

**Town of Boone
Downtown Boone Development Association
Regular Meeting
8:30 AM, Sep. 12, 2017
Watauga County Library, 140 Queen Street**

I. Call to Order

II. General Business

1. Approval of August Minutes
2. DBDA - Regular Meeting - Aug 8, 2017 8:30 AM
3. Approval of Agenda
4. Signature Card for PNC Bank
5. Bylaws for Review and Revision
6. Reception for DBDA Coordinator, new Board members

III. Organization

1. MOAA Fundraiser
2. Main Street Trail
3. Reusable Shopping Bag
4. Welcome Kits for area hotels
5. "Mice on Main" project
6. Foggy Pine Books Literary Festival

IV. Financial

1. Invoice from Jones House for Summer Concerts
2. Print Distribution Service Contract
3. Update on Wifi downtown
4. Pursuit of Grant for "Mice on Main" project

V. Promotion/Design

1. Update on Howard Street

2. Website Update
3. UNC School of Government Development Finance Initiative

VI. Other Business, Comments, Concerns

1. Welcome to New Businesses downtown

VII. Adjournment

**Downtown Boone Development Association
Annual Board of Directors Meeting – August 8, 2017
8:30 am – Jones House Cultural and Community Center**

Board Members present: Angela Kelly, Sam Parker, Monica Caruso, Anna Roseman, Dave Walker, Michelle Novacek (for Mike O'Connor)

Ex-Officios present: Loretta Clawson, Lynne Mason

MSD members present: Jennifer Lynch

Staff present: Brittney Clark, John Ward, Pilar Fotta

Handouts: Agenda, May minutes, June Minutes, July Minutes, August 2016 minutes, Job Description for DBDA coordinator, Board application for Mike O'Connor, 2017-2018 DBDA Bylaws, Town DBDA budget worksheets, Streetscape photos, Howard Street project

GENERAL BUSINESS

John Ward called the meeting to order at 8:40 with a quorum.

APPROVAL OF AGENDA AND MINUTES

At 8:40 am, Anna made a motion to approve the agenda, May, June, and July minutes, as well as the 2016 August Annual minutes and Dave seconded it. All voted in favor.

John discussed the online agenda management system – the agenda and agenda packet, including minutes, are posted on the DBDA website as well as on the Town of Boone website. DBDA agendas will be on the meeting management system one week in advance. This will be no additional cost to DBDA. This reduces copying expenses, as well as provides information to the public and the media. Our hope is that this will increase participation.

ORGANIZATION

Introduction of New Staff

John introduced Brittney Clark, new Downtown Boone Development Association Coordinator. Position was posted nationally; over 30 applicants; interviews done as far as Montana. Hiring committee was Pilar Fotta, Peri Moretz from HR, Kendra Sink who was appointed by the DBDA, Randy Jackson from the Chamber, and John Ward, as well as two interns, one HR and one Town Hall. Local since 2005, Brittney was selected, and was available to start rather quickly. She started last week, and has started town policies and procedure. She was available for the Governor's visit, was active and around for First Friday, and is heading to a Main Street conference tomorrow for the rest of the week. Brittney introduced herself, and shared one of her big goals is to increase membership of MSD members at the meeting, and asked for feedback from board on how to do her job better.

John shared about misinformation about milling the street being shared, as well as about the sidewalks; no business entrances were blocked by sidewalk construction. John has tasked Brittney with being very visible and out on the streets. She has been introduced with the directors of different departments. Part of the focus and part of the challenge is new development at old Hospitality House, which will be added to the App Theater, then adding a parking deck behind Town Hall, then new construction at Marketplace

and Riverswalk. Both Marketplace and Riverswalk will have new commercial space, probably at the same time. We will have to change into project-management because of the impact to town; trying to mitigate site plans, construction materials dropped off, parking for construction workers. Lots of new construction of the next two years.

Included is the DBDA job description that Brittney has been charged with – the new one will be in September's agenda – there will be more economic development focus and business recruitment and retention focus. If any business has any questions, Brittney will be a conduit. It made sense for a long time because of Pilar's influence to house DBDA under Cultural Resources, but most businesses don't know to go to Cultural Resources for business, so DBDA is now located in Town Hall. Brittney will also be the main liaison for parking for McLaurin – both are located in Town Hall.

