

Downtown Boone Development Association

Regular Board of Directors Meeting, 8:30 am at the Jones House

May 9, 2017

Present: Tucker Deal, Loretta Clawson, Lynne Mason, Sam Parker, Chris Grasinger, Alex Hooker, Kendra Sink, John Bond, Monica Caruso, Laura Johnson for Michael O'Connor, Dave Walker, Angela Kelly, and Anna Roseman.

Town Staff: Virginia Faulk, John Ward, Glenn Kornhauser, Sarah Upton.

Handouts: Agenda, Sponsorship Policy, 17-18 Budget DBDA Unrestricted Funds, April Minutes, proposed 17-18 MSD Budget

General Business:

Call to Order: Virginia called the meeting to order at 8:30.

- Approval of May Agenda: Kendra made a motion to approve this and John seconded it, all voted in favor.
- Approval of April minutes: Alex made a motion to approve and Tucker seconded, all voted in favor.
- Approval of May Statement of Position and Monthly Expenditures

Organization:

- Sponsorship Policy:

It was emailed with the minutes. Virginia introduced Sarah Upton, and Administrative Assistant, Laura Johnson came for Michael O'Connor.

A few minor changes were put in; it discusses the Town of Boone sponsorship, and has a clarification regarding taxes. The policy would be used for events and for any type of funding, it acts like a system of checks and balances

Alex made a motion that we accept the policy and Chris seconded it. All voted in favor.

Virginia will get this to new members.

- 2017 -18 contract with the Town of Boone:

We're required to have this, according to legislation, and we already do. An additional amount of \$20,000 was added. Referring to the area where the former Hospitality House, Rivers Walk, former Cilantros, there would be a significant 1 year impact, there would be a Doctor's Office and a 61 Bedroom Apartment above it. The current structure in the former Cilantros location. The document mirrors the bylaws, Kendra made a motion to approve the document and Alex seconded it. All voted in favor.

- Voluntary Membership:

We'll look at this when we look at bylaws next year, MSD money cannot be spent outside of the MSD area.

We will remove this from the bylaws in the future, the co-mingling of funds is a bad idea.

Financials

Virginia added the "approval of \$5000 encumbered for Appalachian theatre façade grant."

Audit contract

We need to look at this... she will look at it and send it in an email for a vote.

- Approval of 17-18 MSD budget:

Virginia explained the changes stating that she added quite a bit to community development – and switched some funds around

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

- Approval of 17-18 Budget Unrestricted Funds

We used this for insurance, dues, National Membership, honorarium, postage, community development, public art and private lessons.

Alex made a motion to approve the budget and, Dave seconded it. All voted in favor.

- Addition to Agenda – approval of \$5000 encumbered for Appalachian theatre façade grant

A motion was made to approve this by Kendra and Chris seconded it, all voted in favor.

- Discussion of DBDA Operating and Money Market Accounts

If we moved checking accounts to Life store, the operating accounts would make money, we pay \$12 per month now with PNC but they are no longer downtown,

A .75% interest rate is made on the account and at Life store, we would get a Chamber Discount, we have our insurance with them. Highlands is another good bank to consider.

Promotion

- 2017-2019 Advertising Options:

Virginia spoke with the Tourist Development Authority and they'll put together an advertising campaign to bring people downtown. We presently use Ray's Weather and other online avenues, money goes toward our brochures, it would be good to look at some non-print options

Radio station 97.3 has a wide range from Charlotte to Virginia. On the internet, we could use Pandora, our football program could be put online.

Mast Store does a lot of geo-tagging, which means that when people search for Boone, they get a Mast General tag,

In summary, let's look at TDA, geo-tagging, and Pandora,

Look at radio stations that profile pre-game activity as well.

We will table this, and Virginia will come back with more numbers, she'll look at the TDA and fall statistics.

We could look at a 1-year plan, the TDA targets the Charlotte market, our committee could come up with a calendar for advertising.

Billboards are pretty expensive.

Suggested creating a marketing committee-Lynn, Anna, and Kendra volunteered.

- Discussion of DBDA Facebook Accounts

Virginia said she wanted to merge the Art Crawl and Facebook accounts together and will give a 2 week warning.

Design

- Public Art Submissions

Near Melanie's, an abstract piece with a person with hat on will be put up

Where cat is near the town offices will have leaves – it is 6 feet tall.

We're opening additional areas on Howard St., we're losing the Veterans one,

Do we want to spend money to advertise? We have worked with the Turchin, the honorarium was raised to \$1000,

- Summer Streetscape Project Update:

Working from Appalachian Theatre – Appalachian St., Town Council has approved a pedestrian crossing in front of Boone Bagelry, things are moving along regarding Howard St., (TDA funds will come) an easement was required in front of Boone Saloon.

We have received good reviews for increasing the lighting in front of the Jones House. Final plans for expansion still need to be approved.

Virginia reported that her last day with the town will be May 24, as she is leaving for a position in development at Appalachian State University in Athletics.

She'll be updating the website and cleaning up fiscal year financials before leaving.

John will be attending meetings; Virginia's job will be posted soon. John will be soliciting input and guidance as he oversees future DBDA meetings. Pilar is still out, so he'll need our help.

Virginia will tell Pilar soon; she will be back the end of June.

Sarah will be handling 4th of July logistics, and will have access to all of Virginia's files,

At 9:28 am, the meeting adjourned.