Downtown Boone Development Association
Regular Meeting – February 12, 2019
8:30 am – Jones House Cultural and Community Center

Board Members present: Alex Hooker, Monica Caruso, Kendra Sink, Denise Lovin, Dave Walker, Wayne Miller, Michelle Novacek and Angela Kelley.

Ex-Officios present: Lindsay Miller, Loretta Clawson and Lynne Mason.

Staff present: Lane Weiss, Glen Kornhauser, Justin Stines and John Ward

MSD Members Present: Sarah Long, Tara Stollenmaier and Joe Furman

General Business

Kendra called the meeting to order at 8:35. The first order of business was to approve the February agenda. A motion to approve the February agenda was made by Alex Hooker. This motion was seconded by Angela Kelly and had a unanimous vote.

At this time Cultural Resources Director Pilar Fotta updated the committee regarding the changes to the upcoming St. Patrick's Day Parade. She informed the board that this year the parade will include cash prizes and gave the Board a variety of information about the parade.

A motion to approve the January meeting minutes was made by Dave. It was seconded by Angela and had a unanimous vote.

A motion to approve the Budget Retreat meeting minutes was made by Alex. It was seconded by Michelle and had a unanimous vote.

During discussion of the financial statement Lane informed the committee that she incorrectly reported to the board that the Professional Services line would be fixed by now. She explained that the line would need to be fixed with a budget amendment that would be discussed later in the meeting. A motion to approve the financial statements was made by Alex. It was seconded by Kendra and had a unanimous vote.

Lane also informed the Board that Sarah Long had submitted an application that would go before Town Council this month. She then let the Board know that there are two open positions on the Board, one Town Council appointed and one DBDA appointed.

Organizational

Town Council Report

Lane opened the discussion by stating that in the packet was the final draft for the Town Council report. She explained that per the last meeting she moved a sentence about traffic into the parking section. Lane also requested that any member that would be willing to go to Town Council please contact her.

Main Street Conference Attendees

Lane apologized to the committee for the length of the agenda packet, but stated that she wanted to make sure that everyone was aware of what was being offered at the Main Street Conference in March.

She was unable to find a condensed brochure, so she included the full conference packet. She asked that if any Board Members would like to go to please contact her by Thursday.

Updating Committees

Lane opened discussion by stating that there were a few committees that need to be updated and restarted. She stated that the Organization committee was required in our by-laws and Lane suggested that it be made up of the board officers. The Design Committee would be made up of Michelle Novacek, Dave Walker, and Lindsay Miller. The Promotions Committee would consist of Denise Lovin, Michelle Novacek and Monica Caruso. Economic Restructuring would be made up of Angela Kelly, Alex Hooker Kendra Sink and Wayne Randall. The Board was unsure if there had previously been an Economic Restructuring Committee and the Board members who chose that committee decided that they would work to define what role the committee would play.

Financial

Recommendation of Budget Amendment to cover Destination by Design Contract

Lane explained to the Board that a budget amendment would need to be recommended to Town Council to fix the line. Kendra stated that the monies were approved at the May 2018 DBDA meeting, however there was no action made to re-encumber the funds. Continuing that this budget amendment would be what is needed to fix that. Alex made a motion to recommend the budget amendment to cover the Destination by Design contract to Town Council. This motion was seconded by Michelle and had a unanimous vote.

Recommendation of Budget Amendments for Streetscape Plan

Lane stated that the two budget amendments were in response to the requests made at the January Budget Retreat. During the budget retreat the Board stated that they would like to transfer the unspent streetscape funds from fiscal year 17-18 and from fiscal year 18-19 to the Downtown Streetscapes Projects line to complete a large section of sidewalk upgrades. Lane stated that she was bringing the amendments now because work is anticipated to begin in the spring. Alex made a motion to recommend the two budget amendments to Town Council for the streetscapes projects. Kendra seconded the motion and it had a unanimous vote.

Review of Items Requested at Budget Retreat

Lane opened discussion by asking the Board to review the items listed to make sure that everything had been included. Michelle Novacek commented that she might know a possible source for a social media specialist. Denise chimed in that The Horton uses White Blaze marketing. Kendra commented about the downtown maps, noting that there was not a huge price difference. Denise and Lynne commented about their need for the maps. Lane stated that folks at our brochure distribution service are always complementary of our maps and note that they are always the fastest to run out.

Denise then brought up an unrelated matter. She was concerned about the signs for business that are no longer in business. There was some discussion and the Lynne stated that she thought it would be up to the property owner to remove.

