

MINUTES
Regular Meeting of the
Downtown Aberdeen Advisory Board

December 17, 2019
Tuesday, 9:00 am

Robert N. Page Municipal Building
Aberdeen, North Carolina

The Downtown Aberdeen Advisory Board met on Tuesday, December 17, 2019 at 9:00 am for their Regular Meeting. Members present were Chairperson Jaclyn Cornell, Kasey Zumwalt, Angela McKew, Enrique Artiga, Sarah Ahmad, and alternates Amanda Jakl, and Heather McKeithen. Staff in attendance were Planning Director Justin Westbrook, Planner Christian Haas, and Administrative Assistant Maria Carpenter. Others in attendance were Chris Clayton, and Betsy Saye.

1. Call to Order

Chairperson Cornell called the meeting to order at 9:07am.

2. Approval of Agenda

Added Swearing in of new members Sarah Ahmad and Heather McKeithen.

Mr. Artiga made a motion, seconded by Ms. Jakl, to approve the agenda as amended. Motion carried unanimously 5-0.

3. Approval of Minutes

a. Regular Meeting - Nov. 19

Mr. Artiga made a motion, seconded by Ms. McKew, to approve the minutes from the November 19th meeting as presented. Motion carried unanimously 5-0.

4. Swearing in of new member Sarah Ahmad, and alternate Heather McKeithen.

Ms. Carpenter swore in new member Sarah Ahmad and new alternate member Heather McKeithen.

5. New Business

a. Spring Spree 2020

Ms. Cornell discussed the DAAC meeting and discussion had for Spring Spree. Planner Haas stated that Chris Clayton, owner of Sweet Carolina ice cream shop, would like to have a 50's Fest festival in the spring. Planner Haas stated that staff thought combining the 50's Fest with Spring Spree would be an

opportunity to make it more engaging for people, and get them to participate in activities as well as shopping. The thought is that it is something different that could be done every year to bring people to the area. Planner Haas stated that the idea would be to let Mr. Clayton run the show, but have the DAAC/DAAB be the work horses, helping in any way possible.

Mr. Clayton stated that he envisioned a 50's era festival, that involved activities that they did at that time, something that would give people the opportunity to participate in, and also have things like vintage cars down Main and Sycamore Streets, and have food trucks with different food options. Mr. Clayton stated that he thought of talking to the restaurants in the downtown area to see if they would stay open and having a couple food trucks come in that had different types of food so there would be no competing.

Mr. Artiga asked when Mr. Clayton wanted to do the festival. Mr. Clayton stated that he was thinking April 18th because the weather isn't so hot yet. Planner Haas asked if Mr. Clayton was open to other dates. Mr. Clayton responded that he is.

Ms. Cornell stated that the DAAB would like to help with whatever they can to make it bigger and better. Ms. McKew suggested doing a parade with the vintage cars. Ms. Ahmad stated that Mac's does a car show every year in April also. Mr. Clayton stated that he would like to talk to Mac's and see if they were interested in being a part of it.

Planner Haas stated it would be a good idea to have an event committee that could meet to discuss details so DAAB meetings aren't used to discuss all the details for the event.

Ms. Ahmad stated that she felt some kind of market analysis is necessary to see what kinds of things people want to see in the area and then make a long range plan or guide for what the DAAB wants to do. Mr. Clayton stated that he tries to talk to each of his customers to see what they would like to see and hears that there isn't enough to do in the downtown area. Ms. Ahmad stated that she hears there is not enough shopping. Ms. McKew stated that the DAAB is all about how to improve the downtown area, and perhaps some surveys on the downtown website might be good to do.

b. Sunday Exchange 2020

Director Westbrook stated that the first step would be getting some gravel up in new stage area and some shade in time for first concert. Also, the general consensus was to reduce the concerts to 3 and start in August on a Friday or Saturday. All were in agreement to reduce to 3 concerts and doing them in September, October, and November. Planner Haas stated that the board needed to figure out which day of the week and artists/themes.

There was discussion on which day of the week would be best, with Saturday being decided on as the best day due to not wanting to compete with First

Friday or high school football games, and also people working all day and being too tired to then come set up/cleanup for concert Friday evening. The second Saturday of each month was the tentative date decided upon.

Planner Haas stated genres/themes, venues, still needed to be decided upon. Planner Haas stated that the committee could iron out details and then bring them to the DAAB.

6. Old Business

a. Training Dates

Chairperson Cornell stated that if anyone is interested in any of the training opportunities, they should contact Planner Haas. Director Westbrook stated that these trainings provide a lot of information on what other towns are doing. Planner Haas stated that he will be going to some of these and will bring back information from them.

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

1. Promotion: January 8th, (Fuquay-Varina, NC)
2. Economic Vitality: April 22nd, (Statesville, NC)
3. Organization: August 4th, (Kinston, NC)

b. North Carolina Main Street Conference

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

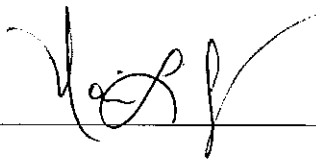
7. Other Business

Planner Haas stated that the Police Department would like to have a statue at their new building being built and will be doing a fundraiser to raise money for it. Planner Haas stated that he will invite a representative from the PD to give a presentation on it, and that the DAAB would probably be asked to help donate, either by money donation or to organize a downtown event.

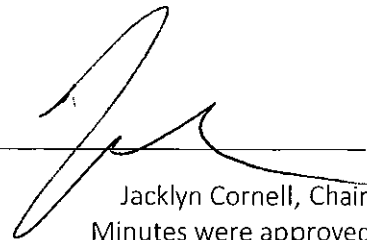
Mr. Artiga stated that he would like to see the Town do more for Christmas decorating, and that maybe next year having each business do a train statue or something could be done, like Southern Pines does the Christmas trees.

8. Adjournment

Chairperson Cornell adjourned the meeting at 10:13am.



Maria Carpenter, Admin. Assistant
Minutes were completed in
Draft form on December 17, 2019



Jacklyn Cornell, Chair
Minutes were approved
on January 28, 2020