

MINUTES
Regular Meeting of the
Downtown Aberdeen Advisory Board

August 20th, 2019
Tuesday, 9:00 am

Robert N. Page Municipal Building
Aberdeen, North Carolina

The Downtown Aberdeen Advisory Board met on Tuesday, August 20, 2019 at 9:00 am for their Regular Meeting. Members present were Chairperson Jaclyn Cornell, Kasey Zumwalt, Courtney Holmes, Amanda Jakl, and Enrique Artiga. Member not in attendance was Angela McKew. Staff in attendance were Planning Director Justin Westbrook, Planner Christian Haas, and Administrative Assistant Maria Carpenter. Others in attendance were Heather McKeithen, Colleen Goepfert, Kirsten Ostby.

1. Call to Order

Chairperson Cornell called the meeting to order at 9:10 am.

2. Approval of Agenda

Ms. Jakl made a motion, seconded by Ms. Holmes, to approve agenda. Motion carried unanimously 5-0.

3. Approval of Minutes

a. Regular Meeting of June 18, 2019

Ms. Holmes made a motion, seconded by Mr. Artiga, to approve minutes from June 18th meeting. Motion carried unanimously 5-0.

4. New Business

a. Current Events

Director Westbrook stated that the fire hydrant contest is going well, can expect voting by First Responders by end of week. Director Westbrook invited all to the Board of Commissioners meeting on the 26th for support and the announcement of the winner. Director Westbrook stated that the everyone did an amazing job and we are so happy with the turnout.

Director Westbrook stated that we've been approached by people seeking another mural, which would be in the hands of the ABC, they funded it last time. Director Westbrook stated that he would suggest to them that they hold off on another mural due to other projects we'd like to get done. Director Westbrook stated that Planner Haas will start looking at downtown banners project and will need DAAB help to get marketing campaign to promote downtown, and banners can reciprocate that.

Director Westbrook stated that Planner Haas is working to move the historic plaques forward. Director Westbrook stated that they would be oval plaques that have name of

structure and year. Director Westbrook stated that the Town is doing a 50/50 split with business owners, and is trying to do 50 at a time, 144 total. Planner Haas stated that at least 50 are needed to make first order and the DAAB can help get information for them.

Director Westbrook stated that he is meeting with Duke Energy to bury utility lines on South St, to mimic Main St.

b. South Street Improvements

Director Westbrook stated that the Town has a plan to eliminate parking in front of the Mexican restaurant, and Sandhills Realty, which would allow Mi Familia to have some outdoor seating. Director Westbrook stated that would also incorporate some landscaping in front of Mi Familia and Sandhills Realty, which will probably be done by ABC, and will have a sidewalk across the railroad tracks going to Carolina Barbell. Director Westbrook stated that more than just events are needed to bring people downtown, physical improvements are needed as well. Director Westbrook stated that staff will be working on a microproject every month, for example the repainting of the Page Memorial Library sign.

Ms. Jakl stated that she noticed a lot of vacancies downtown, and feels like it's because the properties are not being kept up. Ms. Zumwalt stated that an idea for a microproject might be the upholstery store downtown, since the owner doesn't want to put anything into it herself. Planner Haas stated that he would be willing to come and help out with the upholstery store front.

c. UDO Rewrite – Stage 4

Director Westbrook presented UDO Rewrite stage 4 and stated that it will cover development standards such as parking, landscaping, screening, fences, open space, etc. Director Westbrook stated that he wanted as many boards as possible to look at the rewrite and give feedback.

d. Fire Hydrant Painting Contest

e. Hanging with Heroes

Chairperson Cornell stated that this event was good, but not as great as the year before, probably because there wasn't as much advertising. Chairperson Cornell stated that advertising should start earlier for next year.

f. Sunday Exchange 2019

i. Nathan Angelo (September 8th)

Director Westbrook stated that for the September Sunday Exchange, Nathan Angelo, the Town will be trying something different. Director Westbrook stated that in order to hold the concert at a more Downtown location, the Town will be putting up a temporary stage between Main and South Streets in the gravel parking area between Railhouse Brewery and Kees Appliances. Director Westbrook stated that this will be a trial run to see how it works with the hope that it will become the permanent spot for future events. Director Westbrook stated that it would be great if downtown businesses would stay open and then give feedback on how the location worked.

Mr. Artiga asked about the possibility of closing Sycamore Street and perhaps having food trucks there. Planner Haas stated that he didn't know if there would be enough time before the September show to get the road closure approved by the Board of Commissioners.

5. Old Business

a. Training Dates

i. 4-Point Approach Basic Trainings (Optional)

1. Design: November 7th (9:30 am – 4 pm) Garner, NC
Chairperson Cornell stated that there is one more training opportunity if anyone was interested in going
2. Promotion: TBD 2020

6. Other Business

Planner Haas stated that he is tracking some of the business ideas mentioned in the DAAC meeting. Planner Haas stated that he liked the business to business mentoring idea, where maybe once a month one business hosts and gives information, tips, talks about their trials and successes, to other businesses. Planner Haas stated that he also liked the cooperative advertising ideas, and coming up with ways the businesses could advertise together. Planner Haas stated that Ms. McAndrews had mentioned doing some t-shirts and stickers, and that may be a good revenue generator and increase pride in Aberdeen.

Mr. Artiga asked about the Sunday Exchange and why on Sunday, would another day like Saturday be possible. Director Westbrook stated that date/day/time will need to be discussed after this series and we can see what would work best for next year.

Chairperson Cornell stated that Ms. Holmes is moving her business so will no longer be on the DAAB. Chairperson Cornell stated that there are now 2 spots open, so if anyone knows someone who would be interested in joining the DAAB, have them put in an application.

7. Adjournment

Ms. Holmes made a motion, seconded by Ms. Jakl, to adjourn the meeting. Meeting adjourned at 10:23 am.



Maria Carpenter, Admin. Assistant
Minutes were completed in
Draft form on August 20, 2019



Enrique Artiga, Vice-Chair
Minutes were approved
on September 17, 2019