

Chapel Hill Downtown Partnership Board of Directors
Thursday, March 10, 2011
Chapel Hill Downtown Partnership Conference Room; Chapel Hill, NC

Members Present: Patty Griffin, George Draper, Tommy O'Connell, Glenn Boothe, Chris Jones, Linda Convissor, Mark Vevle, Mark Kleinschmidt, Dwight Bassett, Gordon Merklein

Members Absent: Andy Pennock, Cheryl Lin, Jeff Deluca

Staff Present: Jim Norton, Executive Director; Meg McGurk, Assistant Director; Bobby Funk, Office Manager

Consent Agenda

George Draper called the meeting to order. The Board reviewed last month's minutes. Chris Jones motioned for approval of minutes. Tommy O'Connell seconded and the motion carried unanimously.

Items for Review/ Discussion

Development Framework and Action Plan Review – Jim Norton discussed the North Side Action Plan meeting. Several board members attended. A task force has been formed at the Town. Mark Kleinschmidt commented how we need to show responsiveness to the North Side community. Mr. Kleinschmidt said the Partnership could identify a role to help facilitate change in the community. He commented on how need to move around current roadblocks. Tommy O'Connell agreed and said we should be responsive to all neighborhoods in the downtown area. He thinks it's something that gets overlooked at points. George Draper said we need to get to people will take a hard look at the plan and then show that it is of benefit to the neighborhood. Mr. Norton said we will continue to monitor as things move forward.

Discussion of the CHDP Plan of Work – Mr. Norton introduced the plan of work and stated we would still welcome changes to the document. Glenn Boothe commented on the differences between tactics and strategies. Dwight Bassett commented on the clean and safe program; he thinks that in his opinion clean and safe is not achievable this year. Chris Jones said this should be a goal to achieve working with the mayor and town manager to finding sources of revenue. Mr. Kleinschmidt talked about finding preliminary strategies that justify such growth, and said it needs to be strongly on their radar. Mr. Bassett said we need interim examples of clean and safe before fully funding the program. Ms. Convissor said everyone agrees that clean and safe are important, but we need to increment. The agency needs to achieve buy-in from potential funders said Mr. Kleinschmidt.

Ms. Convissor said there needs to be one more column which reflects organization which could potentially reflect board changes, space changes, salary issues etc... She said these are important which need the be looked at. Mr. Bassett commented on how the communication issues could be seen as organization; budget, bylaws review, boundaries, other housekeeping stuff for looking ahead.

Mr. Bassett commented about a company approaching the town for a hotel on Lot 2 and building a concept plan in the next 12 months for Lot 2. Mr. Kleinschmidt said it would be nice to have the town create the vision beforehand. Mr. Norton asked if that would be done internally or if there is a budget to do this plan. Mr. Bassett thinks it's a serious economic development goal to

see and has talked to Josh Gurlitz about this concept. Preliminary estimates could be around 20 to 30 K.

Ms. Convissor said it would be nice to welcome new businesses once they open for board members to greet new business owners. Linda said staff could potentially help coordinate with openings. Meg commented that two new business owners have recently opened and contacted us.

Downtown Street Scape Plan Update – Meg McGurk said that the tree next to Limelight is coming down as is the planter. The Town is also trimming trees which is in the streetscape plan. There will also be new streetscape stuff on Rosemary Street. Gordon Merklein thinks Rosemary streetscape has been a great improvement. He commented on continuity and the positive aspects it will have on Rosemary Street.

Discussion of Parks and Rec. Payment in Lieu – Town Council is considering a change to the payment in lieu. The current ordinance is currently under acreage instead of square footage. This changes the density issue. We have proposed the floor area multiplier of .05. The Town wants to do .07425. Mr. Kleinschmidt said the council sees folks living in the developments still use recreation. Mr. Merklein said it's the obligation to the community as a whole. Mr. Merklein commented on the stacking affect this has on a potential developer. Glenn asked why it's a one-time payment instead of payments over time. Mr. Norton said we will keep everyone informed as things are changed.

Food Truck Discussion – Mr. Norton showed the survey results so far as we move forward in this issue. Tommy O'Connell said he thinks they will be approved at some point. His main concern is whether they are allowed on public right-of-way as well as property tax and sales tax issues. He wants to make sure it's a fair playing field. Linda Convissor has changed her opinion swinging towards a positive. Ms. Convissor said if we want to change our image as being somewhat pretentious we need to change this. Mark Vevle commented how we could protect ourselves out of business. Mr. Vevle said there is a fun, jovial atmosphere that makes the public want to support food trucks. Ms. Convissor said competition as a good thing. It's a fiscal issue for town and people. She commented on needing a Chapel Hill based commissary. Mr. O'Connell said some other food trucks which are based in other counties have laxer health regulations, and said he thinks we need to stay on the side of the business which is based here. Gordon Merklein said there are great places to put them, and how they add to experiences in particular places. Mr. O'Connell commented again on the health ratings. Linda said they are not allowed at UNC unless the school has sponsored one. Mr. Norton said we will continue to monitor the issue and continue to draft opinions.

Other – Glenn Boothe commented on the new logo. Ms. Convissor asked about potentially putting a subcommittee together for the plan of work. Mr. Boothe and Ms. Convissor will be on the subcommittee. Mr. Boothe asked if there should be a food truck subcommittee. Mr. O'Connell, Mr. Boothe, and Mr. Vevle will be on the food truck subcommittee.

There being no further business, the meeting was adjourned.

Respectfully submitted,
Bobby Funk, Program Director