**Downtown Boone Development Association**
**July Board Meeting – July 25, 2023**
**8:30 am – The Jones House**

**Board Members Present**: Renee Boughman, Kendra Sink, Denise Lovin, Lisa Flanigan, Sarah Long, and Wayne Miller
**Ex-Officio's Present:** Lindsay Miller, Becca Nenow and Edie Tugman

**MSD Members/Guests present**: Kayla Lasure and Charlotte Baxter

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

**Call to Order**
Denise called the meeting to order at 8:34.

**Request for Approval of July Agenda**
Kendra made a motion to approve the July agenda. The motion was seconded by Lisa and had a unanimous vote.

**Request for Approval June Meeting Minutes**
Renee made a motion to approve the June meeting minutes. The motion was seconded by Kendra and had a unanimous vote.

**Request for Approval of Financial Statements**
Lane commented that currently nothing had come out of the FY 23-24 budget and she had included the final transaction report from FY 22-23 budget. Kendra made a motion to approve the financial statements. The motion was seconded by Lisa and had a unanimous vote.

**Requested Appearances**

Kayla Lasure with the Hunger and Health Coalition "A Simple Gesture" Program gave a short presentation about the program. It highlighted the desire to partner with downtown businesses to promote and support the programming.

**Organizational**

**Discussion of Transferring Funds for Streetscape Work**
Lane opened the discussion by reviewing the recent areas of sidewalk that have been replaced. She explained that in order to keep the continuity of sidewalk replacement, Public Works covered the costs of recent replacements for the DBDA. She stated that the next area for replacement would be in front of the Daniel Boone Condos. She reviewed the individual costs and stated that the total cost of the project would be approximately $113,000. She reviewed the amounts that were currently in the budget lines associated with sidewalks. She then distributed a reference guide for streetscape projects. Lane suggested that in order to keep up with replacement goals, the Board consider moving $80,000 from the current year's Municipal Service District Project budget line and another $80,000 from the undesignated fund balance to repay Public Works, as well as replenish the Downtown Streetscapes Project line. Lisa asked for clarification about spending goals for sidewalk projects. Lane stated that it was her recollection that in 2018 the Town Council asked that DBDA complete sidewalk replacement within 10

years. There was a short discussion regarding the history and goals of sidewalk replacement. Edie encouraged the Board to make sure that the streetlights going in were in compliance with the new lighting ordinance. Kendra made a motion to move $80,000 from the Municipal Service District Projects line and $80,000 from the Undesignated Fund Balance to repay Public Works and replenish the Downtown Streetscapes Projects line. The motion was seconded by Renee and had a unanimous vote.

**Discussion of Updated Website Informal Request for Proposals**
Lane opened the discussion by stating that she had underestimated the cost of the website updates discussed at the last meeting. She continued that she spoke with staff at Lazarus Design who estimated the cost to be closer to $8,000 to $10,000. She added that while a formal request for proposals would not be required it might be good practice to work through an informal bid process. She referred the Board to the packet and asked that they review the items previously discussed and make sure that the list wasn't missing anything. Lane also added that in anticipation of website changes, updated photography would also be needed and asked that the Board review the suggestions regarding the necessary photography. Lisa offered a few suggestions about being able to keep up with website traffic patterns and suggested developing different downtown itineraries for the website. With no additional suggestions Lane stated that she would move forward with an informal RFP process using the website changes listed in the packet.

**Discussion of Committee Assignments**
Lane opened by stating that she had compiled the committee requests and included them in the agenda packet. She encouraged the Board to welcome any non-Board members to participate on the committees. She added that at the previous weeks' combined committee meeting, the committee suggested having the annual meeting at the same as the regularly scheduled Board meeting to make the best use of everyone's time and to hopefully accommodate some much-needed committee work into the month. With no further discussion, the Board moved on.

**Promotional**
**Discussion of First Fridays**
Lane opened the discussion by stating that she had been very busy with the adoption of the vendor ordinance and had not had as much time as she would have liked to flesh out plans for the August First Friday Art Crawl. She continued that she is needing to continue to work on details for First Friday Art Crawl and other special events as they relate to the new vendor ordinance. Lane also informed the Board that she had a complaint sent to Town Council alleging that she had responded unprofessionally to a vendor. Lane stated that she brought a copy of the communication in question for the Board's review, if they would like, and continued that she thought that despite the complaint her communication was in fact professional. She continued that she was working closely with the Watauga Arts Council Executive Director to identify new spaces for First Friday Art Crawls and new programming procedures for special events. There was a brief discussion before the Board moved on to the next agenda item.

**Discussion of Annual Meeting**
Lane opened by stating that at the last committee meeting, they discussed using the regularly scheduled Board of Directors meeting to hold the Annual meeting at the Appalachian Theater and have breakfast catered. Kendra noted the importance of getting as many members of the DBDA to attend. After a general discussion, the Board asked that Lane check with the Library first for availability of space, then the Turchin Center and last the Appalachian Theater. Sarah made a motion to allocate $400 towards catering and the venue. The motion was seconded by Kendra and had a unanimous vote. The Board

discussed purchasing additional promotional items for the annual meeting including bandanas, hats, teddy bears, stickers, metal tumblers, and t-shirts. Sarah made a motion to allocate $5,000 towards the purchase of additional items. Kendra seconded the motion and it had a unanimous vote.

**Design**

**Discussion of Proposed Hellbender Mural**

Lane opened by stating that Will Harlan from the Center for Biological Diversity has reached out to the Town about a potential Hellbender mural in Downtown. She continued that the Center for Biological Diversity has offered to pay for the mural. She inquired if the Board would want to take on the project. After a short discussion, Renee made a motion for the DBDA to take on the Hellbender mural project. Sarah seconded the motion and it had a unanimous vote.

At the end of the mural discussion, the board discussed the proposed changes to App State parking, specifically the requirement of a parking permit from 5pm until 7pm. Lane told the Board that she and the Boone Area Chamber of Commerce President David Jackson, had been working with App State communications to get talking points. After a short discussion, Lane asked that the Board let her and David works through the discussion they had started and see where they land before sending any additional communications. There was a general consensus agreeing to that game plan.

**Call for Adjournment**

At 9:55am Kendra made a motion to adjourn. Renee seconded the motion and it had a unanimous vote.