

**Downtown Boone Development Association
Regular Board of Directors Meeting – April 10, 2018
8:30 am – Jones House Cultural and Community Center**

Board Members present: John Bond, Angela Kelly, Kendra Sink, Victoria Potter, Tucker Deal, Denise Lovin, Alex Hooker, Sam Parker, Monica Caruso, Dave Walker

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

MSD members/guests present: Megan Biddix, Thea Young

Staff present: Brittney Clark, Glen Kornhauser, Danny Houck

Handouts: Agenda

GENERAL BUSINESS

Anna called the meeting to order at 8:33 am.

APPROVAL OF MINUTES AND AGENDA

Agenda

Kendra made a motion to approve the agenda; Alex seconded.

Minutes

Alex made a motion to approve the minutes; Sam seconded.

Current Financial Statements

Alex made a motion to approve our financial statements; Tucker seconded. A vote was held to approve all three documents; all approved.

ORGANIZATION

Brittney's Maternity Leave

This item was added to the agenda prior to the agenda being approved. Kendra Sink will run any DBDA meetings that Brittney might miss due to being on maternity leave. This will probably only be possibly May and June.

FINANCIAL

Fund Balance Update

Brittney shared that our current Fund Balance, as of June 30th, 2017, is \$191,334.00.

Request for Approval of Laptop Request

There was not a laptop passed along when Brittney accepted the position of Downtown Coordinator. She has been using a loaner laptop from the Town of Boone; the battery on that laptop recently exploded. She is currently using another loaner, but taking that on maternity leave could be problematic, so the request is being made to spend up to \$1,500.00 to purchase a laptop dedicated to DBDA through the Town. There is a government discount. Kendra made the motion to approve up to \$1,500 to purchase a laptop for DBDA, Sam seconded. All voted to approve.

PROMOTION

Branding for Downtown

Brittney shared that the marketing committee has met several times since the March board meeting. Will be pursuing print ads in Summer Visitors Guide, Fall Visitor's Guide, and Carolina Mountain Life.

Denise shared about idea of Branding our downtown separate from the DBDA, and shared quotes from companies and consultants that will help us do this. She shared that the marketing committee's recommendation was to go with Crowdspring, which is a crowd sourcing method of acquiring a brand strategy, which was the lowest cost option that was researched. Kendra mentioned we need to partner with other Town entities (Town of Boone, Chamber, TDA, etc.) to be unified. The Board had concerns with Crowdspring; wanted to see examples of work. We have examples of work for other consultants. Kendra shared that she would rather spend more money to get a quality product. Tucker shared that the difference in price would represent a difference in scope of work. Thea Young shared concerns of the flow of branding through multiple venues. Tucker shared that the Board agreed that this concept is something that we would want to pursue, but needed more information. He also shared that working with a local company like Destination by Design would be beneficial moving forward with other projects like the Wayfinding signs. Brittney will share examples of work from the different companies in an email to the Board for their review.

Appalachian Signs meeting

Brittney shared an update from a meeting with Laura from Appalachian Signs – Laura is working on updates to the Downtown Map, as well as designing a rack card for Downtown, to be done by around Mother's Day/Mid-May, so that we can get those out to the visitors bureaus before visitor traffic really starts to pick up. She is also looking into short-term, temporary wayfinding signage to point people towards Howard Street and up and down Depot Street. Kendra brought up concerns about cost of temporary wayfinding signage when working towards rebranding, as well as TDA wayfinding. Tucker suggested working with building owners to put signs up on the sides of those building, rather than on the poles/intersections to avoid DOT regulations. Alex made the recommendation that we plan to change out the logo (once we have a new brand) in every place the DBDA logo is currently displayed, as soon as possible – suggested a decal from Appalachian Signs to cover anything existing until signs are replaced. Also talked about banners and that the banners downtown are part of an ongoing discussion with the sign ordinance through Town Council.

DESIGN

Public Art

The Design committee met to review the Public Art Sculpture submissions, and is putting forward two sculptures, with two back-ups to those sculptures, as well as suggested locations for those pieces: For the Town Hall site, the sculpture *Tree of Life* by Gregory Johnson, with the backup being *Spark* by Phil Proctor. For the Melanie's site, *Nova* by Charles Pikley, with the backup being *Devil Fish* by Todd Frahm. Tucker made a motion that the Board accept the committee's recommendation; Kendra seconded. All voted in favor.

OTHER BUSINESS, COMMENTS, OR CONCERNS

Lieutenant Danny Houck shared that Councilman Sam Furgiuele has asked the PD to do a public forum on April 26th and answer 50 questions; one of those questions is regarding the Tsunami cameras downtown. Lt. Houck wanted feedback from the DBDA regarding their thoughts on the cameras: where they are located, how they are used, etc. Kendra shared that they have helped with shoplifting, graffiti, vandalism, etc. There are two installed right now, both within the MSD because of the partnership with the DBDA. Kendra shared that business owners are very pleased with the cameras, because they do not have their own security systems. Kendra also shared that we can't only look at the number of cases that have been solved from the Tsunami cameras, but also the crimes that were deterred because of the posting of crimes that were solved online so that people know that downtown is being monitored. Alex asked if the police department needed people to speak at the meeting; Lt. Houck shared that he would appreciate partners attending who can share about what the PD is doing, rather than the PD just sharing the whole time about what they do. Kendra volunteered, Alex will try to be there. Anna is already planning on attending and representing community involvement. Alex summarized that the DBDA is in favor of the Tsunami cameras.

Lynne shared that the council did not take any action on Sam's parking violation proposal. This will go on the May agenda for discussion.

Thea would like an update on the Wayfinding signage from the TDA.

Tucker asked about the plan for spreading out the amenities throughout the MSD. This will be planned by staff, but will be presented to the DBDA at the May DBDA meeting, and then presented to Council at their May meeting.

Lynne mentioned there is a discussion about creating a Historic district and adding other districts between the CAC and HPC – suggested that a presentation be made on these discussions at the May DBDA board meeting.

Brittney also suggested adding an update from the UNC School of Government DFI at the May meeting.

Call for Adjournment

Alex motioned for the meeting to adjourn at 9:45 am; Tucker seconded. All approved.