Downtown Boone Development Association
Regular Meeting – September 11, 2018
8:30 am – Jones House Community and Cultural Center

Board Members present: Kendra Sink, Denise Lovin, Dave Walker, Monica Caruso, Angela Kelley, Sam Parker, and Alex Hooker

Ex-Officios present: Lindsay Miller and Lynne Mason

MSD members/guests present: Thea Young

Staff present: Glen Kornhauser, Lane Weiss and John Ward

General Business

Approval of Agenda

Kendra Sink called the meeting to order at 8:35 am.

Kendra asked for a vote to approve the agenda. Alex Hooker made a motion to approve. Sam Parker seconded and it had a unanimous vote

Approval of Minutes

Kendra stated that there were a few months of minutes because we had not approved any minutes at the July or August meetings. She stated that the minutes were sent out in advance of the meeting and they were also included in the agenda packets. Dave made a motion to approve the minutes. The motion was seconded by Angela and had a unanimous vote.

Approval of Financial Statements

Kendra opened the discussion by stating that there was a new financial report that was submitted and inquired if the committee preferred the new report and its expanded view of the finances. Kendra stated that she liked the expanded report because it showed what was being spent. Sam then made a motion to approve the financial statements. Kendra seconded and had a unanimous vote.

Election of DBDA Appointed Director Monica Caruso

Kendra opened the discussion by reviewing with the committee that 6 members of the Board were appointed by Town Council and 6 members were appointed by the Board. Kendra went on to talk about the need for diversity among the board and noted that the only attorney on the board has recently resigned. She informed the committee that there were two applications that went before Town Council in August, but those applications had been tabled. She stated that there were 3 applications for the three open positions, not including the re-election of Monica, but urged that the Board consider the diversity of the Directors to make sure that all entities downtown were adequately represented. After some discussion the vote to re-elect Monica Caruso was called. Alex voted to reelect Monica Caruso to the DBDA Board of Directors. Kendra seconded the motion and it had a unanimous vote.

Organization

Review of Deed of Gift for Digital Watauga

Lane opened discussion by stating that while at the Main Street Director's meeting she was given past slides from Sherry Adams Downtown Programming and Technical Assistant Coordinator. She continued that Town Manager John Ward suggested that the slides be documented with the Digital Watauga project. Lane reached out to Digital Watauga and the attached "Deed of Gift" form was worked out between Digital Watauga and the Town Attorney Allison Meade. Monica made a motion to approve the use of the slides by Digital Watauga. The motion was seconded by Alex and had a unanimous vote.

Solicit Input for Downtown Business Rescue Plan at Town Council Request

Lane opened the discussion by stating that at the last Town Council meeting Town Council Member Sam Furguiele submitted a request for the DBDA to begin discussion of "Small Business Rescue Plan" and directed the members to their agenda packets for review. Lane stated that she could task herself with the preliminary research for plan by touching base with the Main Street Program. The Committee then discussed different resources that would be available in Town as well and making sure to market those resources to all businesses not just new ones. There was continued discussion about what exactly was being requested; whether the request was for a plan for specific types of business's downtown or downtown business in general. The Committee discussed the past few years and wondered if there was a consistent reason that was the root of some of the perceived "failures" in downtown, or if it was attributed to different factors. After continued discussion the Committee felt that it would be good to seek more specific information from Town Council or invite Council Member Furguiele to the next meeting to get a better understanding of the request. As well as get more information about resources from the Main Street Program.

Financial

Approval of Print Distribution Service Contract

Kendra opened discussion by stating that the DBDA's contract with Print Distribution Services need to be approved for the next year. However, Lane informed the Board that currently there are not any brochures to be distributed. This led to a conversation review past talks of moving from the folded brochure/map combo to a rack card. Kendra informed the Board that according to different tourism related entities the Downtown Boone brochure is easily one of the most popular. There was discussion amongst the board about weighing the options of potentially replacing the brochures but making sure to have brochures in place until the new rack card is available. It was discussed to seek further input (cost, design, etc.), from Print Distribution Services, the TDA and High Country Host before deciding to switch to the rack card. Alex then made a motion to order brochures that do not exceed the cost of the prior run. This motion was seconded by Sam and had a unanimous vote. Alex also made a motion to approve the Print Distribution Contract for the next year. This motion was seconded by Sam and had a unanimous vote.

Approval of First Friday Funding for Watauga Library

Monica opened the discussion by talking about the Watauga Libraries participation in the First Friday events. She continued that the Watauga Library is requesting $395 for Caleb Sigmon "The Grinch" for Festive First Friday as well as an additional $200 for supplies for First Friday. There was some discussion about the success of the Festive First Friday, specifically what a hit Caleb was. After a few minutes of discussion Denise made a motion to give the library the requested $595. Sam seconded the motion and it had a unanimous vote.

Approval for the Ransom Façade Grant

Kendra opened the discussion by stating that the façade grant for Ransom had already been approved for up to $5000. Continuing that the Board would be approving that the work was done and that the bill was turned in. Angela made a motion to approve giving the façade grant money to Ransom. Kendra seconded the motion and it had a unanimous vote.

Promotion

Boone Branding Update

Kendra opened the discussion and reviewed the comments from the Annual DBDA meeting and the comments they personally received. Then discussion moved to the tag line. Continuing that the goal of the tag line was to address how downtown Boone makes a person feel, and not necessarily be tied to a certain business and that's where "Free to Be" came from. Destination by Design also proposed "10 Degrees Cooler" but Kendra was concerned that might be limited to warmer months. Kendra did point out that we were at the end of the contract, and that the Board would likely need to pay to extend the contract if the Board is unhappy with the current brand and logo. The Board then tossed around different opinions and options for the logo. A request for the list of taglines from Destination by Design was made, as well as any tag lines from members. The request for a rending without a tag line was also made. Lynne asked if Matt could come to our next meeting and Kendra thought that was an option but reiterated that our contract was about spent and it would probably cost to have him come back. Kendra stated that she felt it would be better to spend some extra money and be happy with the logo rather than settling. There was general consensus that we would get back with Matt Powell and discuss the tag line.

Conversation briefly turned to the banners in downtown Boone, what the schedule is for them and how to incorporate our new branding on the banners.

Carolina Mountain Life Advertising

Lane informed the committee that she went ahead and re-approved the ad for Carolina Mountain Living. The Board also discussed the need for new seasonal pictures for downtown advertising.

Print Advertising (Folded Maps vs. Rack Cards)

This item was addressed during the discussion of the Print Distribution contract.

Festive First Friday Planning Meeting

A meeting of the Festive First Friday planning committee was set for Tuesday, September 18 at 2:30pm at the Watauga County Library. Kendra requested that Lane touch base with Pilar and make sure that she would be able to join us.

<u>Design</u>

Public Restroom Signs

Lane updated the committee and let them know that new lettering was on the front door at Town Hall as well as a sign in the works for the stairs at the Jones House.

At 10:05 a motion to adjourn was called by Kendra and seconded by Denise. It has a unanimous vote.