Downtown Boone Development Association
Regular Board of Directors Meeting – August 13, 2019
8:30 am – Jones House Cultural and Community Center

Board Members present: Denise Lovin, Kendra Sink, Sarah Long, Wayne Miller, Michelle Novacek, Monica Caruso and Katherine Robinson

Ex-Officios present: Lynne Mason

MSD members/guests present: Wayne Randall

Staff present: Lane Moody, Glen Kornhauser and John Ward (arrived at 9:15)

GENERAL BUSINESS

Kendra called the meeting to order at 8:31 am.

APPROVAL OF MINUTES AND AGENDA

Agenda

Lane asked to amend the agenda to add the following items:

Support of the Our Town Grant as proposed by Ila Prouty (at the end of the organizational section)

DBDA Sponsorship of the Jimmy Run (in the financial section)

There was some discussion about the Our Town Grant, there was concern that it was coming in so late and about it taking up much of Lane's time. However, after some discussion Kendra made a motion to amend the agenda and add the two items. This motion was seconded by Michelle and had a unanimous vote.

Michelle then updated the committee about the current status of the How Space. She continued that the ASU School of Business is wanting to rent the space to offer free business support to local businesses. Michelle added that this is still in the works and she had not seen an exact plan.

Minutes

Kendra made a motion to approve the July minutes. The motion was seconded by Michelle and had a unanimous vote.

Current Financial Statements

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

<u>Organization</u>

Howard Street Grant Update

Lane opened by informing the committee that the Town of Boone had submitted an economic development grant for $300,000 to the Appalachian Regional Commission. The grant application was submitted on July 31st by Phil Trew and Cory Osbourne with the High Country Council of Governments. Lane stated that the letter of support from the DBDA was included in the agenda packet and pointed out the new logo on top.

Annual Meeting Date

Lane informed the Committee that at the last promotions committee the date was set for Tuesday, August 27 at 8:30am. Lane stated that last year's was an evening meeting so we opted for a morning meeting this year. Lane continued that she is planning to have a review of the past year's accomplishments, review of Main Street Statistics, and possible board nominations. Lane continued that it would be from 8:30am until 10am at the Jones House. Kendra brought up the possibility of moving the meeting to Ransom to draw more people. Lane stated that she would talk with Todd Hendley at Ransom and see if it would be possible to move the meeting.

Mural Status

Lane stated that the mural is set to be installed the week of August 26. Lane continued that per the Planning and Inspections Department the mural did have to be engineered. She stated that Alan Crees with Municipal Engineering had completed the engineering and larger tapcons would be required and test holes for the mortar joints would be required as well. Lane finished by saying that she was working with Public Works to figure out how to cover the mural for the time between installation and reveal. She welcomed any input or feedback that any one had. Lane stated that she would reach out to Lindsay.

DBDA Items in the Jones House Attic

Lane opened the discussion by stating that Mark and Brad at the Jones House were working to clean out the attic of the Jones House. In the process they found many, many boxes that contained items of the DBDA. Mark had also graciously offered to store the boxes in the mean time and then offered filing cabinet space for the items that were kept. Lane stated that it was her goal to go through the boxes and get rid of what is unnecessary or duplicative. Lane welcomed any of the Board members to help her or come and check out what is in the attic.

Main Street Statistics Completed

Lane informed the committee that she recently submitted the Downtown statistics to the Main Street Program. Lane pointed out that she printed those and put a couple of copies out for the committee's review. Lane stated that this was a good learning lesson and she had some ideas moving forward for how to keep better notes in the future. Michelle stated that she really liked the information and found it very helpful. Lane stated that the hardest section, that wasn't required was trying to estimated the amount of revenue generated by the different events and stated that she would like to brainstorm a way to get a more accurate answer to that. The committee then briefly discussed the listed amount for the commercial rental rate per square foot.

Our Town State Grant Review

The Committee discussed that it looked like the space used would be the Smith Gallery and that it would be supportive for the arts in the community. There was still some concern about not having all the details and the last minute support that is needed. After a brief discussion Sarah made a motion to support the grant by writing a letter of support from the DBDA. Kendra seconded the motion and it had a unanimous vote.

<u>Financial</u>

Audit Update

Lane opened by stating the PNC accounts were inactive. She continued that she talked with Amy Davis the Finance Director, and she thought that we might not have to complete a separate audit. She thought that might change next year if we update the Doc Watson plaque. Lane will update the committee.

DBDA Sponsorship of the Jimmy Run

Michelle made a motion to sponsor the Jimmy Run in the amount of $1000. Kendra seconded the motion. The Board talked about what a unique and fun event this is and how excited they are for it. Sarah asked for clarification about what exactly it was. Kendra explained that it was an event that brought people to our downtown. The motion had a unanimous vote.

Promotion

Planning of Event for Mural

Lane opened by stating that during the Town Council meeting scheduled for tonight she has a request in to close Depot Street from King Street to Howard Street from 5:30 until 6:30. Lane continued that she reached out to the different property owners that would be directly affected and they were ok with the event, with the excpetion of Mike Boone, she had reached out to him but was waiting to hear back. Lane explained that she had reached out to the Watauga High School Band about playing for the event and was waiting to hear back from them. She was hoping to have a band playing in the road to draw attention to the area, then have a few speakers before heading up to the Jones House lawn. Lane stated that the Jones House will be having their usual art exhibit but that we would be using the lawn. Lane continued that she would be ordering logo refreshments cake or cookies for the event.

