

Downtown Boone Development Association
July Board Meeting – August 27, 2024
8:30 am – The Community Room of the Appalachian Theatre

Board Members Present: Kendra Sink, Michelle Novacek, Fulton Lovin, Sarah Long, Renee Boughman, Megan Kevorkian, Mike Forrester, Vanessa White and Suzanne Livesay.

Ex-Officio's Present: Eric Plaag and Edie Tugman.

MSD Members/Guests present: Emily Neeley (Explore Boone), Lynne Mason (Lost Province), Alyssa Hasty (Lost Province), Allexia Brewer (Hole Lotta Doughnuts), David Birtwistle (Boone Chamber of Commerce), Megan Biddix (Boone Chamber of Commerce), Rosie Bentley (Shoppes at Farmers), Morgan Murray (Blue's Brews), Mariana Greene (New River Light and Power) CJ Jeffries (Wildwood Community Market), Dalton George (Mayor Pro-Tem Boone Town Council) and Amber Bateman (Watauga Arts Council).

Town Staff Present: Lane Moody, Jon Houck, Brad Farthing, and Mark Freed.

Call to Order

Kendra called the meeting to order at 8:40 am.



**DOWNTOWN BOONE
DEVELOPMENT ASSOCIATION
ANNUAL MEETING**

AUGUST 27, 2024



Volunteer Opportunitites for Downtown Boards

Historic Preservation Commission

2 Open Regular Member Positions
1 Open Student Position

The Historic Preservation Commission (HPC) is both a quasi-judicial body that acts on Certificates of Appropriateness for development within the Downtown Boone Local Historic District and other designated Local Landmarks and an advisory board that makes recommendations to Town Council to promote, enhance and preserve the character and historic landmarks or districts in the Town's planning area.

The HPC has it's advisory meeting on the first Tuesday of the month followed by it's Quasi-Judicial meeting on the second Tuesday of the month, both starting at 3pm and offering a virtual option for attendance.

Downtown Boone Development Association

2 Open Town Council Appointed Positions

The Downtown Boone Development Association's (DBDA) mission in part is to promote the historic preservation, protection, and use of Boone's traditional downtown area, including the area's commercial, civic, and religious enterprises and residences, to encourage property owners to maintain, improve, and beautify downtown properties and is responsible for administering the municipal service district tax for improvement and promotion of the downtown area.

The DBDA meets monthly on the last Tuesday of the month at 8:30 am and has multiple opportunities for committee work.

Thank you!



Thanks to Wayne
Miller for serving the
past 6 years on the
DBDA Board!

Highlights from the Past Year



Development of
Vendor Ordinance



Pledged a grant
match for BRC to
fund trails at Rivers
Park



Funded the
Hellbender Mural in
collab with Center
for Biological
Diversity



Reinstatement of our
501 (c)3 tax status



Partnered with
WCCI to host
“Challenging
Behaviors in the
Workplace” training



Updated our
Strategic NC Main
Street Work Plan



Partnered with the
library for movie
license and shred
event



Partnered with
NRLP to host
“NRLP 101” in
honor of Earth Day



Attended the NC
Main Street
Conference in
Goldsboro



Committed \$60k to
the construction of
the new public
restrooms at Town
Hall



Funded numerous
areas of sidewalk
replacement and
enhancement



Updated our Facade
Improvement Grant
Application

Hellbender Mural Unveiling



Public Restroom Progress





2024

Total Visitors for the 2 days is 24,800 people with an average dwell time of 142 minutes! We plan to pull some additional information from Placer.ai to gain insight into the event.

Overall there was a mix of success with some reporting underwhelming sales and several reporting top-day sales. However, some with underwhelming sales had rebounds on Sunday.

Numerous downtown businesses sponsor the event, with many further contributing by planning a complimentary event or offering space for festival activities.



Social Media Stats for Downtown Boone!



