



## REGULAR MEETING

June 20, 2023, 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 8:34 AM with the following members present:

Alex McKay  
Jeremiah Smith  
Joyce Massie  
Jessica Garrick  
Thomas Woltz  
Courtney Tetrault  
Bob Williams

Staff members present: Jesse Fowler, Assistant Town Manager  
Beth Gilmore, DWC Executive Director

Others present: Payton Renegar, The Mountaineer Newspaper reporter

Chair Spiro opened the floor for public comment. There were no public comments.

***A motion by Alex McKay, seconded by Joyce Massie, to approve the minutes from a regular meeting on April 18 and a Special Called meeting on May 22 carried unanimously.***

Executive Director Gilmore informed members that three terms are set to expire at the end of the month. Ashley Rice and Susanne Blumer, who serve as Chair of Promotions and Design respectively, have decided not to renew for another term. Town Council members will be accepting applications for new appointments. Joyce Massie would like to serve an additional 3-year term.



Vacant seats currently filled by outgoing Commission members, Blumer and Rice, will need to be filled by one property owner and one at large member, to maintain the required makeup of the board.

Commission member Williams urged other members to consider onboarding a representative from the Tourism Development Authority and Chamber of Commerce as ex-officio members to foster closer working relationships and collaboration. Executive Director Gilmore agreed to pursue this possibility.

Members discuss making a request of the Town Council to amend the makeup of the Commission.

The DWC Executive Committee will review the Commission's rules and procedures and make change recommendations to the full Downtown Waynesville Commission.

Gilmore distributed copies of a 2023-24 budget, formatted to reflect a complete list of DWC expenditures based on past year's spending. Gilmore urged members to prepare for a deeper dive into the budget during the July meeting. She also distributed updated copies of the Commission's Annual Work Plan adding that the goal is to make sure that the two documents mesh and that projects reflected in the plan are supported by the budget.

Gilmore explained that the Commission's Annual Work Plan is our "guiding light" for the next five years and the budget needs to support the projects included in that plan. Commission members should review both documents and consider monies that might need to be moved around or reallocated to make the plan work.

### **Subcommittee Reports**

**PROMOTIONS:** In the absence of a Promotions Chair, Director Gilmore offered an update. The brochure project is in design stages. Hornsby is preparing a Brand Content Strategy that will be finalized and ready to present in July.



SPECIAL EVENTS: Alex McKay, Special Events Subcommittee Chair, led a discussion about plans for a concert during Labor Day weekend. Commission members agreed they would like to have a concert on September 2, in front of Town Hall. Only one block of Main Street from Pigeon Street to East/Church Street will be closed. Commission members directed the conversation back to the Events Subcommittee to plan the details.

***A motion by Bob Williams, seconded by Joyce Massie, to block off a section of Main Street from Pigeon to East/Church Street for a Labor Day concert carried unanimously.***

ECONOMIC VITALITY: The Economic Vitality Committee meets on the third Thursday of each month.

DESIGN: In the absence of a Design Chair, Director Gilmore offered an update. Hornsby is finalizing mural design concepts and will have them ready to present in July. Assistant Town Manager Jesse Fowler reported that “bump out” designs are also underway and ready to be presented to the Design Committee.

During a Director’s Report, Gilmore explained that the annual statistical report is due on July 31 and distributed a form for DWC “block captains” to help distribute to merchants and business owners to help gather the data.

The next DWC meeting will be July 18, 2023, at 8:30 a.m.

***A motion to adjourn to adjourn by Alex McKay, seconded by Jessica Garrick, carried unanimously.***

The meeting adjourned at 10:00 a.m.

ATTEST:

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Jay Spiro, Board Chair

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Beth Gilmore, Executive Director