Festivals and events will remain under Pilar at the Jones House, with Brittney sliding in to assist as needed. Putting more of a business/economic development/promotion focus on Brittney. A lot of this came from suggestions from the Board after Virginia's resignation, as well as questions that came into Town Hall regarding business.

Board Membership

Brittney shared that on July 31, Colton Lentz and Michael O'Connor's board terms ended; Colton didn't respond, but Michael submitted an application and his application was included in the packet for the Board. John shared that Michael has been very instrumental for making a plan on how to bury power lines on Howard Street. Michelle Novacek, proxy for Mike O'Connor, refrained from voting. Angela moved to approve, Monica seconded.

Review for Revisions and Additions to DBDA bylaws (Updated December 2016)

Brittney asked for revisions to bylaws. John shared about voting via email, in Section 12, since DBDA is using Tax Funds. Email is not in line with open meetings and sunshine laws. John expressed that email is nice for getting things done between meetings, but that responsibility will fall back to John and Brittney for bringing action items to meetings. With additional revenue coming in, we may fall under additional scrutiny, and John's suggestion is to bring everything into light.

John suggested another possible revision is yearly meeting without dictating when during the year that takes place. John is not asking for any changes to be made today; will go back on the agenda in September; asked the Board for suggestions on how to make these bylaws. Brittney suggested to have the date of revision at the footer of each page.

FINANCIALS

Review of Budget

Copies of budget worksheets were included in meeting packet. John wanted Board to review projected budget, revenue before big developments come to town. Revenue and expenses are on the same sheet. John shared that the Town of Boone will provide Brittney with access to run reports. John stated that we will shoot to bring in year-end financials to September meeting for review. John shared that there is a separate audit for DBDA than from the Town of Boone. John asked for any input regarding a separate audit for the DBDA. Dave asked why. Pilar stated that it is written into DBDA contract with the Town that it has to be separate. Loretta stated she remembered that. John asked if anyone thinks strongly about just having one audit to let him know.

John explained the third budget worksheet – the two figures reflected the two different types of tax revenue distribution (per capita to ad valorem) – middle column matches first worksheet, third column was in anticipation if there was a change in tax distribution. Gives breakdown for actual items under budget codes. Lynne asked where the audit was located in the bylaws – Pilar clarified that it is in the contract with the town, not the bylaws.

PROMOTION/DESIGN

Update on Downtown Streetscape

Photos included of sidewalks from Appalachian Theater down towards Appalachian Street. This year, per DBDA recommendation, has been worked on. In-house crews; \$340 thousand dollars; waiting on a final component from DOT; there will be a bulb-out at the end of Appalachian street; there will be pedestrian crosswalks and signal heads. Public Works money has been combined with DBDA money; pedestrian crosswalks and signal heads are coming from Public Works budget. Jennifer, of Insomnia Cookies, asked about street light on Appalachian Street. John stated that they are expecting the DOT to release the plan for the bulb out in the next month. John stated that the town was able to secure the easements in front of Boone Saloon to connect the level sidewalk to the storefronts; had to partner with private business owners. This might be a project that the DBDA would want to take on. Another project to take on would be from Our Daily Bread down to Vetro building for new sidewalks. Once the core is completed on King Street, where the highest pedestrian traffic is, then will move to Depot and Appalachian Street.

Update on Howard Street

John shared that the town has received lots of compliments on sidewalks. Right now, Depot Street is milled. Will be repaved, and in the Howard Street rendering, there is a 3-way stop with 4-way pedestrian crosswalks painted in. Town of Boone will be striping Depot with thermoplastic striping at that crosswalk, and adding in the 3-way stop signs, to train people using that road to stop for pedestrians. They are at about 80% construction design; review with New River Light and Power, then will receive bids and decide which projects get permitted first. Will have to coordinate with construction crews as we get closer. Go out to bid on the first phase of Howard Street at the beginning of 2018. Easements that were needed were obtained. Old pathway from old Tweetsie Depot up to Historic Post Office was surveyed and deed research showed that 100% of alleyways are owned by the Town of Boone.

Dave Walker asked about the UNC School of Government – John shared that the budget has been authorized, the scope has been authorized. John shared that we hoped to start working with them before September, but kick-off work with them in September. John negotiated for the entire MSD to be included, as well as Howard Street, without any additional cost (they were asked for \$15,000 extra). Original quote for this project was \$150,000; came down in price to \$100,000 without a change in scope, and John asked they add to the original scope for the same price and they agreed.