Followers: FB: 7.9K IG: 13.3K

Facebook: August to August

Summary:

Accounts Reached: 730.2% Increase

Profile Visits: 114.8% Increase

Followers Gained: 222.8% Increase

Instagram: August to August

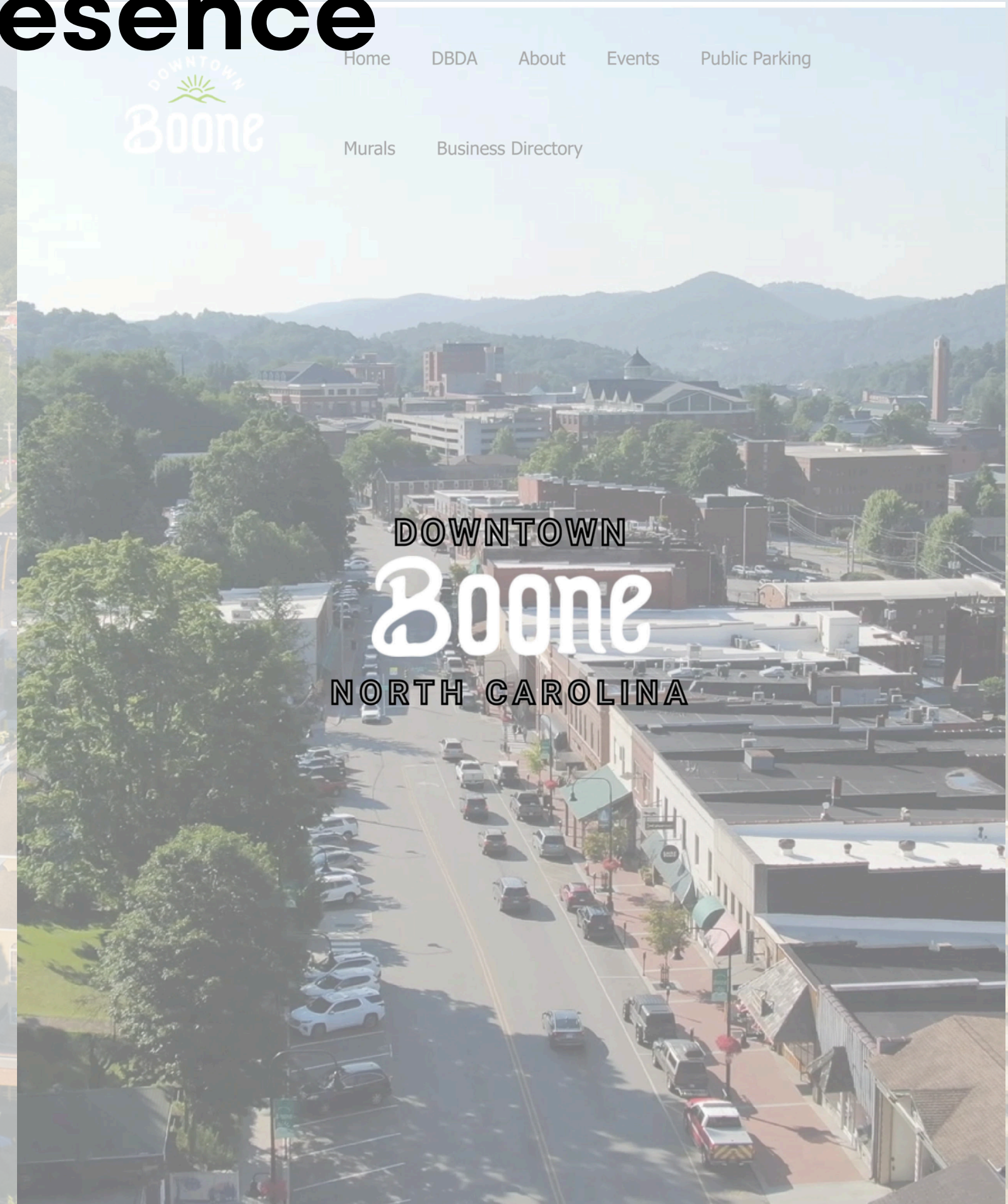
Summary:

Accounts Reached: 50.9% Increase

Profile Visits: 43.8% Increase

Followers Gained: No Data for 8/22-8/23, 3.6K
Followers Gained

Online Presence





Vision/Mission/Goals

VISION & MISSION

Vision: Downtown Boone serves as the guide to the high country for locals and visitors. Tucked against the Blue Ridge mountains backdrop, downtown is the hub of high country outdoor recreational adventures, entertainment and culinary experiences in one of the most walkable towns in the region.

