

# BELMONT MAIN STREET

Board Meeting Minutes  
Belmont Police Department Training Room  
December 8, 2014

Board Members present:

<input checked="" type="checkbox"/> John Church	<input checked="" type="checkbox"/> Jonathan Taylor- Chair	<input checked="" type="checkbox"/> Christina Moose
<input type="checkbox"/> Vince Hill	<input checked="" type="checkbox"/> Julie Seligman	<input checked="" type="checkbox"/> Martha Stowe
<input checked="" type="checkbox"/> Ryan Schrift	<input checked="" type="checkbox"/> Adrian Miller	<input checked="" type="checkbox"/> Ted Hall
<input type="checkbox"/> Rob Pressley		

Staff present: Reba Edwards, Downtown Director, Shelley DeHart, Planner.

Guest: Mike Henry, Design Committee member.

Chair Jonathan Taylor called the meeting to order at 5:30 p.m. and announced that he had received an email from Vince Hill requesting to be removed from the board. The board discussed the process for replacement.

1. The Board reviewed the draft minutes of November 10, 2014. Adrian Miller motioned to approve, Ted Hall seconds the motion. Unanimous vote to approve.
2. Chair Taylor opened the floor for the committee reports:
  - a. Design Committee: Jonathan Taylor said their committee had no new information. The board will receive an update on the wayfinding design later in the meeting.
  - b. Organization Committee: Julie Seligman commented on the bylaws and the ability to amend them in the future. Kathleen Boyce, of this committee, recommend to changes to the bylaws. A general discussion ensued.
  - c. Economic Restructuring Committee: John Church reported their group met in November and reviewed the database and website. They are scheduled to meet again tomorrow. They are committed to working with Reba Edwards on the completion of the database.
  - d. Promotion Committee: Christina Moose reported their group is working on rack cards for restaurants. They will be meeting with other organizations such as the Chamber in January. They are also discussing a Belmont Night Out to be held once a month possibly on a Thursday.

3. Adrian Miller shared a chart with the board reflecting pedestrian counts during the Criterium event within the downtown. These numbers were obtained using borrowed pedestrian counters. The mainstreet board may be interested in purchasing its own set of pedestrian counters which cost approximately \$4000 a set. The board had a general discussion about a potential purchase and use of data received. The board indicated it is interested and requested Mr. Miller bring back additional information regarding system.
4. Shelley DeHart presented update wayfinding signs based on comments at previous meeting. The fonts have been changed; pedestrian & cycling distant times have been added. The districts in which area ghosting have been established as: North Belmont (Belmont Abbey); East Catawba District; the Chronicle District; and Historic Downtown District. A general discussion ensued. Ryan Schrift suggested we consider adding Catawba River to the E. Catawba District. The Board seemed to like the sound of the Catawba River District and it was suggested it be discussed at a future city council retreat. Ryan Schrift also indicated he would like the board to see sample of signs with and without the ghosting.
5. Other Business – Ryan Schrift suggested downtown activities such as pumpkin carving contest where merchants can display in shops. Other suggestions: Gingerbread decorating, fruit cake tossing, etc.
6. Adjourn – Martha Stowe motioned to adjourn, Adrian Miller seconds, the board voted unanimous to adjourn at 6:15 pm.