

Main Street Advisory Board
Minutes – February 2, 2023

1. Call to Order : Chairman Cossart called the meeting to order at 5:00pm.

Roll: Chairman Cossart; Directors Gordon, Lay, Loudermilk, Moore, and Presswood were present. Director DeShazier was absent.

Staff: Alicia Hartley – Downtown Manager and Christine Sewell – Recording Clerk

2. Guests/Speakers – Cody Durden

3. Citizens with Input – None

4. Old Business -None

5. New Business

- a. Review of Certificate of Appropriateness – 805 Commerce Street

Ms. Hartley advised the applicant proposes to re-establish a storefront window on the Commerce Street elevation of the existing building and paint existing aluminum window/door frames black. The new window will have a black aluminum frame. The window will not extend the full height of the original window opening. The applicant proposes to fill the upper portion of the window opening with wood. A sign will be installed in the closed-in window opening on the left side of the façade. An outdoor smoker will be part of the business occupying the building. The applicant states the Department of Agriculture requires the smoker to be screened. He is also requesting the Board recommend an appropriate location for the smoker.

Ms. Hartley advised the staff comments in the report are as follows: The building was constructed in 1956, so an aluminum storefront window system is appropriate to the age of the building. Reestablishing a window is governed by the design guidelines for commercial rehabilitation on pages 16 through 19 of the *Design Guidelines for the Downtown Development Overlay District*. Per the guidelines, the window should extend the full height of the original opening. If the interior ceiling structure extends below the existing window opening, and is not planned to be modified, then the aluminum storefront system should extend the full height of the original window opening with either solid panels or opaque glass covering the interior structure. A wood panel separate from the storefront system is not appropriate. The solid/opaque portion of the storefront system should be no than 20% of the overall height of the opening. The remaining portion of the system should incorporate clear, nonreflective glass. Placement and screening of the proposed smoker is governed by the design guidelines for commercial site and setting guidelines on pages 36-39. The smoker should be located as unobtrusively as possible and screened with a wood fence. The parking lot side of the building appears to be the only reasonable location for the smoker. The corner near the rear of the building would be the most unobtrusive location.

Director Presswood asked Mr. Durden if he was leasing the building; he advised he was; Director Presswood inquired about the parking lot; Mr. Durden advised he would re-paint the lines and handicap spaces and had spoken with Mr. Wood regarding this. Chairman Cossart asked for input on the glass and the panel above it; Mr. Durden advised if the full height which is 10 feet there will be an additional cost, thus the request for wood. Ms. Hartley advised in the staff report it had a full window at one point in time

and it was recommended to go back to the original design. Director Gordon asked if Mr. Durden if he knew if the old window was there; he did not; Director Gordon suggested that it be full glass. Mr. Durden advised he was proposing three panes 8 foot with black aluminum frame. Discussion continued with regards to the appropriate design for the window, the board requested a depiction of what 10 feet with three sections and 8 feet with two section and the trim and filling in the remaining two feet with glass block. Mr. Durden also questioned if code would allow for the additional two feet to be filled in at the bottom with glass blocks. The location of the smoker was discussed and clarification was required from Mr. Wood. Director Loudermilk motioned to table the request until the March meeting or call for a special called meeting for additional information to be obtained; Director Lay seconded; all in favor was unanimously approved to table.

b. Approve January 5, 2023, Minutes

Director Presswood motioned to approve as submitted; Director Lay seconded; all in favor and was unanimously approved.

c. Approve December 2022 and January 2023 financials.

Ms. Hartley advised Ms. King has been out recently and advised current financials will be provided at the next meeting.

d. Estimated Wine Tasting expenses

Ms. Hartley advised the Promotion Committee is beginning to plan for the event and provided an estimation of \$8330 in expenses with a request of \$900 for the entertainment deposit. It was noted \$3100 in sponsorships have already been secured. Director Gordon motioned to approve \$900 for the Promotion Committee for the entertainment deposit; Director Moore seconded; all in favor was unanimously approved.

e. Switch to 6 Standards Update

Ms. Hartley advised the Department of Community Affairs are switching from 10 to 6 standards and these will have to be met each year to retain accreditation. They are as follows: Broad based community commitment, Inclusive leadership and organizational capacity, Diverse Funding and sustainable operations, Strategy driven programming, Preservation Based Economic Development, and Demonstrated Impact & Results + Baseline Requirements. Ms. Hartley noted the biggest change is in regard to training which can be done in person or online and it is permissible for her to train the board once she completes. The transition to the new standards will take place during the year.

6. Chairman Items- Chairman Cossart advised she attended along with Ms. Hartley, the Mayor, Mr. Gilmour, Mr. Smith and Ms. Wharton the accreditation presentation for DCA which determines the status of the City's Main Street accreditation. She commended Ms. Hartley on a job well done. Chairman Cossart says the next goal is to become a GEM Main Street and she has emailed Jessica Reynolds with DCA on how that is obtained and will follow up and bring back to the board.

Director Loudermilk would like for the board to consider funding one of the downtown street posts from the Historical Society; Ms. Hartley will provide a location map of spots available.

7. Downtown Manager's Report

a. Downtown Projects update – Ms. Hartley advised the following: Sensor for Ball Street and Carroll Street light has been repaired, PURE Station – plans submitted January 26, Railroad Parking lot engineering continues, Pre-app meeting for 742 Main Street in January, Working on an Influencer Campaign, Likely tenant for Commodore Building; working final lease agreement, Wingate Development on Northside Drive Update, Crosswalk on Main Street by Evergreen St/Morning By Morning, and Walkability Campaign - First video roll out this week.

Ms. Hartley advised FY24 budget preparation is in progress and provided an update of the downtown kiosk map.

b. Strategic Plan Update - Ms. Hartley reviewed the current tasks and updates accordingly.

8. Promotion Committee Report –Ms. Hartley advised preparations have commenced and tickets will go on sale February 10th.

9. Update on Downtown Development Authority – Chairman Cossart advised two RFP's were received for the downtown administrative building and following up interviews will be held with the two submitters.

10. Other – None

11. Adjourn: there being no further business to come before the board the meeting was adjourned at 6:15pm.

Approved 03.02.23