Website Update

Brittney shared that she found the contract that had been signed in May with Big Boom Design; checked in with Boomer Sassmann, no money has been transferred. Boomer would like to go forward, but he is not holding us to that contract. DBDA website is not serving our audience. Brittney's question to the board are: Who is our audience? What is our message?

Brittney shared that her thoughts were our audience were MSD members, businesses looking to come to town, with tertiary audience being visitors, but visitors are not finding our page.

Talked about putting link to DBDA website on the Town of Boone website. Opened up the discussion to the board. John suggested having the page nested within the Town of Boone website rather than something separate.

Lynne Mason shared that downtown is not local friendly. Multiple people shared about parking still being an issue downtown. Anna shared that having a reach to “the trifecta” – college students, tourists, and locals – it takes all three to get businesses through all seasons. Needs to be easy to use and easy to find – biggest issue is giving the trifecta easy access to downtown, while people are driving up the mountain, and before people get here. Businesses wanting to come to town will run numbers first on money spent downtown. It needs to be super easy to find, look super up-to-date or in front of the curve, we have to look “mega-good”. Same with social media. Sam Parker mentioned website needs to be mobile friendly. Also talked about making signage that share that visitors can park in Courthouse parking and Town Hall on the weekends.

John had everyone introduce themselves around the table – Sam Parker with ODB, Angela with Proper, Monica Caruso with the Watauga County Library, Anna with Anna Bananas, Dave Walker with Blue Ridge Women in Agriculture, Jennifer with Insomnia Cookies, Michelle for Mike O’Connor – wanted to talk about parking, Loretta Clawson with Town Council, Lynne Mason with Town Council and business owner (Lost Province, who was celebrating three years of being open today).

Anna also asked for a welcome reception for Brittney – get a chance for business owners to meet her – suggested printing something out to pass out – John asked about mixing it with another meeting – Lynne suggested it be held independent of the annual meeting. Michelle suggested having it at the Turchin center.

Welcome to New Businesses Downtown

Elevated Piercing – Donnie and Erin Lee at 740 W King Street
Sabeing Boone – Sittaporn (Pam) Bunlue – 454-A West King Street
Carolina Pizza – Chad and Leah Duncan – 454-B West King Street

Anna asked about Reckless Arts and the new gift shop – John gave update. Asked about Reckless Arts and Something Else gifts.

Other Business, Comments, or Concerns

Lynne Mason asked about public vs private disabled parking info – John shared that Brittney will be sharing this information with the MSD members.

Brittney asked for feedback on ongoing projects – invited everyone to email me their suggestions.

Lynne reiterated parking on weekend, holiday, etc. Not clearly marked. John mentioned there used to be too many signs.

The meeting adjourned at 9:45 am

Anna motioned to adjourn the meeting; Monica seconded.

**BYLAWS
OF
THE DOWNTOWN ~~WNAW~~ BOONE DEVELOPMENT ASSOCIATION**

**ARTICLE I
Name and Principal Office of Corporation**

Section 1. The name of this corporation shall be the Downtown Boone Development Association (hereinafter referred to as “DBDA”).

Section 2. The principle office of the corporation shall be in the County of Watauga, and in the Town of Boone. The principal offices shall be determined from time to time by the Board of Directors of the DBDA.

**ARTICLE II
Purpose**

Section 1. The corporation is organized to operate exclusively for charitable and educational purposes within the meaning of section 501 (c)(3) of the Internal Revenue Code of 1986 (or corresponding provisions of any future United State Internal Revenue law) and more specifically:

- (a) to promote the historic preservation, protection and use of Boone’s downtown area, comprised and inclusive of the Town’s entire Municipal Service District (MSD) as amended and here in after, “Boone” including the area’s commercial, civic, and religious enterprises and residences;
- (b) to take remedial action to eliminate the physical, economic, and social deterioration of Boone’s traditional downtown area, comprised and inclusive of the Town’s entire Municipal Service District (MSD), and thereby promote Boone’s historic preservation, contribute to its community betterment while lessening the burdens of Boone’s government;
- (c) to disseminate information of and promote interest in the preservation, history, culture, architecture, and public use of Boone’s traditional downtown area, as defined by the boundaries of the MSD.
- (d) to hold meetings, seminars, and other activities for the instruction of members and the public in activities such as building rehabilitation and design, economic restructuring, and planning management that foster the preservation of Boone’s downtown area, comprised and inclusive of the Town’s entire Municipal Service District (MSD), and enhance the understanding and appreciation of its history, culture, and architecture;
- (e) to partner with other organizations, individuals and public and private entities located within and outside Boone engaged in similar purposes so long as the activity is beneficial to the goals and objectives of the organization;
- (f) to solicit, receive, and administer public funds, and to that end, to take and hold by bequest, devise, gift, grant, purchase, lease or otherwise, either absolutely or jointly with another person of corporation, any property, real, personal, tangible or intangible, or any undivided interest therein, without limitation as to amount of value, to sell, convey or

