Downtown Boone Development Association
Regular Board of Directors Meeting – September 10, 2019
8:30 am – Jones House Cultural and Community Center

Board Members present: Denise Lovin, Kendra Sink, Sarah Long, Dave Walker and Monica Caruso.

Ex-Officios present: Loretta Clawson, Lynne Mason and Lindsay Miller

MSD members/guests present: Sara Crouch with Oasis

Staff present: Lane Moody, Mark Freed and Glen Kornhauser.

GENERAL BUSINESS

Kendra called the meeting to order at 8:36am.

APPROVAL OF MINUTES AND AGENDA

Agenda

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

The approval of the contract between the DBDA and the Town of Boone.

Dave made a motion to approve the amended agenda. This motion was seconded by Kendra and had a unanimous vote.

Minutes

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

Current Financial Statements

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

Approval of Board Nomination

Lane opened by stating she had left this on the agenda in hopes of receiving a board application. Lane continued that she currently did not have an application to go before the Board. However, Wayne Randall submitted an application for the Board. Lane clarified that there were 4 open positions: 2 Board appointed and 2 Town Council appointed. Since the last appointment was a board appointment she has submitted Wayne's application for Town Council's September agenda.

OASIS Update
Sara Crouch with OASIS gave the Board an update. Ms. Crouch reviewed Oasis's upcoming events in October concerning Domestic Violence Abuse Month. The Board talked about possibly organizing speaking events for OASIS sponsored by the DBDA in 2020.

<u>Organization</u>

Planning Howard Street Lunch and Learn
Lane opened by stating that John is still waiting on additional information before setting a date for the Howard Street Lunch and Learn. However, in the meantime she thought that it would be good to get an idea of the location and time

of day. After some discussion, the Board felt that it would be best to hold the meeting in the Tuchin Center and offer lunch. Lindsay Miller stated that she would help coordinate with Lane to schedule the event when the time comes.

September Main Street Workshop Outline

Lane opened by stating that NC Main Street Program Coordinator Sherry Adams would be coming up next week to give a presentation to the Town Council about our Main Street Program and the following day would be leading a workshop to update the Town's Main Street Work Plan. Lane stated that it would be similar to the Annual Meeting in that it would also be held at Ransom Pub with breakfast served. Kendra emphasized the importance of attendance and encouraging people to attend.

DBDA Contract with the Town

Kendra opened by stating that the contract had been updated just last year. After a brief discussion, Kendra made a motion to approve the contract with the Town it was seconded by Denise and had a unanimous vote.

<u>**Financial**</u>

White Blaze Marketing Update

Lane opened the discussion by stating she had met with Craig and Abby to discuss the DBDA goals. Kendra stated that she felt that the social media component of our advertising strategy was very important and was excited that we were beginning to discuss the strategy. Sarah Long discussed that she had also given information about Welsh Social. Kendra stated that her goal would be to have help developing a strategy and then possibly look into having an intern help facilitate that strategy. There was some discussion about what was actually being proposed and what was needed. Kendra highlighted that this was the first proposal that the DBDA received and it was a place to start. Kendra again highlighted the importance of developing a strategy that the businesses downtown are also able to piggyback on. Dave asked if we could possibly ask White Blaze to unpack their proposal to give a little bit more clarification about what exactly is included. The Board talked at length about the importance of a social media strategy in combination with digital advertising, clarifying some information about geo-fencing. After continued discussion, the Board decided to reach out to Erin Welsh for her input, as well as "Your Favorite Assistant". Continuing that Lane would reach out to White Blaze to have them give a little more detail about their proposal; then research aquiring an intern to help.

The Board also discussed the need to reach out to the TDA to work towards a better partnership.

Audit Update

Lane stated that at the last meeting she discussed the possibility of the DBDA not having to have a separate audit, that it could possibly be included with the Town's audit. She continued that she heard back from the Finance Director Amy Davis and unfortunately that would not be allowed. However, since we are using the same auditing firm the cost of our audit would be reduced.

