



REGULAR MEETING

August 19, 2025, at 8:30 a.m.

Town Board Meeting Room

9 S. Main Street

AGENDA

Downtown Waynesville Commission Chair Jon Feichter called the meeting to order at 8:33 a.m. with the following members present:

Leisa Denti
Kirk Noonan
Joyce Massie
Jessica Garrick
Sam Kearney
Jay Spiro
Bobby Williams

Staff present: Beth Gilmore

Others present: Bridgett Shaughnessy, Mast General

Tavia Thomas, ReMax Executive
Carla Youse, Flawsome
Haley Printz, Visit Haywood

DWC Chair Feichter congratulated Sam Kearney for the grand re-opening and successful launch of the Herbal Roll Up Bar and Golden Bear Alchemy in their new location.

There were no public comments and no board comments.

No adjustments were made to the agenda.

A motion by Joyce Massie to approve the consent agenda, seconded by Jessica Garrick, carried unanimously.

DWC Chair Feichter asked for input on proposed Articles of Incorporation presented by Town Attorney Martha Bradley for the creation of a 501(c)3 nonprofit as an extension of the DWC.

A motion by Jay Spiro to approve Articles of Incorporation as presented by Town Attorney Martha Bradley for the creation of a 501(c)3 nonprofit, seconded by Sam Kearney, carried unanimously.

DWC Director Gilmore introduced Grace Brackett who was recently hired part-time as the DWC's Marketing and Outreach Coordinator. After reviewing the organization's brand guide, annual work plan, exiting assets and marketing proposals, Brackett presented a marketing and strategy audit and recommendations for moving forward.

DWC Member Jay Spiro said the organization's marketing plan should include promotion of the DWC as an organization in addition to marketing downtown.

Brackett agreed, confirming that content will be broken down into pillars. The DWC is one pillar.

Spiro said it's "really exciting" to have Brackett on board and be able to bring a lot of this in-house. He would like the money saved to be applied to design projects.

DWC Board Member Bob Williams said the downtownwaynesville.com website should include portals where merchants and visitors can upload photos and video footage.

DWC Member Garrick said that encouraging merchants to share and tag posts will also boost the algorithm.

DWC Member Kearney said consistency is important when using imagery to tell a story. There is a time and place for contributed footage, but it's important to maintain consistency, as well.

DWC Member Noonan said he would like to see website maintenance handled in-house. He said website hosting should also be reconsidered to save money.

DWC Chair Feichter said he was "very impressed" by Brackett's analysis and agreed that website content updates and marketing should be brought in-house.

DWC Member Noonan said he is working to update business listings on the existing site. DWC Chair Feichter agreed to assist Noonan if he needs help.

COMMITTEE REPORTS

PROMOTIONS & EVENTS-

DWC Member Noonan said the merchant social has been confirmed for September 10 at the Roost Chop House from 5:30 to 7:30 p.m. A variety of appetizers will be served and there will be a cash bar. Executive Director Gilmore will provide invitations for board members to distribute.

Board members agreed to hold the annual Christmas tree lighting event on Nov. 22 so the Town will be decorated before Thanksgiving and the Christmas parade on December 1. Board Member Massie said youth from Long's Chapel are interested in performing scenes from their Christmas production, "The Best Christmas Pageant ever." Massie would also like to have groups of strolling carolers moving around Main Street before the event. Board member Kearney volunteered to decorate her VW bus that's been converted to a mocktail bar and serve hot cocoa. Massie would like to

ask merchants to extend business hours and stay open late to encourage guests to stay on Main Street after the tree lighting. She requested up to \$3,000 to cover expenses like sound technicians and equipment, staging and promotions.

A motion by Kirk Noonan, to approve \$3,000 for the annual Tree Lighting event on Saturday, Nov. 22, seconded by Sam Kearney, carried unanimously.

Executive Director Gilmore said January 2026 marks 40 years since Waynesville first became an accredited Main Street community. Board members agreed the anniversary should be celebrated as part of the forum being planned for January.

DESIGN-

Design Committee Chair Noonan gave a report on Design projects. String lights have been purchased for installation on Church Street. Stanchions can be fabricated locally for \$1,500. Noonan said he is waiting for pricing on powder coating the stanchions but suggested that the town proceed with installation where stanchions won't be necessary. The stanchions should be here by the time we are ready for them, he said.

Design Chair Noonan said the committee is still planning the Miller Street shade project.

DWC Director Gilmore said the Town's Public Works Director has agreed to have the electrical outlets at Miller Street repaired in time for live music on Saturday.

ECONOMIC VITALITY-

DWC Chair Feichter gave an update for economic vitality chair Hannah White. Feichter said Placer.ai was the main topic of conversation at the committee's meeting on Sept. 4. Feichter and Gilmore have completed two training sessions with Placer. The next step is to create the geo-fenced areas. Feichter said his intent is to use Placer to help Main Street businesses by providing market data to individual business owners. The board needs to determine how that information is going to be made available to merchants. There is concern among other Town Council members about providing that information as a service, Feichter said. "I say it is (OK), but we need to determine what the rules of the road are." The Economic Vitality Committee agreed to draft a policy proposal for the DWC to consider as a recommendation to Council members.

In her director's report, DWC Director Gilmore reminded board members about the Storyville workshop in Tryon on September 8. She reported that she has applied for \$500,000 through the National Park Service for a Historic Preservation grant to restore the Massie Furniture building and Mini Mall to its original design by removing the white metal from the upper façade and restoring the original brick and windows. She said the organization is spending a lot on rental fees for event equipment like stages and tents. She is exploring options for purchasing a stage that can be used for all events to help reduce costs. She's also preparing to submit a Grassroots grant application to apply toward the cost of a stage.

The next DWC Board meeting will be September 16 at 8:30 a.m.

A motion to adjourn by Kirk Noonan, seconded by Jay Spiro, carried unanimously.

The meeting adjourned at 10:04 a.m.

