

Downtown Boone Development Association

Regular Board of Directors Meeting – April 11, 2017

8:30 am – Jones House Cultural and Community Center

Board Members present: Monica Caruso, Alex Hooker, Michelle Novacek for Mike O'Connor, Sam Parker, Anna Roseman, John Bond, Tucker Deal, Kendra Sink, Dave Walker, and Chris Grasinger

Ex-Officios present: Lynne Mason and Loretta Clawson

Special Guests: Lisa Flanigan, Jessica McClard with Little Free Pantry Founder, and Chris Moutos

Staff present: Virginia Falck and Glen Kornhauser

Handouts: April agenda, Revenue & Expenditure sheet, Statement of Financial position, February minutes, Sponsorship Policy, Meridian Website Redesign description and quote sheet, Website design quote for Big Boom Design, downtown graffiti project sheet, an email motion to approve expenditures for snowflakes is attached to the February minutes.

GENERAL BUSINESS

Tucker called the meeting to order at 8:33 am

Sam made a motion to accept the agenda and Alex seconded it, all voted in favor.

Alex made a motion to approve the February minutes and Sam seconded this, all voted in favor.

Virginia made the following comments regarding the financial documents:

- The balance sheet is effective as of April 10th
- Switching banks will be on the May agenda, Lifestore has a nonprofit rate
- Spent about \$2000 for the Eggstravaganza out of advertising and special projects & events
- RFPs for the Wifi project will be discussed with staff from the county and chamber after the conclusion of today's board meeting.

Anna made a motion to accept the financials and Kendra seconded it, all voted in favor.

Virginia mentioned that Pilar is out for 2 months after a medical procedure and is doing well.

ORGANIZATION

Sponsorship Policy

Virginia reviewed the proposed sponsorship policy with the board. A discussion ensued regarding additions to the document including examples of past groups sponsored by the DBDA and changing the language to all public funds instead of just municipal funds. Additional comments were to require the DBDA logo to be used in advertising efforts, and if the organization was supplied with a monetary

sponsorship from the DBDA the group should provide quantitative and qualitative data demonstrating the possible success of the program or event.

Board Terms

Virginia indicated that Chris Grasinger, Colton Lenz, Michael O'Connor, and Dave Walker's board terms will expire July 31. If current board members are interested in continuing to serve they should express an interest in doing so and turn in a board application to Virginia prior to their board term expiration.

Voluntary DBDA Membership Inquiry

A non-MSD downtown area business expressed an interest in joining the DBDA. Lynne suggested Virginia speak with the Town Manager and Town attorney regarding this matter.

FINANCIALS

Approval of Expenditures for website and summer concerts at the Jones House

Chris made a motion to accept Boomer's quote and proceed, Kendra seconded it and all voted in favor. Virginia was going to negotiate the price for maintenance.

Kendra made a motion to approve the \$3000 Jones House summer concert sponsorship, and Chris seconded it, all voted in favor.

Watauga County Public Library – First Friday Hanging System

Lisa Flanigan from the Youth Services Department explained the library would like to participate in the First Friday activities but are in need of display boards to do so. She explained the interest on the library's part and distributed pictures of the 4 display towers and art hangers. The cost came to \$2,295 with estimated shipping. We have between \$1000 - \$1500 in Community Appearance that can be used for this request. Alex made a motion to approve up to \$1500 and Kendra seconded it, all voted in favor.

Lisa continued to share how the Library would 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. Lisa also mentioned the display stands could be lent out during the winter to the downtown community as needed.

High Country Local Firsts Block Party Sponsorship

Victoria from High Country Local First requested \$997 which would cover insurance, a tent, and generator from Boone Rentals. The event is on Sunday, April 30th. Kendra made a motion to accept this and Anna seconded it, all voted in favor.

PROMOTION

Update on downtown Boone advertising was this tabled due to time constraints.

DESIGN

Boone Police Department and Local Eagle Scout Graffiti Project

On April 29th, a group of 18 or so volunteers from the eagle scouts will be painting over graffiti in downtown. Glen asked the board to approve cost of the paint and paint supplies which amounts to \$500. Alex made a motion to approve the amount and Chris seconded it, all voted in favor.

Little Free Pantry

Jessica McClard discussed her idea for the little free food pantry and wanted to ask us for ideas about where to locate it in downtown. Discussion ensued as to where the little food pantry could be located within and just outside of the downtown district.

The meeting adjourned at 10:05 am

The next meeting will be May 9th at 8:30 am