

MINUTES

COUNCIL DOWNTOWN MASTER PLAN COMMITTEE

March 22, 2017 – 4:00 PM

Administrative Conference Room at City Hall

Members Present: Ann Hollingsworth, Chair, Council Member
Charlie Landreth, Vice Chair, Council Member
Jim Fatland, City Manager
Daniel Cobb, Planning Director
Heath Seymour, Heart of Brevard Executive Director
Melanie Spreen, Heart of Brevard Representative
Susan Threlkel, Council Appointed At-Large Member
Dee Dee Perkins, Council Appointed Citizen Member

Members Absent: Josh Freeman, Special Project Director (no longer with the City)

Staff Present: Jill Murray, Deputy City Clerk

1. Welcome & Call to Order

The meeting was called to order at 4:16 PM.

2. Certification of Quorum

Quorum was certified.

3. Approval of Minutes

Before approving the minutes, Ms. Perkins pointed out that she was at the January meeting and her name should be added to the minutes as such. Ms. Perkins moved, seconded by Ms. Threlkel, the January 25, 2017, meeting minutes be approved as amended. Motion carried unanimously.

4. Revisit “Serving Alcohol in South Alley”

Mr. Fatland stated that the issue was discussed at length at the August 24, 2016 meeting. There was concern about partitioning things off and we had talked about doing it for events such as what Square Root does and that’s where we left it.

Ms. Hollingsworth thanked Mr. Hernandez for coming and stated that she wanted him to hear where everyone is coming from and to share any thoughts about the idea.

Ms. Hollingsworth and Ms. Perkins shared concern of the alley remaining an open passage. Ms. Perkins added that people should still be able to use those spaces as cut through spaces no matter where they are or as they apply to future use. The idea being the same for all back access alleyways.

Mr. Seymour and Melanie Spreen agreed that we don't ever want to close it off completely.

Mr. Hernandez explained that the idea would be to lease it to him with a notation that he has to let it open to the public too. He would say police it during those certain hours of available beer and wine sales and maybe I agree with the business next door and say what time you do you really want to close, then I would take the liability, then after that I would shut the liability off to the police and let them have jurisdiction. If it's leased, I become liable for it and my license blankets it. If someone falls down the stairs, it's my fault not yours and I make sure it stays nice because I do that anyway. He added that he would like to be the "guinea pig" to see if it works. The ABC Board said it would be fine as long as I have a lease.

Mr. Cobb added there is a City ordinance that prohibits alcohol outside of a business unless it's for a valid special event. Also, the ABC laws at the state level say that it's unlawful for any person to drink alcohol on any public road, street or sidewalk. He suggested in the short term calling it a special event. Mr. Fatland asked that if we treated the season as a special event and tried it out for a short term and if it works, would we have to change the ordinance and Mr. Cobb said yes. Mr. Fatland then stated that if we go through a trial period and it works, then City Council could consider changing the ordinance for outside tables for everyone.

Mr. Landreth suggested that they talk to the City attorney about a lease and evaluate the question of leased space that is also public. We need to be comfortable with how it's structured.

Mr. Landreth motioned, seconded by Mr. Fatland to authorize staff to evaluate a lease between the City and Jaime's for alcohol sales in South Alley, as well as, to evaluate changes in our ordinance to allow alcohol sales downtown. Motion passed unanimously.

Beautify Brevard

Ms. Threlkel explained that back in July, 2007 The Community Focus Foundation created a fund called Beautify Brevard with the idea of it being a tree planting initiative to improve the City's environment and enhance its tree city and its green city designations. We were really putting our emphasis on Asheville Highway to beautify the corridor and be a gateway into the City. We took that to the City Manager at the time and met with Lynn Goldsmith in August to create the project structure. Then we brought it to Council Retreat in January 2008, Then we came back to the April 7th meeting and there were two resolutions passed. They agreed to plant 145 trees in 5 years. We planted things, we collected money, but it came to a point where it had to be dropped. Fast forward to today and the Community Focus Foundation wants to be reinstated and used on Caldwell Street. We are committed to branding, marketing and promoting this project and collecting donations toward this project and we would ask the City to be responsible for site and tree selection, purchasing, although those monies should be primarily coming from the Focus Foundation but purchasing what you need for the planting and maintenance of those things. We visited all of the main players on Caldwell Street, being PNC Bank, Moody-Connelly, Perfect Balance, TCart and White and Dalton.

Ms. Hollingsworth asked where the funding come from other than grants? Ms. Threlkel stated that they market the project and get donations.

Ms. Threlkel added that the recommendation is to officially reestablish this and set up how it's going to be implemented.

Mr. Fatland suggested that Ms. Threlkel, Lynn Goldsmith and himself get together soon and put a budget together for Council. You don't Council approval because but if you need appropriation for a certain dollar amount that will come up at the budget meeting. Deputy City Clerk Jill Murray agreed to set up that meeting.

Heath Seymour added that he had recently spoken with Julie Metz from Goldsboro and she is the one that helped to get funding for their streetscape projects and she is willing to come talk to us about how she did that. They received a \$10 million dollar Tiger grant and then another \$5 million on top of that and it would be good to hear about how they did that. Mr. Fatland asked if he wanted to bring her to the next meeting and Mr. Seymour said that would be good. Ms. Hollingsworth asked if this is something that we should invite Commissioners too as well and they agreed perhaps at a later date.

5. Adjourn

The meeting adjourned at 5:11 PM on Wednesday, Wednesday, March 22, 2017.



X Ann Hollingsworth
Ann Hollingsworth
Chair, Council Member


X Jill Murray
Jill Murray
Deputy City Clerk