

Downtown Boone Development Association

Regular Board of Directors Meeting – March 14, 2017

8:30 am – Jones House Cultural and Community Center

Board Members present: Monica Caruso, Alex Hooker?, Mike O'Connor ?, Chris Grasinger, Sam Parker, Anna Roseman?, Tucker Deal, Kendra Sink, Dave Walker, Colton Lane

Virginia , I did not have the attendance sign in.

Ex-Officios present: Lynne Mason

Special Guests: Lisa Flanigan, John Ward,

Staff present: Virginia Falck, Glen Kornhauser, Pilar Fotta

Handouts: agenda, Revenue & Expenditure sheet, Statement of Financial position, February minutes, Sponsorship Policy, Meridian Website Redesign description and quote sheet,

GENERAL BUSINESS

Call to order at 8:36 am without a quorum. Since we did not have a quorum, we skipped to the Promotion part of the agenda.

Promotion

There will be an indoor concert series on March 26th –Sun Saboy Cajun group will be performing. Please contact Mark here in the Jones House for more information.

The Christmas Parade will be on Sat., Dec. 9th at 11 am due to a football game the first Saturday of the month.

The Eggstravaganza will be April 8th at 2 pm, they will have a musician at the library, the ASU basketball team, and the Children's Council will participate.

Doc Watson Day will be either June 16 or 17.

Jennie Carlisle will display works at the Smith Center Gallery for the first Friday parade event. It will be May 5th at 6:30 pm on Howard Street. All ages will be marching with puppets to the cemetery behind the student union. There will be a puppet making workshop before the parade with project space across from the Local. This is being co-hosted with the Junaluska Association. A special event permit was obtained for this with the town.

ORGANIZATION

Sponsorship Policy

Virginia asked us to look at the Sponsorship Policy to see if we need to edit it. We would get the mission, how the event will benefit the community, the budget, a copy of the town permit, how funds will be used if they are applying for specifics, etc. For a police presence, fees can be waived.

Town Manager update:

John Ward talked about the following

- The UNC School of Government's contract to do a marketing analysis/assessment with recommendations in the end regarding Howard Street and expanding over a block from Appalachian to Water Street.
- The old Hospitality House site will be added to the MSD after about 2 years.
- Additionally Riverswalk – the mixed use building – the front parcel (used to be Southern States) Possibly the whole site will be added to the MSD.
- The town now owns the cemetery behind the student union and they are doing cemetery management which consists of tree work, removal of chain link fence, retaining wall, putting in some educational interpretation, working with Junaluska Association on this, they are re-erecting 3 town markers for 3 union soldiers.
- Roberta Jackson is doing fundraising for this project

FINANCIALS

Approval of Expenditures for website

Virginia stated that the only quote she had received was from Meridian; they had a charge of \$70 per hour for changes and they are willing to work with us and are device-friendly. There is a \$5000 threshold. She felt that due to the reputation of the company she would like to email us for a vote today.

Virginia decided to forego the Summer Concerts Sponsorship and High Country Local Firsts Sponsorship agenda items until the next meeting when we have a quorum.

Watauga County Public Library – First Friday Hanging System

Lisa Flanigan from the Youth Services Department explained that the library would like to participate in the First Friday activities but are in need of display boards to do so. She talked about how we'd like to begin in May with Caldwell Community College's Art Department, June with Seed Art, and July with BRAHM's Doodlebug and after school program. October's would be with Appalachian State University. Lisa also mentioned that the display stands could be lent out during the winter to the community as needed, since we have our tax program during that time. Since we did not have a quorum Virginia promised to send the samples of displays out with the agenda so the board would be familiar with them before the next meeting.

Announcements: Virginia mentioned the Passion for Service workshop and that there were scholarships available to attend.

Glen talked about how effective the downtown cameras had been with fighting crime. Monica mentioned National Library Week as the week of April 10th and that the library was planning some special activities.

The next meeting will be April 11th at 8:30 am

The meeting adjourned at 9:30 am