

MINUTES

COUNCIL DOWNTOWN MASTER PLAN COMMITTEE

Thursday, November 5, 2020 – 9:00 AM

Railroad Depot

Members Present: Maureen Copelof, Chair, Council Member
Jim Fatland, City Manager (Left at 4:30 PM)
Paul Ray, Planning Director
Nicole Bentley, Heart of Brevard
Melanie Spreen, Heart of Brevard Representative
Dee Dee Perkins, Citizen Member
Susan Threlkel, Council Appointed At-Large Member

Members Absent: Gary Daniel, Vice Chair, Council Member

Staff Present: Denise Hodsdon, Executive Assistant
Leigh Huffman, Planner

Guests: Billy Parrish, President, Heart of Brevard
Mark Burrows, Blue Zones Project

A. Welcome & Call to Order

Committee Chair Maureen Copelof welcomed everyone and called the meeting to order at 9:00 AM.

B. Certification of Quorum

Quorum was certified by Executive Assistant Denise Hodsdon.

C. Approval of Agenda

Motion by Ms. Threlkel, seconded by Ms. Spreen to approve the agenda as presented. The motion carried unanimously.

D. Approval of Minutes of October 15, 2020 Meeting

Motion by Ms. Bentley, seconded by Ms. Threlkel to approve the minutes of the October 15, 2020 meeting as presented. The motion carried unanimously.

E. Sidewalk Usage Code Amendment

Leigh Huffman presented an updated draft based on feedback from the last meeting. She noted that the changes include language to create a permitting process for permanent and semipermanent objects placed on city sidewalks; removal of the requirement that tables and chairs be pushed up to the buildings after business hours; and adding the requirement that umbrellas be taken inside. Motion by Ms. Threlkel, seconded by Ms. Spreen to forward the Sidewalk Usage Code amendment to City Council. The motion carried unanimously.

F. Update on HOB Plan for Painting Crosswalk by Jordan St.

Ms. Bentley reviewed the proposal and sketch from Billy Smith for a crosswalk mural with a brook trout and stream design on West Jordan Street. The timeline for painting the project is two to four weeks to complete, based on 6 to 8 hours each day and it will require closure of West Jordan Street during this time. There was discussion about issues with closing the road and perhaps a simpler design would take less time. However, following discussion there was consensus to work with the brook trout design, and Heart of Brevard will notify merchants and put out a press release well in advance of closing the road. Motion by Ms. Perkins, seconded by Ms. Spreen to approve Heart of Brevard's plan for a brook trout crosswalk. The motion carried unanimously.

G. Alleyway Plan Update

a. Guidelines

Ms. Bentley and Ms. Perkins presented a first draft of a public art policy for the committee's review. Following review and discussion, it was decided that Ms. Perkins and Ms. Bentley would meet with Leigh Huffman and bring back a more polished policy to the next meeting.

b. Budget

Ms. Copelof noted that there was not much to discuss about the alleyway plan budget yet, but she requested that at the next meeting we review what the committee has expended from its budget this year.

Ms. Perkins informed the committee that Transylvania County Tourism has money available for grants and that this project would fall within that purview. She believed that we may also be able to apply for some of our other projects, such as the planter project, holiday lights and tree planting (even if on a temporary basis).

H. Christmas Lights Update

Ms. Bentley has met with John Wayne and he will do some pricing for us by the end of

the week. She said Heart of Brevard has provided those lights in the past and they are sort of a hodgepodge of lights so they don't all match and a lot of them are damaged or burned out. The plan is to invest in some nice LED lights that are all the same. She said it takes about a week to put them up, but they hope to have those installed before the Heart of the Season Art Walk weekend.

I. Update on Focus 2020 Review

Ms. Threlkel reported that she and Mr. Fatland need to reschedule their meeting that was canceled because of the hurricane. She wants him to review her report before it comes to the committee to decide how to publish it. She said she did want to bring up the signage system that came through that process. She said we need to talk about a continuation on the wayfinding system and it was decided to make wayfinding a future action item for the committee, but Ms. Copelof noted that some of it would be beyond this committee's purview.

J. Set Date for Next Meeting

The next meeting of the Council Downtown Master Plan Committee will be on Thursday, November 19, 2020 at 4:00 PM in the Council Chambers at City Hall.

K. Adjourn

There being no further business, the meeting was adjourned at 10:11 AM.

X Maureen Copelof
Maureen Copelof
Chair, Council Member

Minutes Approved – November 19, 2020

X Denise Hodsdon
Denise Hodsdon
Executive Assistant