



MEETING MINUTES

Quick called the meeting to order at 8:33 am and welcomed members, city staff and guests. Members present: David Prusakowski, Bryan Shealy, Tayesha Lytle, Randy Quick, and Kelli Duncan. City staff present: Aundi Lesley, Megan Otwell, Julia Harris, Jennifer Bailey, Doug Walker, Kelley Parker, and Meredith Ulmer. Other: Frank Beacham

ACTION

Kelli Duncan Swearing In – Beacham swore in Kelli Duncan in as the newest Board Member.

Approve March 2022 Minutes - Shealy made a motion to approve with a second from Lytle. All were in favor.

Approve BID Financials – Shealy made a motion to approve with a second from Lytle.

DISCUSSION

One Community United Second Friday Presentation – No representatives from One Community United were present.

Gateway & Wayfinding Update – Lesley presented the most updated gateway signage design. The Design committee had a few notes that are being worked on. Once the tweaks are made, final approval will come back to the DDA. Then final cost will be sent, and the process of fabrication will begin. Quick asked about the font and Lesley explained the font being used is the same font that is used for downtown branding. Lytle asked to be reminded where the placement was, and Lesley explained the reasoning behind choosing the 600 block. The board discussed what exactly the placement would look like. Prusakowski was appreciative of the Design Committee's work and felt it had transformed into something more representative of downtown. Lesley updated on the signage. Everything has been painted, except for a few the contractors are coming back to finish, and staff is currently working on getting the signage printed and on the signs. Lesley asked for feedback on the accent color. Most everyone liked the blue option.

Food Truck Discussion – Lesley stated there are two separate discussions with food trucks that have come to the Business Development Committee recently. The first discussion is about having food trucks set up on Broad Street late night, after all the restaurants have shut down. Several food trucks have approached staff about this. The initial reaction from the Business Development Committee was not to invite people to stay downtown longer due to the number of residents. Plus, once one or two food trucks are given the opportunity, it could ultimately culminate into more. Currently, the ordinance will remain the same that no food trucks will be allowed to sell on public property, unless invited by the City. Lytle suggested as the River District is improved there could be a food truck park. Lesley agreed that any private property could be utilized. Shealy suggested that there is a desire for more late-night food options, but there was no desire to change the ordinance as it stands. This could always be revisited. The second discussion was over office space being rented downtown by a food truck in order to be included in BID; therefore, they could set up downtown. Lesley suggested as the ordinance stands that would still not be allowed. She could see that opening them up to allow for set up at events like First Fridays. The consensus from Business Development was not to change the ordinance. Lesley added that food trucks will be allowed at Fiddlin' Fest and staff is working on a restaurant round table to discuss more with the downtown restaurants, specifically for grab and go items for events and such. Duncan suggested having a designated space on high traffic event days for food trucks as a compromise. The DDA is not recommending any ordinance amendments currently, but the Promotions Committee will investigate other options to offer food trucks.

Committee Reports

Parking – Lesley reported the committee did a walk-through of the 3rd Ave deck and the 4th Ave deck. There are many opportunities for signage and maintenance to partner with the County on. Lesley added there are now more ways to pay to park. Signage is being worked on now and social media will do a campaign once it is ready to go.

Promotions/Outreach – Lytle stated First Friday flyers are being distributed, Artsfest was a success, as well as Loft Tours. She also asked everyone to like the River District Facebook page.

Business Development – Shealy stated that Marketing Grants are about to be released.

Staff Reports

Otwell – Great day for Artsfest – Giggity's was up 30-40% from their regular Saturday sales, Rome Furnishings said they had the best day to date including their grand opening, Living & Giving said it was one of the best days they have had downtown ever. Otwell updated on marketing: UPS postcards were mailed out with Artsfest, First Fridays, and Fiddlin' Fest, ads were done, and she encouraged board members to take a flyer to help distribute. Fiddlin' Fest planning will begin in June.

Lesley – Informed the board on the new business guide that staff has been working on with all downtown information. Lesley also informed the board on updating the sidewalk permit. Lesley gave an updated for Allison Watters on the amphitheater groundbreaking.

Respectfully Submitted,
Megan Otwell