

DBDA Regular Meeting 1/24/22

Present: Megan Mason, Denise Lovin, Lisa Flanigan, Wayne Miller, Austin Northern, Sarah Long, Eddie Tugman, Rene Boughman, Suzanne Livesay, Kendra Sink, Megan Kevorkian, Michelle Novacek, Paige Henderson

Guests: Laney Pilkington, Mark Freed, Lindsay Miller, George Santucci

Move to approve January Agenda by Suzanne, seconded by Rene

Move to approve November meeting minutes by Suzanne w/ the following amendments:

Correct the spelling of Rene's last name and title to "Boughman," Director of Community Engagement

Seconded: Kendra

Introduction of new member Meghan Kervorkian – worked humanitarian sector in various countries including South Sudan, was based here w/ Samaritans Purse, is also a nurse, and now a local business owner in partnership with her husband. Will be shifting Ransom to be a different brand and restaurant with unique brewery offerings from SouthEnd Brewing Co., Greensboro.

Spring Workshop Scheduling

Budget retreat in February – use next month's regular meeting time

Work on workplan w/ Sherry Adams from Main Street – schedule a time to revisit mission, vision, updates to workplan are required annually. Likely be April.

Main Street Assessment Update

Annual assessment – Paige submitted to Main Street in early January. National Main Street standards have become more stringent. Need refinement to work plan to create further self-funding beyond taxes. Need diversification to include sponsorship of events, grant writing, festival funding.

Committee Check Ins

Scheduling new committee meeting for the year "Economic Vitality"

Design & Promotion – Laney reported on previous 90 days of social media messaging. Improvements in followers, clicks and likes. Making a point of liking and replying to comments. **Insert google doc link so members of the board can add what they'd like to see.** Laney also updating the website.

Please check in w/ Paige to share your interest in any committee.

Façade Grant Update

Shops At Farmers – have received \$5000 awarded by DBDA in November

UNCG Design School – we can submit to them for a free façade design for a plan; requires an application, go to Paige w/ any questions

First Friday Logo

Local artist identified by Amber Bateman who can create the First Friday logo for approximately \$300 - \$400

Kendra moved that we explore conversations w/ artist, seconded by Suzanne

NC Musician Mural Trail

Black and white mural to pay homage to local musician – artist specializes on these murals has done Black Mountain and Shelby.

Takes a week to do it; would like to unveil at Boonerang

Install QR Codes on the walls

Need Historic Preservation Committee approval of ideal spot across from Haircut 101 – would also need permission from property owner

Will source funding from TDA, County, Town, DBDA

Economic Vitality

George Santucci presented information on Haven, a NC based company that makes solar picnic tables which can charge phone, laptop, ebike, etc. It has ADA compliance capabilities. Full retail \$25,000. Can deduct 30% off that as government entity. Additional 10% for being American made. Initial location Jones House. Now have 3 regular picnic tables at Jones House. Final location TBD.

Vendor Recommendation – TC presentation tomorrow night

Misc:

Denise would like more updates on local businesses

Howard St BBQ – sold? Interested in selling

ODB – being sold?