

## **ORDINANCE 2023-01**

### **AN ORDINANCE AMENDING CHAPTER 35 AND CREATING THE CARROLLTON MAIN STREET PROGRAM CODIFIED IN SECTIONS 35.115 -35.122.**

**WHEREAS**, the City Council of the City of Carrollton has found and determined that the City of Carrollton should create a Carrollton Main Street Board to run the Carrollton Main Street Program; and

**WHEREAS**, the City Council of the City of Carrollton has found and determined that it is in the best interest of the citizens and residents of the City, to form the Carrollton Main Street Board and the Carrollton Main Street Program,

**NOW THEREFORE BE IT ORDAINED** by the City Council, City of Carrollton, Commonwealth of Kentucky:

- (1) That Chapter 35, be amended to add the following sections:

#### **MAIN STREET PROGRAM**

##### **§ 35.115 ORGANIZATION.**

The name of the organization shall be Carrollton Main Street Program, herein after referred to as “Program”. The program shall operate under the auspices of the city.

##### **§ 35.116 PURPOSE.**

(A) The subchapter establishing the organization of Main Street under the city is created under the laws of the state which allows a governing body of a local government to authorize the establishment of such an organization for the purpose of promoting a positive image for the downtown area as well as the city as a whole; improving economic management; strengthening public participation; stimulating downtown revitalization and historic development; and for the enjoyment of its residents and visitors.

(B) The program shall receive, administer, and distribute funds in connection with any activities related to the purposes stated in this section; provided, however, that the program shall only engage in activities that are in the purview of city ordinances and states statues.

(C) Upon dissolution of the Program, the residual assets of the Program shall be distributed to the city.

##### **§ 35.117 BOARD OF DIRECTORS.**

(A) Structure. The business of the Carrollton Main Street Program shall include a Board constituted of eleven members appointed by the Mayor of the city, subject to the approval of the City Council. The term of office shall be four years, at which time the members shall be appointed or replaced, except that five of the board members who are initially appointed to the Board, shall have initial terms of two years, so that the terms of the Board members will be staggered. Four Board Members shall be citizens of the City of Carrollton who may or may not own, operate, or be employed by a business in Carrollton’s Downtown Historic District. Four Board Members shall either own, operate, or be employed by a business in Carrollton’s Downtown Historic District. The remaining three Board Members need only reside in Carroll County to be eligible to serve as Board Members. There shall be one Councilperson who shall be an *ex officio* member.

(B) Meeting. The Board shall conduct business monthly at the regular scheduled meeting time of 5:30 p.m. at City Hall on the fourth Thursday of each month. A quorum shall be determined anytime six members of the Board of Directors are present. Meetings shall be conducted by the President of the Carrollton Main Street Program Board and shall follow Robert's Rules of Order. Vacancies in the Carrollton Main Street Program Board shall be filled by appointment by the Mayor of the city.

(C) Officers. The Board shall fill the following seven seats by election in January of each year. Each term shall be for one calendar year, at which time the officer shall be replaced or re-elected. One Board Member may hold more than one officer position.:

- \_\_\_\_\_ (1) President;
- \_\_\_\_\_ (2) Vice President;
- \_\_\_\_\_ (3) Secretary;
- \_\_\_\_\_ (4) Organization Chair;
- \_\_\_\_\_ (5) Design Chair;
- \_\_\_\_\_ (6) Promotions Chair;
- \_\_\_\_\_ (7) Economic Vitality Chair

**§ 35.118 BOARD MEMBER REQUIREMENTS.**

Each Board member is required to fulfill the following obligations.

(A) Attendance. Must attend a minimum of 75% of Board meetings held each calendar year. A maximum of three unexcused absences are permitted. Excused absences shall be granted by a majority vote of the Board.

(B) Community Service. Must volunteer at least 12 hours of time to Main Street functions per year, which shall not include regular or special meetings. The Executive Director is responsible for maintaining record of time volunteered. In the case that 12 hours of volunteer time have not been met, Board approval is required to excuse the member of the community service requirement for that year.

Failure to comply with these two requirements may result in the Board recommending to the Mayor that a Board Member be removed from the Board.

**§ 35.119 REMOVAL OF DIRECTOR.**

A Director shall be a part-time, at-will employee who may be removed by the Mayor for any reason.

