



Municipal Service District (MSD)

June 15, 2023

Interactive Polling

To participate:
text



colleenroberts877
to 22333



Are joining tonight's meeting in-person or online?

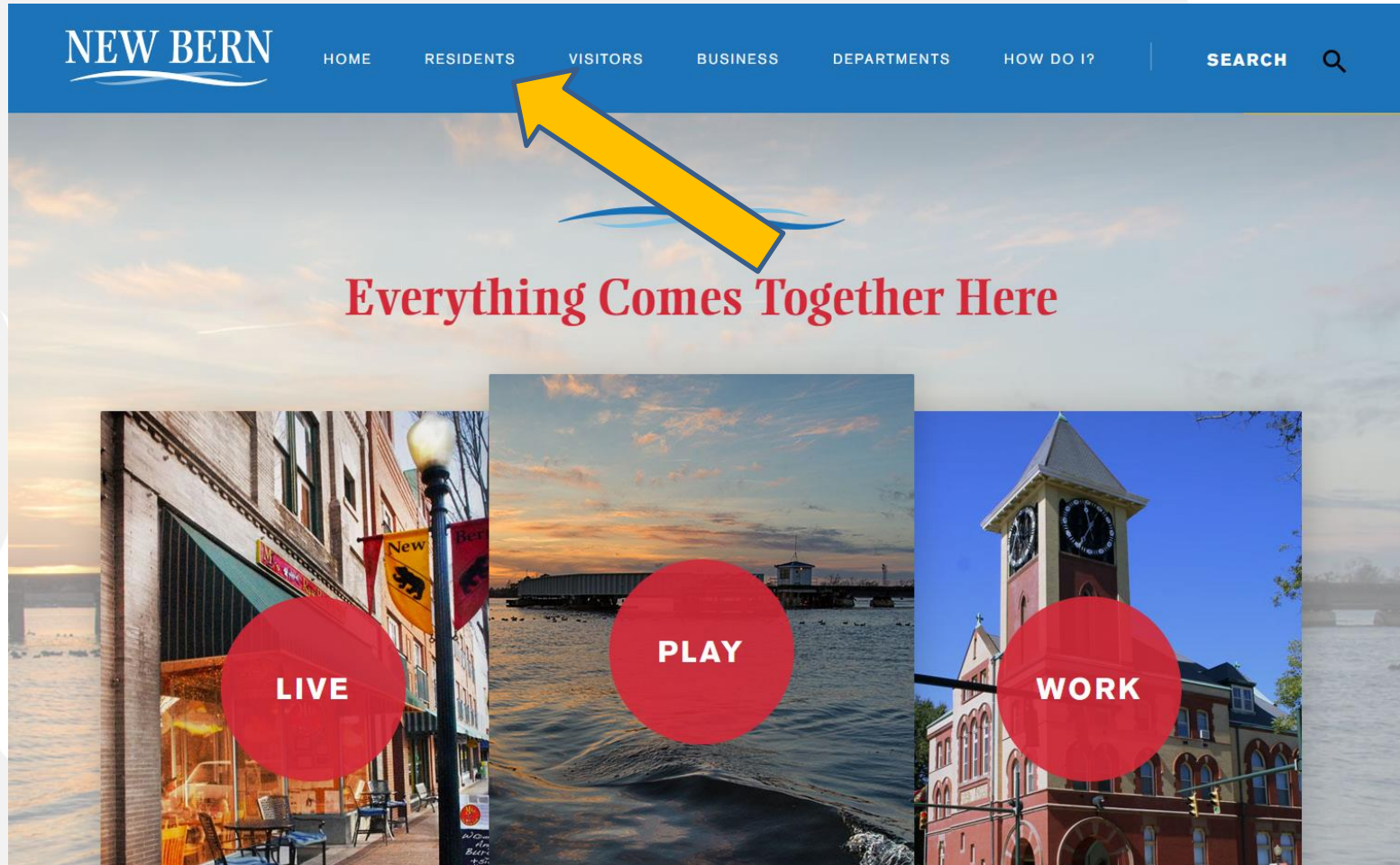
A In-person

B Online (city website, Facebook,
Roku, Suddenlink/Optimum)



