MINUTES
City Council Downtown Master Plan Committee

Wednesday, November 12, 2025 – 4:00pm
City Hall Council Chambers

Members Present:	Gary Daniel, Chair Council Member Pamela Holder, Vice Chair, Council Member Nicole Bentley, Heart of Brevard Executive Director Dakota Chapman, Citizen Member Mayor Maureen Copelof, Ex-Officio Member
Members Absent:	Dee Dee Perkins, Heart of Brevard Representative Parker Platt, Citizen Member
Staff Present:	Wilson Hooper, City Manager David Todd, Assistant City Manager Paul Ray, Planning Director Denise Hodsdon, City Clerk

A. Welcome & Call to Order

Chairman Daniel called the meeting to order at 4:00pm.

B. Certification of Quorum

City Clerk Denise Hodsdon certified that a quorum was present.

C. **Approval of Agenda**

Mr. Daniel noted that Item G. Downtown Master Plan Update would be postponed until the next meeting. Ms. Bentley requested to add an item regarding an update on the Heart of Brevard Annual Walkable Center Assessment as new Item G. Ms. Holder moved, seconded by Ms. Bentley to approve the agenda as amended. The motion carried unanimously.

D. Approval of Minutes – September 10, 2025 Meeting

Ms. Holder moved, seconded by Mr. Chapman to approve the minutes of the September 10, 2025 meeting as presented. The motion carried unanimously.

E. Public Comment – None.

F. Subcommittee for Public Art Applications Follow-up

Ms. Bentley reported that the Quixote mural application still needs enhanced artwork before coming back to the subcommittee. She believes that the other project that was interested in moving forward will now wait and try to do the mural installation in the spring.

G. Update Heart of Brevard Annual Walkable Center Assessment

Ms. Bentley shared that it is time to conduct the Heart of Brevard's Annual Walkable Center Assessment and this year it will be a night audit scheduled for December 18th. She said all members of City Council will be invited to participate, and we would love to have two members of this committee participate. The results will be shared with this committee prior to presenting to City Council in February. They will meet with Public Works staff next week to review the status of last year's assessment results.

H. Loading Zone Communication Strategy & Signage on W. Jordan St.

Mr. Todd reported that following Council's approval of the striping plan, he reviewed the plan with NCDOT. Public Works needs to build a wheelchair ramp in the new location for the ADA space. The plan is to have the painting in place before placing signage so that it is enforceable. He asked for a recommendation from the committee regarding loading zone signage. Following discussion, the committee recommended that the signs should read "Truck loading zone only".

Mr. Hooper mentioned that the Traffic Schedule will need to be updated to remove the old W. Jordan St. loading zone and to clarify language regarding the Broad St. loading zone and update the time limit to 15 minutes.

Ms. Bentley said that as much as we need designated parking signs, we need signs that restrict and communicate to people that they can't park on W. Jordan St. and E. Jordan St. She believes that our delivery drivers have been used to doing whatever they want, whenever they want, and that there will need to be some strategic signs placed there. She suggested signs such as "No stopping or unloading". She also encouraged that we work on some kind of communication that can be distributed to delivery drivers informing them where the new designated loading zones are and what the penalties are for not using those. Mr. Hooper will reach out to Dee Dee Perkins for contact information for drivers and Ms. Bentley volunteered to send the letters once they are crafted.

Following discussion there was consensus to put three additional "No Parking" signs on the south side of W. Jordan St. from the intersection of Jordan and Broad to the existing "No Parking" sign that is there now; and to put three "No Parking" signs on the south side of E. Jordan St. from the church driveway to the Eldridge Motors driveway. Mr. Ray suggested for future consideration that signs saying "Public Parking Ahead" would direct people to our public parking lots.

I. Set Date for Next Meeting

The next meeting of the Committee was scheduled for December 10, 2025 at 4:00pm.

J. Adjourn

There being no further business, the meeting was adjourned at 4:36pm.

Minutes Approved: December 10, 2025

X _____
Gary Daniel, Committee Chair
Pamela Holder, Committee Vice Chair

X _____
Denise Hodsdon
City Clerk