



TO: Boosting the Block Stakeholders

DATE: June 13, 2025

PREPARED BY: Margaret Brunson & Brittany Bennett Weston,
Community Facilitators

SUBJECT: Updates on Boosting the Block Initiatives

PROJECT PHASE: Conceptual Design Phase

Community Visioning Session

On April 21, 2025, Community Facilitators hosted a conceptual design-focused community visioning session at YMI Cultural Center for Legacy Neighborhood residents, Black artists, & Black business owners.

The session was attended by 17 community members and focused on generating ideas for the key design elements and priorities of the cultural corridor and gateway project. We engaged community members and stakeholders in discussions centered around the following questions:

- What history and current reality do we want to center in the design?
- When residents and visitors come to The Block, what are the stories and who are the people that you want them to know, understand, and remember?
- In the spirit of Reclamation, what do you want Black folks to believe about themselves when they're on The Block?

Other Project Activities:

- Continued engagement and capacity building activities with The Block Collaborative
- Connecting with community stakeholders, businesses, and nonprofit organizations
- Discussions with the Asheville Downtown Association, Downtown Improvement District project team, and Explore Asheville

Upcoming Engagement Opportunities

- **Tuesday, June 17th, 10am:** Elder-focused engagement session, Stephens-Lee Recreation Center Multipurpose Room [RSVP here](#)

- **TBD in July:** Youth focused engagement session
- Kickoff process to begin contracting with a professional services firm to facilitate formal design and construction of a gateway/public space engagements

Current online feedback opportunity:

As we continue engaging the community around the conceptual design for the gateway/cultural corridor, we invite you to take a moment and complete the survey [here](#).