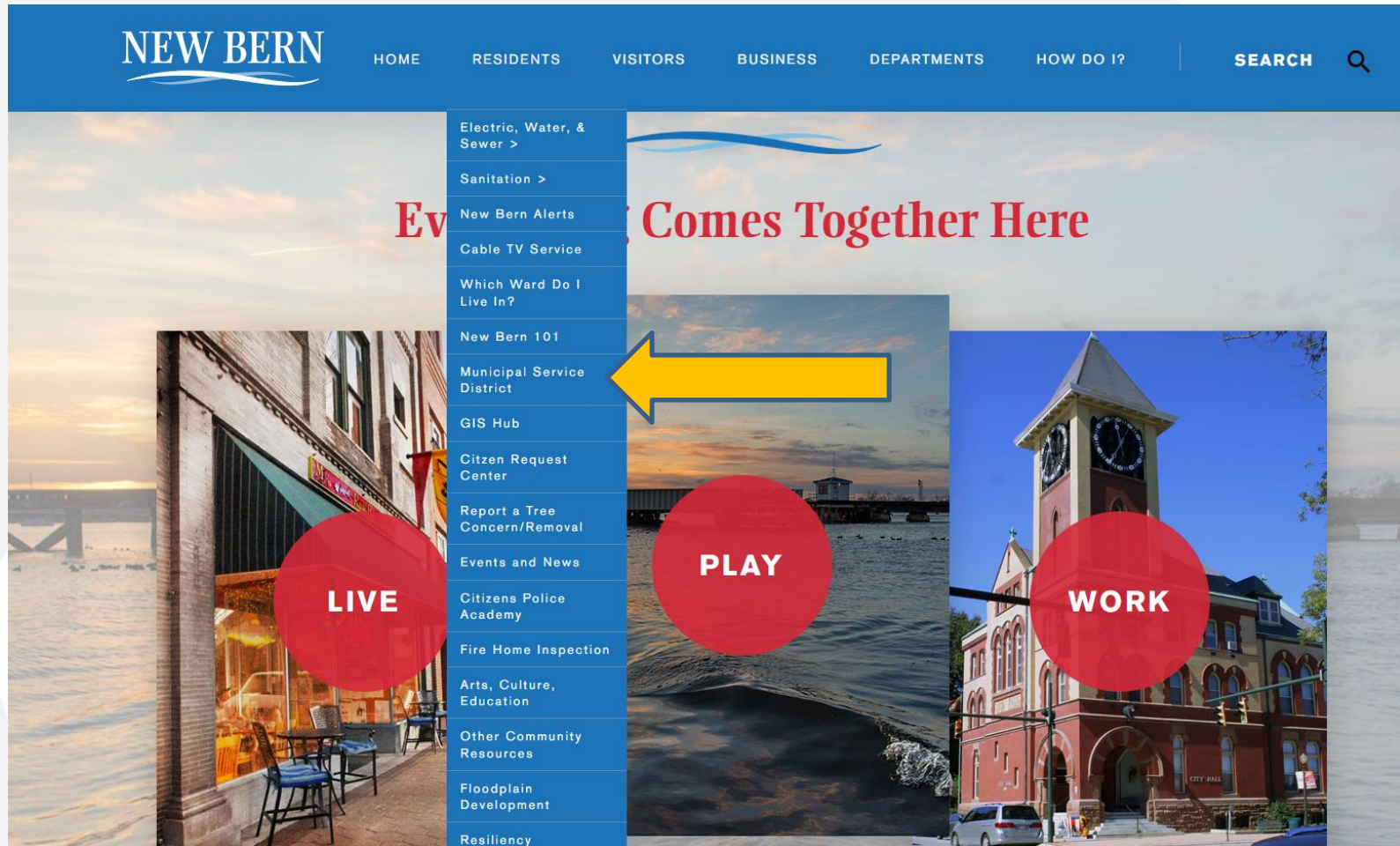
When you think of downtown New Bern, what one word comes to mind?

