

Minutes
Regular Meeting of the
Downtown Aberdeen Advisory Board

February 19, 2019
Tuesday, 9:00 a.m.

Robert N. Page Municipal Building
Aberdeen, North Carolina

The Downtown Aberdeen Advisory Board (DAAB) met on Tuesday, February 19, 2019 at 9:00 a.m. for their first Regular Meeting. Members present were Chairperson Jacklyn Cornell, Vice Chair Enrique Artiga, Kasey Zumwalt, Angela McKew, and Courtney Holmes. Member not present was Stephen Wisniew. Staff members in attendance were Downtown & Economic Development Planner Jen Gallimore, Administrative Assistant Megan Henderson, Senior Planner Kathy Blake, Planning Director Justin Westbrook, and guest speaker Charles Halsall, Jr.

1. Call to Order

Ms. Cornell called the meeting to order at 9:09 a.m.

2. Approval of Agenda

A motion was made by Ms. Zumwalt, seconded by Ms. Holmes, to approve the agenda as presented. Motion unanimously carried 5-0.

3. New Business

a. North Carolina Main Street Presentation – Chuck Halsall

Ms. Cornell introduced Chuck Halsall, coordinator from the Downtown Programming & Technical Assistance NC Main Street and Rural Planning Center. Mr. Halsall gave a presentation on the NC Main Street Program, discussing the mission, purpose, funding, 4 Point Approach, principles, plan, and success of the program. The Main Street Conference is March 12-14, 2019.

Mr. Artiga asked about interior design and structure funding as an incentive for new businesses to move to Aberdeen. Mr. Halsall stated the Main Street Solutions Fund can be used on interior renovation as well as exterior; however, stipulations are attached to the grant. Planner Gallimore stated the Board can research various grants that can be used for that purpose and the strings attached to them.

Mr. Artiga asked if any downtown communities had worked with the Main Street Program concerning hours of operation. Mr. Halsall stated that it comes down to letting downtown

business owners see activity on the streets and actually see a reason to remain open longer.

b. Presentation of 2019 Strategic Plan Draft – Jen Gallimore

i. 2019 Strategic Plan Review and Discussion

Planner Gallimore opened the floor for discussion about the Downtown Economic Development Implementation Plan draft for 2019. Ms. McKew suggested broadening the first strategy past ‘musical venues’. Planner Gallimore stated the strategy is pulled from the Economic Positioning/Vision statement which is backed by 5 years of research to specify what is most appealing. Mr. Artiga suggested changing the wording to ‘cultural attractions’ instead. Planner Gallimore stated this will inherently change the goal for the first strategy. The Board agreed with the change.

Ms. McKew asked if strategy 2 was also too specific by saying ‘home decor and design’. Ms. Holmes suggested removing the word ‘home’. Mr. Halsall stated the whole point of that strategy is to make the Town stand out and appear unique in comparison to other municipalities. Mr. Halsall stated the wording should not be too general. There was some discussion about what Aberdeen’s home decor assets are and how they attract people to visit and revisit Aberdeen. The Board agreed to leave the wording as is.

No other changes suggested.

ii. 2019 Strategic Plan Adoption

A motion was made by Mr. Artiga, seconded by Ms. Holmes, to approve the 2019 Downtown Economic Development Implementation Plan, subject to changing the Economic Positioning/Vision section from saying ‘musical venues’ to say ‘cultural attractions’ and changing the first Development Strategy from saying ‘diverse musical venues’ to ‘diverse cultural arts’. Motion unanimously carried 5-0.

4. Old Business

a. Training Dates

i. Main Street Orientation Options (required)

1. March 1st (10:30 am – 2:30 pm) Raleigh, NC
2. April 5th (10:30 am – 2:30 pm) Raleigh, NC

Planner Gallimore stated the trainings are \$250 per person. The training is a crash course in everything Main Street and gives the opportunity to ask questions and get oriented to the program. Planner Gallimore suggested two people attending each training date. Ms. Holmes stated she will attend the April training. Planner Gallimore will send an email closer to the dates of the training to determine who else will be attending which ones.

- ii. 4-Point Approach Basic Trainings (Optional)
 - 1. Economic Vitality: April 10th (9:30 am – 4:00 pm) Burlington, NC
 - 2. Organization: August 6th (9:30 am – 4 pm) Mount Airy, NC
 - 3. Design: November 7th (9:30 am – 4 pm) Garner, NC
 - 4. Promotion: TBD 2020

Planner Gallimore stated each of the Four Points of Approach are broken down into separate trainings throughout the year. Planner Gallimore stated she will send out reminders closer to the dates to figure out who will attend which training. Mr. Halsall stated the trainings are \$50 per person.

5. Open Discussion

A sign-up sheet for refreshments was sent around for each member to volunteer to bring refreshments for certain meeting dates.

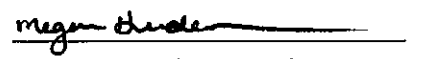
Mr. Artiga, a residential interior designer, stated a downtown citizen has approached him to redesign his home. Should the project ever become a conflict of interest concerning Mr. Artiga's position on the DAAB, he will recuse himself from voting for that matter.

The next meeting is scheduled for Tuesday, March 19, 2019, at 9 a.m. in the Town Hall Conference Room.

6. Adjournment

A motion was made by Ms. Cornell, seconded by Ms. Zumwalt, to adjourn the meeting. Motion unanimously carried 5-0. Meeting adjourned at 10:13 a.m.


Jackie Cornell, Chairperson
Minutes were approved on
March 19, 2019


Megan Henderson, Admin. Asst.
Minutes were completed in
draft form on February 20, 2019