Banners for Downtown

Lane opened by stating that she has included the banner schedule for the year. Lane wanted to see if the Board would be interested in new banners for Downtown. Kendra asked about the holiday banners and the possibility for new Christmas decorations. Kendra asked Mark if he would be open to adding more Christmas decorations and he was supportive. Moving back to the banners Lane asked if the Board would like to add banners and Christmas decorations to the design committee agenda and the board agreed. Kendra then made a motion that no more than $2500 be spent to order new banners. The motion was seconded by Sarah and had a unanimous vote.

Additional Promotional Items

Lane opened by asking the Board if they would like to do something similar for additional promotional items for the upcoming events. She did clarify that she is still waiting on sweatbands for the Jimmy Run. The Board talked about ordering new stickers that are bigger and ones that could be used on cars. Sarah brought up the clear bags for game day, her recollection was that the bags were around $1. After a few minutes of discussion, Kendra made a motion to spend up to $1500 on stickers and/or bags, if the bags are $1. Denise seconded the motion and it had a unanimous vote.

Promotion

Boone BOO! Planning

Lane stated that planning was coming along nicely and Lane wanted to keep it on the agenda reminding everyone of the date change. Monica inquired about the flyer and Mark responded that he was working on getting the flyers out and additional signage around town. Mark also stated that he was working on a calendar of events that included all the Halloween events going on in the area to help promote the date change. The Board talked about the different events that would be happening on either night. Sarah and Lindsay stated that Grand Boulevard would still be trick-or-treating on Halloween night. They both talked about the need to close Grand Boulevard on October 31. Lynne responded that they could put a request in with Nicole Harmon the Town Clerk. Lynne stated that she thought it would be important for there to be events on Halloween so that the community doesn't feel driven by football games. The discussion continued about the potential road closure on Grand Boulevard**.** From that discussion the Board thought it would be a good idea to list when the neighborhood trick or treating is so that people don't leave Boone BOO expecting to trick or treat in the neighborhoods close to Downtown. (Denise Lovin left during this discussion)

High Country Host Advertising

Lane stated that she had met with Candice at the High Country Host to discuss the two page ad in the October and November edition of the "South Park" magazine that circulates in Charlotte. Lane stated that the left page of the ad was $550 for each picture. However, she would need to clarify if Blue Ridge Heritage was already covering one half. On the right page of the ad there were four spots at $250 each. Lane reviewed the sheet in the agenda packet that reviewed the circulation and why High Country Host liked the ad. Lindsay pointed out that the arts were not listed. Lane stated that she thought the ad could be modified to add in the arts. There was discussion about the four pieces for the right page of the ad, in addition to the event listed at the bottom of the page. After continued discussion, the board thought it would be best to see if the TDA would be willing to share the left page, then for the four pieces on the right side- it would include Visual and Performing Arts, The Jones House, Downtown Shopping District and Drinks and Dining with the event at the bottom being Festive First Friday. There was also discussion about asking if there could be a page that businesses could piggy back on. Kendra made a motion to approve the funds for the ad, while also seeking out partners for the ad, in addition, check in on new photography for the ads. Monica seconded this motion and it had a unanimous vote.

September Maranon Sponsorship

Lane stated that she wanted to touch base about the event and reminded the Board that the DBDA was sponsoring the run. Mark chimed in that they are working are continuing to get the word out. They have run into a minor hitch with the gravel parking lot next to the event, but things were moving along.

Mural Unveiling Review

Lane stated that due to the time she would review this item quickly. She continued that she thought the mural unveiling was huge success and looks forward to opportunities to use Depot Street in the future. Kendra talked about using Depot Street during the Festive First Friday events. (During this discussion Dave Walker left). The Board discussed the different road closures that could be used to help support the events' safety as well as continued discussion about the use of Depot Street.

Design

Doc Watson Plaque

The Board moved to the Doc Watson plaque briefly and Lane stated that the board is still pursuing the addition and would add it to the design committee for further discussion and recommendation.

Due to a loss of quorum the following items were not discussed and the board adjourned at 10:40

PNC Façade Grant

815 W. King Street Façade Grant Final Approval

Shred Day in Downtown