MSD Resources & Information




www.NewBernNC.gov/msd


MSD Resources & Information



www.NewBernNC.gov/msd



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Meeting Announcement

The City of New Bern is hosting a public meeting on Thursday, June 15 at 5:30pm on the second floor of City Hall, located at 300 Pollock Street. The purpose of the meeting is to discuss New Bern's Municipal Service District (MSD).

An agenda for this meeting is as follows:

1. Discuss the creation of an MSD Committee.
2. Discuss proposed projects within the MSD.

The meeting will be broadcast live on City 3 TV (Suddenlink/Optimum), the City website (www.NewBernNC.gov/city3tv), [Facebook](#), and on Roku. It will also be recorded. MSD property owners are encouraged to attend to discuss and offer feedback. The City will mail letters to all MSD property owners informing them of this meeting.

Sign up for email updates!

[Click here to sign up for email alerts and information regarding the MSD.](#)

History of the MSD

By the late 1970s, businesses had begun moving out of downtown New Bern and into the outskirts of town. The downtown area had suffered a period of decline and businesses were looking for more lucrative locations and foot traffic. In 1978, at the request of many property owners, business owners and residents, the Board of


Meetings:

May 25, 2023:

- [Meeting video](#)
- [Letter mailed to MSD property owners](#)
- [Powerpoint Presentation](#)

February 27, 2023

- [Board of Aldermen Work Session Agenda \(item 1\)](#)
- [Meeting video](#)
- [Powerpoint Presentation \(slides 1-13\)](#)



NEW BERN
NORTH CAROLINA



MSD Resources & Information

- www.NewBernNC.gov/MSD
 - Sign up for email updates
- To watch this meeting:
 - Live broadcast:
 - Facebook Live, City 3 TV (Optimum), website (www.newbernnc.gov/city3tv), and Roku
 - Video on Demand:
 - City website, Roku, YouTube (pre-recorded)
- Have questions about the MSD?
 - Email us at msd@newbernnc.gov

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What do you like most about downtown New Bern? (one word)

**What are you most concerned about or do
you dislike about downtown New Bern?
(one word)**

What is a Municipal Service District (MSD)?

A municipal service district is a special tax district.

Governing boards designate this area & levy an additional tax to be used for specific projects or services.

The New Bern Board of Aldermen considers all budgetary requests for MSD spending & votes to approve/deny projects or services.

How are MSD's Managed Statewide?

- Advisory Boards
- No Advisory Boards
- Contract out to Main Street programs or downtown development entities

City of Wilmington MSD

- Downtown Municipal Services District Advisory Board
- 14 members
 - 3 residents: must own a dwelling within the district that is their primary residence.
 - 2 large property owners: one shall be a property owner or owner's representative (individual, company, or corporation) with a combined assessed property valuation within the MSD of over \$2 million.
 - 1 hospitality representative: hotel or event facility (owner or owner's representative) owning property within the MSD.
 - 1 real estate developer: (owner or owner's representative) whose property is located in the MSD.
 - 1 restaurant representative: (owner or manager) from a restaurant located within the MSD.
 - 1 retail representative: (owner or manager) from a retail establishment located in the MSD.

City of Wilmington MSD

- Downtown Municipal Services District Advisory Board (cont'd)
- 14 members
 - 1 Wilmington Downtown Inc., Board Member: (owner or owner's representative) must own a property in the MSD.
 - 1 member of the Downtown Business Alliance (DBA): appointed by the DBA governing body.
 - 1 professional service representative: (owner or owner's representative) office business must be located within the MSD.
 - 1 night life representative: (owner or owner's representative) of a bar, nightclub, or a beer/wine shop located in the MSD.
 - 1 at-large representative: must own real or personal property within the MSD.
 - The City Manager (or their designee) as an ex-officio, non-voting member.

