

Minutes  
Regular Meeting of the  
Downtown Aberdeen Advisory Board

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

Robert N. Page Municipal Building  
Aberdeen, North Carolina

The Downtown Aberdeen Advisory Board (DAAB) met on Tuesday, March 19, 2019 at 9:00 a.m. for their Regular Meeting. Members present were Chairperson Jacklyn Cornell, Vice Chair Enrique Artiga, Kasey Zumwalt, Stephen Wisniew, Courtney Holmes, and alternate member Amanda Jakl. Member not present was Angela McKew. Staff members in attendance were Downtown & Economic Development Planner Jen Gallimore, Administrative Assistant Megan Henderson, and Planning Director Justin Westbrook. Commissioner Eleese Goodwin was also in attendance.

1. Call to Order

Ms. Cornell called the meeting to order at 9:06 a.m.

2. Approval of Agenda

A motion was made by Mr. Artiga, seconded by Mr. Wisniew, to approve the agenda as presented. Motion unanimously carried 5-0.

3. Review of Minutes

A motion was made by Ms. Jakl, seconded by Ms. Zumwalt, to approve the minutes of the February 19, 2019 meeting. Motion unanimously carried 5-0.

4. New Business

a. North Carolina Main Street Award

Planner Gallimore stated each year the North Carolina Main Street program gives a Volunteer Champion Award, for which nominations can be made based on experience. Planner Gallimore stated she nominated Ms. Cornell. Ms. Cornell won and was given the award at last week's Main Street Conference. The Board of Commissioners will be recognizing her at the regular board meeting on Monday, March 25<sup>th</sup>, 2019 at 6 p.m.

b. Unified Development Ordinance

Director Westbrook stated he has been working on updating the Town's Unified Development Ordinance (UDO). He explained the purpose of the UDO and stated it hasn't been updated since 2013. Staff has recommended an entire rewrite of the UDO,

which Director Westbrook is in charge of. He discussed some aspects of the rewrite as far as what will be removed and reorganized, proposed chapters, changes, rewording, etc. Director Westbrook stated the new chapters of the UDO will be broken into stages, and at certain stages, certain chapters will be brought in front of the DAAB. Staff will create a draft of a chapter and distribute it to DAAB members at least a week before a scheduled meeting to give members a chance to review it. DAAB members can then present their opinions and recommendations at the scheduled meeting for staff to review and potentially incorporate into the UDO. Director Westbrook stated the goal is to be finished with the rewrite in November of this year (2019). Director Westbrook presented a draft of the Table of Contents, showing the presumed difficulty level, stage, and status of each item, as well as a possible timeline of when each stage will be completed. Director Westbrook stated Stage 3 will be the primary one needing the DAAB's assistance and he plans to present Stage 3 to the DAAB at the meeting on April 16<sup>th</sup>, 2019. Staff is also compiling a "wish list" for the UDO, which the DAAB is welcome to add recommendations to.

There were no questions or comments from the Board.

c. South Street Mural

Planner Gallimore stated the Board of Commissioners approved the design for the South Street Mural, with one minor adjustment to change the wording on one of the train cars from 'Tobacco' to 'Textiles'. The muralist will be starting in the next couple of weeks. Priming and cleaning of the wall has already begun. Staff is working on drafting a lease contract with the property owner to ensure the ownership and longevity of the mural.

d. Caboose Decorating Schedule

The Aberdeen Garden Club is interested in partnering with the Appearance & Beautification Commission (ABC) and DAAB to decorate the caboose on a regular basis. When the DAAC has decorated the caboose to create photo opportunities during events over the past two years, it has been highly successful. It is an incentive to come downtown and also helps with our social media engagement. People take photos at the decorated caboose and we direct them to tag @DowntownAberdeen when posting the photo. The DAAB needs to develop a schedule based on holidays and times of the year we would like it decorated. The tentative plan is for the Town to spend around \$200 total per decoration time (split 50/50 between Downtown and ABC budget). The Town will supply the Garden Club with the decorations and they will decorate the area on the scheduled date.

