

# MINUTES

## COUNCIL DOWNTOWN MASTER PLAN COMMITTEE

January 22, 2020 – 4:00 PM

Administrative Conference Room at City Hall

Members Present: Maureen Copelof, Chair, Council Member  
Gary Daniel, Vice Chair, Council Member  
Jim Fatland, City Manager  
Nicole Bentley, Heart of Brevard  
Melanie Spreen, Heart of Brevard Representative  
Dee Dee Perkins, Citizen Member  
Susan Threlkel, Council Appointed At-Large Member

Members Absent: Paul Ray, Planning Director

Staff Present: Denise Hodsdon, Executive Assistant

Guests: None

### A. Welcome & Call to Order

Committee Chair Maureen Copelof welcomed everyone and called the meeting to order at 4:04 PM.

### B. Certification of Quorum

Quorum was certified by Executive Assistant Denise Hodsdon.

### C. Approval of Agenda

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

### D. Approval of Minutes from October 23, 2019 Meeting

Motion by Ms. Threlkel, seconded by Mr. Fatland to approve the minutes of the October 23, 2019 meeting as presented. Motion carried unanimously.

### E. Clemson Plaza Design Update

Mr. Fatland reported that the advertisement for bids will be going out in about two weeks and we are hoping for a groundbreaking in the spring. Ms. Copelof said she would anticipate there being some reaction from the community about removing the big tree.

Ms. Threlkel suggested it might be a good idea for Paul Ray to write another article for the newspaper regarding why the tree is being removed and to include a photo of the plan for the new park.

Ms. Spreen noted that at the last meeting we had talked about the price of the water feature and that it wasn't in the budget. We talked about possibly looking at getting stone material from someone local and doing some fundraising. She asked if we had an update on that and is that excluded from the contract? Mr. Fatland will ask Paul Ray to send an email update to the Committee.

#### **F. Downtown Christmas Decorations**

Mr. Fatland said he wanted to get some input from this committee about forming a task force to work on a budget and plan for new Christmas decorations for Downtown. He said we will need some help from the Heart of Brevard as well. He suggested that a sub-group of this committee be part of the task force. Mr. Fatland, Ms. Bentley, and Ms. Perkins all volunteered and Ms. Spreen suggested that Ann Hollingsworth might be interested as well. Mr. Fatland noted that once we get a budget together, we will raise money from the Heart of Brevard, the City, and merchants and companies in town, to make it happen. Mr. Fatland will work on scheduling a meeting with a representative from a Christmas decoration company to come meet with the task force.

#### **G. Focus 2020 Discussion**

Ms. Copelof said several people have asked what we are doing in terms of taking a look back at the Focus 2020 plan and doing some type of an analysis. She put this on the agenda in order to have a discussion as to whether it is worth doing an analysis and if it is, how do we want to approach it? She said it is bigger than this committee and actually bigger than the City, but we have to start somewhere and she thinks it is logical since we are now in 2020 to do something in terms of looking back. Mr. Fatland added it would be nice to see all the great things we have accomplished that were in this plan and then there are things that have happened in the community that were not identified in the plan, which we could show as separate accomplishments.

Ms. Threlkel gave an overview of the Focus 2020 project and the process by which the report was created and implemented. She remarked that this is one document that did not just get put on a shelf where nothing happened with it. Ms. Copelof said it would be really great to show people that the effort that went into this was not ignored. She said it really is a good news story and it would be great if we could do a little series in the newspaper.

Ms. Copelof reiterated that this is much bigger than Downtown and asked how do we approach getting the right people to sit down with the document and be able to analyze it? She said you have got to have the right analysis, therefore it's got to be somebody with the corporate knowledge. She asked if Ms. Threlkel and Ms. Perkins would be willing to

do a general assessment. They both suggested that a good place to start might be to ask Al Platt if he would be willing to meet with the Committee to speak to what the mind set was at the time and what we were trying to accomplish and see how he feels about how we have done.

Ms. Threlkel suggested that the Downtown Master Plan Committee could specifically look at the "Gateways, Corridors and Downtown" chapter. There was discussion about having each of the Council committees analyze the different sections of the plan. Ms. Threlkel suggested that a good place to start would be to look at the people who were in the original focus groups and see if there is anybody that would be a good target person to do some of this. Ms. Threlkel said she has heard from Mark Burrows that Blue Zones wants to be involved in it so they could be another partner.

Ms. Perkins noted that this was originally a City initiative and suggested it would be great to have the City Council endorse a formal review and maybe look at what comes next. Following further discussion, Ms. Perkins made a motion, seconded by Mr. Fatland, to recommend that City Council authorize an evaluation of the Focus 2020 Community Report accomplishments, to include any additional projects of merit that have been accomplished within the same timeframe, and to authorize Staff to draft a resolution for City Council approval. The motion carried unanimously.

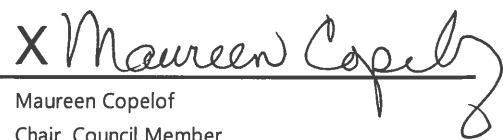
#### **H. Set Date for Next Meeting**

Ms. Copelof serves as the City's representative on the Land of Sky Regional Council and they meet on the fourth Wednesday of each month at 1:00 pm in Asheville so it is difficult for her to be back in Brevard for a 4:00 pm meeting. She requested that the Committee consider changing its regular meeting date. Following discussion, motion by Ms. Copelof, seconded by Mr. Daniel to change the regular meeting date for the Downtown Master Plan Committee to the fourth Thursday of each month at 4:00 pm. The motion carried unanimously.

The next meeting of the Council Downtown Master Plan Committee will be on Thursday, February 27, 2020 at 4:00 PM. Ms. Threlkel will invite Al Platt to the next meeting.

#### **I. Adjourn**

There being no further business, the meeting was adjourned at 5:23 PM. The motion carried unanimously.

  
Maureen Copelof  
Chair, Council Member

Minutes Approved - February 27, 2020

X Denise Hodsdon  
Denise Hodsdon  
Executive Assistant