

MINUTES
Regular Meeting of the
Downtown Aberdeen Advisory Board

September 17th, 2019
Tuesday, 9:00 am

Robert N. Page Municipal Building
Aberdeen, North Carolina

The Downtown Aberdeen Advisory Board met on Tuesday, September 17, 2019 at 9:00 am for their Regular Meeting. Members present were Vice-Chair Enrique Artiga, Kasey Zumwalt, and Angela McKew. Members not in attendance were Jacklyn Cornell and Amanda Jakl. Staff in attendance were Planning Director Justin Westbrook, Planner Christian Haas, and Administrative Assistant Maria Carpenter. Others in attendance were Colleen Goepfert.

1. Call to Order

Vice-Chair Artiga called the meeting to order at 9:16 am.

2. Approval of Agenda

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

3. Approval of Minutes

a. Regular Meeting of August 20, 2019

Ms. Zumwalt made a motion, seconded by Ms. McKew, to approve the minutes from the August 20, 2019 meeting. Motion carried unanimously 3 – 0.

4. New Business

a. Current Events

Planner Haas stated that Indigo Yoga & Healing Arts' grand opening was Saturday, and South St shop moved to Main St and renamed their store Lily Rose. Planner Haas stated that Lily Rose will be having a soft opening on Thursday, 9/19, with the grand opening the first week of October. Planner Haas stated that Leslie from Lily Rose came to ask how the town could support their opening. Planner Haas stated that the Malcolm Blue Festival is also coming up.

Vice-Chair Artiga stated that High Octane has received their ABC permit and will start selling beer and wine on Fridays and Saturdays, as well as being open on Sunday. Vice-Chair Artiga stated that the new restaurant in the former Double Eagle storefront will also eventually get ABC permits and have alcohol and be open later. Vice-Chair Artiga stated that it probably won't be until mid or end of October until the restaurant can open, but it will be a restaurant and storefront.

Ms. McKew asked what happens if a business does not pull permits and

just does work. Director Westbrook stated that the town prefers compliance over fines, but would issue a stop work order, and can pull power and water until they come in. Director Westbrook stated that the fees are then doubled for doing work without a permit.

b. Downtown Development Budget – DRAFT

Director Westbrook presented downtown development budget information. Director Westbrook stated that the Town has a budget for downtown development, and would like the DAAB's guidance on how to spend it. Director Westbrook stated that Planner Haas has been working on information of how much was spent last year on downtown development.

Planner Haas presented his figures on how much was spent last year and stated that the majority was spent on 4 concerts. Planner Haas stated that the amount seems high for 4 nights a year, that didn't have a big impact on the downtown businesses. Planner Haas stated that the town would like to budget more for the downtown area and things that could be done to bring more people and business to the downtown area. Planner Haas stated the Town would like to add some downtown initiatives, such as minor and micro projects, which would be things like fixing fences and painting signs, and some minor façade renovations. Planner Haas stated that the town has also come up with matching programs, like historic plaques, landscaping, and façade grants. Planner Haas stated that we would also like to do some grand opening support to help businesses, like purchasing the banner, split ad cost, or help with printing materials, post the event on town social media, present check to business and make ceremonial first purchase and then use the gift baskets to give away at town events. Director Westbrook stated that the Town gets to make the first purchase, the business could have picture with Mayor in paper, etc, but also gets more exposure when we give the gift basket away. Director Westbrook stated that he would like to get input from the DAAB before the next meeting. Vice-Chair Artiga stated that they can pass it on to the members not present at today's meeting and get their input in the next few days. Ms. McKew stated that they would also need to get the landlords onboard for the improvements.

c. UDO Rewrite – Stage 4

Director Westbrook presented the newest version of Stage 4 (v2b) and 2 maps, current UDO map, and also the new zoning district map. Director Westbrook stated that the plan is to give the Board of Commissioners the UDO at the November work session and hopefully final adoption at end of November. Director Westbrook stated he would appreciate any opinions, advice, or questions, and would love to sit down with anyone to discuss the UDO. Director Westbrook stated he hopes to get comments back before next DAAB meeting.

d. Sunday Exchange 2020

Director Westbrook stated that the September concert was a test run to see if there were any problems or issues with new location that we had not thought about. Director Westbrook stated that we are looking at possibly moving dates, months, and time, improving the area with grass, having more food trucks, and having options for shade. Director Westbrook stated we don't want to get rid of the series, but want it to be better for downtown businesses. Vice-Chair Artiga stated that the concert series would need a new name. Director Westbrook stated that we will bring those to the board. Ms. McKew stated that she thought part of the problem is improving the downtown area, and we need to focus budget on working on incentives to improve downtown, which will then bring more people down and more money, and then the Town can spend more on concerts, etc.

5. Old Business

a. Training Dates

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

1. Design: November 7th, 9:30 am – 4 pm (Garner, NC)
2. Promotion: January 8th, (Fuquay-Varina, NC)
3. Economic Vitality: April 22nd, (Statesville, NC)
4. Organization: August 4th, (Kinston, NC)

b. North Carolina Main Street Conference

i. March 10-12 (New Bern, NC)

c. Region Meetings (Sandhills/Southeast Piedmont Triad)

i. May 7th, (TBD)

6. Other Business

Director Westbrook stated that the board has 2 vacancies, so if anyone is interested, please have them apply.

7. Adjournment

Vice-Chair Artiga adjourned the meeting at 10:06 am.



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



Jacklyn Cornell, Chair
Minutes were approved
on October 15, 2019