Mission: The Downtown Boone Development Association promotes and champions the enhancement of downtown Boone.

ECONOMIC STRATEGY & GOAL #1

Serve as the guide to the high country for locals and visitors. The goal is Downtown Boone welcomes all, providing outstanding hospitality. By providing the most welcoming atmosphere to increase customer loyalty, return visitation and retail sales.

ECONOMIC STRATEGY & GOAL #2

Be the hub of the high country for outdoor recreational adventures, entertainment and culinary experiences. Downtown Boone be renowned for its culinary and entertainment experiences alongside being the conduit for outdoor recreational adventures. To continue to enhance, expand and grow the experiential opportunities in food, entertainment, and outdoor recreational opportunities by 10% by 2028.

ECONOMIC STRATEGY & GOAL #3

Become the most walkable town in the region. With the goal being to maintain and encourage walkability by increasing connectivity and promotion of multi modal paths in the downtown district.



Tasks Based on the Main Street 4 point Approach

Promotion

- Collateral materials for new businesses
- Develop social media campaigns encouraging repeat visitation
- Develop promotional material to encourage walking and identify parking
- Points of Interest Social Media Campaign
- Develop new story telling pieces

Organization

- Organize Collaborative trainings for downtown staff
- AppState BOT updates
- Partner with HPC for educational lunch and learns
- Partner with local hike/bike businesses to scope additional multi-modal opportunities
- Develop communication Strategies for Howard Street

Design

- Identify new spaces for public art and refresh public art programming
- Sensory sensitivities research
- HPC Partnership for expanded historic programming
- Work with BRC on Rivers Street Park trail

Economic Vitality

- Partner with TDA for visitor center information
- Passport program
- Research needed businesses
- Review existing incentives
- Partner with the Jones House on the “Boone Benches Project”
- Look into advertising opportunities with AppalCart

NC Main Street Statistics By the Numbers



Blocks

Parcels



120

120 Parcel
Owners

Public Parking
Spots



107

Storefronts

Retail Spaces



Restaurants

38

513

Residential
Units

Lodging Units

15

6

Coffee Spots

NC MAIN STREET INVESTMENT STATS

Private Investment

\$7,647,331 in Private Investment from July 1, 2023 to June 30, 2024 This puts us in 9th place among the 72 NC Main Street Communities for Private Investment!

Public Investment

\$628,182 in Private Investment. This includes several HVAC renovations on public buildings, sidewalk work and the addition of a new backup generator at Town Hall.

Volunteer Hours

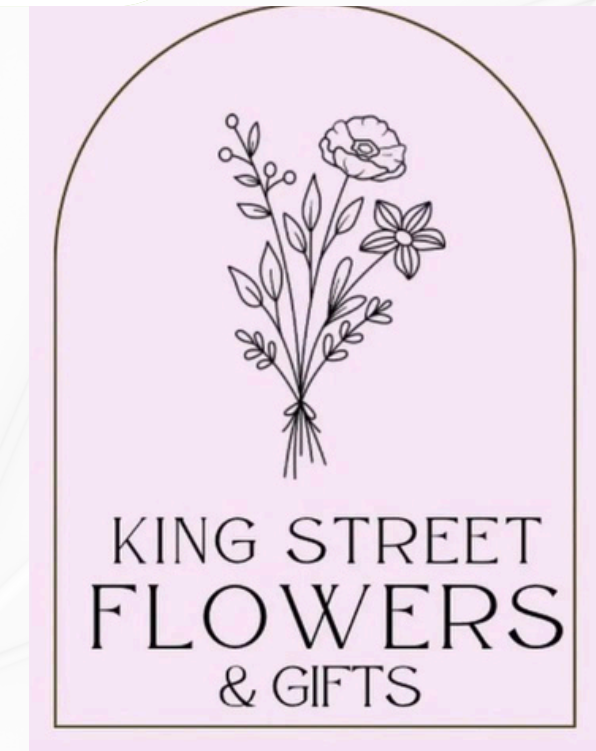
We had 327 volunteer hours at an estimated value of \$9,000. While this number is higher than in some other communities, we could use additional volunteers for committee work!

