

**Chapel Hill Downtown Partnership Board of Directors
Thursday, October 13, 2011
Chapel Hill Downtown Partnership Conference Room; Chapel Hill, NC**

Members Present: Tommy O'Connell, Patty Griffin, Glenn Boothe George Draper, Chris Jones, Cheryl Lin, Don Tise, Linda Convissor, Gordon Merklein

Members Absent: Jeff DeLuca, Richard Watkins, Mark Kleinschmidt, Dwight Bassett

Staff Present: Jim Norton, Executive Director; Bobby Funk, Program Director (left after first agenda item)

Consent Agenda

Chairman George Draper called the meeting to order at 8:40 am. Upon proper motion and second, the minutes of the previous meeting were approved. Chairman Draper asked for citizen comments. There being none, he called for the first agenda item to be presented.

Items for Review/ Discussion

Mobile App Update - Mr. Norton introduced Mr. Funk who gave a demonstration of the new downtown guide mobile app which was donated to the Partnership by Mr Laney Dale and his Company, Appuware. After a number of questions the Board expressed their appreciation for Mr. Dale's donation and felt that the new app would demonstrate the Partnership's dedication to cutting edge technology and marketing techniques.

Annual Meeting Recap - The Board then discussed the recently held Annual meeting. While there was general agreement with the format of the meeting, it was the consensus that the invitation was unclear that all businesses and property owners were invited. It was also suggested that a similar socially oriented meeting be held more regularly than annually for the purposes of generating interaction between Board members, downtown stakeholders and Town elected officials and staff. Staff was instructed to develop a schedule and present it to the Board for future consideration.

Comprehensive Plan Update - Mr. Norton then updated the Board on the Town's update of its Comprehensive Plan, entitled Vision 2020. Downtown was cited as a particular concern in the first few community meetings and would be the focus of a separate discussion, along with other development issues as the process moved forward. The Board was encouraged to participate in future community meetings on the Plan. It is anticipated the process will take 8 to 12 months to complete.

There being no further business, the meeting was adjourned at 9:20 am.

Respectfully submitted,
Jim Norton, Executive Director