

# Minutes

## Main Street Pittsboro

Meeting: May 5th, 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, County Commissioner Mike Dasher

**Absent:** Betsey Elbogen

**Guest:**

### Consent Agenda

Greg Lewis motions to approve the consent agenda, minus the February 3<sup>rd</sup> minutes, which require additional revisions, as submitted by Maria on 5/4/2021

Second: Mike

Abstention:

Votes for: all in favor

Motion Passes

### Communications Plan

- Minutes and audits have been added to the website
  - Current fiscal year budget to be uploaded
- Next fiscal year's budget, our annual report and the downtown vision plan have not yet been uploaded.
- Email addresses – everyone is getting theirs set up.
- Board meeting announcement was posted to the Chatham Chatlist and on Facebook one week in advance.
  - Working on sharing via other accounts and including instructions on how the public can listen in.
- We have received some negative comments on social media relating to the Circle Project.
  - Project has been delayed by weather and unforeseen construction complications.
  - Promotions to share that the traffic circle will be open by the end of May, weather permitting.
- Identify a subcommittee to develop a communication plan
  - Target Audiences
    - Elected Officials
    - Property Owners
    - Business Owners
    - Downtown Residents
    - Investors / Donors
    - General Public

- What is the message we want to deliver? What is the frequency with which we want to communicate? What is the channel we want to communicate through?
- Communication Committee
  - Maria, Doug, & some former subcommittee members (Lesley to provide recommendations)

### **Executive Director**

- We are quickly approaching the point at which we are required to have an executive director.
- General agreement this is needed.
- Need to add a category to the vetting process for candidates that “meet some of the qualifications and are recommended for an interview”
- Timing is an important consideration as it dictates in part what we’re able to afford. Town and County funding amounts are still unclear.
  - Town: a major issue is that we have not voted to submit a formal budget
    - A budget was presented at the Town budget retreat that did not reflect the budget that was approved by the Board.
    - Doug to circulate the updated budget that was presented at the Town budget retreat following this meeting.
    - Board will review one more time and vote via zoom meeting 5/8/21.
    - Town meets 5/10 and 5/24 for hearings on the budget. 5/24 the Town Commissioners will formally vote on it.
  - County: Funding has been proposed to flow through the EDC but the model is still unclear.
    - Mike Dasher asks that we send a deliverable to the County that outlines the work we’ve done this last year. Deliverable we provided at our April Town update should fit the bill.

### **Business / Property Owners Update**

- One of the Town commissioners mentioned they would really like to see us hold the meeting.
- Other business owners have voiced their support of such a meeting.
- Currently, we have voted to not hold the meeting until August. Would we like to move it up to June?
  - Common consensus is yes, it would be very worthwhile.
  - Options:
    - Greg and Maria have volunteered Forest Hall - has inside and outside space big enough to accommodate a crowd but is not in the district
    - Postal Fish - has high ceilings but Monday/Tuesday would be the only options. Need to speak to the owner.
      - Greg to speak to the owner
    - Community House – in the district
  - Subcommittee to explore location options:

- Sera & Greg
- Timing: Goal is June 8<sup>th</sup> or 15<sup>th</sup>

**Bylaws Change – Article IV: Section 2**

SECTION 2. Size and Terms. The number of directors of the Organization shall be fixed by the Board of Directors, but in no event shall be less than (3). Each director shall hold office for one year unless duly removed as prescribed in 2 of 10 Main Street Pittsboro, Inc. Article V. Each director must be reelected at the regular annual meeting

- Maria states the bylaws need refining. We should refine the bylaws section by section and then vote on all the changes at one time.
  - The aforementioned section (section 2) is one of specific concern. It is uncharacteristic of boards that there are no term limits to the board members, as currently exists on this Board.
- Another way to do this would be to reimagine the organization as if we were starting again from scratch.
  - For example, setting up a frequently asked questions, volunteer training, etc.
    - Before implementing a requirement that board members have term limits and all the founding / long serving board members cycle off, we need to document how far the board has come and what we've learned so that new members are empowered to keep pushing things forward in the same direction
  - We need to start with the macro perspective.
- Action for the board: before the next meeting, everyone read through the bylaws, mission statement and think deeply about how the organization is structured and if/how we would like to see it changed in the future.

**Board Recruitment**

Lesley motions for the Board to enter closed session.

Second: Doug

Abstention:

Votes for: all in favor

Motion Passes

Lesley motions for the Board to exit closed session.

Second: Michael

Abstention:

Votes for: all in favor

Motion Passes

Lesley motions to approve the applications of Michael Whitman & Kevin Maley to join the Board.

Second: Doug

Abstention:

Votes for: all in favor

## Motion Passes

The Board, at the request of Greg Stafford, will not be changing the bylaws at this time and will advise him of that decision, which may result in him joining the Economic Vitality Committee in lieu of the Board. The Board is willing to review any redlines that he may wish to propose to the bylaws.

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Maria moves to adjourn the meeting

Second: Tom

Vote: All in favor

Meeting adjourns

Next Meeting: Wed., June 2nd at 6 PM on Zoom