

Minutes of the Chapel Hill Downtown Partnership Board of Directors
Friday, September 19, 2008 8:00 am
Franklin Hotel, Downtown Chapel Hill, NC

Members Present: George Draper, Chris Jones, Kevin Foy, Glenn Booth, Cheryl Lin, Tommy O'Connell, Mark Vevle, Laurie Paolicelli

Members Absent: Linda Convissor, Dick Mann

Others Present: Dwight Bassett, Interim- Executive Director; Meg McGurk, Assistant Director, Pat Evans, Daniel Goldberg (Herald Sun), Kristin Cresante (DTH)

George Draper called the meeting to order.

Citizen Comments

Pat Evans of the Friends of Downtown announced the Friends next meeting and raised issue of lighting in downtown.

Consent Agenda

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

Financial Operations – Chris Jones led the board in a discussion of the agency's financial status; with the 2007 – 2008 year end finances in order and with current quarterly spending below projections. Dwight Bassett and Chris Jones will be meeting to finalize the projected budget. Laurie Paolicelli raised the issue of weekend parking at the Wallace Parking Deck especially with regards to the summer Locally Grown event considering the entire event was free. Meg McGurk reported that the event evaluation has not taken place yet but parking will be discussed. Kevin Foy suggested that Locally Grown participants be given a voucher for free parking

Items for Review / Discussion

Coffee with the Partnership - Dwight Bassett updated the board on the scheduled dates/times and topic for the next Coffee with the Partnership. In addition to updating the public on the parking study and transitional period for CHDP; Dick Mann will be holding an open forum to discuss the future acquisition of University Square by the University foundation.

Annual Meeting - Dwight Bassett informed the board that the Executive Committee has decided to move the annual meeting from November to January to have new Executive Director in place.

Board Work Session – Dwight Bassett informed the board that traditionally the board has held board work sessions in December; as the mid year point. This year the Executive Committee has decided to hold the board work session in November to discuss and take action on Work Plan strategies and to engage new board members earlier in the process.

Parking Study - Dwight Bassett updated the board on the current timeline for the parking study conclusion; one information sharing presentation will be done on Wednesday, October 15th for both the CHDP board of directors and the Town Council by Rich and Associates. The forum will be open to questions from the CHDP board, Town Council and the public. The CHDP board of directors will gather public input with a comprehensive community wide feedback process; including public meetings, email updates, posting it on CHDP website, and press releases. Laurie Paolicelli raised concerns about not asking for enough public input into the process. Dwight Bassett explained that the parking committee met several times last year to gather their insight and suggestions and had met in May to review the research and data. Kevin Foy suggested that the CHDP board clearly establish that public input be gathered by the agency and reviewed prior to making recommendations to the Town Council by at least January.

Items From the Board

Board Led Discussions- Mark Vevle led the board in a discussion on 'big ideas' that the board may want to consider for future programming. Laurie Paolicelli suggested the visitor's bureau presenting on how they do marketing. Cheryl Lin explained that marketing is important for the downtown businesses but also very important for the agency itself. Dwight Bassett explained that a marketing plan was one of the main strategies that the board had decided on furthering this year at the last work session. George Draper suggested the Executive Committee would discuss it at their next meeting with the board focusing on it at the November meeting.

There being no further business the meeting was adjourned.

Respectfully submitted,
Meg McGurk, Assistant Director