

**DDA Minutes**  
**August 30, 2018**  
**8:00 – 9:00 a.m.**

**DDA Members Present:** Sarah Murphy          Jamie Wyatt          Clark Ninneman  
Sam Burch          Harlan Shirley          Len Gough

**DDA Members Absent:** Addison Lester

**Staff Present:** Brian Wismer          Ray Gibson          Joyce Waits  
Julie Herbert          Tom Lee

**Guest:** Ladson Haddow

**Call To Order:**

Murphy called the August 30, 2018 meeting to order.

**Approval of Minutes:**

Motion by Gough and seconded by Shirley to approve the April 18, 2018 meeting minutes.  
Motion carried unanimously.

**DCA Monthly Report:**

Wismer gave the DCA Economic Activity/Local Development report for the month of July, 2018.

- Wismer stated that he, Murphy and Gibson are on the review team to develop a Unified Development Ordinance for the City. Wismer stated that the goal was to make development codes easier to understand and find information, as well as take out language

that is obsolete or not in keeping with the City's goals. Wismer stated that this is a one-year project and they have only been into the project for a few months.

- Staff recently issued an RFP for legal services specific to the needs of the DDA. We received several proposals. The preference is to use Butler-Snow whom the City used recently to facilitate the purchase of the FCBoE property. This firm will assist us with the Alleyway project, as well as other issues as needed.
- Haddow asked Wismer if we had full "buy in" from the owners in regard to the Alleyway project. Wismer stated that a few of the property owners require further discussion.
- Gibson stated that he met with State Reps. Bonner/Jackson regarding the establishment of a Fayetteville Public Facilities Authority. He is also looking to update and clean up some of the points in the City Charter.
- Wismer stated that 11 bids for architectural services for the City Hall/greenspace project were received and 4 were interviewed on Monday, August 27.
- Haddow asked about the widening of Bennett Street and making it a one-way street. Wismer stated that is still under consideration as part of the Alleyway project.

### **HDF Report:**

- Lee gave the HDF report for the month of July and reviewed an extensive list of accomplishments from our 2018 summer intern, Sabrina Barlow. She is interested in returning in 2019.
- Gibson asked Lee if Barlow had worked on getting more people to visit the museum. Lee stated that there was an increase in attendance for the month of August. Gibson stated that it would be a good idea to focus efforts on a plan to get more people to visit the museum.

### **Rebranding Proposal for HDF Museum**

- Lee presented to the Board information in regard to "rebranding" the name of the Museum; need to include the word "Museum" in the name, so when someone is searching on line for museums, the HDF Museum will be displayed. One of the recommendations was to refer to it as "The Fayetteville Museum at the HDF House". No decision has been made. Wismer stated that this recommendation is not for action today, but for the members to review the handout and bring back comments at the next meeting. Wyatt stated that she has concern for losing historical branding. Gough agreed.
- Lee stated that he is working on updating displays in the museum, and putting together a public event with the Dorsey's in September. Gilbert is currently working on a flyer.
- Lee stated that the Museum Committee suggested that some of the money raised from the Cemetery Walk this year be used to refurbish headstones in the historical cemetery. Gibson stated that as the City Project goes forward, that including a rehab of the cemetery may need to be considered.
- Lee stated that the next Museum Committee meeting will be October 15

**Old Business:**

There was no Old Business to discuss.

**New Business:**

195 Stonewall RFP Results:

Lee left the meeting.

Motion by Burch and seconded by Wyatt to go into Executive Session. Motion carried unanimously.

Motion by Burch and seconded by Gough to come out of Executive Session. Motion carried unanimously.

**Adjourn:**

Motion by Wyatt and seconded by Burch to adjourn the meeting. Motion carried unanimously.

Meeting adjourned.

Respectfully submitted,

Joyce Waits