Downtown Boone Development Association
Regular Meeting – May 14, 2019
8:30 am – Jones House Cultural and Community Center

Board Members present: Sarah Long, Angela Kelley, Denise Lovin, Kendra Sink, Monica Caruso and Katherine Robinson

Ex-Officio present: Lindsay Miller

Staff present: Lane Weiss, Glenn Kornhauser and John Ward

MSD Members Present: JP Mason, Rosie Bentley, Wayne Randall and Laura Kratt

General Business

At 8:33 Kendra called the meeting to order.

A motion to approve the May agenda was made by Angela and seconded by Kendra. It had a unanimous vote.

A motion to approve the March meeting minutes was made by Angela. Lane clarified that she had unfortunately submitted March minutes that had not be proofread and wanted to correct those minutes. The motion was seconded by Kendra and had a unanimous vote.

Regarding the financial reports Lane clarified that it was not the normal transaction report because she was having some trouble with the transaction report so a financial statement was substituted for this month. Lane also pointed out the telephone services and printing lines were over. Lane stated that she would need to talk with Amy about the telephone services line and that the printing line was over due to the late order of the directional signs for downtown. Angela made a motion to approve the financial report. The motion was seconded by Kendra and had a unanimous vote. There was also some discussion of the sidewalk work happening downtown.

Lane informed the Board that Courtney Baines had stepped down as Executive Director for Blue Ridge Women in Agriculture and would no longer be eligible to be on the board. Monica Caruso chimed in that she had seen Dave Walker the day before and he had expressed his interest in remaining on the board. Lane asked if the Board had any input, and Kendra expressed that she appreciated Dave and his help while on the board.

Organizational

Review of Logo Use "Final Approval" Letters

Kendra opened the discussion by stating that the DBDA is currently finishing up the new branding project and as a part of that the Board wants to encourage the use of the new logo but also protect it as well. Lane stated that the enclosed is a draft from the previous discussion. She stated that if the Board was ok with the format then she would have the Town attorney look over it make sure it would be legal. Laura Kratt mentioned that it might also be wise to include a limited liability statement or something to protect the DBDA in the event that the logo is used for an event that has some sort of failure or legal issue. Lane stated that she would add the suggestion to the agreement. Kendra inquired about the status of the logo project and Lane stated that we had received a quote this morning but that it needed to be corrected. There was some discussion of the promotional strategy when the logo is unveiled.

There was also some discussion about the possibility of royalty fee's for use of the logo. Lane suggested that this discussion go back to the Design or Promotions committee.

Discussion of Main Street Vision Planning

Lane opened by stating that during our Main Street Sight visit Sherry Adams mentioned that we would need to update the vision that is listed in the work plan. Lane continued that per Sherry the board would need to anticipate about a 4 hour work session. Lane stated that during the site visit she and John discussed with Sherry the possibility of Sherry speaking to Town Council on behalf of the downtown and continued that it would be a good idea to try and coordinate having Sherry when there is a Town Council meeting. Kendra explained that she would like to see Boone host an upcoming Main Street Conference.

Discussion of Main Street Site Visit

Lane stated that she, Town Manager John Ward, Boone Mayor Rennie Brantz and DBDA Board Chair Kendra Sink met with Main Street Program Coordination Sherry Adams and ARC Community Development Planner Wesley Barker. She stated that it was a successful site visit.

Review of National Main Street Agreement

Lane asked that the Board members review the attached contract. She stated that it was a good review of what the Main Street Program entails. Lane encouraged Board members to join her for any of the Main Street trainings and conferences. Then the committee talked about scheduling the vision workshop during the week of the August Town Council meeting.

Financial

Approval of Watauga Library Request for Funding

Monica opened the discussion by reviewing the attached list of supplies and first Friday plans at the library. Kendra discussed the hours of the first Friday events. Monica stated that that for the first Friday events they were planning on going from 4-6. Kendra expressed some concern with having kids events too early because it's hard for some parents to get downtown by 4. Monica mentioned that they were discussing extending events times for first Fridays. Kendra referenced Festive First Friday, and proposed looking into extending the Grinch to accommodate more families. Monica was receptive to the thought of staying open later and said that the library would look into extending the hours. Discussion then briefly moved to Festive First Friday. John arrived during this discussion and commented on what would be needed to close the road for special events. Kendra then made a motion to approve the funding not to exceed $925 for the Library's First Fridays supplies. This motion was seconded by Angela and had a unanimous vote.

Promotion

Eggstravaganza Review

Lane stated that despite the torrential rains that occurred during Eggstravaganza, the event was a big success. Lane continued that due to the rain forcing changes, they were able to learn how to update our rain plan for the future. Glen also talked about how successful the event was, he thought that it was a good idea that volunteers were handing out candy to kids that didn't get many eggs. The Board also talked about the success of the face painter, Twist the Balloon man and the baby boats. Glen did say

that he did receive some additional feedback, continuing that the extra baskets were very helpful and we might want to have more on hand next year.

Design

Recommended Public Art Submissions

Lane asked that the Board look to their packet and they would see the sculptures that were chose for the 2019-2020 Public Art pieces. She stated that "Cube In Motion" by Hanna Jubran would be installed on the art pad at Melanie's. Lane continued that for the space next to Town Hall it had actually been a draw and the choices were going to be brought to the full board. However, one of the artist would not have been able to meet the installation deadline, so he withdrew his piece. "Lucky Lady" by Gwendolyn Kearney would be going next to Town Hall. Lindsay Miller did bring up that since this piece was in close proximity to the Veteran's memorial they might want to make sure that this sculpture chosen wouldn't be disrespectful. The Board discussed this for a moment and felt that the piece would not be disrespectful to the Memorial.

Mural Update

Lane explained to the Board that she is still working to find a second quote but had received one just this morning. However, there were some things that needed to be addressed in the quote received. Lane stated that she has had mixed reviews from artists about the project, some have expressed the lack of creative expression and the installation process. Lane reviewed the different artist she has reached out to. Kendra expressed some concern about the lack of experience. Lane stated that it was understanding that Dabney Smith was working with Triplett and Coffey to address the installation. The Board then talked about their desire to continue to move this project forward. With a goal of July to have the mural project done.

Economic Vitality

Review Social Media Training

Lane stated that she felt that the social media training was super helpful and had good feedback. While there wasn't a huge turnout it did provide for some relevant information. Lane encouraged the Board to let her know if there were any training sessions that they were in need of. She stated that she thought about possibly following up with an Instagram training. Wayne Randall chimed in that Blue Cross and Blue Shield was ready to start CPR training. He stated that it was a hands-off training would take about 45 minutes. Laura asked about defib training, Wayne stated he would be able offer that as well and that for the CPR training could be for up to 20 people.

Other business, comments or concerns

John updated the Board about the recent decision from Town Council to bring parking enforcement in house. John stated that the change would not affect the DBDA budget and he did want to continue to get feedback from the Board about parking. John talked about the different things that would need to be switched over during the process. John again emphasized the importance of Board feedback during the transition. John emphasized the positive impact on staff. Kendra voiced that she felt it was a big win for downtown. Lane suggested having a reception for the parking staff once the transition is complete.

Call for Adjournment

Angela made a motion to adjourn. This motion was seconded by Kendra and had a unanimous vote.