Boone Branding Update

The board acknowledged that the tag line came from Angela Kelly with Proper. The Board all talked about how much they liked the logo and tagline. Alex brought up that one picture included the comma and the others did not. Discussion ensued concerning the different options using the comma and the apostrophe that indicates feet. After a spirited discussion the Board had a unanimous vote to approve the logo that includes the comma but removes the apostrophe at the end. Lane went on to inform the Board that she had some very good news regarding the mural depicted in the logo mock ups. She stated that Wayne Miller got her in touch with the property owner of the building at the Corner of King and Depot and she was on board to have the mural on her building. Lane also informed the Committee that there was an anonymous donor who stated that they would underwrite the mural and it would be their donation to downtown. The Board was very excited to hear this news. The Board then reviewed the logistics of the mural and John reviewed the process for when he installed them in Georgia.

EGGstravaganza

Lane opened discussion with the Board by informing them that she had been brainstorming with Pilar from Cultural Resources. She continued that she was having some difficulty planning what to do for the 8-12 year old age group. Kendra talked about picking prizes that would be appealing, and Lynne noted that kids got candy eggs at each stop along the scavenger hunt. Lane talked about the need to update the scavenger hunt clues. Michelle mentioned possibly putting some clues up higher to tie in with our new “Live it Up” tagline. Moncia chimed in that the library was considering having Caleb Sigmon come back as the “Cat in the Hat” and asked the DBDA if they would consider paying for the library to host him. Kendra asked about how much was budgeted for EGGStravaganz and Lane informed her that it was $1300 but that there was some money in the Community Development line that could possibly be used. Kendra noted the need to make sure to publicize it and advertise it well. Lane stated that she would add the EGGStravaganza as the first agenda item to the Promotions Committee and include Cultural Resources as well.

Earth First…Friday

Lane opened by reviewing her meeting with Planning and Cultural Resources and the Tree City, Bee City and Earth Day celebrations planned at the Jones House. Continuing that the theme for the April First Friday would be an Earth Day based event. Lane indicated that she thought this would be a good opportunity to roll out our new logo. John and Lynne briefly reviewed the similar event that occurred back in September. Tara noted that this could also be added to the promotions committee agenda.

Downtown Map Reorder

Lane stated that Print Distribution was already out of our brochure and asked if the Board would like to order more. After a brief discussion, Kendra made a motion to order 5,000 brochures with updated maps. Alex seconded and it had a unanimous vote.

<u>Design</u>

Streetscape Review and Plan

Lane opened by reviewing the budget retreat requests, specifically the previously approved budget amendments for sidewalk work and the request for amenities in areas that are lacking. Kendra and Michelle both brought up Christmas decorations and the placement of those. John stated that we are currently maxed out for decorations that need to be plugged in but noted the opportunity to upgrade in the future after streetscape work is completed. John reviewed the prior streetscape work that had been completed. John also touched on the potential for adding some properties to the Municipal Service

District. John also reviewed the tentative plan for Howard Street and commented on how much construction was on the horizon. Lane summed up the conversation by stating that the plan was to use the unspent funds to knock out a large section of sidewalk, while also discussing the areas that were in need of amenities and creating a plan to address those areas. Lane also noted using the design committee to help expedite those plans and then briefly talked about the Queen Street stairs and possibility of updating those. Lane finished up by saying that she would bring this before the design committee and go from there.

Wayne Miller left at 9:45am.

Lindsay Miller left at 9:50

Rain Paint Poems

Lane opened by stating that Kendra sent her this idea and she wanted to bring it to the full committee. Kendra stated that she saw it in another community and it looked like a neat idea. John noted that he thought it might already be prohibited in Town Ordinance and that it might lead to more graffiti. John asked for Glen's opinion. Glen agreed that it might be seen as promoting graffiti. He went on to talk about reverse graffiti, where you use a high pressure washer to clean the image that you would like. Michelle commented about her knowledge of the paint and her hesitation to use it on ASU campus.

Horton Hotel Façade Grant Review and Final Approval.

Lane stated that she was still waiting on paperwork from the Horton and no motion was made to approve.

Other business, comments or concerns

Michelle asked Joe Furman if she could share the video from their website to the Board. The Board watched the video and then commented that this would be a good idea for the website as well as possibly linking the rentals and properties.

Lane also talked briefly about updates to Town Ordinance that will address parking spaces downtown. Specifically prohibiting parking spaces being used to operate a business.

Lane also asked about going back to three sculptures for downtown.

Call for Adjournment

Alex Hooker made a motion to adjourn that was seconded by Michelle Novacek and had a unanimous vote.