

January 9, 2025
Downtown Development Authority
Village of Bellevue – Meeting Minutes

The Bellevue Downtown Development Authority meeting was called to order at 8:00 a.m. by Chairperson C. Carpenter.

Roll Call:

Present: M. Smith, N. Roberts, K. Sparks, C. Carpenter, L. Pfiester

Absent: M. Pennington, M. Bartz (8:04)

N. Roberts moved to approve the minutes from the December 4, 2024 meeting seconded by K. Sparks. Motion carried.

First on the agenda is the Santa Parade and Tree Lighting. The board was very happy with the turnout for the parade and tree lighting. There were lots of compliments on the parade and the setup for Santa pictures at the North End. We have a rough estimate of 100 kids who participated in the North End activities, and about 20 participants (some with multiple vehicles) attended the parade. It was mentioned there is a possibility that we may need to look for a new Santa next year. Current Santa may not be able to volunteer in the future due to schedule availability. The board made note that the parade should start heading down Love Hwy to the stop sign earlier to make sure the parade does not take too long to get to Main St. It was noted that the parade started at 6 but didn't get to Main St until 6:20. We also need to look into putting the marching band at a different point in the parade or not having them play a whole song. It held up the parade line longer than we would like. Also, if we decide to do hot cocoa next year, we need other ways to keep it warm. We went through more than anticipated.

Discussion was made about how and when the lights should come off the tree. Jason Whitcomb mentioned volunteering time and a lift to take them down, but they would need to schedule around when they had the lift rented for other jobs. It was also discussed reaching out to the Charlotte Fire Department to see how much they would charge to come and remove the lights.

The winners of the Light Up the Vue were Brininstool Family and SheBrews. The board would like to start advertising as early as November 15 and agree that we need to push the advertising of the event more. At least once a week on Facebook.

N. Roberts answered questions about the sound system from the last meeting. The Maintenance Plan is for \$900 per year. It also was confirmed there was a 1-year warranty. N. Roberts will ask about pricing to add more speakers if the board feels they are needed in the park. The board agrees that adding the sound system will add to the appeal of downtown Bellevue, and all downtown events, such as the car and tractor show, could benefit from the sound system being able to play music and do advertisements about upcoming events. K. Sparks motioned to purchase the sound system for downtown at the price of \$34,001.96 with no maintenance plan until the one-year warranty is up, seconded by L. Pfiester.

The Farmers Market was discussed since it had been put on hold until the start of the new year. It was agreed that too many people do their own gardens and give away extra vegetables, so we are not getting the activity or vendors to make it worth having a market. L. Pfiester motioned to cancel the Farmers Market for

2025, seconded by K. Sparks. It was discussed that a Community Garden tended by volunteers at the High School for community service hours would be a good idea instead of the Farmers Market.

There are still 2 vacant seats available on the board. Jason Whitcomb from Baker Construction attended the meeting and expressed interest in being on the board. K. Sparks motioned to approve Jason as a board member, seconded by C. Carpenter. We do have one other person interested in the last vacant seat, and they plan to attend the February meeting.

The meeting day of the week and time were changed to the second Thursday of the month at 8:00 a.m. at the December meeting. It was discussed if this would still work for everyone. We continued to discuss suggestions for the separation of Village and DDA. It was mentioned that meeting locations be rotated between local businesses to show our support in the community. Spaulding, Baker, and Independent Bank have all agreed that they could hold meetings in their locations. The February and March meeting location has already been posted at Village Hall. C. Carpenter has motioned to rotate monthly meetings to different locations on a quarterly basis: 1st quarter Village, 2nd quarter Spaulding, 3rd quarter Independent Bank, and 4th Baker Construction, seconded by K. Sparks.

After a review, the Façade Grant must be revamped to include all the DDA tax capture areas. N. Roberts will update the list of addresses for all tax capture areas. Once the list of addresses is updated, M. Bartzen will update the map, and C. Carpenter will update the Grant wording.

Lastly, A. Herr asked about a Community Event calendar. The board mentioned that this has been done in the past, but for some events, it is hard to get dates set in stone this early in the year. We will take a look and reach out to see if we can get enough dates together to make a Community Calendar for this year.

L. Pfiester moved to adjourn the meeting at 9:08 a.m., seconded by K. Sparks. Motion carried.