

DDA Board Meeting Minutes

April 20, 2017

Board Members Present: Nancy Jackson, Earline Burke, Dan Kramer, Maureen Kirkland, Michael Chitwood, Mary Ann Henry, Jessica Brock, Lillie Read

Board Members Absent: Pam Wilson

Others Present: Diane Tate, Kari Hodge, Dan Porta & Keith Lovell

Meeting was called to order. Everyone was asked if they had reviewed the previous meetings minutes. Motion to approve minutes was made by Nancy, seconded by Maureen; all voted in favor.

Internal Affairs

Review of Budget – Budget is doing well. \$6800 decrease for next year's budget. Hope the next year they will re-instate so that we get the money needed to back up what we do. The budget was trimmed in the areas of Bluegrass Expenses, Legal, Conference & Seminar Registration, Special Events and Office Equipment.

Manager's Reports – The Economic Development Meetings will now take the task force approach and be called when needed and not scheduled on a monthly basis. We have been re-accredited as a Main Street Program for the coming year. In Design, renderings for Friendship Plaza and the Backstreet area water main project and design are available. There were crosswalk options that included safety and lighted flashing signs but the expense is \$10,000 and parking spaces would be lost. The better option is to repaint with Fluorescent paint. Survey for Art Downtown, small spots along with larger scale art. Promotions discussed Targeted Promotions like Sunday Retail and Chef Owned Restaurants. The Walking Tour and See, Shop & Dine are set to print. Holiday specific rack cards will be printed in September/October. Carol Redmond is helping to tighten up the mailing lists. Outreach discussed Open House for Downtown Business Owners affected by the Water Project. Spool of Dreams will move next to It's About Time Boutique in a new location set to open late May. Talk of putting a Jobs Tab for local businesses on the website. Travel Media marketplace tonight. They will have dinner at 7:30 at Table 20 and a saxophone will be playing downtown. Discussion on the need for a post logistics meeting with the BBQ and Brews Festival to make sure if we do the event again it is run more smoothly. Cindy Williams from the Chamber and Lillie will be attending Greenville, SC for a visit. Outdoor dining at Table 20 was discussed.

New Business

Discussion of nuisance vehicles – Several concerns were raised about a particular nuisance vehicle on Main Street. Safety was a primary concern. The large oversized vehicle parks next the crosswalk making visibility for pedestrians and drivers extremely limited. Several complaints have been received about how crossing the street has become dangerous. Business owners have also filed complaints because the vehicle blocks their businesses and takes away from the positive look of the Downtown. Several options were discussed as to how the remedy the situation and make the streets and crosswalks safe and visually pleasing. Options discussed were no overnight parking, height and length limits on vehicles, enforcing the two hour parking and adding additional handicapped spaces near the crosswalks. Main Street is DOT and not the city so it makes it more complicated. Regulating the content on the vehicles was deemed too difficult and because safety is the number one issue it was determined that making Main Street Compact Car Only Parking would be a reasonable solution to the problem. Large Trucks and vans that park on Main greatly impede visibility and compact car parking would eliminate this hazard. To complete this a sign would have to be made and the curb painted to provide visual clues. The city has

reactive enforcement not proactive. They would have to enforce, come up with limits for size ordinance. City could designate someone else to enforce like a volunteer or a meter maid. Consistency would be important and it would need to be every day and put in as part of a routine. Conversation with Tommy Sanders, Director of Public Works on viewpoints from safety point of view and with Randy and Chief of Police over enforcement staff. Recommendation to City Council after speaking with the necessary people. Next step is to set up a meeting with Tommy Sanders and Crew. Dan, Mary Ann and Lillie will attend the meeting.

Discussion of BID District renewal – 58% of the value and 52% of the land have been signed for on the BID renewal. Will still continue to gather signatures to up the numbers. Have to create a new BID and give it to the City and City reviews it. All departments review it then City Council then it is submitted. There was some clarification asked for on the BID areas and boundaries. City has adopted the Downtown Business District. To change it one would have to amend the DBD boundaries, amend zoning ordinance and amend historic preservation area. Therefore it was recommended to get BID and boundaries set up as a new proposal, then afterwards tackle the DBD and zoning.

Meeting was adjourned. Next meeting is scheduled for May 18, 2017.