Town of Morrisville MSD

- No board

City of Sanford MSD

- Downtown Sanford, Inc.
- 13 Board members (looking to expand to 15 next year)
- 1 City and 1 County liaison (non-voting)
- Newly formed Emeritus Group – for members who have come off the board to still be invited to meetings and stay current but are now non-voting

City of Goldsboro MSD

- Downtown Development (a city department)
- No advisory committee, but the Downtown Goldsboro Development Corporation regularly provides input on projects & budgetary spending

City of Statesville MSD

- Downtown Statesville Development Corporation
- 19 board members
 - downtown merchants, property owners, business owners, educational institutions, financial institutions, real estate firms, law firms, architectural firms, local industry, and other community organizations
- Ex-officio
 - Mayor of Statesville
 - Assistant City Manager
 - Assistant Police Chief
 - Executive Director of the Chamber of Commerce
 - Executive Director of the Convention & Visitors Bureau
 - Iredell Economic Development representative

City of Salisbury MSD

- Downtown Salisbury, Inc.
- 9-15 board members:
 - Minimum of 2 are existing downtown merchants
 - Minimum of 2 are food & beverage, arts, or entertainment merchants
 - Minimum of 2 downtown property owners
 - 3-9 at-large positions
 - Staggered, 2-year terms; no more than 3 consecutive terms
- 7 ex-officio with voting rights
 - 1 City of Salisbury staff
 - A member of the Rowan County Commission or the County Manager
 - CEO of the Rowan County Convention & Visitors Bureau
 - President & CEO of the Rowan Economic Development Council
 - Executive Director of the Historic Salisbury Foundation
 - President of the Rowan County Chamber of Commerce
 - The immediate past president of Downtown Salisbury, Inc.

Proposed MSD Committee

From previous meeting

Proposed representation:

- 30% residential property owners
- 70% commercial property owners (retail, restaurant, lodging & entertainment)
- Largest property owners
- Ex-Officio members (city manager, finance director, Ward 1 Alderman, Swiss Bear executive director)

How should New Bern's MSD be structured?

A Advisory Board

B No Advisory
Board

C Contracted out
to another agency

Proposed Committee

- Commercial members 7 (property owner or owner's representative)
 - Large property owner (total value within MSD of \$2M or more)
 - Hospitality (Hotels, B&Bs)
 - Banking Restaurant
 - Retail
 - Entertainment/Nightlife
 - Professional Services (legal, real estate, insurance, medical, etc.)
- Residential members 3
 - The residence must be within the MSD and must be the primary residence.
- Ex-Officio
 - Ward 1 Alderman, City Manager, Finance Director, Swiss Bear Executive Director or Board Member

Proposed Committee

- Quarterly meetings
- 3-year appointment, unlimited rotations to serve
- Appointment by the Governing Board

**Would you support this? If not, what
Advisory Committee structure would you
recommend?**

Top 15 Property Owners in the MSD

Compiled by Swiss Bear, Inc. using Craven County GIS

The top 15 property owners are listed on the website, by total value. You can find this information at:

www.NewBernNC.gov/MSD

Proposed Projects

(*input from May 25th meeting)

- Lighting
 - Sidewalks, public parking lots
 - LED enhanced crosswalks
- Safety
 - Security cameras (for example: traffic circle, inner core parking area, James Reed Lane, Bear Plaza, Middle & Pollock streets)
 - Dedicated police officers
 - Trash pickup (4 hrs. daily)
 - Crosswalk upgrades (thermoplastic brick pattern)
 - Larger street signs on traffic signals
 - *Walking trail completion over the railroad tracks (S. Front Street)
 - *Sidewalks (200 block of Pollock Street)
 - *Dedicated trash pickup (inner core), explore underground trash receptacles

