



**MINUTES TOWN OF
PITTSBORO
DOWNTOWN ADVISORY BOARD
REGULAR MEETING
THURSDAY, JUNE 30, 2022 - 10:00 AM**

Members Present:

Robyn Allgood, Voting
McKenzie Allgood, Voting
Debbie Andleton, Ex-Officio
Mary Kate Bedell, Volunteer
Samantha Birchard, Voting
Sarah DeStefano, Voting
Heather Johnson, Voting
Chevon Moore, Voting
Janeth Moran, Volunteer
Dylan Perry, Voting
Cindy Schmidt, Ex-Officio
Greg Stafford, Voting
Michael Whitman, Voting
Nora Young, Volunteer
Chris Kennedy, Town Manager
Theresa Thompson, Downtown Development Director

Voting Members Absent:

Kathie Russell

1. Welcome & Introductions

The meeting was opened and facilitated by Theresa Thompson, Downtown Development Director.

2. Main Street Program Overview

Following the introductions of participants, Ms. Thompson and Mr. Kennedy provided an overview of Board functions, activities of the Main Street Program, the importance of visioning and long range planning, and an explanation of future subcommittees of Promotions, Design, and Economic Vitality.

3. Pittsboro Downtown Vision Plan

Ms. Thompson distributed a copy of the 2014 Pittsboro Downtown Vision Plan and requested everyone become familiar with existing project ideas identified in the plan.

4. SharePoint Overview

Ms. Thompson explained that a SharePoint drive has been created where everyone will have access to add and edit digital documents.

5. Questionnaire Results

Ms. Thompson passed out the group's results to the Downtown Questionnaire. She stated that the responses provides a snapshot into the current state of downtown and offers insight on common themes, priorities, and values of the group. She stated another survey can be taken in a year to see how the responses have evolved over time.

6. Schedule Next Meeting

It was decided that the next meeting would be scheduled for Tuesday, July 19, 2022 at 6pm.

H. Open Discussion

Discussion included:

- Ms. Thompson contacting different local organizations to create partnerships.
- Promoting other events and businesses in town outside of the Downtown such as at The Plant while having an emphasis on Downtown activities.
- The importance of social media in the success of events and business promotions.
- Needing an online presence beyond Facebook.
- That merchant "buy in" is essential so shopping can coincide with events though this it is understood that this is a difficult task.
- Encourage activities and businesses for all age groups.
- To think of ways to reach out to all age groups such as email for older age groups.
- The importance of a creating a shop local campaign.
- Increasing walkability downtown.
- That a majority of people enjoy shopping in person and interactions promotes mental wellness.
- The focus is on visioning currently though there should be discussion on what can be done the last several months of this year.
- A downtown walking tour was suggested and Ms. Thompson stated she can look into having a Downtown Bus Tour of other downtowns. There was a consensus for this idea and Ms. Thompson stated she will begin contacting downtowns to tour possibly including Apex, Fuquay Varina, Graham, Hillsborough, and Dunn.
- The Board unanimously approved moving forward with the half circle logo design which Ms. Thompson stated she will create and present the final product at the next meeting.

I. Adjournment

With no further comments, the meeting was adjourned.

Theresa Thompson, Downtown Development Director