**§ 35.120 COMMITTEES.**

(A) Four committees shall operate under the auspices of the Carrollton Main Street Program. A maximum of three Board Members shall serve on each committee. Each committee shall have a Chairperson (must be a Board member) and a Secretary.

(B) Committees shall meet no less than six times per year but may choose to meet more often to accomplish goals. Each committee shall have goals laid out by a Board-approved work plan. The Committees will be informal working groups which will consist of between three and five people, all of whom shall be volunteers except for any Board Members serving on that Board, who will work with various community leaders to accomplish the tasks given the Committee by the Carrollton Main Street Program. These Committees are volunteer groups, not official City Commissions, and have no authority to act on their own, are not subject to any Open Meetings laws, and must make a full monthly report to the Carrollton Main Street Program. The following four committees shall be formed.

(1) *Organization.* Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district. By getting everyone working toward the same goal, the Main Street Program can provide effective, ongoing management and advocacy for the downtown or neighborhood business district. Through volunteer recruitment and collaboration with partners representing a broad cross section of the community, the Program can incorporate a wide range of perspectives into its efforts. A governing Board and standing committees make up the fundamental organization structure of volunteer-driven revitalization programs. Volunteers are coordinated and supported by a paid Program Director. This structure not only divides the workload and clearly delineates responsibilities, but also builds consensus and cooperation among the various stakeholders. The Organization Committee shall include all Board members, one City Council member, and the Mayor of the city.

(2) *Promotion.* Promotion takes many forms, but the goal is to create a positive image that will rekindle community pride and improve consumer and investor confidence in the commercial district. Advertising, retail promotions, special events, and marketing campaigns help sell the image and promise of Main Street to the community and surrounding region. Promotions communicate the commercial district's unique characteristics, business establishments, and activities to shoppers, investors, potential business and property owners, and visitors.

(3) *Design.* Design gets Main Street into top physical shape and creates a safe, inviting environment for shoppers, workers, and visitors. It takes advantage of the visual opportunities inherent in a commercial district by directing attention to all of its physical elements: public and private buildings; storefronts; signs; public spaces; parking areas; street furniture; public art; landscaping; merchandising; window displays; and promotional materials. An appealing atmosphere, created through attention to all of these visual elements, conveys a positive message about the commercial district and what it has to offer. Design activities also include instilling good maintenance practices in the commercial district, enhancing the district's physical appearance through the rehabilitation of historic buildings, encouraging appropriate new construction, developing sensitive design management systems, educating business and property owners about design quality, and long-term planning.

(4) *Economic vitality.* Economic vitality strengthens your community's existing economic assets while diversifying its economic base. This is accomplished by retaining and expanding successful businesses to provide a balanced commercial mix, sharpening the competitiveness and merchandising skills of businesses owners, and attracting new businesses that the market can support. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district. The goal is to build a commercial district that responds to the needs of today's consumers.

### **§ 35.121 PROGRAM DIRECTOR.**

The Program Director of the Program shall manage the daily operations of the Program. The Program Director shall be responsible for coordinating the implementation of the Program's policies

and projects and such other recommendations as the Board may require. The Program Director shall provide a report to the Board of Directors on a monthly basis. The Program Director shall be a part of the Carrollton Main Street Program but shall be a part-time City employee and shall report directly to the Mayor of the City.

**§ 35.122 FINANCES**

(A) All checks, drafts, and other instruments for the payment of money and all instruments of transfer of securities shall be signed in the name and on behalf of the Program by the Treasurer and Mayor of the city.

(B) Budget appropriations by the city may be held separately in the city's General Fund. All other monies deposited and spent shall be transferred in/out of the Main Street Account.

(C) By March 1 of each calendar year, a budget shall be proposed to the City Council by the Board for Council's consideration. Council shall consider the proposed Main Street Budget in preparing the City Budget.

(2) That this Ordinance may be waived, altered, or suspended only by a change of ordinance.

(3) This ordinance shall become effective on July 1, 2023, after two readings and publication requirements have been met.

Date of First Reading: April 24, 2023  
Date of Second Reading: May 8, 2023  
Date of Publication: May 19, 2023

\_\_\_\_\_  
ROBB ADAMS, MAYOR

ATTEST:

\_\_\_\_\_  
MELINDA WRIGHT  
CITY CLERK-TREASURER