



REGULAR MEETING

February 18, 2025, at 8:30 a.m.

Public Works Training Room

121 Legion Drive

MINUTES

The Downtown Waynesville Commission (DWC) Chair, Dave Barone, called the meeting to order at 8:32 a.m. with the following members present:

Jon Feichter
Bob Williams
Jay Spiro
Alex McKay
Joyce Massie
Hannah White
Grace Mason

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

Others present: Paul Neilson, The Mountaineer newspaper
Ashley Rice, Visit Haywood

There were no public comments

A motion by Jay Spiro, seconded by Grace Mason, to approve the minutes from the January 14 special called planning retreat carried unanimously.

DWC Treasurer Mason presented a monthly financial report.

DWC Executive Director Gilmore said the Haywood County Tourism Development Authority is accepting applications for grants and encouraged board members to attend one of two upcoming workshops on February 27 and March 4 to understand what's available and new application guidelines.

Subcommittee Reports

Organization Chair Mason updated board members about efforts to establish a nonprofit extension of the DWC. Mason said Waynesville Town Council members on January 14 approved the DWC's request to move forward with the process of establishing a 501(c)3 nonprofit. Mason, along with Chair Barone and Director Gilmore, met with Town Attorney Martha Bradley, Assistant Town Manager Jesse Fowler and Finance Director Ian Barrett to discuss the best way forward. Mason said it was a great meeting, with spirited discussion and a good exchange of ideas. Town attorney



Bradley has agreed to present two options for ways to structure the new nonprofit board and draft applicable bylaws and memorandums of understanding. Upon review and consideration of those two drafts, the DWC will select one to present to the Town Council for their approval.

Director Gilmore distributed copies of the Annual Work Plan with projects listed out on charts and divided among the four committees. She explained that each committee is responsible for breaking each project down into tasks, delegating those tasks to volunteers and assigning deadlines for completion.

Organization Chair Mason said the organization committee will meet on the second Wednesday of each month at 8:30 a.m.

Economic Vitality Chair White is working on member recruitment. Once the committee is formed, a regular meeting schedule will be established.

The promotions committee will meet on the second Tuesday of each month.

DWC Chair Barone said he is meeting with an installer later in the week to discuss plans for installing string lights over Church Street. The lights need to be purchased along with stanchions, before installation begins. He said it is difficult to determine a timeline until costs are finalized and plans for installation have been established.

DWC Board Member Spiro requested a calendar of meeting dates that includes board meetings, committee meetings, special events and other important dates. DWC Director Gilmore agreed to provide monthly reminders about important dates.

DWC Board Member Massie referenced the promotions committee project #5 on the annual work plan to create a promotional campaign around the Gateway Arch, asking the board to move forward with plans to establish a "Meet me at the Arch" concert. After a short discussion, board members agreed to move forward with plans for a June concert under the arch. Director Gilmore said a special event permit for the event was submitted along with all other event permits for the year, and all were approved by Council.

DWC Board Member White noted that sales tax values were up for the month of December compared to the same month last year, marking the first sales tax increase over the prior year since Hurricane Helene.

Director Gilmore distributed copies of budget requests that have been submitted to the Town Council on behalf of the DWC.

DWC Member Mason asks if Town budget workshops are open to the public. Town Council member Feichter said budget workshops are open to the public and encouraged board members to attend. Feichter confirmed for DWC Chair Barone that "yes," board members are free to lobby council members for budget requests.



DWC Board Member Spiro asked that another “walk about” be scheduled for board members to walk the district together to conduct a review of district needs.

DWC Board Member Massie noted that a “bump out” in front of the store Flawsome needs to be repaired.

DWC Director Gilmore said Board Members are preparing to travel to Mooresville for the Main Street Conference from March 10-13. Kirk Messer will be recognized as Waynesville’s Main Street Champion during the conference.

A motion to adjourn by Jay Spiro, seconded by Joyce Massie, carried unanimously.

The meeting adjourned at 10:00 a.m.

ATTEST:

Dave Barone, Board Chair

Beth Gilmore, Executive Director