

MINUTES

COUNCIL DOWNTOWN MASTER PLAN COMMITTEE

Thursday, July 1, 2021 - 9:00 AM

City Hall Council Chambers

Members Present: Maureen Copelof, Chair, Council Member
Gary Daniel, Vice Chair, Council Member
Jim Fatland, City Manager
Paul Ray, Planning Director
Nicole Bentley, Heart of Brevard Executive Director
Billy Parrish, Heart of Brevard Representative
Susan Threlkel, Council Appointed At-Large Member

Absent: Dee Dee Perkins, Citizen Member

Staff Present: Denise Hodsdon, Executive Assistant

Guests: Mark Burrows, Blue Zones Project

A. Welcome & Call to Order

Committee Chair Maureen Copelof welcomed everyone and called the meeting to order at 9:00 AM.

B. Certification of Quorum

Quorum was certified by Executive Assistant Denise Hodsdon.

C. Approval of Agenda

Motion by Mr. Daniel, seconded by Ms. Bentley to approve the agenda as presented. The motion carried unanimously.

D. Approval of Minutes of June 17, 2021 Meeting

Motion by Ms. Threlkel, seconded by Mr. Daniel to approve the minutes of the June 17, 2021 meeting as presented. The motion carried unanimously.

E. Jordan Street Trash - Update re Square Root's Dumpster & Grease Dumpster

Mr. Ray reported that he and Mr. Fatland met with the owner of Square Root to discuss the grease dumpster and they do not have another location for it. They currently have a

regular trash dumpster in the same location as the grease dumpster. They are under a 3-year contract with Waste Management for the regular dumpster and would have to pay to get out of that contract. Mr. Ray contacted Waste Management and requested an estimate for emptying the three subgrade dumpsters and asked if they would let Square Root out of their contract if we used their services. Waste Management's proposal was considerably less than the one we got from Republic and they agreed to let Square Root out of their contract. Therefore, the regular dumpster will be eliminated once the new subgrade dumpsters are installed.

Mr. Ray got a price for a five foot tall masonry wall with a gate to screen the grease dumpster. The area would be 5' x 5' and the cost would be \$2,700 and Square Root would reimburse the City for that over a period of time. The total cost to purchase and install the subgrade dumpsters and to build the screening wall for the grease dumpster is \$54,742. The proposal from Waste Management for servicing the three subgrade dumpsters is \$325 per month, which will be paid out of the Sanitation Fund.

Mr. Fatland will negotiate a lease with Square Root, and Jordan Street if they are using it, to recoup the upfront cost on the grease dumpster and a monthly amount thereafter.

The Planning Board will review the proposed text amendment regarding not requiring screening for the new dumpsters at their July meeting. If the Planning Board recommends it, the amendment together with an amendment to allow subgrade dumpsters will go to City Council in August. The plan is to execute contracts and start construction as soon as possible after City Council votes on the amendments.

F. Budget Review

Mr. Fatland reviewed the attached Revenue & Expenditure Report and explained that the DTMP Design line item in the amount of \$199,000 is the amount that the Committee has to spend. This total is comprised of the budgeted \$180,000 from the 2-cent tax appropriation and \$19,000 in grant funding from Transylvania Tourism and Heart of Brevard for the Christmas light purchase. As of June 30, 2021, we have spent \$128,123 and today we have added \$54,742 for the purchase of the subgrade dumpsters. Ms. Copelof asked for a detailed list of the individual expenditures. Mr. Fatland will provide that at the next meeting.

Mr. Fatland noted that the new budget for FY22 is \$191,000 (\$180,000 from the 2-cent tax appropriation and \$11,000 from Heart of Brevard). He explained that the original plan for the 2 cents was to pledge that toward a loan in the future, but in the meantime until we pledge that money toward a loan, it gives this committee working capital to make incremental decisions throughout the year. If we get the RAISE grant this year, he will recommend that City Council pledge the full \$180,000 toward a \$2M loan.

Mr. Parrish asked what amount of money the 2-cent tax appropriation actually raises. Mr. Fatland said that one cent raises approximately \$90,000. Mr. Parrish asked if evaluations are going up, would that generate more than \$180,000 now? Mr. Fatland will have staff look at it after the tax bills go out and calculate what one penny generates

in revenue. He said if it is higher than \$90,000, he could go back to City Council and increase appropriations to all the committees based on the new numbers.

G. Clemson Plaza Project – History & Funding Discussion

Mr. Fatland explained that at its retreat in 2016, City Council received a comprehensive presentation on Clemson Plaza from the Downtown Master Plan Committee. At that time the Council voted to appropriate \$337,000 for that project. The project was ready to go, but was put on hold while NCDOT completed the Caldwell Street widening project.

