

**MINUTES**  
Regular Meeting of the  
Downtown Aberdeen Advisory Board

November 19<sup>th</sup>, 2019  
Tuesday, 9:00 am

Robert N. Page Municipal Building  
Aberdeen, North Carolina

The Downtown Aberdeen Advisory Board met on Tuesday, November 19, 2019 at 9:00 am for their Regular Meeting. Members present were Kasey Zumwalt, Amanda Jakl, and Angela McKew. Members not in attendance were Chairperson Jacklyn Cornell, and Enrique Artiga. Staff in attendance were Planning Director Justin Westbrook, Senior Planner Kathy Blake, Planner Christian Haas, and Administrative Assistant Maria Carpenter. Others in attendance were Kirsten Ostby.

1. Call to Order

Ms. Zumwalt called the meeting to order at 9:16 am.

2. Approval of Agenda

A motion was made by Ms. Jakl, seconded by Ms. McKew, to approve the agenda as presented. Motion carried unanimously 3-0.

3. Approval of Minutes

a. Regular Meeting of Oct. 15, 2019

A motion was made by Ms. McKew, seconded by Ms. Jakl, to approve the minutes from the October meeting. Motion carried unanimously 3-0.

4. New Business

a. Small Business Saturday (11/30/19)

Ms. Zumwalt stated that winning gift cards from downtown shops had been discussed previously. Planner Haas stated that he would brainstorm and send out an email with ideas, but someone would need to speak with the businesses and ask for gift cards. Another idea would be to do a one day special where you buy from 3 shops, or spend so much and get entered into a drawing. Ms. Zumwalt stated that she would create an event on social media and everyone could post their own specials. Planner Haas stated that staff has giveaways from grand openings, so even if gift cards are not done, a raffle for a gift basket is still an option.

b. #TogetherWeAreMoore

Ms. Zumwalt stated that she met with the Moore County Chamber of Commerce and they want businesses to use the #TogetherWeAreMoore hashtag when posting to social media. The Chamber is trying to get more people to shop local

all year long. Ms. Zumwalt stated that the Chamber also gave out stickers for businesses to put up in windows, etc.

c. Christmas Parade (12/14/19 - 11am-1pm)

Ms. Zumwalt stated that Kayla from Parks & Recreation came to the DAAC meeting to discuss the Christmas Parade and that there is still time for any businesses interested in participating. Ms. Zumwalt stated that the deadline is December 1<sup>st</sup>, and Parks & Rec would be happy to have anyone that wants to do a float. Ms. Zumwalt stated that if anyone has a connection to a band or marching band to let her or Parks & Rec know. Planner Haas advised everyone to be prepared for road closures.

d. Sunday Exchange 2020

Planner Haas stated that he would like to get direction from the board as to where staff should put their efforts for next year. Staff would like to rebrand the Sunday Exchange for 2020, with new names and dates being discussed, but what type of music would be good, location, how often like once a quarter, etc. Ms. McKew stated that bluegrass music is popular in winter, perhaps do something theme based on time of year.

Discussion on when would be a good time to start. Director Westbrook stated that July would probably be the earliest, mainly due to staff time. Ms. McKew suggest August. Ms. Zumwalt stated that there were complaints this year at that time due to it being back to school time and on a Sunday. Ms. Jakl stated that maybe in the spring around May, would be good, as people are ready to get outside.

Planner Haas asked for everyone to think about creative names, bands, times, etc and bring ideas to the meeting in December.

e. Spring Spree 2020

Planner Haas stated that he looked through some old files to get an idea of what Spring Spree was like. Planner Haas stated that he was thinking of scaling it down and making it more compact, similar to Fall for Aberdeen, and having vendors more centrally located. Planner Haas stated that the Town spent a lot on Spring Spree last year for things like the Kids Zone. Director Westbrook stated that staff needs a working group to take the lead and organize this and that needs to be figured out before talking details. Ms. Zumwalt stated that whatever group it is will need help from the Town. Director Westbrook recommended a joint working group, perhaps someone from town, from DAAB, from the Guild, etc. Ms. McKew asked if it would be better to have a representative from the DAAB who is on the subcommittee to act as a liaison with the Town. Director Westbrook agreed that would be a good idea.

Ms. Jakl stated that if the Spring Spree was in May, maybe it could be done in conjunction with the wine crawl.

Ms. Ostby stated that Carolina Barbell would like to coordinate a competition to be the same day as the Spring Spree depending on what the date is set for.

5. Old Business

a. Training Dates

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

1. Promotion: January 8<sup>th</sup>, (Fuquay-Varina, NC)

Planner Haas stated that he will be going to the Fuquay training if anyone wants to carpool. Also, please reach out if interested in any of these trainings.

2. Economic Vitality: April 22<sup>nd</sup>, (Statesville, NC)

3. Organization: August 4<sup>th</sup>, (Kinston, NC)

b. North Carolina Main Street Conference

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

6. Other Business

a. Adoption of 2020 Meeting Schedule

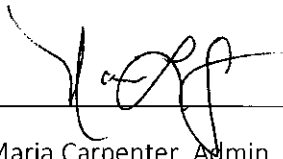
There was discussion on what day/time works best for everyone to attend the DAAB meeting.

A motion was made by Ms. McKew, seconded by Ms. Jakl to change the DAAB meetings to the 4<sup>th</sup> Tuesday of every month, with no meeting in July 2020. Motion carried unanimously 3-0.

Ms. Ostby asked about new board member nominations being voted on. Director Westbrook stated that it will be at the Monday Board of Commissioners meeting.

7. Adjournment

A motion was made by Ms. McKew, seconded by Ms. Jakl to adjourn the meeting. Motion unanimously carried 3-0. Meeting adjourned at 10:14 am.



Maria Carpenter, Admin. Assistant  
Minutes were completed in  
Draft form on November 19, 2019



Jacklyn Cornell, Chair  
Minutes were approved  
on January 21, 2019