

**Downtown Boone Development Association
June Board Meeting – June 27, 2023
8:30 am – The Jones House**

Board Members Present: Lisa Flanigan, Wayne Miller, Kendra Sink, Michelle Novacek, Renee Boughman, and Megan Kevorkian

Ex-Officio's Present: Edie Tugman

MSD Members/Guests present: Laurance Turner, Rosie Bentley, Megan Mason, Bob Snead, Jessica Auten, and Vanessa White

Town Staff Present: Lane Moody, Geoff Hayes, Laney Pilkington, Mark Freed, and Brad Farthing

Call to Order

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

Request for Approval of June Agenda

Kendra made a motion to approve the June agenda. The motion was seconded by Renee and had a unanimous vote.

Request for Approval of May Meeting Minutes, June 13 Special Meeting Minutes, and June 20 Special Meeting Minutes

Kendra made a motion to approve all of the minutes. The motion was seconded by Renee and had a unanimous vote.

Request for Approval of Financial Statements

Renee made a motion to approve the financial statements. The motion was seconded by Kendra and had a unanimous vote.

Requested Appearances

Antlers and Acorns Festival Sponsorship Request

Kim Bost presented for the Antlers and Acorns event that is planned in Downtown Boone this fall. She spoke to the success of the event in the past, that 200 VIP tickets had already been sold, and stated the beneficial impact the event would have on downtown Boone.

Oktoberfest Sponsorship Request

Megan Kevorkian presented on behalf of the proposed inaugural Oktoberfest. She reviewed the festival information that had been included in the agenda packet and expressed that she thought that the event would be a wonderful opportunity for the community and suggested that at some point it could potentially be turned into a Town/DBDA-run event.

When the two presentations were complete. Michelle asked the business owners attending the meeting how they felt about festivals downtown. A lengthy discussion ensued regarding festivals' impact on downtown Boone retail businesses. The business owners in attendance varied in their response but generally agreed that for larger events downtown, most recently Boonerang, that the businesses see an increase in foot traffic but a decrease in sales. There was a back and forth about different programming and/or promotional opportunities that could be implemented to increase sales for downtown retailers

during larger events.

Organizational

Discussion of DBDA Sponsorship Policy

After the discussion regarding downtown events, Lane opened by referring to the DBDA's sponsorship that was included in the packet. She informed the Board that she had met with Main Street representatives and was working on reinstatement of the DBDA's 501(c)(3) non-profit status. As a part of that process, she was working on IRS Form 1023 and noted that the form requires a lot of additional information and potentially justification, if the Board were to give other organizations funding. She added that even more justification would be required if the recipient organizations were not non-profit and if a Board member were directly benefitting from the funding. Michelle commented that she thought the crux of the sponsorships boiled down to whether the Board thought it would be best to give support to businesses that are not non-profit. Wayne commented that he was not comfortable doing that. At this time Lisa got up to leave and Lane expressed her concern that the Board was about to lose quorum. Lane asked if Lisa could stay just a few minutes to get to the discussion regarding the vendor policy. Lisa stated that she would stay but she would need to leave within a few minutes. The Board decided to table the discussion regarding sponsorships.

Discussion of Approval of Sponsorships Requests

This item was tabled until the July meeting.

Discussion of Approval of Proposed Vendor Policy

Lane opened the discussion by directing the Board to the draft ordinance in the agenda packet. She stated that there were two areas that need to be followed up on from the last discussion. She continued that the first item was the effective date of the ordinance and is highlighted on the first page. Lane added that if the Board recommends the ordinance to Town Council it would likely be presented at their July 12 meeting, and if the Board reduced the effective date to 15 days, it would line up to be effective at the beginning of August. Lane then moved on to the next item needing review, she continued that at the last meeting, there had been some discussion that the permit cost was too low. Lane inquired with the Board if they would like to address the cost. Kendra commented that she had talked with a few business owners who thought the cost was too low, especially compared to the rental cost downtown. The business owners in attendance commented that it was too low as well. After a short discussion, Kendra made a motion to amend the ordinance by changing the effective date from 30 to 15 days after Town Council approval, to increase the permit cost to \$100, and then recommend it to Town Council. The motion was seconded by Lisa and had a unanimous vote.

Discussion of Updated Website

Lane opened by noting that the Board had been meeting for about 1.25 hours already and that she would move quickly through the next few items. She continued by stating that the DBDA website has not had any significant updates since about 2017/2018 and noted the need for updates. She added that Laney had some good suggestions including a "Meet the Board" page to highlight the Board of Directors. Lane followed up by expressing the need to make sure the website is ADA-compliant. She continued that updated photography would also be needed. Lane stated that both of the items were approved in the budget but wanted to see if the Board had any additional input. There was a brief discussion with a general consensus to move forward with updating the website and getting new photography.

Discussion of Committee Assignments

Lane opened by noting that she did not have a list of committee assignments. She continued that it appeared the rotating public art downtown had been paused and thought it would be nice to work on getting new art. The majority of Board members expressed that they could not remember what Boards they were on. Lane stated that she would email detailed information about each committee and ask that Board members add their names to a Google sheet indicating where they would like to help.

Promotional

Discussion of Hosting Loss Prevention Training Series

Lane opened by stating that just a few weeks ago Downtown Officer Geoff Hayes did a Loss Prevention Program for the Boone Area Chamber of Commerce. Lane stated that she thought that Geoff did a great job and that there could be a good opportunity to have a series of downtown events geared around loss prevention, fraud, situational awareness, and compassionate communities. The Board was supportive of moving forward with planning the series.

Call for Adjournment

Renee made a motion to adjourn. The motion was seconded by Megan and had a unanimous vote.