Downtown Boone Development Association
Regular Board Meeting – January 26, 2021
8:30 am – Webex Virtual Meeting

Board Members present: Kendra Sink, Denise Lovin, Wayne Randall, Wayne Miller, Monica Caruso, Austin Northern, Megan Biddix, Michelle Novacek, Jim Marsh and Brandon Bettis.

Ex-Officio's present: Sam Furguiele.

MSD members/guests present: Bill Dixon, Laura Kratt, David Jackson and Katie Greene.

Staff present: John Ward, Ferrin Page, Brad Farthing, Kat Eller and Lane Moody.

Call to Order

At 8:30 am Kendra called the meeting to order.

Request for Approval of January Agenda

Lane asked to add "Approval of the New Logo with Registered Mark" at the end of the Organizational section. Wayne Miller then made a motion to approve the amended agenda. The motion was seconded by Wayne Randall and had a unanimous vote.

Request for Approval of December Minutes

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

Request for Approval of Budget/Work Plan Minutes

Kendra made a motion to approve the retreat minutes. The motion was seconded by Wayne Randall and had a unanimous vote (with the exception of Michelle Novacek who abstained from the vote.)

Approval of Financial Statements

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

Organizational

Review of DBDA By-Laws

Kendra inquired with the Board if anyone had questions about the by-laws. Lane stated that she didn't realize until recently that the by-laws should be reviewed by Committee and then recommendations sent to the Board. However, she felt comfortable bringing before the Board this time. Lane continued that sometimes it can be difficult to get big attendance at the Annual Meetings, and that she thought the plan to inform the community about the Board might help with attendance. Kendra stated that she thought there was good attendance at the annual meeting breakfast in 2019. The was brief discussion about the by-laws. Sam then inquired if the Board would consider rotating the President to make sure that the different groups downtown are represented. He emphasized that this was not a complaint about any specific person, but a request to make sure that all business groups are represented. Kendra acknowledged that it can be difficult to get volunteers for the President position and thought that it would be good to have a committee review the suggestion. After a brief discussion, the Board was supportive of sending the suggestion to committee for review.

Conflict of Interest Statements

Lane opened by letting the Board know that Conflict of Interest agreements needed to be signed and returned to her. Lane continued that she would be happy to bring by hard copies to individuals if that would be easier. With no other discussion the Board moved on.

NC Main Street Conference Attendance

Lane stated that the NC Main Street Conference is coming up and attendance by at least one Board member is required to keep our Main Street accreditation. Lane continued that she included the conference agenda in the packet so that the Board could see the different class offerings. Kendra commented about the benefits of the conference and encouraged Board members to attend. Lane suggested that if a business had an employee they would like to send that could be beneficial as well. Denise stated that she would be happy to attend. Laura Kratt noted in the meeting comments that she would be happy to attend. Kendra stated that she would like to work with NC Main Street Staff about Boone possibly hosting a conference. Michelle inquired about possibly using the Main Street Conference invite to recruit a new board member. With no other comments the Board moved along.

Approval of Logo Use Request

Lane stated that in the agenda packet the Board members would find a request for use of the DBDA logo by Lost Province on pint glasses. Kendra made a motion to approve the use. The motion was seconded by Denise and had a unanimous vote, with the exception of Megan Biddix who abstained from the vote.

Approval of Logo with Registered Symbol

Lane presented the Board with 4 different logo options that each had a different option for the inclusion of the registered symbol. After a short discussion, Wayne Randall made a motion to chose the logo that had the registered symbol in white below the "E" in Boone. The motion was seconded by Michelle and had a unanimous vote.

