



REGULAR MEETING

June 18, 2024, at 8:30 a.m.
Municipal Building Conference Room
16 S. Main Street

MINUTES

Downtown Waynesville Commission (DWC) Chair Jay Spiro called the meeting to order at 8:30 a.m. with the following members present:

Joyce Massie
Jon Feichter
Bob Williams
Kelly Allred
Jessica Garrick
Dave Barone
Grace Mason

The following Town Staff were present: Beth Gilmore, DWC Executive Director

Others present: Hannah White, N.C. Association of County Commissioners

A motion by Joyce Massie to approve the minutes of the Downtown Waynesville Commission meeting on May 21, seconded by Grace Mason, carried unanimously.

Commission members discussed the outcome of the June 5 community forum. Executive Director Gilmore reported that she has received positive feedback from merchants who feel like the forum was informative and productive.

Commission member Garrick raised concern about a satirical Facebook page that presents as "The Town of Waynesville." Garrick said there is a page that appears to be an official Town of Waynesville page with a profile picture of the current Town Council, and there have been multiple comments posted that have been offensive and contentious. Multiple reports have been filed with Facebook but because the page states that it is satire, Facebook officials will not shut it down. Executive Director Gilmore said she recently heard from a merchant who questioned her about an offensive message posted on that page.



Commission member Barone said he was “intrigued” by a discussion initiated at the forum about expanding the Municipal Service District (MSD) to include Frog Level.

Commission member Feichter said the biggest challenge will be getting property owners to agree to pay an additional tax. The Main Street district is fortunate to have an MSD that property owners opted into in the 1980s. “It would require buy in from a significant number of property owners... I’m not sure if we would be able to do today what was done then,” he said. Furthermore, that move would not likely generate a significant bump to the MSD tax base and would make it significantly more complicated to provide additional services equally between the two districts- as the town would be required to do.

Committee Updates

Organization committee

Discussion about forming a non-profit to use as a tool for fund development. Most Main Street communities throughout North Carolina are modeled as quasi-judicial programs, with a non-profit that’s used for fundraising and to leverage grants that are not available to municipalities.

Commission Treasurer Mason offered an update- she and Director Gilmore are meeting with state Main Street leaders in a virtual meeting later today to discuss the process and gather information. Gilmore recently spoke with the Main Street training specialist who advised that the quasi-model is the best way to proceed. Mason also has a phone conference scheduled this afternoon with Hendersonville’s Main Street Manager, Jamie Carpenter, to discuss that city’s program.

Commission member Feichter said he does not think the Town Council will object to the DWC forming a non-profit for fund development purposes and re-modeling the program as quasi-judicial.

Promotions Committee

Promotions Chair Jessica Garrick reminded Commission members about upcoming events- a patriotic kids parade on July 4, the second street dance on July 12 and an MSD “summer soiree” on Aug. 22.

Commission member Allred asked for a post card to use for volunteer recruitment, instead of rack cards. Director Gilmore will have Ava merge all volunteer information onto one spreadsheet for Commission member Massie to manage.



After a brief discussion about plans for an MSD summer soiree, Commission members directed Gilmore to pursue a permit for serving alcohol during that event. DWC members Barone, Garrick, Massie, Allred, White and Mason will meet to discuss plans for fall and winter events on July 1.

Commission member Massie presented an opportunity to have pottery mugs made with a DWC logo for the commission to resale and offered a sample that can be made for \$20 per mug, with a minimum order of 50. Commission members discussed establishing a Maker's Series that can be marketed as a "Made on Main" line of merchandise and resold at DWC functions and events. After some discussion about budget numbers, commission members agreed to postpone the decision about purchasing mugs until after they have been able to review final budget numbers and other expenditures.

Design Committee

Design Chair, Joyce Massie, said two "bump outs" are complete "and they are beautiful, something to be proud of," she said. DWC Member Spiro suggested having a ribbon cutting event and notifying the newspaper.

Executive Director Gilmore explained the town was awarded two grants toward the mural project but was not able to spend the money by the June 30 deadline. Therefore, \$5,000 that was awarded through the Haywood County Arts Council was transferred to the Town of Waynesville's Public Art Commission to be used toward the Pigeon Community Center mural project. The DWC will have another opportunity to reapply for the same grant in the fall. Gilmore is working on a Request for Qualifications to begin the process of selecting an artist.

Commission member Barone gave an update on the Church Street string lights project – we are waiting for each building owner to sign a letter allowing the town permission to install lights on their building. Once those letters have been signed, we will be ready to buy and install the lights.

Director's Report

DWC Executive Director, Beth Gilmore, reminded commission members that district stats are due to state Main Street leaders by July 31.

On June 24, N.C. Main Street is hosting a _____ workshop in Hendersonville that's open to all merchants and business owners, free of charge,

The next regular DWC meeting will be held July 16 at 8:30 a.m.



A motion to adjourn by Joyce Massie, seconded by Grace Mason, carried unanimously.

The meeting adjourned at 10:38 a.m.

ATTEST:

Jay Spiro, Board Chair

Beth Gilmore, Executive Director