Downtown Boone Development Association
Regular Board Meeting – January 14, 2020
8:30 am – Jones House Cultural and Community Center

Board Members present: Michelle Novacek, Denise Lovin, Kendra Sink, Wayne Miller, Brandon Bettis, Katherine Robinson, Sarah Long and Monica Caruso.

Ex-Officio's present: Sam Furguiele and Lindsay Miller

MSD members/guests present: Laura Kratt and Tara Stollenmaier.

Staff present: Lane Moody, Trish Miller, Mary Miller, John Ward and Brad Farthing.

GENERAL BUSINESS

Call to Order

Kendra called the meeting to order at 8:35.

Kendra turned the floor over to Davis Parker with Draba (presentation attached). He spoke to the Board about a new app for downtown that he is seeking funding for. At the end of the presentation, Kendra requested that Davis be put on the DBDA's February agenda to vote about purchasing a membership to Draba.

Request for Approval of January Agenda

Lane opened and requested the addition of two items at the end of the Organizational Section. She stated that she had a request from a Board Member to reach out to ASU and have them talk about future parking plans. She continued that she thought that this should be a request from the entire board. Lane also asked to add discussion of the March DBDA meeting schedule. Michelle made a motion to approve the agenda as amended. Kendra seconded this motion and it had a unanimous vote.

Request for Approval of December Minutes

Michelle made a motion to approve the December meeting minutes. The motion was seconded by Denise and had a unanimous vote.

Approval of Financial Statements

Michelle made a motion to approve the financial statements. The motion was seconded by Sarah and had a unanimous vote.

<u>**Organization**</u>

Trademarking update

Lane opened by informing the Board that the trademark application had been submitted. She continued that Cory Rayborn anticipated that it would be a few months before the Board heard anything else. Kendra added that the mural continues to be a hot spot in Downtown. Sam inquired as to why an outside attorney was used to help with the application. John stated that when the application process began the Town Attorney was tasked with a variety of planning projects and her availability did not line up with the DBDA's timeline.

Main Street Program Assessment

Lane informed the Board that due to an oversight with the 2019 work plan the DBDA would not be receiving National Main Street accreditation. Lane continued that while she was worried by the lack of accreditation, Sherry Adams with the NC Main Street Program reassured her that this was a common issue, especially during times of staff transition and would not have major consequences. Lane continued that she was relieved with Sherry's comments and will continue to work towards 2021 accreditation.

Kendra expanded that after the budget retreat meeting she and Lane spoke about the need to get more volunteers for committee's to support events downtown. Kendra followed up that we could streamline the regular Board meetings by putting work on the Committees.

Outdoor Games Use Agreement Wording

Michelle opened by stating that she thought that it would be a good idea to have some sort of refundable deposit. Sam agreed, and stated that both parties would need to sign the contract, and he thought that some of the language from Megan Sheppard's agreement should be included into the equipment agreement. He also pointed out a typo on the 9th line, person needs to be changed to purpose. Kendra voiced concern about the cost of the deposit and making sure it is business friendly. Sam offered that it might be good just to collect payment information in the event that the games were damaged. Katherine inquired about the length of time games could be used. After a short discussion, the board thought that it would be a good idea to add a section regarding the length of the rental as well. Lane stated that she would make the suggested changes and bring the agreement back to the Board in February.

Façade Incentive Grant Wording Update

Lane opened by stating that this was another area where she wanted to bring changes before the Board before sending to the Town Attorney for final review. Sam expressed that he thought that by changing the wording it would be removing the incentive. The Board discussed the wording and how the proposed changes could affect things. John brought up that the Town was working on a downtown historic district designation for downtown as well as new community appearance standards, and he thought it might be beneficial to have these 3 items run parallel to each other. After some Board discussion, the Board thought it would be best to keep the wording the same and concentrate on communication about the availability for the grant.

