Downtown Boone Development Association
Regular Meeting – April 9, 2019
8:30 am – Jones House Cultural and Community Center

Board Members present: Sarah Long, Sam Parker, Alex Hooker, Courtney Baines, Angela Kelley, Denise Lovin and Michelle Novacek. Judith Winecoff sat in for Monica Caruso.

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

Staff present: Lane Weiss, Glenn Kornhauser, Shane Robbins and Pilar Fotta

MSD Members Present: Katherine Robinson, Bettie Bond, JP Mason and Laura Kratt.

General Business

In the absence of Board Chair Kendra Sink, who is out sick, Downtown Development Coordinator Lane Weiss opened the meeting and called it to order.

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.

Then Amanda Cottrell and Brittany Southerland with Four Seasons spoke to the Board about the website they have created called Four Seasons.

A motion to approve the April agenda was made by Alex and seconded by Sam. It had a unanimous vote.

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

A motion to approve the financial statements was made by Alex. It was seconded by Sam and had a unanimous vote.

Lane then informed the Board that she received an application for the Board. She stated that there were two open positions. One is Board appointed and one is Town Council appointed. Lane then asked Katherine to step out of the room while the Board reviewed and discussed Katherine's application. Alex stated that Habitat for Humanity would invite applicants to a meeting and then vote on them at the next meeting. The Board discussed the importance of choosing Board members. Michelle mentioned the importance of making sure that all areas of business were represented on the Board. Michelle then made a motion to approve Katherine Robinson application to the Board. This motion was seconded by Alex and had a unanimous vote.

Organizational

Approval of Trademarking New Logo

Lane stated that she spoke with the folks in Lenoir who recently updated a new logo. She stated that they recently trademarked their logo themselves. They did say it was a lengthy process but not unmanageable. Alex then made a motion to trademark our new logo. This motion was seconded by Michelle and had a unanimous vote.

Approval of Logo Use "Final Approval" Letters

Lane again referenced her conversation with Kyle in Lenoir. She stated that initially the Board had looked at logo use guidelines. However, Kyle said that after talking with their attorney, they opted for an agreement between the two groups that would give them final approval of any use of their logo. Lane stated that she hoped to have a copy of that agreement before the Board today, but that Kyle had not gotten back with her. Lane stated that she would take the agreement before the design committee and then bring it back to the next meeting.

Mural Update

Lane stated that they are currently waiting on a second estimate. She continued that she did get a copy of the Doc Watson license agreement that she felt could be used as the foundation for the contract. She stated that the process was still moving, albeit very slowly. Sam Parker tossed in that in the future he would like to nominate his building for a mural project.

Discussion of Main Street Site Visit April 30

Lane stated that Sherry Adams, Downtown Programming and Technical Assistance Coordinator with the North Carolina Main Street Program, will be conducting her yearly site visit on Tuesday, April 30 from 12:30 until 2:30.

Financial

Approval of Use of Constant Contact

Lane stated that she was working to update the DBDA newsletter. She stated that she had been in touch with Constant Contact and thought that they would be a good fit. After some discussion the committee asked Lane to look into the free options that were available including Mailchimp. Alex then made a motion to approve the use of Constant Contact, with the caveat that Lane research what would be the best use of funds. Sam seconded that motion and it had a unanimous vote.

Approval of ASU Game Day Marketing

Lane stated that she had received the attached information about game day marketing. The Board agreed about the importance of marketing for our Downtown on game day but felt that this advertising was too pricey. The Board also talked about potential marketing opportunities for the new DBDA logo on game day (handing out clear bags with the new logo and coupons).

Approval of Funding for Graffiti Cover-up

Downtown Boone Police Officer Glen Kornhauser explained to the committee that he was working on another graffiti cover up event. He was working with an Eagle Scout Fraternity to coordinate the event tentatively set for Tuesday, April 16. Glen asked for $350 for supplies for the event. Michelle made a motion to approve the funding that was seconded by Sam and had a unanimous vote.

Approval of Funding for May First Friday Event

Lane opened by asking Bettie and Pilar to chime in as needed, and then explained to the Board that the Linville River Railway, that Bettie spoke about earlier, was coming up on May 3. Lane stated that Pilar had a great idea about using table toppers at restaurants as a way to spread the word about the upcoming event. Pilar spoke about wanting to drive people to the speakers at the library and the

downtown walking tours. Lane stated that she thought the cost for the table toppers would be between $500 and $600 dollars. Denise asked who quoted the printing, Lane stated that it was Go Postal and Denise stated that they had switched to Creative Printing and found it was significantly cheaper. Lynne stated that these would be best to be given out a week in advance of the event because they disappear if left out to long. Alex made a motion to approve the funding for the Go Postal table toppers with the caveat that she check prices with Creative Printing first. Sarah seconded this motion and it had a unanimous vote.

Promotion

Eggstravaganza Update

Lane informed the Board that things were moving right along with the planning and was anticipating a really fun event. She went through the details of the event and encouraged the Board to attend the event. She also asked for any volunteers.

Requested Appearance by Pilar Fotta to discuss Boone BOO!

Pilar informed the Board that ASU has a home game scheduled for Halloween this year. She stated that due to the home game Boone BOO! would be moved up to Wednesday, October 30. She also stated that she had been in communication with Officers Danny Houck and Glen Kornhauser to work to extend the road closure. She continued that the road closure would mirror the parade closure. She mentioned that there had been some discussion about extending the time, but she thought it would be wise to see how the extended road closure worked and then tack on extended times. There was some discussion about trick or treating on Grand Boulevard as well.

Design

Public Art Submissions

Lane informed the Board that Public Art Submissions closed on April 8 and that she has a Design meeting scheduled for April 16 to review and recommend the art pieces for downtown.

Design Training in West Jefferson May 1

Lane informed the Board that there would be design training in West Jefferson on Wednesday, May 1 at 8:30 in the morning. She invited any of the board members that were interested to reach out to her.

Economic Vitality

April 12 Police Training at the Jones House

Lane informed the committee that as part of our economic vitality training initative the first training seminar would be held this Friday. Downtown Boone Police Officer Glen Kornhauser informed the committee about who would be teaching and the topics covered. He stated that bagels and coffee would be provided.

Other business, comments or concerns

Brooke Butler presentation at 9:30

Brooke Butler with TheSlosh.com gave a presentation to the Board informing them of what her website and events that she is coordinating downtown, specifically the upcoming bar crawl.

JP Mason with Lost Province proposed and wanted to gauge the level of interest of an Octoberfest type event for Saturday, September 21st. He talked about having local food, music (polka), family friendly events, a block party of sorts in downtown. The Board expressed interest and excitement about the prospects for the event. Lane stated that she would contact JP and work to schedule a time for the interested parties to meet and try to brainstorm. JP stated that he would be happy to be the scheduling lead.

Call for Adjournment

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