



City of Mount Airy Downtown / Small Business Development Committee Meeting Minutes

March 10, 2021 - 12:00PM
Virtual Meeting via Cisco Webex

Member(s) Present:			
Lizzie Morrison	Lenise Lynch	Nathan Bond	Holli Nowlin
Will Sheppard	Teresa Leiva		
Member(s) Absent:			
Marie Wood	Christopher Cook	Eve Trotter	
Staff & Guest(s) Present:			
Carolyn Hegler (Host)	Andy Goodall	Barbara Jones	
Joseph Zalescik (Guest Speaker)		Dave Ackerman (Guest Speaker)	

- I. Call to Order**
Lizzie Morrison called the meeting to order at 12:02PM.

- II. Introduction of Guest Speakers**
Ms. Morrison introduced Joe Zalescik with the Mount Airy Farmer’s Market. Dave Ackerman with the Surry County Farmer’s Market was having issues with logging in and joined the meeting later.

- III. Farmer’s Market Q&A**
Ms. Morrison introduced the topic of having a multi-use open-air structure in the Downtown that can be used for a farmer’s market. She also spoke about the need to get feedback from the farmers and market representatives on the location of the market and hours of operation. Mr. Zalescik began by giving an introduction about the Mount Airy Farmer’s Market including the number of vendors and the current location. Per Mr. Zalescik, if a new market were to be

constructed, the farmers would prefer it to be near Downtown. In addition, it would need to be at a location where trucks with trailers can easily access it for loading/unloading goods. He spoke about the open-air structure that is used for Dobson's market. The structure is 62' x 90' and cost \$170,000 to construct. The farmers group is excited to hear that the City is considering building a structure. They are also taking applications for new vendors at the current location.

Ms. Morrison asked if the vendors are the same in Mount Airy, Dobson and Elkin. Mr. Zalescik said not necessarily. Some do all three (3) and some do less. Ms. Morrison asked what time the Dobson and Elkin markets operate. Elkin is on Saturdays from 9/10AM to 1PM. Dobson is on Thursdays from 3:30PM to 7PM. It was discussed that the Mount Airy market have a weekend market because it is hard for residents to get to the current market during a weekday morning.

The discussion continued about the different properties the group has identified as potential locations for the open-air structure (I.e. Cherry Street, Franklin Street Parking Lot and Spencer's property). Mr. Goodall talked about the tradeoffs of each site. Due to the potential size of the structure and the logistics of accessibility, the Spencer's property appears to be the best location. Ms. Morrison talked about family-oriented recommendations and how a multi-use facility (market structure, splashpad, etc.) would fit those. She solicited responses from the rest of the committee. The general consensus was that the area available at the Spencer's property would make it the best location for a multi-use facility.

Ms. Morrison spoke about the Market Street Entertainment District and modifying plans for the district this year. She will be presenting her update to the Commissioners at their next meeting in hopes of continuing the district in 2022.

Mr. Zalescik asked the committee if anyone had visited the Elkin and/or Dobson markets because the structures are very different. Ms. Morrison asked if there were things Mr. Zalescik would add to a new structure. He would like to see electrical hook-ups, restrooms and hand-washing facilities (plumbing).

Mr. Ackerman joined the meeting and spoke about the history of scheduling the markets. The committee discussed changing the schedule to have a Saturday or Sunday market in Mount Airy. Mr. Ackerman did not see an issue with the markets competing against each other if there is enough interest and vendors in

the long term. Short term it may be a challenge, but they would work through it.

The group concluded by discussing adding craft & food truck vendors to the markets, vendor fee structure and an update on the public hearing for the hotel at Spencer's.

IV. Remaining Steps Before Final Recommendation

Ms. Morrison asked that each of the committee members provide examples of different downtowns and farmers markets they liked to discuss at the next meeting. Examples need to be mailed to Mr. Goodall by Monday, March 22, 2021. He will put the examples into PowerPoint for the group to review at the March 23rd meeting.

V. Adjournment

At 1:00PM, Ms. Morrison adjourned the meeting.