

Minutes of the Chapel Hill Downtown Partnership Board of Directors
Friday, March 14, 2008 7:30 a.m.
The Franklin Hotel, Downtown Chapel Hill, NC

Board Members Present: Kevin Foy, Chris Jones, Dick Mann, George Draper, Linda Convissor, Laurie Paolicelli, Andrea Rohrbacher, Dwight Bassett

Board Members Absent: Bronwyn Meritt

Others Present: Liz Parham, Executive Director; Meg McGurk, Assistant Director; Daniel Goldberg

George Draper called the meeting to order.

Consent Agenda:

Kevin Foy made a motion to approve the minutes from the last board meeting. Chris Jones seconded the motion. The motion carried 6-0.

Items Requiring Action:

Liz Parham reviewed the current agency budget and projections for the next fiscal year. The board discussed the issues of new items to be funded such as a wayfinding study and plan and restructuring the agency website. Liz Parham explained that the Façade Grant Initiative would be restructured; instead of funds going towards implementation, such as paint, businesses would receive funds for design work and plans. Laurie Paolicelli inquired about how lighting changes downtown fit into the budget. Kevin Foy explained that the town is currently looking at lighting issues and will be seeking wide community input including the Partnerships. George Draper addressed the issue of the agency having a bigger scope of operations than the public and merchants understand. Kevin Foy addressed the issues of the agency being a target for negativity from other organizations and the public. Liz Parham explained that revitalization efforts are a long term process and in the short term there needs to be positive indicators that the community can grasp onto; such as jobs created, investments, new businesses. Parham also suggested breaking the district into more measurable blocks and doing more interaction within each block community. Dick Mann made a motion to approve the budget. Kevin Foy seconded the motion. The motion carried 6-0.

Items for Review/ Discussion:

Liz Parham briefed the board on the Coffee with the Partnership session held in February; bringing merchants together to discuss promotions and special events in the downtown. Parham explained the Locally Grown concept that grew out of the farmers market concept and the Coffee with the Partnership discussion. Linda Convissor confirmed that merchants are interested in events that feed off what is already going on downtown and events that support businesses. Laurie Paolicelli suggested that success may take awhile to measure; events take a community wide shift. Linda Convissor made a motion for the agency to pursue the idea. Dick Mann seconded the motion. The motion carried 6-0.

Adjourn

There being no further business, the meeting was adjourned.

Respectfully submitted,
Meg McGurk
Assistant Director