Downtown Boone Development Association
Regular Meeting – January 9, 2019
8:30 am – Jones House Community and Cultural Center

Board Members present: Victoria Potter, Monica Caruso, Kendra Sink, Denise Lovin, Dave Walker, Sam Parker and Angela Kelley.

Ex-Officios present: Loretta Clawson and Lynne Mason.

Staff present: Lane Weiss and John Ward

MSD Members Present: Sarah Long

General Business

Kendra called the meeting to order at 8:34. The first order of business was to approve the January agenda. A motion to approve the January agenda was made by Victoria Potter. This motion was seconded by Dave Walker and had a unanimous vote.

A motion to approve the November meeting minutes was made by Victoria. It was seconded by Kendra Sink and had a unanimous vote.

A motion to approve the December meeting minutes was made by Dave Walker. It was seconded by Victoria and had a unanimous vote.

During discussion of the financial statement Lane informed the Board that she had received a letter from PNC that one of the accounts had gone inactive and she made a $5 transfer to keep the account active. Lane also asked the committee to look at the Professional Services line which is showing in the arrears. Lane explained that there were some funds that needed to be re-encumbered (or moved from reserve) to cover the Destination By Design contract. Lane explained the she already spoke with the Finance Director and was working to fix this. Kendra asked if this would be fixed by next month and Lane said that it should be. Kendra inquired if we came in under budget for Festive First Friday. Lane explained that she was unsure but will find out and report back. Kendra also inquired about the status for the restroom signs for the Jones House. Lane reported that she heard back from Laura at Appalachian Signs and they still weren't ready. The Board was frustrated by this and asked Lane to reach out to Laura again. A motion to approve the financial statements was made by Victoria. It was seconded by Monica and had a unanimous vote.

Michelle Novaceck has submitted an application to fill the position that was left open when Steve Martin left ASU. Denise Lovin asked about Mrs. Novaceck's commitment to the Committee. Lane explained that it was her understanding that Michelle had already been attending on and off for many years as a proxy for the ASU representative. Lane also stated that in her conversation with Michelle she was very eager and excited to be on the board. Kendra made a motion to nominate Michelle Novaceck to replace Steve Martin. This motion was seconded by Victoria and had a unanimous vote.

At this time Victoria Potter resigned as a Director with the DBDA. She stated that she had taken a job with the High Country Council of Government and would no longer be working within the MSD. The Board congratulated her on her new position and wished her success in her new position.

Organizational

Conflict of Interest Policy

Lane opened the discussion by stating that she was asking the Board members to sign the policy they approved in the fall. The Board members present signed and returned theirs to Lane.

Review of Town Council Report from Downtown

Lane opened discussion by stating that the enclosed report is what she plans on taking before Town Council and would like for a Board member or two to join her. Lane stated that she wanted to make sure she had the blessing of the Board for the report before presenting it to Town Council. She clarified that the High Country Council of Government had categorized the remarks into 4 different categories and Lane followed suit by adding the returned survey results into the corresponding categories. Kendra discussed the comments regarding the distribution of amenities of downtown. She thought the conversation was centered around Howard Street. Lane explained that there were complaints received in the survey concerning the lack of amenities throughout the downtown. Kendra voiced some concern about the perception of the speed of upgrade progress in downtown. Lynne commented that there is a need to have a comprehensive plan for how to implement a plan moving forward. Lane stated that before the budget retreat she would clarify where the streetscape plan stood. Kendra acknowledged that during the transition of downtown coordinators there could be some things that were not addressed. However, she reiterated the need for a comprehensive and strategic plan moving forward. Kendra stated that she wanted to make sure that the folks in the MSD are aware that the DBDA is not purposefully catering to a specific area. Lane stated that before the budget retreat she would clarify the conversation around the streetscape plan and timeline. Denise Lovin questioned why the comment about having Appalachian Street connect to Rivers Street is listed under the "Policies". Lane stated that the comment had been assigned to "Policies" by the High Country Council of Government and she left it there. Denise felt it was confusing and the Board discussed that it should probably be under parking. Lynne then updated the Board about the plans to partner with ASU and the potential for new parking on Queen Street. Denise went back to the statement about connecting Appalachian Street to Rivers Street and she felt that a section on "traffic" might need to be added. Lane explained that traffic comments were placed under the parking section. After a few minutes of discussion the board decided that the comment should be moved to the "parking" section.

At 9:09am Monica Caruso left the meeting.