10 New Businesses

Betty's
BISCUITS



Drip Coffee Bar

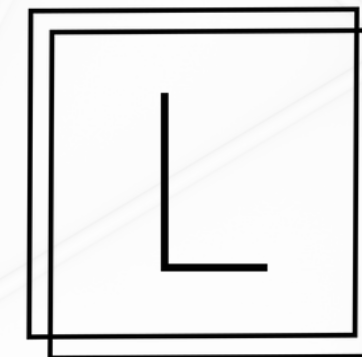


LITTLE WING
Ice Cream

★
ELLISON

FAMOUS 
TOASTERY

SOUTHEAST
BREWING CO.



LUMINA
NAILS / MASSAGE

Destination Development Training



NC MAIN STREET & RURAL PLANNING CENTER
DEPARTMENT OF COMMERCE



U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

A series of workshops to support the expansion of the NC Main to Main Trail @ maintomaintrail.com.

MAKING YOUR BUSINESS & COMMUNITY A DESTINATION

Who should attend?

Small business owners and managers (retail stores, service businesses, restaurants, and professional practices), Main Street staff, leadership, board, and committee members in any of the 72 designated NC Main Street communities.

Businesses who attend both sessions and successfully implement Jon's criteria will be awarded designation of "Certified NC Destination Business".



NORTH CAROLINA
MAIN
TO
MAIN
T.R.A.I.L



What is it?

A fun, fast-paced all-day workshop with Jon Schallert of The Schallert Group, the world's foremost expert in teaching independent businesses how to reinvent themselves into Consumer Destinations.

The 2024 Destination Marketing Training workshop series will lay the foundation of attracting customers that will be followed and supported the balance of the year by online action groups and Q&A sessions. In 2025, an advanced series will, in addition to offering more in-depth information and support, highlight those businesses that have successfully put the training into action.

Jon provides a roadmap, strategies, tools, and tons of ideas to implement so that consumers will say, "I have to go to that place!"

In-Person Support

Participants may attend in-person workshops in eight different regions of NC.

Attendees will learn:

- Jon's 14-step Destination Strategy which he developed after interviewing over 10,000 business owners in over 600 communities
- A basis to build on for Advanced Destination Marketing Workshops to be held in 2025

Selected businesses will receive a 1-on-1 meeting with Jon Schallert!

After Workshop Support:

- All attendees may participate in monthly online trainings to increase their customer traffic, sales, and profits, including Virtual Action Group calls
- Attendees will receive access to Jon's Destination University® private training library

This training will position small, local business owners and managers to understand how to differentiate themselves from others to make consumers drive hours to visit!

