Downtown Boone Development Association
Regular Board of Directors Meeting – June 12, 2018
8:30 am – Jones House Cultural and Community Center

Board Members present: Kendra Sink, Victoria Potter, Denise Lovin, Tucker Deal, Dave Walker, Anna Roseman, Monica Caruso, Sam Parker

Ex-Officios present: Lynne Mason, Loretta Clawson

MSD members/guests present: Megan Biddix, Syrena Travis

Staff present: Brittney Clark, John Ward

Handouts: Agenda, Financial Statements

GENERAL BUSINESS

Brittney called the meeting to order at 8:35 am.

APPROVAL OF MINUTES AND AGENDA

Agenda

Brittney requested to add "Downtown Wayfinding Rough Estimate from Destination by Design". Kendra made a motion to approve the amended agenda; Victoria seconded.

Minutes

Victoria made a motion to approve the minutes; Anna seconded.

Current Financial Statements

Kendra asked the balance for the Doc Watson statue in the PNC bank accounts. Lynne mentioned that musicians sit on the bench with Doc Watson to play music then no one will take a photo with the statue. It was noted that Glen Kornhauser usually enforces this; he has been taken off of Downtown Patrol, but will be coming back. Kendra asked John about payment to police officers – noted that Boone pays less than other areas. John shared about tax distribution changes from the county and how that has impacted the Town of Boone's budget. There was a discussion about tax rates and collections and sales tax and how that money is allocated. Eventually, Anna made a motion to approve our financial statements; Victoria seconded. A vote was held to approve all three documents; all approved.

ORGANIZATION

Updated Agreement with the Town of Boone for 2018-2019

Allison Meade, the lawyer for the Town of Boone, reviewed the contract with the DBDA and made some changes to the contract that the Board of Directors voted to approve at the last board meeting. The revised contract with the Town of Boone was presented (the only major change was a change of term to 1 year instead of 5 years, which was an oversight in the contract changes from last year) to the Board –

Tucker made a motion to approve the revised contract; Kendra seconded. All voted in favor of approving the revised contract. Kendra signed two copies.

Annual Meeting

The annual meeting of the DBDA will be held on August 14th. Brittney asked the Board if they wanted to meet in the morning or in the evening; a decision was made to hold the meeting in the evening (from 5 pm to 7 pm). Currently the conference room at the Library is being held for both the morning and the evening; Brittney will contact the Library to drop the morning meeting session. Brittney also shared that North Carolina Main Street staff have offered to come and share what Main Street is and why it matters at our annual meeting. The Board liked this idea; Brittney will follow up with Sherry Adams to see if she is available, or someone else might be if she isn't available. It was mentioned that we could try to use the HOW Space as an alternative location to the Library; John Ward will follow up with the HOW Space because he needed to reach out to ASU about something else related to the HOW Space as well. In Brittney's absence, Kendra offered to help organize and run the annual meeting. The entire Board will help spread the word and excitement about getting business owners and property owners to attend this meeting. There will be an emphasis on celebrating Downtown Boone and all the changes coming, as well as sharing that this will be a great opportunity for people to give input on priorities for Downtown. We will also need to vote in new board members (4 vacancies currently – 2 town council appointed, 2 DBDA appointed), as well as elect officers, even though we recently did this, but this will get us back to a better schedule. **Need to make an emphasis on the annual meeting in the July newsletter.**

FINANCIAL

Bank Transfer

Monica transferred $5 from our Checking account into the non-Doc Watson money market account. This is because PNC bank sent us a notice stating that activity needed to take place or the state of North Carolina could seize the account, if it was perceived to be inactive. This will need to be done annually.

PROMOTION

Wayfinding Banners

Brittney received a quote from Mosca Designs for ordering banners – will move forward with the quote, in a red or burgundy color, in addition to ordering two more banners that will go up on the scaffolding in front of the PNC Bank. This will be a temporary wayfinding signage plan until the county-wide or downtown wayfinding signage program is put into place. Kendra questioned why we were doing this if we had a big program coming – Brittney shared that this is a response to pressure being felt from merchants on Howard Street to drive traffic off King Street to other streets. Tucker made a motion to approve the quote for the banners, with an allowance up to $1,000 to be spent for the brackets needed for the banners (which weren't included in the quote), as well as for two additional banners that are also not included in the quote, to be used for the scaffolding. Anna seconded the motion, and all voted to approve.

July First Friday

Brittney shared that she has been in contact with two students from ASU whose class project is to plan an activity who are willing to help turn Jimmy Smith Park into a live board game for July's First Friday. I proposed Monopoly, but contacted them back to say any game would be fine – something simpler and with less rules would be fine too. They are working on this; Brittney asked for a volunteer to be a point person that night for the students to contact if needed, and Victoria volunteered. Brittney also mentioned that she has lined up a man who is a wood carver by trade, but who also carves pumpkins to come for the October First Friday, dependent on his recovery from surgery.

Downtown Wayfinding Rough Estimate from Destination by Design

Destination by Design gave us a rough estimate and scope of work for a Downtown pedestrian-scaled wayfinding sign project. The items that were in the scope of work are:

- Downtown Assets and Sign Placement Map
- Vehicular Directional signage (scaled for slower traffic)
- Pedestrian Directional signage
- Pedestrian Kiosk with a custom Downtown Map
- Directional Parking signage
- Four Seasonal banners developed in accordance with the new logo
- Complete Design specifications manual
- Bid-ready construction and fabrication manual
- Up to 3 meetings with the DBDA
- 1 Community Workshop
- 1 Council Presentation

The lump sum fee for this project would be $48,000. Brittney clarified that this fee would be just for the concept/project – this is not any physical signage. There will be an additional cost for the actual signs. John shared that his experience is that with a plan cost that high, the actual implementation cost will be much higher. There was some discussion about partnering with another group to cover the cost – maybe the Boone TDA. John also mentioned that with a fee that high, to meet Boone purchasing policy, we would have to have multiple bids before entering into a contract with Destination by Design.

OTHER BUSINESS, COMMENTS, OR CONCERNS

John had multiple items to discuss with other business: One was checking with Monica to see if was ok to put up "Free Parking" signs at the Library every Sunday, and on Holidays when they are closed. He is working with McLaurin to physically put up the signs on these days, at the Library, as well as at Town Hall and the Post Office. Discussion continued about expanding parking – Anna shared that she would like a map to the ASU parking areas – Brittney shared that all this info is on the DBDA website, on the parking page. Lynne would like the parking page link sent to everyone in the MSD. It was discussed that additional parking is sometimes available at the Funeral Home, and that the staff there are very

accommodating to help visitors know when they can park there. It might be necessary or helpful to order another "Free Parking" sign and sandwich board that they can keep and put out when the parking is available there.

John also asked about a member of the board to serve on the hiring committee for a new DBDA coordinator – Kendra volunteered to serve on this committee.

Howard Street plans are close to being ready to go to bid – these plans will be discussed at either the June or the July Town Council meeting.

The last order of business was signage about public restrooms being available at the Jones House. The Board felt like this was important since they are helping to fund staffing to facilitate for the Jones House to be open on the weekends for Public Restroom use. The Board would like the marquee to be used for this – Brittney will explore other options. One thought was a window cling that could be distributed that either shares that merchants have restrooms that are open to the public, or one that states that public restrooms are available at the Jones House.

Call for Adjournment

The meeting was adjourned at 9:53 am.