Review Free Parking Days

Lane explained to the Board that she had included the list of free parking days for the upcoming year. Continuing that these would be sent out numerous times but wanted to let the Board know about them. She also informed the Board that Boone BOO and the Christmas Parade were listed as "To Be Determined" because of the potential for a home ASU football game. She anticipated the ASU football schedule in March.

ASU Parking Update Request

Lane opened by stating that a Board member requested that someone from ASU come to the Board meeting to update the DBDA about parking updates. John chimed in that he thought that it would be a good idea. Kendra made a motion to write a letter to ASU requesting a representative come and speak about parking. The motion was seconded by Sarah and had a unanimous vote.

March DBDA Meeting

Lane stated that the Main Street Conference was scheduled for the day of our March meeting. She continued that the Board would need to either move or cancel the March meeting. Kendra thought that it would not be wise to cancel the meeting. Denise made a motion to move the meeting to Tuesday, March 3. This motion was seconded by Michelle and had a unanimous vote.

Lane added that she had met with Mark and Brad to discuss the St. Patrick's Day parade. She continued that they were planning for a kid zone on the Jones House lawn and thought that it would be a good opportunity for the DBDA to sponsor. However, she would bring back more information at the February meeting.

Financial

Traveler's Insurance Policy

Lane opened by stating that she had gotten some clarification from Town Staff that this policy was no longer needed. The Board is now a component unit of the Town of Boone and covered by Town insurance.

Review of Winter Budget Retreat

Lane opened by stating that she was hoping to have had more information ready but the turnaround time was just to tight. She stated that the recommendation from the Board was to move forward with the same budget as last year and she would bring the budget and Main Street work plan at the February meeting.

Review of Megan Sheppard Contract

Michelle stated that she had some concerns with the contract. First, she thought that we would need the ability to crop or edit photos. Sam also was uncomfortable with Megan retaining the copyright. He felt that the Board needed a perpetual use license agreement. Lane stated that she would discuss with Megan and bring the contract before the Board. Michelle added that it might be wise to talk with her about the timing of the photos as well.

At 9:40 Michelle Novacek left the meeting.

Promotion

First Friday Planning

Lane stated that she included a list of the themes that had been included in the packet. She thought that this would be a priority on the promotions committee but wanted to keep the entire board in the loop with the proposed ideas. Kendra emphasized that as this list was developed it would continue to come back to the Board. Sam proposed possibly having an event that celebrated Burrell, whom South Waters Street was recently renamed for.

Wayfinding Signs Timeline

Lane updated the Board about the County's wayfinding timeline. She continued that this item had been discussed at the Budget Retreat and it seems that it will need to be a 2 phase project. The first phase would incorporate temporary signage during Howard Street construction, then move to permanent signs once Howard Street is completed. Kendra stated that the Board needed to be considerate of the potential for additional parking signs for downtown as well. Lane stated that this item would be added to the design committee's agenda.

Design

Doc Watson Plaque

Lane stated that while this had been on the back burner but she was hoping to move the project forward. The Board discussed the previous conversations about the plan. Kendra stated that she thought it would be something on the back of the bench. John stated that the Board would need to look into putting anything on the bench because he didn't think it would be allowed. Lane stated that she would add this to the design committee to research more.

Banners for Downtown

Lane opened the discussion by showing the Board the new banners for downtown. The Board thought that they looked great and were excited to put them up. Lane stated that she anticipated them going up in March.

During the Board discussion of banners the Board asked if white Christmas lights could be added back to the mural downtown. Lane stated that she would talk with Public Works to make that happen.

The Board came back around to discuss the banner schedule and adding it to the design committee agenda. After some discussion, Sam suggested that the Board seek input from Planning and Inspections. He felt that the banner may or may not be in compliance with the UDO. He again emphasized the need to meet with Planning and Inspections to ensure compliance with the UDO.

Denise asked about the marquis lights at the Appalachian Theater and why they were never on. John and Lane stated that they would find out why the lights aren't on.

Other business, comments, or concerns

Call for Adjournment

With no other business to discuss Wayne made a motion to adjourn. The motion was seconded by Sarah and the meeting was adjourned at 10:02am.