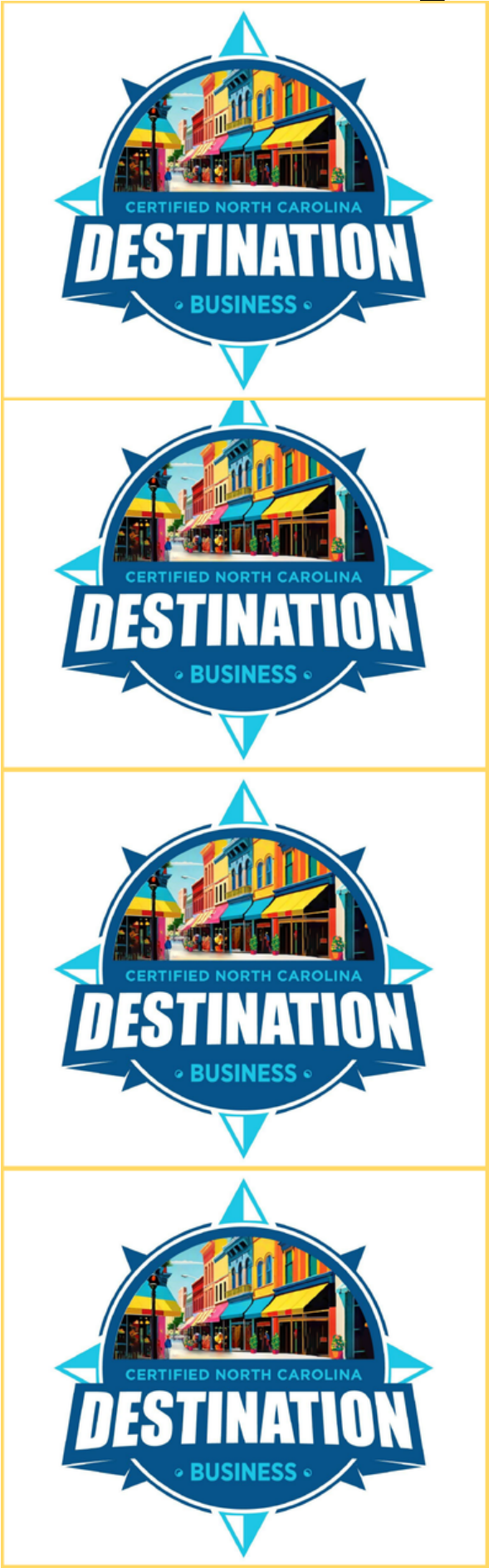
Local staff, such as Main Street programs, city, and local economic development, will also benefit from the training so they may actively support their local businesses.

Schedule

2024

- June 24 - Hendersonville (Western Region)
- June 25 - Morganton (Northwest Region)
- July 29 - Edenton (Northeast Region)
- July 30 - Goldsboro (Southeast Region)
- Aug 12 - Lexington (Piedmont Triangle Region)
- Aug 13 - Wake Forest (North Central Region)
- Sept 23 - Concord (Southwest Region)
- Sept 24 - Laurinburg (Sandhills Region)

These workshops are hosted by the NC Department of Commerce Main Street & Rural Planning Center. Funding was secured through a State Outdoor Recreation, Travel & Tourism Grant from the US Economic Development Administration (EDA) to expand the NC Main to Main Trail website.



Destination Development Training

Purpose of the Trail

An Organized Approach to Awareness and Connections

- NC's Eight (8) Unique Regions
- Designated NC Main Street Communities
- Regional Tourism Authorities
- VisitNC
- Outdoor and Cultural Trails



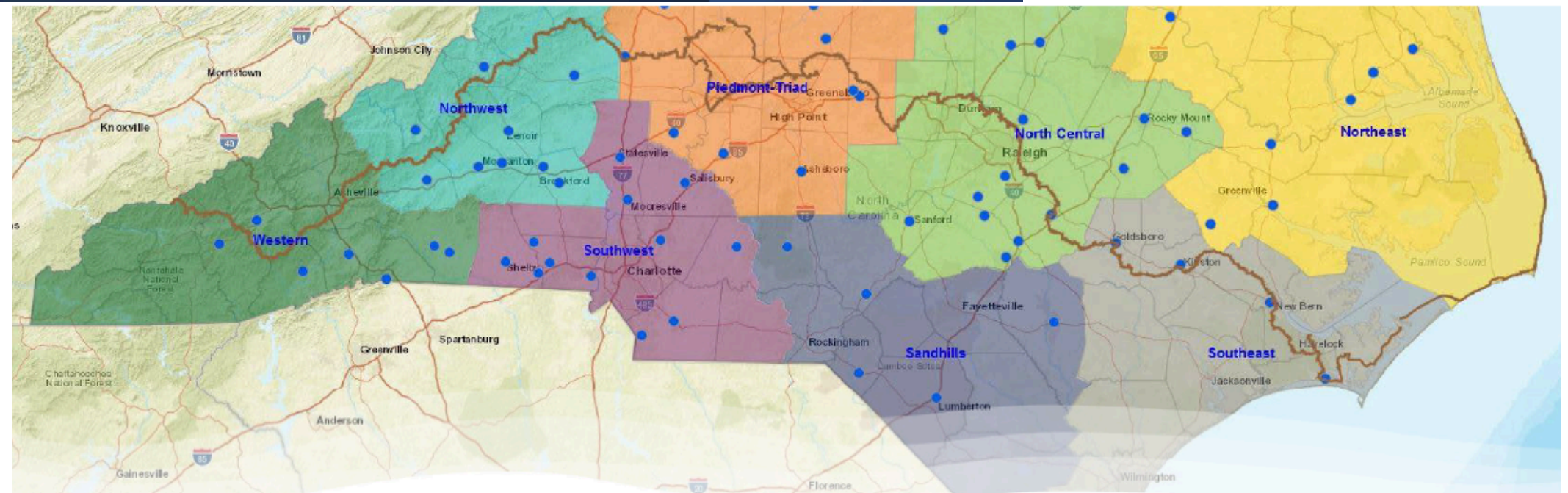
Making Your Business & Downtown A Destination

