Downtown Boone Development Association
Regular Meeting – July 9, 2019
8:30 am – Jones House Cultural and Community Center

Board Members present: Wayne Miller, Dave Walker, Monica Caruso, Michelle Novacek, Alex Hooker, Kendra Sink and Sarah Long.

Ex-Officio present: Lindsay Miller and Lynne Mason.

Staff present: Lane Weiss and Glen Kornhauser

MSD Members Present: Tara Stollenmaier from Mast General Store.

General Business

At 8:36 Kendra called the meeting to order.

A motion to approve the July agenda was made by Michelle and seconded by Dave. The motion had a unanimous vote.

A motion to approve June meeting minutes was made by Michelle. The motion was seconded by Kendra and had a unanimous vote.

Regarding the financial reports Lane stated that there had been a computer error and some things were not showing correctly. Since the financial reports were not showing correct, there was no motion to approve them.

Organizational

Reception for Parking Staff in July

Lane opened the discussion by stating that she thought it would be nice to have a welcome reception for the new parking staff. She circulated a flyer advertising the event and asked the Board what they thought. It was pointed out that the location for the event was not listed on the flyer. Lane stated that she would update it and continued that she would have coffee, bagels and fruit at the event. Kendra stated that it was very important to make sure we had as many people there as possible to show support for this important move. Lane also highlighted that during the hiring process, the interviewees are being told that while enforcement is important, there is also a need for parking staff to serve as visitor guides and a resource for locals.

Howard Street

Lane opened by stating that currently the Town is waiting on 100% plans before they can get a price for the project to then work on the loan application through USDA. Lane continued that the Town is working on an ARC, Appalachian Regional Commission grant in coordination with the High Country Council of Government. She stated that the pre app was approved and they would be moving forward with the full application. As a part of the full application, Lane explained that in the near future she would be reaching out to different businesses for letters of support for the project. Lynne added that the TDA had been very supportive and that the funding from the occupancy tax would go to finance the debt. Wayne explained that he was the one who requested the item be listed on the agenda. He stated that he frequently got questions about the progress of the project and would like to have some sort of forum for information. Wayne stated that since there were no clear deadlines or timelines it gave the perception that no work was being done to move the project forward. Lynne explained that at the last meeting the desire to move utilities underground had been expressed and there had been a pause to accommodate the different utilities the time to engineer the project. Lynne expressed her support for having some kind of public forum to help get information out about the project. The Board thought that having some event, similar to a lunch and learn in downtown in partnership with the Chamber of Commerce would be helpful to get the information out there.

Parking Update

Lane stated that while there had been some hiccups the parking transition was moving right along. She stated that IPS had been wonderful to work with. Lane continued that she anticipated that in time things would start to smooth out. Lynne brought up the use of the sandwich board signs and that the need to be able to convey that the county lots are available on the weekends, as well as some of the ASU lots. Lane explained that the sandwich boards had been helpful as long as they were not stolen. Lynne expressed her desire to have parking attendants help direct people. Glen proposed adding more sandwich board signs throughout downtown to help direct people to parking. The Board talked about how busy it would be from now until August and then the importance of letting our visitors know about the different options available in the evening and on the weekend.

Mural Agreement

Lane stated that the mural agreement that would be between the DBDA and the property owner is included in the packet. She continued that she wanted to make sure that everyone had a chance to review it. Wayne asked if it had been signed and Lane stated that it had not been, however, she would be following up today. Kendra inquired if that was the only thing holding the project up, and Lane stated that she was also working on a sign permit.

Financial

End of Budget Year

Lane stated that she was working on closing out the end of the budget year and that we would begin preparing for the audit in the near future.