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otherwise dispose of any such property and to invest, reinvest or deal with the principal or the income thereof in such manner as, in the judgment of the corporations' directors, will best promote the purposes of the corporation without limitation, except such limitation, if any, as may be contained in the instrument under which such property is received, the bylaws of the corporation, or any laws applicable thereto.

In addition, in furtherance but in limitation thereof:

Section 2. The area to be served with Municipal Service District (MSD) tax revenue, in whole or in part, will be comprised and limited to the Town's Municipal Service District.

Section 3. The corporation shall not carry on propaganda or otherwise attempt to influence legislations except as an insubstantial part of its activities. The corporation shall not engage in any transaction or permit any act or mission which shall operate to deprive it of its tax-exempt status under Section 501 (c)(3) of the Code. The Corporation shall not in any manner or to any extent participate in, or intervene in (including the publishing or distribution of statements), any political campaign on behalf of any candidate for public office; nor shall it engage in any "prohibited transaction" as defined in Section 503(b) of the Internal Revenue Code of 1986.

Section 4. In the event of dissolution or liquidation of the corporation, any assets then remaining shall be distributed as follows: All assets acquired using MSD funds, in whole or in part, shall be donated back to the Town of Boone; all assets acquired through private funding sources shall be distributed as the Board of Directors shall determine among other such organizations as shall qualify at the time as exempt organizations described in Code Section 501 (c)(3), such assets to be used for purposes consistent with those described in the immediately preceding subparagraphs lettered (a) through (e), or to the Town of Boone to be used for the betterment of the MSD.

Section 5. No part of the net earnings of the corporation shall inure of the benefit of any member of the corporation or other private individual except that the corporation shall be authorized and empowered to pay reasonable compensation for services rendered herein. None of the property of the corporation shall be distributed directly or indirectly to any member of the corporation except in the fulfillment of its charitable and educational purposes enumerated herein.

Section 6. The corporation also has such powers as are now or may hereafter be granted under the laws of North Carolina that are furtherance of the corporation's exempt purposes within corresponding section of any future tax code.

ARTICLE III Membership

Section 1. The classes of member of the DBDA shall be as follows:

a. Automatic Members

1. Property Owner within the MSD, paying property tax in the MSD 1 district as listed on the Watauga County tax listing or his/her agent.
2. Business Owner holding a lease on MSD property and paying personal and property tax in the MSD 1 district as listed on the Watauga County tax listing or his/her agent.

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3. A Property or Business Owner within the MSD, who would pay either property or personal property tax in the MSD 1 if it were not for their non-profit status [or their agent.](#)
4. Marketplaces representing several vendors shall be counted as one member.

b. Voluntary Members

1. Sponsoring Members who pay membership fee.
2. Volunteer – A person who expresses interest in helping to support the mission of the DBDA through volunteer support.

Section 2. The Board of Directors may establish annual dues as it deems appropriate. Such establishment of dues shall include method of payment and application procedures.

Section 3. Any business, organization, or individual that is not eligible for automatic membership and that has an interest in supporting the purposes of the DBDA may become a sponsoring member by filing an application in such form as the Board of Directors may prescribe, and subject to the payment of such dues as the Board of Directors may establish. Sponsoring members will be responsible for paying any fees encumbered by the association as a result of any available program(s) the member elects to participate in. Unless assigned as the designated agent for an Automatic Member, a Voluntary Member is not entitled to a vote and may not hold a position on the Board of Directors.

Section 4. Any Sponsoring Member may resign from membership in the DBDA upon giving written notice thereof to the Secretary of the DBDA. Such resignation shall specify the reason thereof and the effective date thereof. Members who resign from membership shall not be entitled to any refund of dues thereof paid.

