

Minutes of the Chapel Hill Downtown Partnership Board of Directors
Friday, October 17, 2008 8:00 am
Chapel Hill Downtown Partnership Office, Downtown Chapel Hill, NC

Members Present: George Draper, Chris Jones, Glenn Booth, Cheryl Lin, Tommy O'Connell, Mark Vevele, Linda Convisser, Dick Mann

Members Absent: Kevin Foy

Others Present: Dwight Bassett; Interim Director, Meg McGurk, Assistant Director, Pat Evans

George Draper called the meeting to order.

Citizen Comments

Pat Evans announced the next Friends of Downtown meeting and topic and asked if the public form for parking comments could be moved to the morning.

Consent Agenda

Linda Convisser asked that the minutes from the October 2, 2008 board meeting be corrected to properly identify the members of the board. Chris Jones moved to approve the minutes with corrections, Dick Mann seconded the motion and the minutes were approved.

Items for Review/ Discussion

Coffee with the Partnership- Dwight Bassett updated the board members on the latest Coffee with the Partnership meeting; it was well attended and had a meaningful discussion. Dick Mann led the group discussion on the recently acquired University Square property by the University Foundation.

Executive Director Hiring Process Update – Dwight Bassett informed the board that the final meeting of the Partners had been held to discuss how the Town and the Partnership can collaborate in the future. The Executive Committee is moving ahead in the hiring process; the ad for the position will be posted immediately and run for up to 90 days with first interviews possibly at the first of December.

Marketing & Communications Study/Plan – Dwight Bassett gave the board background on the need and desire for a marketing and communications study and plan. The agency would be able to commit \$20,000 to the study and plan. Linda Convisser suggested taking Laurie Paolicelli up on her offer to present at the next board meeting on what the Visitors' Bureau has been doing with their successful marketing strategies.

Halloween Update- Dwight Bassett reviewed the collaborative efforts between the Town, merchants, the Downtown Partnership and the UNC community to create a balanced compromise with regards to newly issued restrictions for Halloween. George Draper expressed the need to piggy back on the very successful efforts of bringing merchants together on this issue; with the Downtown Partnership possibly spearheading efforts to convene the East End merchants in a similar fashion as the West End merchants. Linda Convisser stated the importance of the Downtown Partnership board and staff making face to face communication with merchants on a regular basis; perhaps the upcoming parking study would be the opportunity to start engaging merchants more.

Parking Study Discussion – Dwight Bassett updated the board on the replacement parking for Lot 5 with potential to add on street parking on West Franklin, turning currently leased Town lots into public/hourly lots and partnering with private property owners on the West end to lease their lots. Board members discussed the recommendations in the parking study with particular attention to the need for end of street/ 15 minute parking, loading zone issues, management of parking, and looking at parking as an economic development tool not a purely revenue generating tool. Dwight Bassett explained that after the public forum, the Partnership would continue to take public comments as the board will not make final recommendations to the Town until December with it appearing on Town Council's agenda most likely in January. The information from the study and forums will be posted on the Partnerships website and be sent out publicly and to the media.

There being no further business the meeting was adjourned.

Respectfully submitted,
Meg McGurk, Assistant Director