

Minutes

Main Street Pittsboro

Meeting: April 7th, 2021

In Attendance: Town Commissioner Michael Fiocco, Lesley Landis, Greg Lewis, Maria Parker-Lewis, Randy Voller, Tom Delafield, Doug Emmons, Town Manager Chris Kennedy, Betsey Elbogen, Sera Cuni

Absent: Mike Dasher

Guest:

Doug Emmons, treasurer and founding board member is resigning from the Board, effective 6/2/21, following our June meeting.

Tom Delafield, secretary, is resigning from the Board, effective 6/30/21 at the end of the fiscal year.

Consent Agenda

Randy motions to approve the consent agenda as submitted by Maria on 4/6/21

Second: Betsey

Abstention:

Votes for: all in favor

Motion Passes

Board Recruitment

Chris motions for the Board to enter close session

Second: Greg

Abstention:

Votes for: all in favor

Motion Passes

Chris motions for the Board to exit close session

Second: Michael

Abstention:

Votes for: all in favor

Motion Passes

Greg motions to approve the application of Greg Stafford to join the Board

Second: Michael

Abstention:

Votes for: all in favor

Motion Passes

Communications Plan

- Goal is to split our plan into two groups: items that we can incorporate immediately and items that we can work towards
- Things we can do immediately:
 - Get everything we can on the website: minutes, audits, budget, annual report, downtown vision plan, etc.
 - Only post minutes from this year. Note that all other minutes are available upon request
 - Lesley to work with Sara to post to our current website
 - Add emails for each person to the website with the Main Street domain
 - Each with a consistent email signature, including a logo, link to our website, etc.
 - Announce our meetings on social media and include instructions on how to listen in if you would like
- We are in a communication deficit; we need to over-communicate to get our story out there and engage the public in a multi-faceted way.
- We do need to represent ourselves and publish our accomplishments. We do make a difference downtown, and it is not self-evident as people are left to draw their own conclusions.
- Target audiences – each requiring different messaging and reached via a different medium/channel
 - Elected officials
 - Property owners
 - Business owners
 - Downtown residents
 - Investors / donors
 - General public
- Quarterly updates are required by our agreement with the Town. They are satisfied by the following:
 - Presentation to the Town Board of Commission prior to the budget
 - Quarterly presentations
 - Presentation 45 days following the end of the fiscal year
- Should present to the County quarterly as well and should present in the same month to the Town & County to save on presentation prep time.
- Presentations at the Town and County Board of Commissioners meetings would help with our media exposure because various media outlets cover each meeting
- Main Street Pittsboro will be featured under the “Downtown” section of the Town’s new website. Town’s website is scheduled to go live around the end of June.

Executive Director

- We should consider modeling our search process after what the Chatham EDC did, using a search committee that’s made up of Board members and non-board members to get a fresh perspective and eyes on the candidates.

- Chris will pull other job listings from government listservs to help us find consistencies and understand what the market is requiring as far as skills, compensation, etc.
- Board needs to consider how it structures itself. We are currently an operational board, and we should be thoughtful about how our processes change when we bring on an Exec Dir.
- We may want to simultaneously consider new rules for Board membership, where folks cycle on and off the board, perhaps have a required hiatus before being eligible to rejoin
 - Creates cheerleaders in the community in the form of past board members
 - Brings new ideas and energy to the board

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Doug moves to adjourn the meeting

Second: Betsey

Vote: All in favor

Meeting adjourns

Next Meeting: Wed., May 5th at 6 PM on Zoom