Mr. Ray noted that City Council actually started talking about Clemson Plaza in 1995 and actually approved painting a mural on the side of the Co-Ed Theatre, constructing a 2-foot high stone wall along the perimeter of Clemson Plaza, adding new landscaping and building public restrooms. In 2014 City Council approved an ordinance allocating \$360,000 to improvements to downtown properties including \$200,000 to Clemson Plaza. In 2016 City Council approved an ordinance allocating \$337,018 for the design and construction of Clemson Plaza, to be funded from the Downtown Master Plan Fund.

Mr. Ray said that when he inherited this project, Destination by Design was already 90% complete with their design plan. When they were 100% complete, the numbers were too high so we started value engineering to get the cost down to \$350,000. We eliminated the water feature and changed some of the materials. Mr. Ray did note however, that the foundation, electrical and plumbing for the water feature is part of the plan so that it can be added in the future. Mr. Fatland noted that the cost for the parking lot improvements will be paid from the parking fund.

Ms. Copelof said there has been a lot of public interest in reviving the idea of a mural on the wall. She suggested that in next year's budget, we need to think about reviving the idea of a mural. It was suggested that that may be an opportunity for a Tourism grant. Ms. Threlkel said there had been discussion about an African American history mural in the past and there are some designs that we can look at. Mr. Parrish suggested that rather than jumping into a mural, we should start by choosing what we are trying to say and then choose a medium that says it best. He said the Rosenwald Community should be a big part of that conversation. Mr. Ray pointed out that the decision had been made by this committee to wait until the plaza was built and then decide what seems right for art on the wall.

Additional Comments:

Mr. Fatland said that when City Council approved the budget for this coming year, one of the projects for the American Rescue Plan funds is the stormwater problem at Times Arcade Alley. We met with Parker Platt and he is willing to give up two parking spaces to make the parklet proposed on our new streetscape plan. He noted this is where we are taking Downtown Master Plan funds and leveraging it with additional money from the ARP to get two things done for one.

Mr. Daniel said he has received feedback from folks about the condition of downtown following the Arts on the Street event. Items mentioned were weeds in the sidewalk, mowing and dead trees. Ms. Copelof requested that discussion of downtown annual maintenance plan be included on the agenda for the next meeting. Ms. Bentley added that the Heart of Brevard is sponsoring a Downtown Cleanup Day on July 21st from 8:00 to 11:00 am.

Mr. Parrish asked if we had plans to put a sign up at Clemson Plaza that shows the plan. Mr. Ray suggested putting a banner with the rendering on the chain link fence. Mr. Parrish also noted that there are a lot of weeds on that corner and he wondered if the contractor could try to keep that corner cleaned up.

H. Set Date for Next Meeting

The next meeting of the Council Downtown Master Plan Committee will be on Thursday, August 5, 2021 at 9:00 AM in the Council Chambers at City Hall.

I. Adjourn

There being no further business, the meeting was adjourned at 10:29 AM.

X Maureen Copelof

Maureen Copelof
Chair, Council Member

Minutes Approved - August 5, 2021

X Denise Hodsdon

Denise Hodsdon
Executive Assistant

CITY OF BREVARD			
DOWNTOWN MASTER PLAN (FUND 83)			
FY21 AMENDED BUDGET			
REVENUE & EXPENDITURE REPORT			
FOR MONTH ENDED JUNE 30, 2021			
	AMENDED	THRU	PERCENT
	FY21	JUNE 30	TO DATE
	BUDGET		
BEGINNING FUND BALANCE		\$1,131,583	
REVENUE			
Interest on Investments			
Transfer form Heart of Brevard	\$11,000	\$20,000	181.8%
Grant Funding	\$19,000	\$19,000	
Appropriated Fund Balance	\$1,131,583		
Transfer from Capital Reserve Fund			
Transfer from General Fund	\$180,000	\$180,000	100.0%
Jordan Street Parking Lot Revenue			
NCDOT - Caldwell			
Loan Proceeds	\$1,300,000	\$1,300,000	100.0%
TOTAL REVENUE	\$2,641,583	\$1,519,000	57.5%
EXPENDITURES			
Purchase N. Broad Street Property	\$1,877,500	\$1,854,423	98.8%
DTMP Design	\$199,000	\$128,123	64.4%
Clemson Park & Downtown Improvements	\$350,000	\$120,124	34.3%
Caldwell Street	\$103,259		
Transfer to Parking Fund	\$111,824	\$111,824	100.0%
TOTAL EXPENDITURES	\$2,641,583	\$2,214,494	83.8%
ENDING FUND BALANCE		\$436,089	