

**Minutes of the Chapel Hill Downtown Partnership Board of Directors**  
**Wednesday, September 9, 2009 3:00 pm**  
**Morehead Planetarium, Downtown Chapel Hill, NC**

Members Present: George Draper, Linda Convissor, Chris Jones, Dick Mann, Tommy O'Connell, Mark Vevle, Glenn Boothe, Dwight Bassett, Patty Griffin, Andy Pennock, Hilary Workman

Members Absent: Kevin Foy, Cheryl Lin

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

Others Present: Carlo Robustelli, Emily Saunders (Carolina News Network)

George Draper called the meeting to order

Citizen Comments:  
None

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

Items for Review/Discussion:

Master Plan Memo Review – Jim Norton brought up the Master Plan memo. Mr. Norton stated that we have responded to the items listed, and wanted to make people aware of this memo. George Draper asked when the council will see the memo. Linda Convissor made a comment about #13 stating that the campus should be included in this item. Dwight Bassett said they are trying to move forward with parking signage in town. This would go along with parking way finding. Mr. Norton talked about the need for signage for way finding to downtown from town parking lots.

Locally Grown Recap – Mr. Norton introduced the Locally Grown recap. Mr. Norton went over the financial reports citing the beer garden for the final night covering much of the unexpected costs. Ms. Convissor stated that merchants want events downtown that bring business downtown. She cited people coming and going to Franklin St. for shopping during Locally Grown. Glenn Boothe spoke that the bands were very excited about being able to play. Mark Vevle stated that he thinks the town is missing some sort of town lawn/ green space. Given the potential growth via Kidzu there may be a new need for public outdoor meeting space. Dick Mann spoke of the importance of having active green space in the new plans regarding University Square. Mr. Vevle referenced the raised walkway park in New York City. Tommy O'Connell spoke about the potential of expansion. Mr. Norton said there is discussion about expansion. Mr. O'Connell spoke positively about the demographics of 25 to 40 as being people who spend money on alcohol. Mr. Boothe spoke of the awareness of the Wallace Plaza not being titled as a "parking deck".

Discuss Upcoming Panhandling Meeting with Town Mgr. – Mr. Norton stated that he is meeting tomorrow about pan handling with Dwight Bassett, Loryn Clark, and Roger Stancil. Mr. Norton said there have been improvements recently, but the issue is not gone. Mr. Norton spoke of the need for the Partnership to come across as an agency trying to show the difference between the truly homeless and career panhandlers. Jim said he wants the board to be aware that we are involved. Hilary Workman asked about the potential for rerouting public transit alleviating loitering to a degree. Mr. Norton said that it will be a part of the conversation. Ms. Convissor said that she doesn't see many

police officers downtown during the day. Mr. Vevle spoke of his noticing police helping things out on a regular basis. Mr. Norton said that goes back to the importance being able to tell the difference in panhandling. Mr. Mann spoke of a new shelter being put in in the near future. Mr. Bassett said he got to know some of the street people while he was working in front of Spanky's Restaurant.

Way Finding Discussion – Mr. Norton stated that he is meeting on Friday with a committee regarding way finding. This could be a great opportunity for branding in town. Liz Parham had done research of the branding two years ago

Arts Coop Update – Mr. Bassett spoke of the public meeting on August 24. Spoke of hurdles still to come regarding negotiation with the loan from the town, the space. Apparently there are more registered artists in Orange County than any other county in NC. Ms. Convissor asked about how this is different from Woman Craft. Mr. Bassett showed excitement about the future of East Franklin.

Touch Downtown Update – Mr. Norton said we have pushed this more this year including the list of ideas that businesses can use to show more spirit. He also talked about the transit adjustments that will help people get to and from Franklin Street. Mr. Norton also mentioned the success of Lot 5 for tailgating. Spoke positively of sports marketing coming up with new ideas. Mr. O'Connell said the only complaint he heard was that because of the construction on Ransom St. that South Columbia St. was very congested. He said that was the only complaint he heard. George asked about how much longer the construction would take. Ms. Convissor said construction should be done in the fall. Mr. O'Connell asked about the security regarding the basketball statue on Franklin St. Mr. Boothe said football didn't have a large impact on his business. Chris Jones said things are up from each opening weekend. Ms. Convissor mentioned closed businesses when things were busy on Franklin St after football games. Carlo Robustelli talked of the struggle that downtown district has in this problem. Mr. Jones talked about the need for change in the business culture having businesses open for longer hours. Mr. O'Connell spoke of the need to look at the big picture. Mr. Boothe said he thinks it's hard to quantify the data of business lost when you are closed. Mr. Robustelli said there could be things built into the business plan which could be implemented over time. Mr. Jones said that different game times affect different types of businesses. This would need to be marketed as a whole district to tell people about businesses open later. Mr. Norton said we will look into these issues in the coming weeks.

Other – Mr. Norton talked about the quarterly report to council. He asked about the resolution with the town. Mr. Bassett said that staff has responded to the rest of the parking issues. Roger Stancil came up with a compromise being that they will move to upgrade all parking meters with pay by phone options. Rates increase to \$1.25 per hour. Make parking free after 6:00 in Lots 3,4, and 5. Grading will begin in a couple weeks for Lot 4, pavement will be done in around a month. Mr. Jones asked about the options for the rest of the lots. Everyone spoke positively of the updates to the parking meters. Mr. Bassett mentioned continued talks of Joe Riddle's lot.

George Draper mentioned taxes and the reflection on town. Mr. Mann mentioned a huge amount of tax appeals coming into the office. Mr. Robustelli said there was a 20% increase across the board in value.

Mr. Boothe asked about parking. He mentioned that he has heard strong compliments about the courtesy tickets. He also asked if there was a way he could apply for a bus parking pass for occasional buses that come to his club. Mr. O'Connell gave more compliments about courtesy tickets, from people out of town having a strong influence on visitors

Mr. Draper spoke about Amber Alley. The rest of awning work will be done by the end of this week hopefully.

There being no further business the meeting was adjourned  
Respectfully submitted,  
Bobby Funk