Promotional Items for Mural

The conversation moved from the event to the items that were being ordered for the event. Lane stated that as a result of the discussion at the Promotions Committee meeting, she was ordering a small amount of t-shirts for whomever is working the event. In addition, Lane stated that she was ordering cozies, temporary tattoos, tote bags and stickers. Lane mentioned that per her conversation with Kendra she was ordering a smaller more unique size bag for the event. Lane stated that she thought there would be a lot going on that evening but nothing unmanageable. Glen chimed in that the road closure would be fairly easy to execute. The Board then talked about what other easy event we could incorporate with the evening to bring people up to the lawn. Sarah stated that she had a spike ball and corn hole game that we could borrow. Kendra inquired about the possibility of ordering some large yard games to draw people and having music. Kendra asked about budgeting for the yard games, because they could be used through the year. The Board continued to talk about what a draw the yard games could be used year round. After continued discussion, Michelle made a motion for Lane to spend up to $500 on yard games. This motion was seconded by Kendra and had a unanimous vote.

Boone BOO! Date Change

Lane stated that she would keep Boone BOO on the agenda for quite a while to keep everybody updated. She continued and updated the Board about the discussion from the Promotions committee. Lane stated that she Mark and Denise had a great idea about a dance party area in front of the Jones House. Lane also stated that she was working to coordinate a “Thriller” type dance party for downtown near the Fire Station. Glen stated that he talked with Jason Cornett who does drone photography and he would be available to film the dances. Kendra stated that we should advertise that we would be having a large flash dance in downtown. Kendra talked about possibly having the Mirror Man lead the Thriller Dance. Lynne brought up the need for strategic parking for the event. Lynne voiced her frustration over the empty Queen Street lot. Kendra brought up the possibility of using the First Baptist Church. John stated that there was quite a bit of construction in that area and it could be problematic. After continued discussion about parking Michelle reached out to Barry Sauls the Director for Parking and Transportation at ASU and he would be willing to open the gates of the Peacock lot at 4pm. The Board was very thankful for this decision.

Design

Doc Watson Plaque

Lane opened by reviewing that at the last meeting it had been discussed that there was not a marker on the Doc Watson Statue that indicated his years of birth and death. Since that conversation Mark checked out the statue and discovered that there was a brick that marked the years of his birth and death and that we could possibly do something to highlight the brick. Lane then informed the Board about the discussion she and Mark had about possibly having additional benches and statues downtown that highlighted our local characters. Lane talked about the need to make sure to be very strategic with the placement of the sign because the statue is one of the most photographed areas in our downtown and the desire to not have an ill-placed marker in the background. John asked about funding, Lane stated that for the Doc Watson bench it would come from the DBDA's PNC accounts. There was discussion about the desire for more statues downtown and the possibility of tying in to the Rosen Sculpture Walk. John thought that moving forward it would be best to finish up the current streetscape work and then talk about adding the statues. John also talked about the possibility of expanding the MSD area.

Construction Updates

Lane asked the committee to look at the pictures in their packets. She included pictures of the completed cross walk at the corner of Appalachian and King and also included pictures of the new trees on Queen Street. Lane stated that the crosswalk at Appalachian and King was completed and it looked great. She talked about the placement of the bench and the possibility of a trash can near Boone Bagelry to prevent some cut through traffic. Lynne brought up how good the trees on Queen Street looked.

John then took a moment to update the Board about the progress on Howard Street. He stated that we had submitted for an Appalachian Regional Commission Economic Development Grant in the amount of $300,000. He stated that the consulting firm had finalized the numbers for the project so he would be going before Town Council on Thursday to ask to move forward with a community facilities loan application. Once, we get the loan application completed the Town can take the project out to bid which should help get a better idea of the timeline for the project. John then explained that there were two funding sources for the project: one being money that Town Council had been setting aside for a few years, second the hotel/motel tax funds that have been dedicated by the TDA, along with any grant money. He continued that he thought that there would be a possibility, after finalizing contingency, that the Town would go after the majority of the costs in loan and then accelerate the streetscape. Lynne brought up that it would be a good idea to add a Howard Street update to the Annual meeting. The Board talked again about having an update at the Annual meeting and working toward scheduling a lunch and learn event in the fall. Lane stated that she would add the update to the annual meeting agenda.

Economic Vitality

Shred Day in Downtown

Lane opened that she talked with a gentleman that she goes to church with who owns a shred business and he estimated that it would be $450 dollars for 3 hours. The Board thought it was a great idea and after a short discussion the Board decided to hold the event on Tuesday, October 15 in the morning.

Other business, comments, or concerns

Michelle then gave an ASU update. She started by letting the Board know that there would be a ribbon cutting on Wednesday for the new Stadium parking lot. It will have 477 spaces. Michelle also noted that ASU has made two new parking lots to help accommodate football parking. She stated that ASU move would be this weekend and the "Big Sale" would be at Legends this Saturday from 8-2, ASU will begin classes on Monday August, 19 and the first home football game will be Saturday, August 31. She continued that the second annual Founders Day will be September 5th with a dedication of the new pavilion. Finally, she stated that September 14 would be the Fall open house and to anticipate about 5,000 potential students, family weekend is September 27 and 28 and Homecoming is the weekend of October 19.

Call for Adjournment

Sarah made a motion to adjourn that was seconded by Denise and had a unanimous vote.