

**Minutes of the Chapel Hill Downtown Partnership Board of Directors**  
**Wednesday, August 12, 2009 3:00 pm**  
**Greenbridge Showroom, Downtown Chapel Hill, NC**

Members Present: George Draper, Chris Jones, Dick Mann, Tommy O'Connell, Mark Vevle, Glenn Boothe, Hilary Workman,

Members Absent: Linda Convissor, Kevin Foy, Patty Griffin, Cheryl Lin, Dwight Bassett, Andy Pennock

Staff Present: Jim Norton; Executive Director, Meg McGurk; Assistant Director, Bobby Funk: Office Manager

Others Present: Pat Evans, Carlo Robustelli

George Draper called the meeting to order

Citizen Comments:

Pat Evans announced the next Friends of Downtown meeting citing Rick Steinbacher to speak. Ms. Evans also announced the September candidate forum for the elections. The October Friends of Downtown will feature Fred Black to speak. Ms. Evans commented about adding police force to the downtown district.

Consent Agenda:

George Draper introduced Hilary Workman as the new undergraduate Board Member. Mr. Draper put her to a vote. Motion carried.

Chris Jones motioned to approve minutes. Mark Vevle seconded and the motion carried.

Items for Review/Discussion:

Locally Grown - Jim Norton updated the Board on Locally Grown. Mr. Norton spoke complimentary about all the details from the concerts and films. He also spoke positively about the diversity in the crowd. He described the beer garden and the routine of buying tickets and serving. Glenn spoke about the bands very positively. The Love Language is on tour currently. Jim spoke very positively about Wes Tilghman and Parks and Rec with their contribution to the event. Jim spoke highly of the security at the events thus far. George Draper suggested Players being a contingency plan for the final Locally Grown Concert in case of rain.

Homecoming – Meg McGurk spoke of bringing back the homecoming parade for the Duke University game also for the 50<sup>th</sup> anniversary of the 50-0 defeat of Duke. The game will be November 7; unsure of when kickoff is. Tommy O'Connell stated concerns about traffic problems. This will be a rolling parade with no floats contained in a 20 minute window. The parade will feature the marching band.

Halloween – Chris Jones spoke of the great job last year working with police for scaling down by shutting down ingress at 1:00 and \$5 cover for all bars. The goal is to minimize the amount of people coming to town just to hang around. He has spoken to West end group and Steve Woodham on the east end. Tommy O'Connell spoke about moving the street closing to Mallet St. or Kenan St. to be able to keep restaurants open that night. Jim Norton supported that idea.

Franklin Street Comes Alive – Jim spoke how it came to be out of conversations with Carlo Robustelli and others. The program features live music at 3 locations, from 7:00 to 10:00 on weekends for 6 weeks.

Other - Jim Norton brought up the joint forum with Pat Evans. They will be sending statements to candidates Ms. Evans will be the moderator; Mr. Norton will be time-keeper. Mr. Norton asked that board members come and be introduced. There will be no questions asked on site, but rather have the questions given to them before hand. Ms. Evans commented on having ideas prepared ahead of time.

Jim Norton mentioned a meeting for University Square architects on Monday morning.

Mark Vevle spoke about a special promotion for Rosemary Street the weekend of move-in for campus. Mr. Vevle also spoke about affordable business space as in the same format of the affordable housing. Jim Norton spoke about looking into the idea. Mr. Vevle spoke about how to retain affordability in the future for small local businesses in town.

Glenn Boothe spoke about the Crunkleton event asking for feedback from the event. Jim Norton said he's gotten very positive remarks for the format. Tommy O'Connell said it went well; he said that some east end merchants weren't as pleased with the format in that they wanted more of a question and answer session. Mr. O'Connell spoke of the east side of East Franklin having had a tough summer. Chris Jones spoke of the perception between the look of the east end and the west end.

Chris Jones spoke about branding of Downtown to make Downtown cool again. Tommy O'Connell spoke about the current contrast of Franklin St. and Durham. Mark Vevle spoke about the need to look long-term at our branding and that these things are cyclical. Dick Mann spoke about making it easy to change the feel of town as it grows. Dick Mann spoke of the need for office space, magnets (attractions like retail or things that will draw people). George Draper also spoke of the time it takes to revitalize.

Carlo Robustelli spoke of having a set of talking points ready to go when asked about what the partnership is doing for the public.

There being no further business the meeting was adjourned

Respectfully submitted,  
Bobby Funk