



REGULAR MEETING

April 18, 2023, at 8:30 a.m.

Municipal Building Conference Room / 16 S Main Street

MINUTES

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

Alex McKay
Joyce Massie
Jeremiah Smith
Ashley Rice
Jessica Garrick
Pratik Shah

The following members were present by Zoom:

Thomas Woltz

The following Town Staff were present:

Jesse Fowler, Assistant Town Manager
Beth Gilmore, DWC Executive Director

Others present: Carol Adams, Positively Haywood Publisher

A motion by Alex McKay to approve the minutes of the April 18 DWC meeting, seconded by Joyce Massie, carried unanimously.

Discussion about NC Main Street 2023-24 contract

Executive Director Gilmore distributed copies of the 2023-24 contract between the Town of Waynesville and NC Main Street that renews in July. She encouraged board members to review the contract thoroughly to understand what's expected of the organization. Several board members who had already read the contract offered some feedback.



Smith agreed to work closely with Joyce Massie to organize a volunteer program and offered to help build a database of MSD information. The DWC needs to define which data points to track and begin to explore funding options and start to outline a strategy based on what's possible.

Gilmore will request a copy of the state's "funding guide" referenced in the contract.

Chair Spiro suggested that DWC members should subscribe to the "State of Main" annual publication, as well as Preservation magazine. The DWC is expected to display the Main Street logo in promotions and communications and should be advocating for the state and national program. Gilmore is waiting to receive Main Street logo files from state leaders.

Spiro suggested installing signage that includes "Welcome to Historic Waynesville" and including mention that "we are a 'Main Street community.'" DWC member Shah suggested incorporating such language into a mural project as an alternative to signage.

Executive Director Gilmore reported that several DWC accounts still have funds available to be spent before the end of the fiscal year. Commission members agreed to use funds to purchase brand merchandise, book entertainment and advertise for upcoming events, including Art After Dark, Mountain Street Dances and July 4th festivities and subscribe to a newsletter service (I.E. Mail Chimp or Constant Contact). Also, \$6,100 from the "miscellaneous" account will be transferred to "Professional Services" and used to extend the monthly retainer with Hornsby Creative for two additional months and increase the terms to 30-hours per month.

Gilmore distributed a draft copy of the proposed 2023-24 budget.

SUBCOMMITTEE REPORTS:

- **SOCIAL DISTRICTS STEERING COMMITTEE:** Members Tetrault, Massie and Smith, along with Spencer Tetrault and Gilmore met to discuss next steps. Surveys were distributed to property owners, merchants, employees and residents of the MSD by email and hand delivered paper ballots. About 101 completed surveys have been returned. Next steps will include tallying results and preparing a report with recommendation to present to the Board of Aldermen in June.
- **PROMOTIONS COMMITTEE:** MSD brochure project is underway. Hornsby Creative is working on an illustrated map and plans to meet with promo committee members on April 27 to discuss style and



layout. Hornsby is also working on a separate project to help draft a comprehensive communications plan that includes a plan for social media content.

- The ECONOMIC VITALITY COMMITTEE is scheduled to meet on April 20.
- SPECIAL EVENTS COMMITTEE: The Art After Dark Gallery Stroll starts on May 5. Applications for the Church Street Art & Craft Show are now available and will be online at downtownwaynesville.com by the end of the week.
- DESIGN COMMITTEE: Hornsby is scheduled to present the first round of mural design concepts to the Design committee on Tuesday, May 3.

The next regularly scheduled DWC meeting will be held May 16 at 8:30 a.m.

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

The meeting adjourned at 10:14 a.m.

ATTEST:

Jay Spiro, Board Chair

Beth Gilmore, Executive Director