

**Minutes of the Chapel Hill Downtown Partnership Board of Directors**  
**Friday, July 11, 2008 7:30 am**  
**Greenbridge Offices, Downtown Chapel Hill, NC**

Members Present: Mark Vevle, Cherly Lin, Chris Jones, Kevin Foy, George Draper, Tommy O'Connell, Glenn Boothe, Dwight Bassett

Members Absent: Laurie Paolicelli, Dick mann

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

**Consent Agenda**

Kevin Foy made a motion to approve the minutes from the previous board meeting. Chris Jones seconded the motion. The motion carried 7 – 0.

**Items Requiring Action / Discussion**

Board Meetings & Roster- The board discussed moving the meeting times to 8:00am on the third Fridays of the month to better accommodate members schedules. The board members updated their contact information for the agency roster.

Downtown Programming- Liz Parham updated the board on the last two years of programming in the downtown that has addressed panhandling, homelessness, cleanliness, safety and parking; with a significant amount of the work having been taken on by the Partnership.

Cigarette Litter Prevention Program- Meg McGurk briefed the board on the current grant that the Partnership was awarded by Keep America Beautiful and the proposed program that the committee has created to address the litter. The board suggested other avenues to pursue grant money to continue to address this issue.

Real Change Programming- Meg McGurk updated the board on the current funding for Real Change including the granting of the Community Development Block Grant monies from the Town of Chapel Hill. The board discussed the continuing issue of engaging businesses in endorsing the initiative; and suggested correlating the street outreach outcomes to the program, including information on what businesses have contributed and specifically linking how the money raised goes to street outreach activities.

Plan for Executive Directors Transition- George Draper led the discussion with the updating the board members on where the agency currently stood with Liz Parham's leaving; including a farewell party for her. Draper informed the board that the Partnership would have an interim period with Dwight Bassett as the director while the organization undergoes a self-analysis. The hiring process will be based on the agency goals and characteristics that come from the analysis.

Planters- George Draper informed the board that the Partnership has hired two experienced, professional groundskeepers at twenty hours each to maintain the planters. The Partnership has also contracted for watering services from the Town and the Boy Scouts.

Locally Grown – Meg McGurk gave the board a brief update on the series of events for the Downtown and the success of the first one. George Draper explained to the board that his experiences was that many visitors had never been to the Wallace Plaza due to the lack of signs and the misleading name.

Touch Downtown – Liz Parham updated the board on the revamped Touch Downtown Chapel Hill initiative; formerly 5<sup>th</sup> Quarter. With intensive marketing/advertising and leadership from the Visitors Bureau Touch Downtown will include greater Triangle-wide coverage and newly created banners from UNC sports marketing. Tommy O’Connell expressed interest in the Partnership addressing the issue of special event parking on game days in public lots; it negatively affects businesses when patrons don’t want to pay \$10.00 to have a meal and aren’t attending the games.

Partnership Grants – As a response to a request from a board member, Liz Parham briefly gave the board information on the grants and private contributions that the Partnership has received over the last three years.

Downtown Statistics – Liz Parham updated the board on the tracking of downtown statistics that the agency does and the need to continue to track them.

Items from the Board- George Draper thanked Liz Parham for her work with the Partnership and wished her continued success in the future.

There being no further business the meeting was adjourned.

Respectfully submitted,  
Meg McGurk, Assistant Director