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

Board Members present: Wayne Miller, Sarah Long, Kendra Sink, Denise Lovin and Michelle Novacek.

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

Staff present: Lane Weiss

MSD Members Present: Courtney Baines**,** Wayne Randall, Katherine Robinson, Bettie Bond and Davis Parker.

General Business

Davis Parker spoke for a few minutes informing the committee of a new downtown app that he was launching called "Draba". He spoke about the benefit he thought it would bring to downtown and that he felt it could help bring the students and the community together. He took some questions and informed the Board that he would stay in communication.

Bettie Bond then spoke about the upcoming 100th Birthday of Tweetise Railroad, that will happen on Friday May 3. She stated that the Historic Preservation Committee is hoping that some sort of celebration could be held in coordination with First Friday events on Friday, May 3rd. Lane stated that she was scheduled to have a meeting with Christy Turner and Pilar Fotta that had to be rescheduled, but that she would follow up.

Kendra called the meeting to order at 8:55. The first order of business was to approve the March agenda. A motion to approve the March agenda was made by Michelle Novacek. This motion was seconded by Sarah Long and had a unanimous vote.

A motion to approve the February meeting minutes was made by Michelle. It was seconded by Sarah and had a unanimous vote.

A motion to approve the financial statement was made by Michelle. It was seconded by Kendra and had a unanimous vote.

Lane then informed the Board that Dave Walker had resigned due to some restructuring at Blue Ridge Women in Agriculture. Lane stated that she had received Courtney Baines application to replace Dave. Courtney spoke that BRWIA had restructured and they thought it was best for her to attend. Michelle made a motion to nominate Courtney to replace Dave. This motion was seconded by Kendra and had a unanimous vote. Kendra inquired about the transfer and commented that Dave had been an asset.

Lane then moved discussion to the need for a Board treasurer. Lane read from the by-laws the description of the treasurer. Kendra made a motion to nominate Wayne Miller that was seconded by Michelle and had a unanimous vote.

Organizational

Discussion of Logo Use Guideline

Lane stated that Kendra sent her the enclosed logo use guide lines for discussion among the Board. The Board talked about wanting to encourage the use of the logo while making sure that it is used in a manner that the Board supports. Wayne also noted that the use of the logo could be perceived as an endorsement and that the Board needs to be aware of who is using the logo. Lane mentioned possibly including a permission of use aspect to the use guidelines. Lindsay asked about the ways we could protect the logo from people pulling it off the internet. After continued discussion, the committee felt that it would be best to have a policy that states the logo use guidelines as well as an avenue to ask for permission for use of the logo. Michelle suggested that this discussion be moved to the promotions committee and then brought back before the full committee.

Discussion of Logo Trademark

Lane inquired if the Board would like to move forward with trademarking the logo. Monica stated that she would volunteer to look up the costs to trademark the logo. The Board discussed the importance of the logo being available to those who would like to use it while also making sure that it is not used for things that are not approved or endorsed by the DBDA. Lane suggested that this item be moved to the promotions committee in coordination with the conversation about the use guidelines.

Mural Update

Lane reported to the committee that she reached out to Destination by Design for help with the mural. Destination by Design came back and stated that for $3600 they would research the feasibility and get a cost estimate for the project. Lane reported that she took this number before the Design Committee and there was agreement that it was too high. Lane informed the Committee that Michael Cooper with Murals and More had been contacting the Town for months about a mural. She stated that she spoke with him and he gave an estimate of $10,000 for the entire project- which includes the mural being on panels on metal and attached in the mortar between the bricks. Wayne noted that it was his understanding that a mural had been proposed on the army navy space for $40,000. Lane discussed that she pulled some references for Mr. Cooper and he has a good reputation. She followed up with the details they talked about, concerning the panels, installation in the mortar joints and the considerations for being in the central fire district. Lane also stated that she updated the property owner and they talked about working out an agreement for the mural. Michelle noted the need for a second estimate moving forward since the numbers are so different and stated that she would follow up on the estimate. Sarah asked for John Ward's input and Lane stated that it was her understanding that John would be late to the meeting. The Board then went on to the next item of discussion.

Wayne Randall left during this discussion.

<u>Financial</u>

Approval of Proposed Budget

Lane opened the discussion by pointing the Board to the page that indicates that our budget is estimated to increase. Lane also stated that she included the notes from the budget retreat and the organizational meeting regarding the proposed budget. Sarah brought up the cost of the meeting supplies during this time and noted that people could start bringing tablets as a way to save money. Kendra spoke about how she was surprised that we had not spent more advertising money. Lane stated that she thought some of that was due to the transition from Brittney to herself and that now that she is learning she is understanding the desires of the committee more as things go along. The discussion then moved to the cost of the digital billboard and the potential for splitting the costs. The discussion also moved to the potential for social media advertising opportunities in the future. Kendra then steered the committee back to the budget. Kendra noted that the Board increased the advertising budget and increased the meeting expense line to cover trainings. Wayne made a motion to approve the proposed budget. The motion was seconded by Denise and had a unanimous vote.

Promotion

Eggstravaganza Update

Lane updated the Board about the plans for EGGstravaganza and the need for volunteers the day of. She stated that planning was coming along nicely and asked if anyone had any questions. With no questions Lane informed the committee that the next planning meeting would be on the afternoon of March 19.

Earth First….Friday

Lane opened this discussion by stating that the April First Friday event would be Earth themed and will be held on April 5. Lane continued that the DBDA had initially offered to hand out promotional bags with the new logo but has since decided to wait and do a roll out of the brand all at once. She stated that she was trying to think of a new way to get the merchants involved in the event. Sarah suggested handing out saplings. Kendra suggested possibly asking the restaurants to have honey specials for the evening and reaching out to the businesses and seeing who would like to be involved. Once we find out who would like to be involved we can hand out flyers from the Jones House that encourage people to visit those businesses. Lindsay talked about the events going on at the Turchin Center. There was agreement that we would reach out to the businesses and inquire what they would like to do and then advertise those events by flier at the Jones House that evening.

Lindsay Miller left during this discussion.

Mural Unveiling Event

Lane stated that she would go ahead and get the second estimate for the mural and then meet with the organizational committee. Lynne suggested that the board approve up to a certain amount that Lane can enter into an agreement for the mural project to help move the process along. Kendra then made a motion to approve up to $10,000 to be spent on the mural project. This motion was seconded by Michelle and had a unanimous vote. Kendra stated that once we get those numbers back then we can work to schedule the event.

Design

Streetscape Review and Plan

Lane updated the committee that there were a few public work projects coming up and she is making sure that we can use those opportunities to update our streetscapes. Lane also stated that there is an anticipated budget overage and she is trying to order some planters soon to help enhance the outlying areas downtown. Lynne also mentioned Christmas decorations and the need to update or add to our current decorations.

Economic Vitality

Lane explained to the Board that as a part of our Economic Strategy meeting she is working to develop training opportunities for our downtown. She talked about a training with the Police Department coming up this spring. Then in the fall having a training that would be coordinated with the Chamber of Commerce. She continued that the DBDA is a member of the Destination Development Association and they have access to a variety of great webinars with Roger Brooks. She continued that the DBDA could coordinate and host webinars on a monthly or quarterly basis. Finally, she stated that Joe Furman had a great suggestion about 5 minute CPR workshops and working those into our training schedule.

Training Opportunity Updates

Lane updated the Board about two upcoming trainings. The first would be Economic Development in Burlington on April 10 and the next would be Design in West Jefferson on May 1.

Other business, comments or concerns

Call for Adjournment

Michelle made a motion to adjourn that was seconded by Sarah and had a unanimous vote.