Proposed Projects



- Amenities

- Bike racks
- Pickleball courts
- Exercise trail
- Union Point Park bench swings
- Flower planters on select corner posts
- Downtown sound system
- Bench dividers
- Historic downtown banners

- *Docks

- Maintenance/Repair

- Repaint lightpoles
- Restripe stop bars
- Sandblast & powder coat trash receptacles
- Repave Pollock Street lot

- *Spigots (so owners can wash off their businesses)

Proposed Projects

- Property enhancements
 - Farmer's Market upgrades (garage doors, restrooms, & replace ceiling fans)
 - Railroad property (between Farmer's Market & railroad tracks)
- Projects
 - Parking & pier along E. Front Street near traffic circle
 - Craven lot project (inner core)
 - Digital wayfinding
- Downtown Master Plan
- Reduce debt service

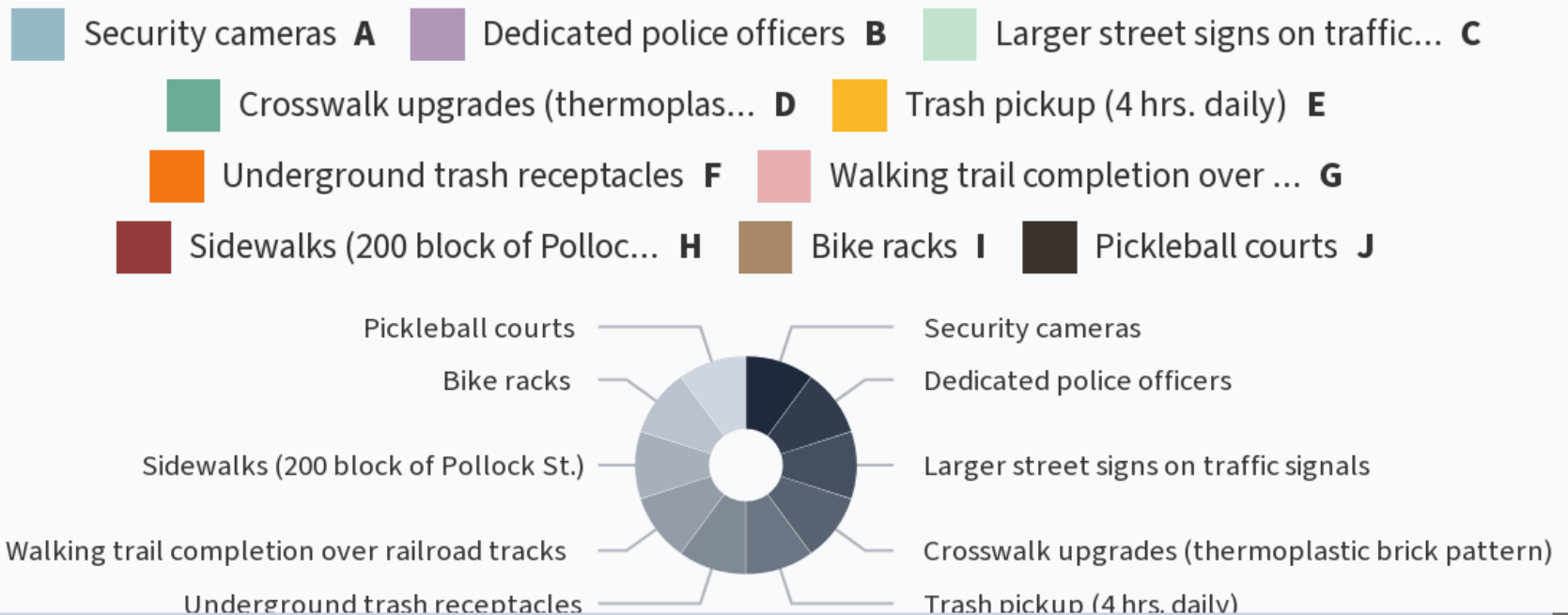


Interactive Polling

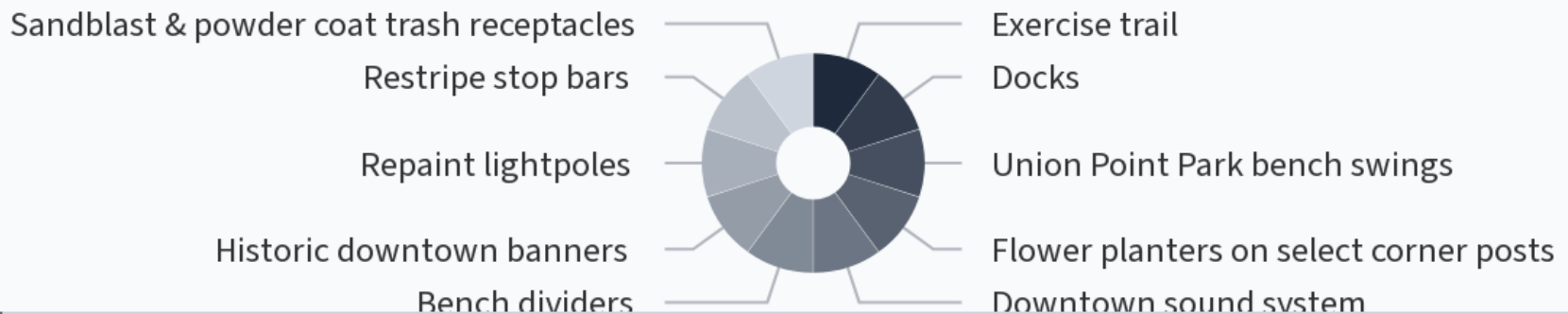
