

## **Minutes of February 28, 2018 Board Meeting**

Members present: Jon Franko, Rhonda Moore, Anthony Weston, Debbie Maccario and Myra Crutchfield

Staff Present: Michael Lisle

Guests Present: None

The meeting was called to order by Chair Jon Franko at 5:30.

### **Consent Agenda**

#### **Action Taken: Approval of Consent Agenda**

Motion: Rhonda Moore

Second: Anthony Weston

Result: Approved unanimously

### **Updates**

Joint Committee Meeting: A joint meeting of all four DREAM committees was held on February 13<sup>th</sup> with approximately 30 attendees to roll out the 18-month operations plan. The attendees were excited about the vision of the plan. The regular committee meeting schedule will resume in March.

Property Owners Meeting: The property owners meeting will be held Thursday, March 29<sup>th</sup> at 6:00 pm in the Chamber Board Room. There are approximately 300 properties in the DREAM footprint. The goal is to impart how we can help them grow and enhance their investment in Downtown.

Supper on the Square: The Annual Fundraising Event is in the early planning stages with two committees being formed – Food and Restaurant Donations and Ticket Sales and Sponsorships. We have two available dates – September 22 or November 10. November 10 was recommended to be the better choice. Staff will submit the permit request and begin planning.

Project Update – B. I. G. IDEA – The first grant disbursements were made to Dennis Ashley and Hanebrink Jewelers for improvements to their respective properties. Another grant will be issued to Mark Deitch for his improvements made to 103 S. Main Street. The Signature Project is at 111 S. Main Street, which is funding part of the cost of Painting and Awnings. Other renovations on the interior (which are not part of our grant) will really enhance the property. It is slated to be on the market for resale in a few months. DREAM was awarded a grant from the Rotary Club to assist with funding for the program. Discussion was held regarding approaching the Town of Summerville to roll their funding for façade improvement into our program. We also have the program from FNBSC to assist the financing of bigger projects.

18-Month Operations Plan - Michael updated the status of our 18 month operations plan noting that the first priority is to develop a brand and market niche. Questions that we need to address are

- What makes us proud of our downtown?
- What is compelling and urgent about our downtown?
- What is unique and distinctive about our downtown?

The Promotion Committee is the driving force to accomplish this goal while our other committees serve as support as well all work toward the common goal. The Organization committee will be working toward a proposal to submit to the town to handle economic development for a 2-year period.

Other topics of discussion included asking the town to fund the direct mail costs and a coupon to encourage shopping on Little Main Street during the Hutchinson Square renovation, as well as encouraging the town to utilize tactical urbanism to evaluate changes in our roads and traffic patterns related to the renovation. Michael will follow up with the town on these items.

**Old Business:**

Board Member Recruitment: The board briefly discussed the need for additional board members and identified several candidates. Michael will follow up with those persons.

Executive Director Evaluation: Michael's evaluation was prepared by Jon and Sarah was shared with the committee.

Other items: Michael provided a list of community partners whose memberships have recently expired. He encouraged any of the Board members who knew these businesses or persons to please reach out.

The meeting was adjourned at 7 pm.