

# Minutes

Main Street Pittsboro

Meeting: January 6th, 2021

**In Attendance:** County Commissioner Mike Dasher, Town Commissioner Michael Fiocco, Lesley Landis, Greg Lewis, Maria Parker-Lewis, Randy Voller, Tom Delafield, Doug Emmons, Town Manager Chris Kennedy

**Absent:**

**Guest:**

## **Consent Agenda**

Greg Motions to approve the consent agenda including minutes as amended by Doug Emmons and Michael Fiocco

Second: Michael Fiocco

Abstention: Randy Voller (not present)

Votes for: all in favor

Motion Passes

## **Officer Election**

- Secretary: Tom volunteers
  - Lesley Motions to approve Tom as Secretary
  - Second: Michael Fiocco
  - Abstention: Randy Voller (not present)
  - Votes for: all in favor
  - Motion Passes
- Treasurer: Doug is willing to continue through the end of the fiscal year in an effort to complete the audit and finish setting up our accounting and financial systems.
  - Greg Motions to approve Doug as Treasurer
  - Second: Michael Fiocco
  - Abstention: Randy Voller (not present)
  - Votes for: all in favor
  - Motion Passes
- President: Maria is willing to continue for now but at some point, would like to vacate.
  - Michael Motions to approve Maria as President
  - Second: Tom
  - Abstention: Randy Voller (not present)
  - Votes for: all in favor
  - Motion Passes

## **Board Recruitment – Elbogen**

- Per the last meeting, we have a new approval process for new board members. Betsy has now met with the approval subcommittee and is now eligible to become a member of the board.
- Board discusses interview and candidate.

Doug Motions to approve Betsy Elbogen as a new board member

- Second: Lesley
- Abstention: Randy Voller (not present)
- Votes for: all in favor
- Motion Passes

### **Marketing Materials – Lesley**

- Materials not available today.
- Would like to make stickers to go onto PPE materials, letters, surveys, etc. which will be shared with local businesses
  - Have quotes, includes free shipping, etc.
- Lesley to send out an email with the proofs of the materials
- Maria: Where do we find this in the budget?
  - Doug: we put money aside for content creation and/or branded materials for the Welcome Center so we have money in the budget for it.

### **Virtual Support for Downtown Businesses – Maria**

- Virtual Map
  - Precise 3D Scans – local business who might be able to put together both a virtual tour and virtual map of downtown.
    - Uses drone footage to create a map of the downtown district. Standard package comes with balloons to signify businesses and amenities. Businesses can pay for a click through from the map to the business website.
    - Could also use it as an informational tool for updates on the construction of the Circle Project.
    - Drone footage and virtual map creation with website integration with all municipal buildings, would cost \$2,500
    - Can we have a proposal drawn up with several options: one with all downtown businesses, one with all businesses and municipal buildings, one with all of that plus Siler City.
    - Would be integrated into the Welcome Center website
  - Chris: Also would be a great tie-in for an interactive kiosk, with whom I have a contact (company is Meridian Kiosk) – example: kiosks might go to the Welcome Center and at Town & County government buildings
    - Would be helpful for locating government buildings and historical buildings and markers.
      - Story telling component; more helpful than a pure directional device.
      - Chris to follow up with kiosk company

- Could be funded via economic vitality, Chatham Park (if they get kiosks as well), Historical societies, etc. The more stakeholders involved the better as there would be more sources of funding and more content, making the kiosks more robust.
  - Funding sources:
    - We have potential wage savings from having fewer Welcome Center employees.
    - Economic Vitality budget
    - Content creation
- Suggestion from a citizen about whether we could put out a sign that says downtown Pittsboro is open for business – concern is that folks will be deterred from coming downtown by Circle Project DoT detour signs.
  - Location of signs is tricky.
  - Can be put at gas stations (Cruizers), not downtown but there are several nearby locations
    - Maria to reach out
  - Perhaps on Town ETJ signs
  - Should be in advance of DoT signs.
    - Michael to reach out to DoT to talk about the placement of their signs.
  - Chatham County Sheriff has a light up sign. Can we borrow one and position it at a strategic location?
    - Maria to reach out to Sheriff and ask
  - Can fold this into COVID emergency powers?
  - Signs are small enough we may be able to get them permitted if necessary
  - Chris to look into legality based on Town’s ordinance
  - Mike to check with County Planning

**Budget** – each committee chair will elaborate on their expected spend for next year and their specific requests for next fiscal year

- Business donations:
  - \$2,500 from Lee-Moore Capital & Chatham Park should be reliable. Michael to follow up
  - Other donations were largely from restaurants who have been hit hard by pandemic.
- Marketing & Promotions - Lesley
  - Maria: let’s pump up the budget for next fall to let people know the construction is over and we are open for business!
  - Budget
    - Emphasis on social media advertising
    - Website grant will be very helpful
    - Collective advertising would be great for local businesses
    - Remainder of this FY spend and expectations for next year to come this week.
- Economic Vitality - Tom

- Doug: Zoom meeting with PBA, property owners and business owners to get their input on the interactive map idea, what kind of economic vitality programs they would like to see, etc.
- Tom: Remaining funding for this FY will be dependent on interactive map proposal.
  - Can fund the business click through links for all businesses in the district.
  - Remaining funds would be well spent with promotions and marketing
    - Would also like to consider a group video with different business owners.
  - To get Doug more specific numbers this coming week.
- Design - Michael
  - Don't have a great handle on remaining facades
  - Fall banners – going to spend that \$1,100 this FY
  - Plaques – that money will not be spent this year
  - Don't have solid public mural or art ideas
  - Rain garden money has been spent
  - Projections for next year – to come from committee meeting later this month (1/27).
- All committees to provide Doug with next FY projections by no later than Jan. 28<sup>th</sup>.

**Extra Thoughts:**

- Doug: anything we can do to grease the skids of coming downtown by highlighting detours and parking, even if it requires spending money, would be money well spent.
- Lesley: signage would be money well spent and is typical of economic vitality
- Chris: Town can issue press releases to highlight new parking / detours as we enter different phases of Circle Project construction

Doug: draft of audit coming soon, which will require a Board vote to approve, be on the lookout.

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Maria moves to adjourn the meeting

Second: Tom

Vote: All in favor

Meeting adjourns

Next Meeting: Wed., February 3rd at 6 PM on Zoom