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Several proposed projects have been discussed within the MSD. Which project would you prioritize from the following group?

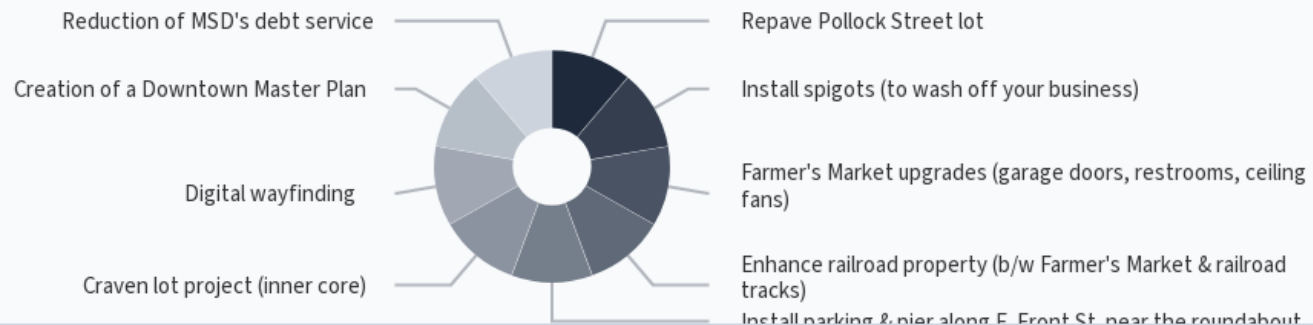


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Several proposed projects have been discussed within the MSD. Which project would you prioritize from the following group?

- Repave Pollock Street lot **A**
- Install spigots (to wash off y... **B**
- Farmer's Market upgrades (gara... **C**
- Enhance railroad property (b/... **D**
- Install parking & pier along E... **E**
- Craven lot project (inner core... **F**
- Digital wayfinding **G**
- Creation of a Downtown Master ... **H**
- Reduction of MSD's debt servic... **I**





What other project(s) would you prioritize for downtown New Bern?



Comments?

This information will be compiled & presented to the Board of Aldermen in July for consideration & implementation.

Thank you for your time.