

Minutes of the Chapel Hill Downtown Partnership Board of Directors
Friday, June 20, 2008 7:30 am
The Franklin Hotel, Downtown Chapel Hill, NC

Members Present: George Draper, Linda Convissor, Chris Jones, Andrea Rohrbacher, Bronwyn Merritt, Laurie Paolicelli, Dwight Bassett

Others Present: Liz Parham, Executive Director; Meg McGurk, Assistant Director, Cheryl Lin, Pat Evans, Daniel Goldberg

George Draper called the meeting to order.

Citizen Comments

Pat Evans of the Friends of Downtown announced the next meeting and speaker. On behalf of the board of the Friends of Downtown Evans thanked Liz Parham for her work.

Consent Agenda

Chris Jones made a motion to approve the minutes from the previous board meeting. Andrea Rohrbacher seconded the motion. The motion carried 4 – 0.

Items Requiring Action

Planters- George Draper reviewed the history of the planters and updated the board on their progress. The Partnership has hired two part-time groundskeepers to maintain the planters until the end of November.

Holiday Decorations- Liz Parham updated the board on the current number of snowflake decorations owned by CHDP (36) and the potential to purchase two additional decorations if two more poles can be identified that will hold decorations. The board discussed identifying additional areas that need lighting and proceeding with creatively lighting those areas.

Chapel Hill Magazine Proposal- Liz Parham discussed the current partnership with Chapel Hill Magazine to do a pull out section highlighting the downtown in a marketing piece for the fall. The price for 2000 pullout sections would be \$3500. The board discussed the need for positive marketing for the downtown and wished to pursue this option.

Items for Review/ Discussion

Locally Grown- Meg McGurk updated the board on the Locally Grown series. The first event is scheduled for Friday, June 25.

Cigarette Litter/Keep America Beautiful- Meg McGurk updated the board on the current \$1500 grant to address the issue of cigarette litter downtown and the next steps of the project. The board discussed the need for a more defined job description of the town's downtown groundskeeper and whether that person addresses cigarette litter.

Mural Restoration- Meg McGurk updated the board on the Graffiti Hurts grant that the agency has applied for and will receive notice of in August. The grant will be used to do community and property owner education as well as go toward clean ups. McGurk updated the board on the Painted Walls Project; artist Michael Brown will begin restoration of the first mural in July.

5th Quarter – Laurie Paolicelli updated the board on the marketing and media plan that has been created by the Visitors Bureau that will expand the current 5th Quarter concept for the upcoming football season.

UNC Acquisition – Linda Convissor updated the board on the recent purchase of the University Square property by the University of North Carolina Foundation. Convissor explained there are no current plans for the property but this offers a great opportunity for the downtown to benefit from significant changes in retail and parking.

Lighting on McCorkle Place – Linda Convissor updated the board on the University's current efforts to increase lighting on McCorkle Place following a recent assessment of lighting needs for the campus. Convissor explained the first phase of the plan called for updating equipment while the second phase will increase the number of poles.

Lighting in Neighborhoods Near Downtown – Linda Convissor updated the board on the project initiated by UNC students to increase safety lighting in neighborhoods surrounding the campus. Convissor explained that currently the Northside neighborhoods are getting an increased number of lights; however the McCauley and Rosemary historic district neighborhoods are on hold. The students in partnership with the Town of Chapel Hill are looking at new sites for blue lights and call boxes, based on crime data.

Revised Budget- Liz Parham presented the board with the projected cash flow analysis and revised budget for the year. Chris Jones motioned to approve the 2008 – 2009 budget. Linda Convissor seconded the motion. The motion carried 5 – 0. Liz Parham recommended the board consider asking the Town of Chapel Hill for money from the MSD funds to put towards a master plan for the downtown; especially if Dwight Bassett gets approval to pursue developing a master plan for the town.

Summer Plans/Activities – George Draper thanked outgoing board members Bronwyn Merritt and Andrea Rohrbacher for their service and support of Downtown Chapel Hill. George Draper updated the board on the Executive Committee meeting and the plans to begin the process of conducting an analysis of the agency and hiring a new Executive Director based on those goals.

There being no further business the meeting was adjourned.

Respectfully submitted,
Meg McGurk, Assistant Director