Section 5. The Board of Directors may, at its discretion, suspend the voting of any member who has been and remains in default of his or her financial obligations to the DBDA for a period of six (6) months or longer.

ARTICLE IV

Membership Meetings

Section 1. An annual meeting of the membership shall be held in each calendar year, within two months following the end of the fiscal year, at such time and place as may be determined by the Board of Directors for the purpose of electing directors and transacting such other business as may be properly brought before the meeting. Board terms shall begin the later of September 1st or the first regular board meeting following the annual meeting, and end on August 31st.

Section 2. Special meetings of the membership shall be held at any time and place as may be designated in the notice of said meeting, upon call of the President or the Board of Directors either at their own request or upon written petition by at least ten percent (10%) of the members.

Section 3. Notice of every meeting of the membership, stating the place, date, and hour of the meeting, shall be given either personally or by facsimile, email, phone, or mail to each member not less than (5) business days no more than fifty (50) days before the date of the meeting. If mailed, such notice shall be deemed delivered when deposited in the United States mail with postage thereon prepaid, addressed to the members at their addresses as they appear on the DBDA's record of membership. Attendance of a member at a membership meeting shall constitute of waiver of notice of such meeting, or manner in

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which it has been called or convened, except when a member attends a meeting solely for the purpose of stating, at the beginning of the meeting, any such objection to the transaction of any business. Other interested parties shall be given such notice of meeting as the Board of Directors shall deem appropriate.

Section 4. Ten percent (10%) of the members, present in person or represented by written proxy, shall constitute a quorum for the transaction of business at all meetings of the membership, except as otherwise provided by statute, by Articles of Incorporation or by these Bylaws. If a quorum is not present or represented at meeting of the membership, a majority of the members entitles to vote thereat, present in person may adjourn the meeting from time to time, without written notice other than announcement at the meeting, until a quorum shall be present or represented. If the adjournment is for more than thirty (30) days, a notice of the adjourned meeting shall be sent to each member.

Section 5. When a quorum is present or represented by proxy at any meeting, the vote of a majority of the members present in person or represented by the proxy shall decide any questions brought before such meetings, unless the Articles of Incorporation or these Bylaws require a different vote, in which case such express provisions shall govern and control the decision.

Section 6. Robert Rules of Order Newly Revised shall govern the parliamentary procedures of the DBDA when not in conflict with these Bylaws. The order of business may be altered or suspended at any meeting by a majority vote of the members present.

ARTICLE V Board of Directors

Section 1. The DBDA shall be governed by a Board of 12 Directors, six elected by the membership, and six appointed by the Town of Boone. The term of office for each Director shall be (3) years. In the event of a reorganization of the board; one third of the directors will serve one-year terms, one third of the directors will serve two-year terms, and one third of the directors will serve three-years terms.

Section 2. Nominations to the Board shall be made as follows:

Six members shall be nominated and voted on by the Board of Directors. Six members shall be appointed by the Town of Boone following the guidelines set forth by the Town of Boone's policy for Board Appointment. All nominations and appointments shall be set forth in the notice of the annual meeting. Each Director shall hold offices for the term for which he or she is elected and until his or her successor ~~shall~~ have been elected and qualified.

Section 3. Directors in office may be reelected for one consecutive term. After having served two consecutive terms, a former board member may be reappointed if a period of one year has passed since the conclusion of their second board term.

Section 4. Board terms shall begin the latter of September 1st or the first regular board meeting following the annual meeting, and end when the new Board begins service.

Section 5. The DBDA shall provide for up to two (2) members of the Town Council, appointed by Town Council for one year terms, to serve as ex-officio, non-voting members of the DBDA Board of Directors. These members cannot be counted to achieve quorum.

Section 6. Any vacancy occurring in the Board of Directors (other than a vacancy resulting from the normal expiration of a term of office) may be filled, for the unexpired term of the vacant position, by the affirmative vote of a majority of the current members of the Board of Directors, or the Town Council for

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positions which were originally appointed by the Town Council. Any Director may resign by submitting written notice of resignation to the Secretary of the DBDA, which will be presented for action by the Board of Directors.

Section 7. The Board of Directors may choose to elect from time to time ex-officio board members for advising purposes or their relevance to the mission and vision of the DBDA. Ex-officios board members may not vote, hold office, or present motions.

