB Marketing Strategy

Planner Haas stated that Ms. Ahmad had brought up the idea to brainstorm marketing ideas for the downtown area. Ms. Ahmad stated that she was not clear on what the current marketing strategy is for the area, and what is the draw to bring business into Aberdeen. Planner Haas stated that the DAAB exists because of the Main Street program, which is different from the Downtown Aberdeen Business Guild. Planner Haas explained that DAAB is about making the downtown area more walkable and making it an enjoyable area for people to come to. Planner Haas stated that arts, music, and unique home design are themes for Aberdeen.

5. Old Business

a. Training Dates

Planner Haas stated that it may be a good idea to have some kind of training for meeting organization, like when to make a motion, and how to run a meeting.

Planner Haas stated that the Main Street Conference encourages us to bring members of the board to the conference. Planner Haas stated that he will be going, if anyone else is interested, to let him know.

i. 4-Point Approach Basic Trainings (*Optional*)

1. Economic Vitality: April 22nd, (Statesville, NC)
2. Organization: August 4th, (Kinston, NC)

- b. North Carolina Main Street Conference
 - i. March 10-12 (New Bern, NC)

6. Other Business

Planner Haas introduced Jeff and Felicia Schafer and stated that they are moving their screenprinting business to downtown Aberdeen. Mr. Schafer stated that they are currently located in Raeford, but are moving out of their full-scale production to something more eclectic, and will have a retail store with patriotic and southern inspired gifts. Mr. Schafer stated that they will be rebranding to 1350 and are hoping to open March 16th. Mrs. Schafer stated that part of all profits will be donated to a veteran organization at the end of the year. Planner Haas stated that the Town will try to do a small grand opening to help support the new business.

Ms. Ahmad stated that the Aberdeen Home and Garden group tries to go to grand openings. Ms. McKew asked if they had any projects going on. Ms. Ahmad stated that they are currently working with Beautification on some things.

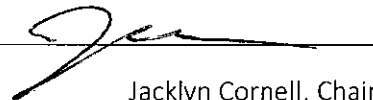
Mr. Schafer asked if there were any set plans for revitalization for South St. Planner Haas stated that the north sidewalk will be expanded and will remove a couple parking spots, and that the Town is looking at some new street lights.

7. Adjournment

Ms. Zumwalt made a motion, seconded by Ms. Ahmad, to adjourn the meeting. Meeting was adjourned at 9:47am.



Maria Carpenter, Admin. Assistant
Minutes were completed in
Draft form on January 28, 2020



Jacklyn Cornell, Chair
Minutes were approved
on February 25, 2020