<u>Design</u>

Queen Street Stairs Update

Bill Dixon with Appalachian Architecture opened the discussion by stating that he had taken into consideration the feedback from the last meeting and put it in the handout. He informed the committee that after conversation with Harold Tilley he learned that the stairs were previously a street called Grace Street. He continued by reviewing the input he received from Mr. Tilley regarding the stairs. He also suggested that it would be advisable that if the parking deck were to be built that the stairs for both projects line up. He highlighted the need for visual cues along Queen Street to show the stairs as well as the potential for the project to necessitate facility upgrades. Bill continued that he would work to design the stairs to discourage skateboarding and try to accommodate bikes. Sam added that recently the County Commissioners announced that they would not be partnering with the Town on the Parking Deck. Kendra stated that she felt that with or without the parking deck the stairs still need to be upgraded. Denise inquired about the number of parking spaces that the stairs would serve. Lane stated that the upper Queen Street parking lot had roughly 120 spaces and the on-street parking is about 80 spaces. John stated that you would also need to include the amount of time the spaces would turn over and stated that was the largest concentration of available parking. There was a brief discussion about parking in the area. John stated that he anticipated the DBDA Board having to make a decision about how to move forward with streetscape work. Continuing that past decisions were to push to get the main King Street corridor completed and then move to adjacent streets, if the Board were to move forward with the stairs that could be seen as pivoting from the first goal. Kendra inquired about the undesignated MSD fund balance. John stated that he did not have those numbers off of the top of his head. Lane stated that she spoke with Finance Director Amy Davis and she would bring the fund balance amount to an upcoming meeting. John reviewed the completed streetscape from the past few years and stated that they were on track to get a 10 year project done in 5 years. Kendra inquired if there was a way to accommodate both sidewalk improvements as well as upgrades to the Queen Street Stairs. John stated that he thought that there might be a way to accommodate both once more information is received. Sam chimed in that the recent MSD expansion should help fund those projects. John suggested that it would be a good idea to use undesignated funds to continue beautification projects in downtown. Kendra expressed her thoughts that it is important to address the stairs sooner rather than later due to their condition. John also suggested to Bill that when designing he take into consideration any sustainability measures when looking at lighting and other options for the project, to match up with Town Council's sustainability goals. Jim suggested that when new projects come on line that signage be added to educate the community about the DBDA's role in the upgrades downtown. After a continued discussion about the opportunities that come with the Queen Street stairs project and with no other input the Board moved on.

<u>Promotion</u>

Business View Article

Lane opened by stating that she had been contacted by Business View magazine about a feature article on Boone. She continued that the magazine requested that a letter on letterhead be sent to community members regarding advertising. She finished up by stating that she did not feel comfortable sending out anything without approval from the Board. David Jackson chimed in that Business View is a trade publication and there might be better opportunities for advertising. After a short discussion, the Board agreed that they were not comfortable sending out the letter and while grateful for the potential opportunity did not want to move forward with the trade publication.

Discussion of Upcoming Scavenger Hunts

Lane opened the discussion by stating that she anticipated that it would still be a few months before large events were back. She continued that in the absence of large events she was still looking for opportunities to safely encourage people to visit downtown. She stated that there has been work on two upcoming scavenger hunts in downtown. The first being another partnership with the library for a hibernating animals scavenger hunt that will start in February. Lane continued that to encourage participation it would be a good idea to get better prizes, of which she suggested possibly purchasing teddy bears with a logoed t-shirt to hand out as prizes. Lane then went on to discuss a longer scavenger hunt in partnership with the Watauga Arts council which would have artists decorating instruments to be displayed downtown. Kendra stated that she liked the instrument's scavenger hunt idea and the opportunity for the partnership with the Arts Council. Kendra then stated that she needed to leave the meeting. Lane then asked the Board if they would like to move forward with the purchase of the logoed teddy bears. Kendra then made a motion to spend up to $1000 to purchase the teddy bears. Michelle suggested that it should be $750 and Kendra amended her motion to reflect the suggested $750. The motion was seconded by Austin and had a unanimous vote.

<u>Financial</u>

Budget Transfer Request

Lane opened by stating that as previously discussed the Professional Services line will be in arrears and asked if the Board would approve a transfer of $8,000 from the advertising line to the professional services to cover the deficit. Wayne Randall made a motion to approve the transfer. The motion was seconded by Austin and had a unanimous vote.

Other business, comments, or concerns

Sam stated that he had two announcements for the Board. The first he let the Board know that Town Council Member Loretta Clawson had resigned from Town Council and that Town Council would be accepting applications. Second, he took a moment to update the Board about proposed changes that came before the Planning Commission regarding the Lovill House Inn.

Megan then inquired about the recent events regarding the demolition of the Turner House and her concern regarding other historical places downtown. Sam asked to respond and stated that the Town is very close to designating the Downtown as historic district which should help prevent demolitions in the future. Sam also offered his input regarding the recent events surrounding the Turner House as well as the dissolution of the partnership for the potential parking deck. There was some discussion regarding the events.

With no other matters to discuss

Call for Adjournment