Section 8. While it is the intent that the members of the Board of Directors will contribute to the overall wellbeing of the Municipal Service District through their attendance at meetings, participation in the programs, and service on committees there may be such times when the removal from the Board may be considered.

Section 9. The Downtown Coordinator shall be a nonvoting member of the Board of Directors and shall be present at all meetings of the Board of Directors.

Section 10. The Board of Directors of the DBDA may hold regular and special meetings. Regular meetings shall be held each month at such time and place as to be determined by the Board of Directors from time to time. Special meetings of the Board of Directors may be called by the President or by the Organization Committee or by a quorum of the Board of Directors. Written notice of the time, place and agenda for both regular and special meetings shall be given to each Director to the email address provided by the DBDA office email at least five (5) days before the meeting.

Section 11. At all meetings of the Board of Directors, a simple majority of the board members shall constitute a quorum for the transaction of business. If a quorum shall not be present at any meeting of the Board of Directors, the Directors present may adjourn the meeting from time to time, without notice other than announcement at the meeting, until a quorum shall be present. In the event that fewer than 12 seats on the Board are filled, a quorum shall be a simple majority. At no time can a quorum be reached with fewer than 5 members.

Section 12. Board actions without meetings; any necessary action which might be taken at a meeting may be taken without a meeting if requested by the chair and authorized by writing or via electronic mail. At least 9 members must respond, and the vote on the issue at hand must pass with a 2/3 vote. Such action must be inserted in the minutes of the next regularly scheduled Board Meeting. Actions handled in this manner shall involve a single issue and must have a closing date stated.

Section 13. All new members of the Board of Directors shall participate in an orientation program familiarizing them with the goals and objectives of the DBDA and with their responsibilities as members of the Board of Directors following their appointment or election to the Board.

ARTICLE VI

Committees

Section 1. The DBDA shall maintain (1) standing committee, and will establish adhoc committees adhering to the Main Street Four-Point Approach ®. The committees shall be entitled Organization, Promotion, Design, and Economic Restructuring.

Section 2. The standing committee and its functions shall be as follows:

- a. **Organization**
Potential Responsibilities:

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- Nominations
- Membership and Resolutions
- Budget and Finance
- Personnel

The members of the Organization Committee shall be the elected officers of the Board of Directors ~~and the Immediate Past President of the Board of Directors.~~

a. **Promotion**

Potential Functions

- Advertising
- Special Events
- Membership Events
- Community Development

b. **Design**

Potential Functions

- Public Art
- Historic Façade Incentive Grants
- Historic Preservation
- Beautification and Improvement

c. **Economic Restructuring**

Potential Functions

- Business Development and Education
- Parking
- Sign Incentive Grants
- Dissemination of information on available properties for rent and/or purchase

Section 4. The following shall apply to all committees of the DBDA:

- Structure of Committees: Each committee shall be chaired by a member of the DBDA Board of Directors. Any member of the DBDA may nominate themselves to serve or be appointed to serve on a committee by the Board of Directors.
- Removal or Discharge: Any committee may be dissolved, or any member thereof may be removed, by action of a majority of the DBDA Board of Directors present a meeting at which a quorum of the Board of Directors is present.
- Committee Meetings: The chairperson of each committee shall call committee meetings as necessary or appropriate and shall report on committee proceedings at each regular meeting of the Board of Directors.

Section 5. The Board of Directors, by resolution adopted by a majority of the Directors in office, may designate or appoint one or more committees, in addition to the standing committee, which shall consist of one or more Directors. These groups must abide by the terms of the association's approved budget and work plan and must report back to the Board of Directors on a regular basis. The designation and appointment of any such committees and the delegation thereto of authority shall not operate to relieve the Board of Directors, or any individual director, of any responsibility imposed on them by law.

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ARTICLE VII Officers

Section 1. The officers of the DBDA shall be members of the Board of Directors and elected annually by the Board of Directors following the annual meeting.

Section 2. The officers shall consist of a President, Vice President, a Secretary, a Treasurer, and other such officers and assistant officers as may be deemed necessary.

Section 3. An Officer may be removed from his/her position with a 2/3 vote of the Directors in office. This individual will remain a member of the Board of Directors unless further action is taken.

Section 4. Except as hereinafter provided, the officers of the DBDA shall each have such powers and duties as generally pertain to their respective offices, as well as those that from time to time may be conferred by the membership of the Board of Directors.

