

**Downtown Boone Development Association
Annual Meeting – August 21, 2018
5:00 pm – HOW Space**

Board Members present: Kendra Sink, Victoria Potter, Denise Lovin, Dave Walker, Monica Caruso, Angela Kelley, and Steve Martin

Town Council: Mayor Rennie Brantz, Connie Ulmer, Sam Furguele, Marshall Ashcraft and Lynne Mason (Lynne left at 5:45)

Ex-Officios present: Lindsay Miller

Presenters: Naomi Riley with NC Main Street, Eric Woolridge, Matt Powell, Cody Mitchell and Claudia Rainey with Destination by Design

MSD members/guests present: Kelly Dupree(Boone Saloon), Tara Stollenmaier (Mast General), Virginia Baggett (Carolina Pizza Company), Mike Boone (Magic Cycles), Donnie Lee (Elevated Piercing), Tucker Deal (Deal, Mosely, Smith), Chase Luddeke (Mellow Mushroom), IlaSahai Prouty (ASU), and Phyllis Kloda (ASU)

Staff present: Lane Weiss

Approval of Agenda

Kendra Sink called the meeting to order at 5:45 pm.

Kendra asked for a vote to approve the agenda. Victoria Potter made a motion to approve. Dave Walker seconded and it had a unanimous vote

Annual Reporting

Kendra opened the meeting by reviewing the Economic Development Implementation Plan. She reviewed the branding goals, kids programming and the past and future First Fridays events.

Sponsorship of the Jimmy Run Maranon

Kendra informed the committee that Cultural Resources is holding the inaugural “Jimmy Run” Maranon and that they were in need of sponsors. Kendra updated the committee about the event and that there would be a downtown block party style event after the run. After some discussion Victoria made a motion to sponsor the event in the amount of \$1,000 dollars. Monica Caruso seconded the motion and it had a unanimous vote.

NC Main Street Presentation

Naomi Riley NC Main Street Downtown Services Coordinator gave a presentation reviewing the Main Street Program, its structure and the benefits of the program. See attached slides.

Downtown Boone Rebranding and Messaging

Eric Woolridge and Matt Powell with Destination by Design updated the Committee about the County Wayfinding signage and then reviewed and updated the Committee on the Downtown Boone branding progress. Please see attached slides.

Call for Adjournment

The meeting was adjourned at 7:20.