

Hickory Bond Commission
October 27, 2015 at 5:00 P.M.
Hickory Metro Convention Center

A meeting of the Hickory Bond Commission was held on Tuesday, October 27, 2015 at the Hickory Metro Convention Center.

Members Present: Alan Barnhardt, Jennifer Beane, Mike Bell, Patricia Bowman, Paige Brigham, Dana Chambers, Rob Dickerson, Charlie Dixon, Ryan Edwards, Ed Farthing, Kimberly George, Charlie Hayes, Jennifer Helton, Mike Holland, Alan Jackson, Anthony Laxton, Will Locke, Shauna O'Brien, Hani Nassar, Stacey Rash, Katherine Rogers, Carolyn Sinclair, Vernon Tarlton, Mike Thomas, James Tilton, Nick Walden, Susan Walker, Bee Watts, Burk Wyatt, and Frank Young

Members Absent: Jennifer Clark, Norm Cook, Tom Dobbins, Jerisha Farrer, Jeff Hale, Allison Holtzman, Andrew Howard, Norm Meres, Adelia Parrado-Ortiz, Dean Proctor, David Roberts, II, and Gayle Schwarz

Others Present: Multiple City Staff and Freese and Nichols Staff

Bond Commission Chair Burk Wyatt opened the meeting at 5:09 P.M.

Mr. Mike Ways, of Freese and Nichols, reviewed the three Riverwalk design options that had been previously presented. Each option was displayed in a PowerPoint presentation. Option one can be summarized as the most iconic option, consists of an entire boardwalk, and has a cost estimate of \$10 to \$12.5 million. Option two is a partial boardwalk/partial waterfront trail and has a cost estimate of \$8 to \$10 million. Option three has the least boardwalk, is mostly 50 feet from the water, and has a cost estimate of \$7 to \$9 million.

Ms. Morgan McIlwain, of Freese and Nichols, presented an overview map of Hickory. She noted two additional streetscapes; one that would connect to Riverwalk (Old Lenoir Rd - Clement Blvd. NW to 15th Ave NW) and one that would connect to Citywalk (9th St. NW - 3rd Ave NW to Main Ave NW).

Some group discussion ensued regarding the location of crosswalks and traffic signals.

Ms. McIlwain went on to discuss the total cost estimate for the streetscapes and gateways project. The overall cost for the entire project came to \$33,960,000. However, they have broken the project down into categories, separating medians and lighting, which offers more options to lower the cost.

Mr. Charles Archer, of Freese and Nichols, noted that clearly the cost estimates equal more dollars than are available. He explained that in the November subcommittee meetings, each subcommittee would be tasked with a prioritization process to help narrow down project necessities. After the meetings, Freese and Nichols will calculate the collected data from the prioritization process and create a recommended project schedule to include only items that

stay within budget. Items that go over budget will be delayed in a second phase and funded with grant dollars or private partnerships. He explained that the current meeting is going over the large picture but in December they will present a more prioritized project plan.

Ms. McIlwain then discussed gateways. She reference site photos and concepts from Inspiring Spaces displayed in a PowerPoint presentation. She explained that the Inspiring Spaces gateways have tertiary entry features, are big and can be seen while driving at high speeds, and are tall enough to be seen in various directions.

The first gateway would be located at US 70 and Hwy 321 and the second at Lenoir Rhyne Blvd. and I-40. Some group discussion took place about the exact placement of these gateways. Some were of the opinion that they should be place further out, so that travelers would have the opportunity to exit off of the interstate or highway before driving past the gateway. Rather than being an announcement of one's arrival into the city, it could be used to draw people into the city. Discussion ensued on the subject.

Thirdly, a gateway at Springs Road and McDonald Parkway was discussed. They moved on to Hwy 321 and Clement Blvd and discussed the concept of creating an antique baseball scoreboard to use as a marquee for the Crawdads stadium. The last gateway is at Hwy 321 and Riverwalk. NCDOT is raising the bridge at that location so a pedestrian bridge over is not an option so plans will have to be made to go under the bridge.

The total cost estimate for Gateways is \$1.3 million.

Mr. Archer explained that all of the information would be sent out online for the Bond Commission members to access so that they could review the material.

He went on to explain that Land Design's previously created cost estimate for Citywalk was accurate at \$27.4 million, which includes all amenities.

Ms. Andrea Surratt explained that the group would be having their photograph made for an upcoming Hickory Daily Record insert about the bond projects. She asked Ms. Dana Kaminske to speak about the insert.

Ms. Kaminske explained the need to reach a broad audience in regard to the bond program. The insert in the newspaper will be roughly 24 pages, dependant upon the number of advertisements. The insert will review the passage of the bond referendum, discuss the bond projects, highlight private development, and give an overview of "Crafting Hickory." The insert will be a glossy magazine, scheduled to release on January 3, 2016, with a total of 28,000 copies printed. She told the group that if any of them were interested in advertising in the insert, they should sign up with their contact information and representative from the Hickory Daily Record will contact them.

She also discussed the upcoming Community Bond Update and Legislative Reception that will be held at Moretz Mill on Thursday, November 5 and encouraged members to attend.

The meeting took a brief recess while the members grouped together to have a photograph made.

When the meeting reconvened, Mr. Archer discussed the upcoming schedule: subcommittee meetings on November 9 and 10, and full Bond Commission meetings on December 8 and January 13.

Mr. Wayts explained a bit about the prioritization tools that would be used during the subcommittee meetings to help collect data to narrow down the most important aspects of the projects. They will use a pair wise evaluation method. Each subcommittee member will have a polling clicker with which to answer the questions posed. That information will be calculated by FNI and help them create their recommended program. Mr. Wayts also noted that if a member is unable to attend the subcommittee meeting, they can answer the questions manually, email them in, and they will be added to the final calculations.

Ms. Surratt explained that more details would be emailed about the media insert and upcoming meetings.

Mr. Wyatt reiterated the importance of the media insert and purchasing ads to offset the total cost. He also encouraged everyone to focus on the subcommittee prioritization work ahead.

The meeting adjourned at 6:41 pm.



Burk Wyatt, Chair
Hickory Bond Commission



Sarah Prencipe, Deputy City Clerk
City of Hickory