- a. *President.* The President shall preside at all business meetings, but may at his or her discretion or at the suggestion of the Directors arrange for another officer to preside at other meetings. The President shall serve as the chair of the Organization Committee. The President shall perform such duties as are usually incumbent upon that officer and duties as may be directed by resolution of the Board of Directors.
- b. *Vice President.* The Vice President shall in the event of the absence or inability of the President to exercise his or her office become acting president of the organization with all the rights, privileges and powers as if he had been the duly elected president.
- c. *Secretary.* The secretary shall record and maintain in good order minutes of all meetings and all records correspondence of the DBDA. The secretary shall also have such other duties as may be assigned by the membership of the Board of Directors.
- d. *Treasurer.* The treasurer shall maintain in good order all financial records of the DBDA. The treasurer shall also have such other duties as may be assigned by the membership of the Board of Directors
- e. *Temporary Officers.* The case of the absence or disability of any officer of the DBDA and of any person authorized to act in his or her place during such periods of absence or disability, the President may from time to time delegate the powers and duties of such officer to another officer or any other member.

ARTICLE VIII Downtown Coordinator

Section 1. The Downtown Coordinator will be employed by the Town of Boone, and shall adhere to the policies and procedures of a Town of Boone employee. The Downtown Coordinator shall manage the

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daily operations of the DBDA. He or she shall be responsible for coordinating the implementation of the DBDA's policies and projects and such other duties as required. As an employee of the Town of Boone, the Downtown Coordinator shall not be the designated authority for the Downtown Boone Development Association on financial or legally binding documents. Any concerns the membership or the Board of Directors may have with the Downtown Coordinator's performance may be expressed to the Town Manager.

ARTICLE IX Finances

Section 1. ~~E~~The Board of Directors may generally or in particular cases authorize the execution thereof in some other manner, all checks, drafts, and other instruments for the payment of money and all instruments of transfer of securities over \$500.00 shall be signed in the name and on behalf of the DBDA by a member of the executive committee of the DBDA Board of Directors.

Section 2. All funds of the DBDA shall deposit from time to time to the credit of the DBDA in such banks, trust companies or other depositories as the Board of Directors may select.

Section 3. The Board of Directors may accept on behalf of the DBDA any contributions, gift, bequest or device for the general purpose or for any special purpose of the DBDA.

Section 4. At least five (5) days prior to the March Board of Directors meetings the Organization Committee shall recommend a DBDA budget for the coming fiscal year to the Board of Directors for approval, at the March meeting. The approved budget will then be submitted to the Town Council. The approved budget may be reviewed and revised periodically as deemed necessary.

Section 5. Any expenditure not approved by the MSD or DBDA annual budgets over \$500.00 shall be approved by the Board of Directors.

ARTICLE X General Provisions

Section 1. The fiscal year of the DBDA shall begin on the first day of July and end of the last day of June in each year.

Section 2. The corporate seal shall have inscribed thereon the name "Downtown Boone Development Association and the words "Corporate Seal" and "North Carolina."

Section 3. Not later than three (3) months after the close of each fiscal year, the DBDA shall prepare:

- a. A balance sheet showing in reasonable detail the financial condition of the DBDA at the close of the fiscal year.
- b. A statement of the source and application of funds showing the results of the operation of the DBDA during the fiscal year.

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ARTICLE XI Amendments

Section 1. The Board of Directors shall have the power to alter, amend, or repeal the Bylaws or adopt new Bylaws by a two-thirds vote of the Directors present at any duly called meeting of the Board, provided that no such action be taken if it would in any way adversely affect the DBDA's qualifications under section 501 (c)(3) of the Internal Revenue Code of 1986 of corresponding sections of any prior of future law.

Section 2. These Bylaws and the Articles of Incorporation may be amended only by a two-third vote of the Board of Directors. No amendment shall be in order at any meeting unless at least thirty (30) days' notice of the nature of the proposed amendment shall have been given in person, writing, or by email, phone or facsimile to all members of the Board.

Section 3. These Bylaws shall be reviewed as needed, but a minimum of every two years by a committee appointed by the Board of Directors and a report shall be submitted to the Board.

