

Minutes of the Chapel Hill Downtown Partnership Board of Directors
Friday, November 21, 2008 8:00 am
Ackland Art Museum, Downtown Chapel Hill, NC

Members Present: George Draper, Chris Jones, Glenn Booth, Cheryl Lin, Tommy O'Connell, Linda Convissor

Members Absent: Kevin Foy, Dick Mann, Mark Vevle

Others Present: Meg McGurk, Assistant Director, Pat Evans, Daniel Goldberg, Tracy Koonz, Matt Christensen

Staff Absent: Dwight Bassett

George Draper called the meeting to order.

Citizen Comments

Pat Evans announced the next Friends of Downtown meeting and topic for December.

Consent Agenda

Linda Convissor moved to adopt the minutes from previous meetings. Cheryl Lin seconded the motion and the minutes were approved.

Presentations

Laurie Paolicelli of the Orange county Visitors Bureau made a presentation to the board on the Bureau's current marketing plan; both challenges and successes. Paolicelli made recommendations that for the CHDP board to look at before engaging in it's marketing study and plan.

Items for Review/ Discussion

Executive Director Search Update – Meg McGurk updated board members on the current search. The Executive Committee will narrow the pool of applicants that meet the primary requirements and ask them to submit written information; from there the applicants will be narrowed down to up to five to be interviewed by the Executive Committee.

Lot 5 Replacement Parking Update – Meg McGurk informed the board that Dwight Bassett was working to negotiate replacing 103 hourly spots that will be lost when 140 West breaks ground. The Town is working with NCDOT to install additional on street meters on West Franklin; with private property owners to create two additional hourly lots on the West End; and the Town will be turning Lot 4 into an hourly lot. The Town's goal is to get this plan in place in January 2009, regardless of groundbreaking for 140 West.

Parking Study Recommendations and Discussion –George Draper informed the board that we would be meeting again in December to continue the discussion and work towards finalizing the board's position in order to present it to the Town in January. The board discussed both short term and long term solutions to issues that were raised in the study and that possibility of making recommendations that could be done in steps or phases. The board discussed issues such as wayfinding, signs, uniformity of rates/hours, naming of lots, managing parking, managing private parking and the successful valet parking program.

Items from the Board

Chris Jones asked that CHDP board to formally recognize Sugarland Bakery for it's efforts to market and promote downtown through the free gelato scavenger hunt brochure that they have created. The board agreed to send a letter thanking Katrina Ryan for her great efforts.

Linda Convissor informed the board of Hillsborough's Ladies Night Out promotional event that several downtown Hillsborough merchants participated in. Convissor said the event was successful and well received; she proposed CHDP look at events similar to this one. Convissor informed the board that the UNC student government is currently looking into the issue of student's concerns with the taxi cabs in town; both safety and pricing.

Glenn Boothe asked that CHDP look into the issue of whether the Town's bus system was returning basketball fans to Franklin Street after games; similar to the TouchDowntown bus route.

There being no further business the meeting was adjourned.

Respectfully submitted,
Meg McGurk, Assistant Director