John arrived at the end of the conversation and updated the Board about where the Town stood in regards to working with ASU towards a joint parking lot. He stated that their meeting with parking consultants in December had been snowed out. He spoke briefly about some other projects that were proposed. Kendra inquired if the Town did partner with ASU for the deck, if that would be the only solution that would be sought. John stated that if the deck was successful then he anticipated moving forward with other parking solutions. However, John stated that currently the Town did not have the financial option to start two big projects at one time.

Short Report of Parking Meter Revenue

Lane opened this discussion and clarified that this was a request from the Downtown Input Meeting. She went on to state that if more information is requested she can pull a more in depth report. However, currently there is an expense line from parking revenue that pays for the McLaurin Contract, repair and maintenance of pay-stations, individual meters and any necessary meter upgrades. Any leftover funds go to the Town's general fund. Sam Parker asked about the McLaurin Contract and if it could be sourced locally. John stated that currently he was unaware of any other parking firms, but did inform the Board about the Town Councils inquiry to take parking "in-house" and no longer use McLaurin Parking. John informed the Board that to take parking on it would cost the Town significantly more than the McLaurin Contract.

Kendra then brought up the armory and it's potential loss in 2020. John and the Board talked about the importance of the armory and its future use.

Short Report of Bolick Farm Property and effect on Town Hall

Lane informed the committee that this was another item that was requested from the Downtown Input Meeting. She stated that currently Town Council did not plan to move Town Hall. Public Works and some combination of Police and Fire will be going into the building at the Bolick Property. John updated the Board about what was happening with the Bolick property.

Main Street Assessment

Lane updated the Board that she had submitted the 2018 Main Street Assessment a week early. However, due to a lack of diverse funding NC Main Street will not be submitting the Town of Boone for reaccreditation. Lane stated that she had been in touch with Sherry Adams with Main Street and is working with the finance director to make sure we get national accreditation and resolve the issue. Kendra touched base about potentially targeting grants in the future.

Dave Walker left at 9:31am.

Financial

Scheduling of Winter Budget Retreat

Lane opened that this meeting needs to be scheduled before Town Council's budget retreat which is scheduled for January 23. Lane suggested January 15 or 16. Kendra stated that she would send out a doodle poll and schedule it that way. During this discussion Kendra inquired with John where the streetscape plan that she and Brittney worked on. John stated that it had been approved in the summer and updated the Board about the recent contracted sidewalk work. Lynne stated that a timeline showing when anticipated upgrades would occur, would be helpful . The Board then discussed upcoming projects.

Angela Kelly left at 9:39. Angela's exit left the Board without enough directors to have a quorum.

Presentation of the Audit

Lane stated that the DBDA audit went smoothly and there were no budget findings.

Promotion

Boone Branding Update

Lane opened the discussion by stating that progress is on hold while waiting for people to submit tag lines. She pointed out that the submitted tag lines were in the agenda packet. Lane stated that at the December meeting some directors revisited 10 degrees cooler and also liked Elevation 3,333: Live it UP. The board reviewed the submitted tag lines and comments. Kendra commented that she liked "Elevation 3,333: Live it Up. Lane commented that since the elevation was already on the logo only the tagline wording would need to be changed. The Board decided that they liked "Elevation 3,333: Live it Up." However, since there was no quorum a formal decision couldn't be made.

Holiday Window Decorating Contest

Lane briefly reviewed the contest. She stated that for the holiday window decorating contest using Survey Monkey in the future wouldn't not be advisable. Survey Monkey will only return 100 results, anything over that amount will require a paid subscription. The Board noted this and moved on to the next topic.

Festive First Friday Review

Lane reviewed how successful the event was. Lane informed the committee that she was working on an after action plan for guidance in the future, noting the areas that could be tweaked.

Earth First….Friday

Lane informed the committee that she met with Marty Little and Pilar Fotta to talk about the possibility of an Earth Day themed event for April's First Friday event. She stated that it would be similar to the event from September. Kendra stated that she wanted to figure out a way for the DBDA to support that event. John mentioned that we could get reusable tote bags. Kendra stated that we could put the new logo on them. The Board briefly brainstormed ideas for supporting the Frist Friday event.

Design

Discussion of Sidewalk Ordinance

Lane informed the Board that she was working with Jane Shook the Planning and Inspections Director as well as the Town Attorney Allison Meade to update our sidewalk ordinance. John stated that the current ordinance is outdated and doesn't adhere to our current use. John talked about the importance of having the ordinance be accurate.

With no other items to discuss the board adjourned.