- Four more introductory workshops Aug. 12-13 and Sept. 23-24
- Virtual workshop in October for those unable to attend in-person workshop
- ALL registered downtown businesses will have access to the resources in the Destination University online portal
- Requirements forthcoming from The Schallert Group for becoming a Certified NC Destination Business
- Eight advanced workshops in early 2025
* Will highlight successful participants



Storytelling | Professional Photography & Videography

- Four Storytelling workshops in Spring 2025
Writing compelling copy
- Site visits by the selected vendor to all designated Main Street communities to photograph and video downtown assets
- All media assets will be provided to Main Street directors for use on downtown websites (also print media, social media, etc.)
- PURPOSE: To elevate all components of Main Street websites and, therefore, the Main to Main Trail as a whole





SMALL BIZ DIGITAL TRAINERS

UPCOMING LIVE DIGITAL TRAININGS FOR MAIN STREET BUSINESSES



**MANAGING YOUR
ONLINE PRESENCE
& DEVELOPING A
MARKETING PLAN**

Professional Development



**September 19, 2024
4-5pm (EDT)**

A strong online presence is essential for any small business in today's digital age. This workshop will guide you through the process of keeping your Business Profile, social media accounts and website up-to date and optimized.



**CULTIVATING THE
ENTREPRENEURIAL
MINDSET**

Professional Development



**October 17, 2024
4-5pm (EDT)**

Whether you are a solopreneur or lead a small team, this one-hour workshop will provide you with valuable strategies to foster innovation, resilience, and growth in your business.



**HOW TO MANAGE
SOFT SKILLS FOR
SMALL BUSINESS
SUCCESS**

Professional Development



**November 21, 2024
4-5pm (EDT)**

Small business owners and entrepreneurs seeking to enhance their productivity and professional presence are invited to join this one-hour workshop.



SMALL BIZ DIGITAL TRAINERS

ON-DEMAND WEBINARS DIGITAL TRAINING FOR MAIN STREET BUSINESSES



Digital Tool

Whether you're just starting out or you're looking to take your business to the next level, you'll learn valuable insights that you can use to grow your business in this Small Biz Digital Trainers webinar.



Digital Tool

In this Small Biz Digital Trainers webinar, you'll learn to use AI to simplify your work, develop your messaging and voice, create buyer personas, and more.



Digital Tool

In this Small Biz Digital Trainers webinar, learn tools to increase your holiday sales for free, even if you don't have an e-commerce website or a website at all.

Experience the Arts!

BUSKERS FEST

A downtown Boone art crawl like no other!

Friday, October 4, 2024

Music, performances, demonstrations, artwork, food, beer, and more!

Starts at 5 pm

BOONE BOO!

Thursday, October 31

5:00 PM - 7:30 PM

Downtown Trick-or-Treating

joneshouse.org | 828.268.6280

Festive First Friday and Solar Tree Lighting

Friday, December 6

Please note that the December Holiday Parade will be a nighttime parade beginning at 6:00 pm on Saturday, December 14. Staging will begin at 4:30 pm.



Saturday, November 30, 2024 is “Shop Small” Saturday

AppState will be playing Georgia Southern and it is an away game! In addition, to celebrating the Saturday Shop Small event, we have discussed a targeted mailer campaign to supplement the shop local sign campaign! More information to come!



