

Downtown Murphy

Main Street Board Meeting: January 19, 2023

Minutes

- In attendance:
 - Board Members: Gail Walker-Stansell, Charlene Smith, Brian Smith, Cabrina Horton, Kristen Wilder, Tim Radford, Callie Moore, Paul Worley, Sherry Raines
 - Staff: Laura Lachance
- Brian Smith moved to approve the minutes from the November 17, 2022 Main Street Board Meeting. The Board unanimously approved the minutes.
- Laura Lachance updated the Board on the effort to establish a Non-Profit associated with the Murphy Main Street Board. Laura has reached out to local lawyers and the NC Main Street Office in order to find an organization that could help with the paperwork to establish a 501c3. She has not been able to source an organization that has the time and expertise to accomplish this task. Sherry Raines indicated that she knows of an organization based in Asheville that could be hired to complete the paperwork. She promised to email Mrs. Lachance the contact information. Mrs. Raines also suggested contacting the Pharus Group in Hayesville. This organization provides help to local businesses. Paul Worley also suggested that Mrs. Lachance contact Lance Collins at the TCCC Small Business Center. Mr. Collins may be able to provide this service at a discounted price. Ms. Lachance promised the Board that she would follow up with all of these entities and report back at the next Board meeting.
- Mrs. Lachance shared the completed 2022 evaluation of the Murphy Main Street Program. This is an annual self-evaluation of the program that is submitted to the NC Main Street Program. Based on this evaluation, the NC Main Street Office will recommend to Main Street America whether Murphy Main Street should be an Affiliate Program or an Accredited Program. Mrs. Lachance will report back to the Board once NC Main Street has made their recommendation.
- Mrs. Lachance also discussed the development of the 2023 Plan of Work for Murphy Main Street. Activities that were not accomplished in 2022 will carry-forward to 2023. In addition, the Main Street committees will develop new activities when they meet for the first time.
- Mrs. Lachance suggested the following ideas that could be incorporated into the 2023 Work Plan
 - Investigate alternative funding options
 - Initiate an annual information-gathering session with downtown business owners and property owners
 - Initiate a strategy session/retreat with Murphy Main Street Board and Committees.
 - Publish an annual report about the Murphy Main Street Program
 - Create branded material that includes the Downtown Murphy logo
 - Plan an annual event recognizing all of the volunteers for Murphy Main Street
 - Encourage Murphy Main Street Board Members to participate in on-line training coordinated by NC Main Street.
 - Investigate the establishment of design standards, guidelines and tools property owners can use to preserve, improve and maintain historic buildings.

- Identify a list of organizations/meetings where the downtown director can present and advocate for the Murphy Main Street program
 - Conduct a Downtown Consumer Survey similar to the survey from Fall 2020
- The Main Street Board discussed additional ideas that could be included in the 2023 Work Plan
 - The group identified a list of potential organizations where the downtown director could present: Rotary, Cherokee County Museum Board, Cherokee County Chamber of Commerce Board, Church groups, Beta Club, Community Clubs, Harrah's Casino.
 - Plan an annual Open House about the Murphy Main Street Program that would include a presentation and the ability of participants to complete a comment card.
 - Initiate interviews with local media to educate the community about the Murphy Main Street program.
 - Buy a domain for Murphy Main Street (completed by Tim Radford through Name Cheap mainstreetmurphync.com).
 - Update the Town's Website to include more information about Murphy Main Street and Downtown Murphy.
 - Incorporate a cohesive design element throughout Downtown Murphy that would incorporate the Downtown Murphy Logo.
- The next meeting of the Board was scheduled for Thursday, February 16 at 9:00am at Murphy Town Hall.