**Downtown Boone Development Association**
**Regular Board of Directors Meeting – July 10, 2018**
**8:30 am – Jones House Cultural and Community Center**

**Board Members present:** Kendra Sink, Victoria Potter, Denise Lovin, Tucker Deal, Dave Walker, Monica Caruso

**Ex-Officios present:** Lynne Mason, Loretta Clawson

**MSD members/guests present:**

**Staff present:** John Ward, Lane Weiss

**Handouts:** Agenda, Financial Statements

## GENERAL BUSINESS

Kendra Sink called the meeting to order at 8:43 am.

## APPROVAL OF MINUTES AND AGENDA

### Agenda

Kendra asked if there were any amendments to the agenda, there were none. Tucker Deal made a motion to approve the agenda which was seconded by Victoria Potter and was approved.

### Minutes

After a brief discussion Tucker made a motion to table the approval of the June meeting minutes until the August meeting. The motion was seconded by Victoria and was approved.

### Current Financial Statements

Kendra distributed the financial statements for the committees review and noted that there were no changes. John Ward stated there were not any changes other than the temporary banners that had been ordered. John Ward explained that an additional two banners were ordered for the PNC scaffolding. The committee discussed that these would be temporary until the permanent wayfinding signs could be installed. Tucker made a motion to approve the financial statements which was seconded by Denise Lovin and was approved.

## ORGANIZATION

### Update on DBDA Director Position

At this time John informed the committee that a new Downtown Development Coordinator had been selected and introduced Lane Weiss as the new director. John discussed the expectations of the position, as well as the anticipated projects. He then asked if the committee members had any questions and requested introductions. The Committee then introduced themselves.

### Annual Meeting

Discussion moved to the upcoming annual meeting slated for August 14. During discussion it came to light that the meeting would be over lapping with a regularly scheduled Town Council meeting and would need to be moved. The committee highlighted the importance of having Council at the meeting and trying to coordinate to make sure Sherry Adams with Main Street would be in attendance. Kendra proposed moving the meeting to Tuesday, August 21. Tucker noted that there were quite a few members that were absent and that the Committee would need to coordinate with the other members before moving the meeting. Kendra stated that she would email the committee members and inquire about moving the date to August 21. Loretta inquired about the start time and it was agreed that the start time would be around 6pm. Kendra asked John if the Town Intern had been in contact with the HOW space to hold the meeting. John stated that he would double check the availability for the HOW space. Glenn Kornhouser asked if there would still be a meeting on the morning of August 14. Kendra clarified that the annual meeting tentatively set for August 21 would be the only DBDA meeting for the month. John confirmed with the committee the intent to go with a compressed business agenda in order to accommodate the presentation from Main Street. Kendra noted that Destination by Design would be present at the annual meeting and moving the meeting could be timely for their presentation. Kendra finished up discussion by confirming she would touch base with committee members to finalize the date for the meeting as well as John confirming the use of the HOW space.

**PROMOTION**

**Report from Committee Meeting with Destination by Design about Boone Rebranding**

Kendra asked if Denise Lovin would update the committee about the meeting with Destination by Design. Denise commented that it was an exciting meeting working to create a shared vision for Downtown Boone. She stated the members of the marketing committee attended, as well as Kendra. Denise reported that there was discussion for a tag line for Boone, as well as focus on how Boone makes a person feel, not necessarily what you do because interests would vary. Highlighting what makes our downtown special. They reviewed logos and other information giving insight for Eric with Destination by Design to develop. Denise noted that for the next meeting it would be important for a Town Council member(s) to attend as well as members of the TDA and Boone Chamber, to review and give input.

Discussion then moved to highlight the importance of cross promotion with Boone and Blowing Rock. John mentioned the middle fork greenway connector would be an opportunity for both Town's for promotion.

**August First Friday**

Kendra reviewed the July First Friday event that was held at the Jimmy Smith Park. Victoria noted that it was a well-planned, unique event that was somewhat hampered by the weather and location. John stated that there is another event planned for the park that is awaiting Council approval and is being coordinated with Cultural Resources. Kendra inquired about the event and John stated that it would be a marathon type event.

**OTHER BUSINESS, COMMENTS, OR CONCERNS**

John took this time to update the Committee about the Southern States Demolition as well as the Goodnight Brothers demolition. He stated that he thought the Goodnight Brothers property would become a staging area for the Appalachian Theatre Construction that is set to begin soon. Noting there will be quite a bit of activity in the area.

John also updated the Committee about the sidewalk work being done in front of Boone Saloon and Mountaineer Mania.

The committee discussed the success of the new Veteran's memorial unveiling. The committee agreed that the memorial itself is stunning and greatly adds to the downtown.

There was brief discussion about the success of the largest 4th of July parade and largest 4th of July firework show.

John informed the committee about the New Wellness Connector on the Greenway.

John also informed the committee that there would be a few options for sidewalks and downtown that would be going before Council this month. Stating that he and Brittany had been working on a draft comparison model of the sidewalks downtown comparing in-house labor versus contract labor. Noting a third option would be working to acquire state and/or federal funding. Commenting that it would be similar to what had been done in front of the Appalachian Theatre, and there is the potential to utilize a similar plan at the PNC bank. Finally John discussed a fourth option that would be steered by Town Council's decisions regarding utilities, Howard Street, estimated costs as well as funding options. . John emphasized that there would be lots of attention being paid to Downtown Boone in the coming months, and even recommended that the Committee Members read the July Town Council agenda packet. At Tucker's request John reviewed the ideas that were being discussed for the alleyway next to PNC bank.

Kendra commented about the narrowness of the sidewalks on Depot from King Street to Depot Street. Noting that if a parking deck was on the horizon could those 6 parking spaces be removed to extend the sidewalks. John thought that would be a good idea with potential. John expanded about the potential for a variety of different ideas for downtown planning for parking, stop lights, etc.

Kendra requested that the committee for Festive First Friday meet again soon and include Pilar Fotta. With the mention of Cultural Resources John noted that he spoke with Lane about pooling resources with Cultural Resources and the DBDA. John stated that he spoke with Pilar about having an umbrella like strategy for both.

Denise brought up that she felt that the Jones House was underutilized. The committee then discussed for a few minutes how to promote the amenities that are located at the Jones House. Possible working on signage at the bottom of the stairs or a First Friday Food Truck event to encourage the use of the Jones House.

Kendra commented that she thought the use of the sandwich boards for parking on the weekend is working well.

Lynne Mason stated that the ASU football schedule was out and discussed some of the dates. Of note, was the fact that there would be a home football game the same day as Valley Fair and the Woolly Worm Festival. During discussion they noted that the ASU member of the committee had not been in attendance and John stated that he would reach out to address that.

At the end of the meeting Tucker Deal announced that he would be resigning from the DBDA Committee. He stated that he would be teaching at ASU on Tuesday and Thursdays and wished the Committee well.

**Call for Adjournment**

The meeting was adjourned at 9:53 am.