

BELMONT MAIN STREET

Board Meeting Minutes
Belmont Police Department Training Room
February 11, 2015

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"/> Vacant Seat	<input checked="" type="checkbox"/> Julie Seligman	<input checked="" type="checkbox"/> Martha Stowe
<input 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: Jennifer Church

Chair Jonathan Taylor called the meeting to order at 7 a.m.

1. The Board reviewed the draft minutes of January 12, 2015. John Church motioned to approve, Christina Moose seconds the motion. Unanimous vote to approve.
2. Chair Taylor opened the floor for the committee reports:
 - a. Organization Committee: Julie Seligman reported that the 501c3 have been filed with the state.
 - b. Promotion Committee: Christina Moose reported they are working on a food truck Thursday at Walk and Run. It will be on the 3rd Thursday of the month from 5-9:30 pm. They are also coordinating with GG's on a quarterly shopping event with a bus tour group coming from Charlotte. She is working with businesses to prepare a bag of goodies for tour group. A general discussion about other Main Street events ensued.
 - c. Economic Restructuring Committee: John Church reported their committee has developed a draft downtown business survey and passed it out for comments. The survey will be initially presented as a survey monkey survey. Will follow-up with personal visit to businesses if low survey return. This may develop into many small surveys. The board discussed various issues topics that could be included in the survey included ABC Store information, customer zip code information and business referral information. Tim Chambers announced that Jenny Church is now a Chamber Boardmember.
 - d. Design Committee: Jonathan Taylor discussed a recent design committee meeting with the Historic Foundation group stating we should keep in tune with other efforts

happening within the city to share resources. He also shared their committee meeting held with Buzz Bizzell Designs regarding wayfinding sign ideas. His committee recommended to the Main Street Board that they recommend the City Council enter into contract for wayfinding design implementation. The quote is \$9,800 for services. The vote was called and it was unanimous vote of approval.

- e. Adrian Miller provided information from the retreat regarding the possible \$20,000 allocation for future wayfinding signs. The board had a general discussion. John Church motioned the \$20,000 be recommended for use for wayfinding signs to city council. Christina Moose second. The motion was unanimously approved.
3. Other Business – Adrian Miller discussed the process for recommendation for a new Main Street board member. The board discussed various possible candidates. The board also discussed current members and attendance requirements and the upcoming Main Street Conference.
 4. Adjourn – John Church motioned to adjourn, Adrian Miller seconds, the board voted unanimous to adjourn at 7:47am.