Director Westbrook stated he would ideally like 4 suggestions from the DAAB for which times they would like the caboose decorated for, which he can present to the ABC to set a specific schedule. The 4 choices agreed upon are as follows:

Spring – Mid-April through the end of May – generic spring theme  
Summer – Mid-June through mid-July – 4<sup>th</sup> of July theme  
Fall – Mid-September through mid-October – Fall for Aberdeen theme  
Winter – December through January – Christmas theme

Mr. Artiga and Ms. Jakl left the meeting at 9:45 a.m., leaving 4 members still present.

Ms. Zumwalt mentioned there were many complaints about ants around the caboose last year. Planner Gallimore stated there would be discussion with Public Works about cleaning.

A motion was made by Ms. Zumwalt, seconded by Mr. Wisniew and Ms. Holmes, to approve the tentative caboose decorating schedule. Motion unanimously approved 4-0.

e. Social Media Policy

Since its creation, the Downtown Aberdeen Facebook page has allowed access to downtown merchants; however, it has become evident that there needs to be a social media policy for users and their access. The DAAB needs to discuss appropriate rules and regulations to help Town staff develop a contract for merchants to sign if they are interested in having access to share on the page.

Mr. Wisniew suggested a contract or a user agreement, and potentially putting a disclaimer in place on the Facebook page. Planner Gallimore stated since the page was initially created to allow Downtown merchants access, there has been nothing in place to regulate it.

Planner Gallimore stated the goal is to have a user agreement that merchants would sign acknowledging that any violation of the agreement would result in removal of access.

Mr. Wisniew asked if there was anything in the UDO concerning social media. Director Westbrook stated there is not currently. There was some discussion about what exactly can be legally regulated.

The agreed upon components of a new social media policy are as follows:

Public:

-disclaimer

Merchants:

-Scheduled posts, can be reviewed by staff

-Any opened messages should be set to unread. Do not open or respond unless given permission.

- The hours for messaging will be 8 to 5, and will potentially utilize auto replies.
- Merchants cannot boost/promote posts.
- Staff reserves the right to edit/amend any post.
- Bipartisan rule (no bad language, politics, hateful speech, etc.)
- 2 posts per merchant per day

Planner Gallimore will create a draft of these rules and bring the draft to the Board during the April meeting for approval.

## 5. Old Business

### a. Training Dates

#### i. Main Street Orientation Options (required)

- April 5th (10:30 am – 2:30 pm) Raleigh, NC  
Ms. Cornell and Ms. Holmes will be attending this training.

#### ii. 4-Point Approach Basic Trainings (Optional)

- Economic Vitality: April 10th (9:30 am – 4:00 pm) Burlington, NC
- Organization: August 6th (9:30 am – 4 pm) Mount Airy, NC
- Design: November 7th (9:30 am – 4 pm) Garner, NC
- Promotion: TBD 2020

Planner Gallimore stated these trainings are not required for the Board, but members can let her or Ms. Cornell know if they are interested in attending.

## 6. Open Discussion

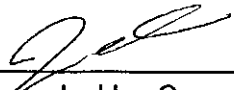
Ms. Holmes will be bringing refreshments for the next meeting on April 16<sup>th</sup>, 2019.

Upcoming events:

Dog Fair: 4/13/19  
 Spring Spree: 5/18/19  
 Hanging with Heroes:  
 Fourth of July Block Party: 7/4/19  
 Fall for Aberdeen:  
 Community Feast: 10/19/19  
 Wine Walk: 11/8/19  
 Bread Bowl: 11/9/19  
 Open House: 11/9/19

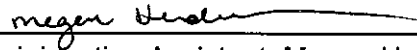
## 7. Adjournment

A motion was made by Ms. Zumwalt, seconded by Ms. Holmes, to adjourn the meeting. Motion unanimously carried 4-0. Meeting adjourned at 10:12 a.m.



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Chairperson, Jacklyn Cornell  
Minutes were approved on  
April 16, 2019.



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Administrative Assistant, Megan Henderson  
Minutes were completed in  
Draft form on March 20, 2019.