Promotion

Review of Freedom First Friday

Lane opened by stating that she thought the Freedom First Friday had been very successful. Lane stated that initially she, Wayne and Denise had talked about having a speaker at the Memorial and some additional events but due to a lack of time those extra events were not able to be executed. Lane stated that Wayne had a good idea about bringing up all the themes at the beginning of 2020 and starting to work on them at the beginning of the year. Kendra thought that a calendar would be a good idea for sketching out the ideas for each month. Lane recapped that she thought having Town Hall open for extended hours was beneficial. Glen agreed and complimented the face painters. Kendra brought up that it would be nice moving forward to partner with the Jones House for joint press releases. Mark agreed and stated that he would be happy to help in any way.

Planning of Event for Mural

Kendra opened by stating that she wanted this to be a big event. Lane inquired with the Board about what time frame they were hoping for. Kendra suggested that we should shoot for a release for our First Friday in September. Alex talked about the difficulty of covering the mural. The Board talked about the other events that were going on in September and worked through some of the other events going on. The Board talked about shutting down Depot Street from King to Howard for an hour so for the unveiling event. The Board talked briefly about the Boonetoberfest event. Then the Board talked about what kind of promotional items would be good to hand out. Lane stated that she would reach out to Mike with Murals and More and see what our time frame is for the event. Michelle inquired about the budget and Lane stated that she thought it had been set at $2,000 for the event. The Board talked about the need to get this rolling and scheduling a promotions committee meeting soon that would address the event. The Board also talked about the importance of not charging businesses to use the new logo. The board also highlighted the need to make sure the use agreement was getting worked on.

Promotional Items

This item was moved to the promotional meeting agenda.

Design

Construction Updates

Lane stated that the sidewalk work is moving right along stating that they are already up to Watsonatta and the crosswalk work was almost completed. The discussion then moved to the alleyway way behind Macado's that has been used by Jimmy John's and Insomnia Cookies.

Façade Updates

Lane stated that she wanted to make sure that everyone has seen the façade work at 815 W. King Street and how well it is coming along. The Board talked about how good it looked.

Doc Watson Plaque

Lane opened the discussion by stating that it was her understanding that this was an idea that Loretta Clawson had. Lane continued that when the Doc Watson statue was put in place Doc was still alive. Loretta was concerned that people unfamiliar with who Doc is might think that he is still alive and thought it would be good to have a plaque that gave more information. The Board expressed some desire to add some information. Kendra stated that there was a banking account that was dedicated to maintenance of the Doc Watson statue. The Board talked about replacing the current plaque with one that had included the dates. After continued discussion the Board thought that it would be good to reach out to diSanti Watson and see what they would be comfortable accommodating. The Board at first talked just adding the dates to the current plaque but after continued discussion the idea of something similar to a historic marker would be nice, if diSanti Watson was comfortable with it. Lane stated that she would reach out to diSanti Watson and start from there. Mark Freed stated that he would be happy to help with wording if a plaque was an option.

Public Art

Lane explained to the Board that all the Public Art was now in place and was just waiting on signs indicating the piece name and artists. The Board talked about how much they all liked the pieces and how good they looked.

<u>Economic Vitality</u>

Shred Day in Downtown

Lane opened by stating that the CPR training in June had no attendants but Lane thought it was more of a timing issue than anything. With that lane stated that she got a suggestion about the possibility of having a shred day in downtown. The Board thought that this would be a helpful opportunity during a time of year that is very busy. The Board talked about having the event in the beginning of August and the importance of advertising well in advance of the event. Alex thought that a sign-up sheet would be beneficial to get an idea of participation.

Other business, comments or concerns

Tara Stollenmaier requested that Festive First Friday planning be added to the upcoming promotions committee meeting.

Alex Hooker commented that at Restore they receive lots of old pianos. Alex said that if the DBDA ever wanted to have pianos scattered around town he would happily supply the pianos. The Board talked about how fun an idea it was but that it also had its drawbacks, mainly trying to figure out where to store the pianos.

Kendra made a motion to adjourn that was seconded by Michelle. The vote was unanimous and the meeting ended at 9:55am.