

Downtown Murphy

Main Street Board Meeting: October 20, 2022

Minutes

- In attendance:
 - Board Members: Gail Walker-Stansell, Tim Radford, Callie Moore, Cabrina Horton, Kathryn Jenkins, Paul Worley, Aaron Patton
 - Staff: Laura Lachance
- The minutes were approved from the August 11, 2022 meeting.
- Gail Walker-Stansell was unanimously elected Main Street Board Chair.
- The Board Member Responsibilities Agreement Form was adopted and signed by all members present. The absent members will sign this agreement form at the next meeting of the Board.
- The Board discussed changing the focus of the individual Murphy Main Street committees. The Board instructed Laura Lachance to bring back information to the next Board meeting including: a clear definition of each committee, a paragraph describing each committee, and job description for each committee. Laura suggested that the 3 committees change to Promotions, Design, and Economic Vitality/Organization.
- The Board discussed what should be included in a Murphy Main Street Elevator Pitch. The Elevator Pitch is attached and included in each Board Member's notebook.
- Laura Lachance updated the Board on the status of Murphy's submission to the NC Department of Commerce Rural Transformation Grant. Town of Murphy staff is working with Allison Platt of Regeneration by Design to complete the grant submission of redesigning the Downtown Murphy "Town Square". This is a redesign of the four pocket parks at the center of Town. The submission is due by November 1. The Board discussed the need to identify other sources of grants for streetscape projects. Paul Worley of the Cherokee County Economic Development Authority will keep his eye out for other grant opportunities related to streetscapes.
- The Board discussed the benefits of Murphy Main Street establishing a 501c3 (non-profit) to accompany the town-run Main Street program. This non-profit could serve multiple purposes. First, it could act as the fundraising arm of the Murphy Main Street Program. In essence it could be the "Friends of Murphy" organization. Many Main Street communities raise money from local community members and businesses who want to be identified as "Friends". These funds can then be used for promotions or physical improvements to downtown. Second, a non-profit could be used for the sale of property that is donated to the Town. When property is donated to the town government is limited in the way it can "sell" this property. If property is donated to a non-profit there are fewer restrictions on how the non-profit can handle the "sale" of the donated property. This could increase the economic development opportunities for the Town of Murphy. Laura Lachance was directed by the Board to start the process of establishing a non-profit.
- The next meeting of the Board was scheduled for Thursday, November 17 at 9:00am at Murphy Town Hall.