

**Downtown Boone Development Association
Regular Board Meeting – August 31, 2021
8:30 am – Webex Virtual Meeting**

Board Members present: Melody Pineda, Austin Northern, Denise Lovin, Megan Biddix, Sarah Long, Brandon Bettis, Lisa Flanigan, and Wayne Miller.

Ex-Officio's present: Lindsay Miller and Sam Furguiele.

MSD members/guests present: David Jackson, Laura Kratt and Bill Dixon.

Staff present: Lane Moody, Mark Freed, Ferrin Page and Brad Farthing.

Call to Order

Denise called the meeting to order at 8:33am.

Request for Approval of August Agenda

Lane opened and stated that she did not have anything to add to the agenda. However, she did have a few things that she would like to discuss at the end of the meeting. Denise then made a motion to approve the August Agenda. Lane then stated that she was getting ahead of herself and needed to take a moment to introduce the new DBDA Board members. She then introduced Melody Pineda who owns Mountaineer Mania as well as Youth Services Librarian Lisa Flanigan. Finally, Lane added that Nancy LaPlaca has been appointed to be the second Town Council representative on the DBDA. Denise made a motion to approve the August agenda. The motion was seconded by Wayne and had a unanimous vote.

Request for Approval of July Minutes

Megan made a motion to approve the July meeting minutes. The motion was seconded by Denise and had a unanimous vote.

Approval of Financial Statements

Lane opened by stating that there aren't many expenditures because it is still early in the budget year. Denise made a motion to approve the financial statements. The motion was seconded by Austin and had a unanimous vote.

Organizational

Election of DBDA Board Officers

Lane opened by stating that currently the Board is seeking to fill the position of President and of Secretary. Denise then nominated Mark Freed to be the President of the DBDA. Lane stated that while she thought he would do a great job he was ineligible to serve. After a brief conversation Denise then nominated Megan Biddix for Board President. Austin seconded the nomination and it had a unanimous vote. Denise then made a motion to nominate Melody Pineda. Brandon seconded the motion and it had a unanimous vote.

Design

Discussion of Streetscape Updates

Lane opened by reviewing the streetscape work that has been completed so far this year. She stated that sidewalk replacement work began at Casey and Casey Law Office, then moved to replace the Melanie's sidewalk and are now working to complete both sides of North Depot. She continued that N. Depot will be

getting additional light poles and there will be more opportunities for banners and flowers. She finished up by stating that they hope to finish up the year by completing the section of sidewalk in front of the Green Wilcox building.

Promotion

Discussion of First Friday Events

Lane opened by stating that the Promotions Committee met with Amber Batemen from The Watauga Arts Council about some potential themes for First Friday Art Crawls. She continued that for September they had discussed a “roots” themed event to coordinate with the last Concert on the Lawn at the Jones House, “Live it Up” Busker Fest in October, Gratitude themed November event and the Festive First Friday in December. She finished up by saying that the promotions committee is still dialing those events in and encouraged anyone who would like to participate to join the committee.

Discussion of Boone BOO!

Megan opened by inquiring if Boone Boo is still moving forward. Lane stated that planning is currently underway. She continued that at the last Town Council meeting the Town Council moved forward with the necessary ordinances required to move the event along, but Council did leave the option to cancel at any time due to COVID-19 concerns. Lane followed up that part of the planning process includes expanding the footprint of the event to further encourage social distancing. Sam added an update about the current local COVID-19 situation. Lane stated that they would continue to move forward with planning and would keep the Board updated as to the progress.

Financial

Discussion of Queen Street Stairs Cost Estimates

Bill opened the discussion by introducing himself and then reviewed the cost estimates for the Queen Street Stairs. Wayne asked what the solar panels would be powering. Bill stated that they would not be powering anything, but the power generated would be sold back to the grid. Bill asked Lane if she could please share by email the cost estimates with the Board. Lane suggested that now that all the costs estimates were in, that the project go back to the Design committee to be dialed in, in addition to touching base with John about outside funding opportunities. She also added that it might be a good idea to do a little more research into the electrical snow melt component. Sam inquired if the solar component could be added after the construction is completed. Bill confirmed that as proposed the solar component could be added. Lisa expressed some concern about the potential for vagrancy on the stairs and large pines trees blocking the sun and interfering with the solar panels. Bill stated that it was his understanding that those pines trees were damaging the neighboring property and thought that there might be opportunity for them to be removed in the future. He also acknowledged that there could be the potential for vagrancy on the stairs. Lane finished up by asking for additional questions and stating that the project would now go to the design committee.

Other business, comments, or concerns

Lane stated that she wanted to let the board know that due to the mask mandate being reinstated that she has postponed Megan Sheppard’s photography for downtown businesses.

Lane informed the committee that she would need to set up a work session to work on the Main Street work plans as well as review the bylaws. Lane continued that she planned to set that date at the September Board meeting. She also reminded the committee that the budget retreat would be coming up in February as well. Lane then reminded the Board that Luke Combs is coming up for the weekend and she anticipated that it would be very busy. Lane, David and Ferrin each spoke about some of the preparations are taking place.

Lane reminded the Board that the Town has purchased additional disposable masks to help supplement business need. She asked the Board to help spread the word.

Sam informed the Board that due to recent changes on Town Council that Council Member Nancy LaPlaca has replaced Dustin Hicks as liaison member to the DBDA Board.

Sam finished by suggesting that the DBDA consider honoring the community members that serve on the Board. He suggested reaching out to the Mayor and having a resolution drafted thanking those members. After a brief discussion, Megan made a motion to have Lane work with staff to draft language honoring outgoing Board members. The motion was seconded by Wayne and had a unanimous vote (Austin was not available at the time of the vote.)

Call for Adjournment

Melody made a motion to adjourn at 9:33. Denise seconded the motion and it had a unanimous vote (Austin was not available at the time of the vote).