

# BELMONT MAIN STREET

Board Meeting Minutes  
Belmont Police Department Training Room  
November 10, 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 type="checkbox"/> Martha Stowe
<input checked="" type="checkbox"/> Ryan Schrift	<input checked="" type="checkbox"/> Adrian Miller	<input checked="" type="checkbox"/> Ted Hall
<input checked="" type="checkbox"/> Rob Pressley		

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

Guest: Mrs. Jennifer Church.

Chair Jonathan Taylor called the meeting to order at 5:30 p.m.

1. The Board reviewed the draft minutes of October 8, 2014. Rob Pressley's name needs to be corrected. Ted Hall motioned to approve as modified, Ryan Schrift seconded the motion. Unanimous vote to approve.
2. Chair Taylor asked to start the wayfinding sign presentation. Shelley DeHart presented a power point for wayfinding signs. The power point had various illustrations of sign styles. Chair Jonathan Taylor indicated the design committee had looked at earlier versions and had provided comments. The board indicated:
  - a. They liked the ghosting of area icons over one standard style; and
  - b. The Fighting Yank should be listed as a destination; and
  - c. They requested the power point and location maps be sent to them via email for review and comment.
3. Reba Edwards presented the Main Street Website to the board. There was a general discussion regarding the contents of the website and how information will be updated. Rob Pressley made some suggestions regarding the posting of available properties, both in and outside of the main street district. Board member Pressley also commented on the home page of the website suggesting it be revised to clearly identify the purpose of the website and the internet ranking of "Belmont Main Street" when searched on the internet. The board had a general discussion and John Church indicated his committee will be meeting soon and they will look into ways to optimize internet exposure.

4. Committee Members: the committee chairs provided a report on the status of their committees. Reba Edwards indicated she had most of the committee member names.
  - a. Christina Moose, Promotion Committee Chair, provided the member names to the board. They are Luke Manlove, Don Baxley, Lawson Brackett, and Kim Watson.
  - b. Julie Seligman, Organization Committee Chair , provided the member names to the board. They are Kathleen Boyce, Jodi Kines and Timothy Roberts.
  - c. John Church, Economic Restructuring Committee Chair, provided a few more member names to the board. They are: Michael Vasko, Jennifer Church, Katy Hutcheson, Dave Scott and Trip Blair
  - d. Jonathan Taylor, Design Committee Chair, provided the member names to the board. They are Ashley McCallister, Rod Smallwood, Mike Henry and Trip Blair
  
5. Other Business – Reba Edwards presented the NC State Statistical Tracking form that is submitted to state yearly. It was recommended to add occupancy rate to the tracking form. The board will use this as a system of measuring the economic impact of the main street program.  
Reba Edwards presented the spreadsheet of businesses in the main street district – spreadsheet showed GIS number, property owner and business at property address with contact information.
  
6. Adjourn – the board adjourned at 7:00 pm.