Bylaws.doc
6/7/97
Updated
6/4/08
Updated
9/14/09
Updated
10/11/10
Updated
10/24/11
Updated
1/8/2015
Updated
12/14/2016

Formatted: Right

Last Updated: 9/5/2017



DOWNTOWN DEVELOPMENT COORDINATOR – 1300

Reports to: Town Manager

GENERAL DEFINITION AND CONDITIONS OF WORK:

Performs professional and administrative work promoting, planning and coordinating a variety of events in the downtown business district for the Town. Work is performed under general supervision.

This is light work requiring the exertion of up to 25 pounds of force occasionally and a negligible amount of force frequently or constantly to move objects; work requires fingering, grasping, and repetitive motion; vocal communication is required for expressing or exchanging ideas by means of the spoken word, and conveying detailed or important instruction to others accurately, loudly or quickly; hearing is required to perceive information at normal spoken word levels, and to receive detailed information through oral communications and/or to make fine distinctions in sound; visual acuity is required for peripheral vision, preparing and analyzing written or computer data, operation of machines, operation of motor vehicles or equipment, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the worker is not subject to adverse environmental conditions.

ESSENTIAL FUNCTIONS/TYPICAL TASKS:

- Serves as coordinator to the DBDA Board;
- Serves as the main liaison for the Town Manager in coordinating all parking that are under contract with McLaurin Parking Service;
- Serves as a liaison between the public, town staff and DBDA board;
- Plans, administers, and markets the public relations programs for the downtown business district;
- Prepares and maintains a wide variety of documents including financial reports and records.
- Gathers recommendations from the DBDA Board for town consideration;
- Plans and executes monthly meetings for the DBDA Board;
- Reports on activities to the Town Manager and the DBDA Board;
- Researches and recommends policies and strategies to the DBDA Board for consideration by the Town Manager and Town Council;

- Provides staff support and coordinates DBDA financial support with Cultural Resources department for the development and implementation of downtown programs and promotional events.
- Promotion of Downtown Boone as a compelling place for shoppers, investors, and visitors promoting community excitement and involvement;
- Prepares or coordinates events such as business seminars, lunch and learning opportunities, and other information sharing opportunities in conjunction with the Chamber of Commerce that support downtown business growth and expansion;
- Works with the Town Manager's office in order to identify and apply for various downtown development grants; coordinates development of Main Street Program and/or similar programs;
- Maintains contact with community leaders and representatives of businesses and industry; visits businesses regularly to stay abreast of their status, any potential for expansion, and assists with problems; follows up on requests; prepares newsletters, brochures and web site as needed;
- Serves as a contact for potential businesses considering new location or expansion in Downtown and directs those businesses to the appropriate Town Department; shows sites and arranges meetings with local officials; researches location and coordinates contacts for the property;
- Keeps current records on vacant sites and buildings; markets vacant space as needed to maintain a full and vibrant downtown area;
- Prepares and submits annual budget according to town procedures; follows town purchasing and budgeting policies and procedures;
- Coordinates with the Public Works Department regarding the installation of banners, decorations, sidewalk replacement projects, streetscape replacement, expansion, and other Downtown amenities within the Municipal Service District;
- Coordinates with Planning Department and the Historic Preservation Commission involving Downtown historic properties in the Municipal Service District;
- Develops innovative approaches to accomplish program goals;

KNOWLEDGE, SKILLS AND ABILITIES:

- Thorough knowledge of the principles of management, business, their organizational procedures and financing.
- Knowledge of municipal budgeting and purchasing laws, policies and procedures.
- Ability to acquire outside funding using a creative approach.
- Ability to plan, coordinate and facilitate meetings and special events.
- Ability to plan, organize and effectively develop commercial leads for the Town including building consensus among diverse groups.
- Ability to communicate effectively in oral and written forms.
- Ability to establish and maintain effective working relationships by building partnerships with business executives, owners or representatives, public officials at the local level, contractors, community leaders and organizations, other department heads and other employees.
- Ability to analyze situations accurately and make correct recommendations for each business contract.

- Considerable knowledge of the application of information technology to data research and office technology.
- Considerable knowledge of the Main Street Program and/or similar programs, historic properties preservation strategies and related regulations and grants.
- Considerable knowledge of economic, social, historical, and technological resources available in the downtown commercial development field.

EDUCATION AND EXPERIENCE:

Any combination of education and experience equivalent to graduation from an accredited college or university with a major in business management, planning, marketing or related field and experience in downtown development. NC Driver's license required.

Updated: 7/14/2017

Non-exempt

Main Street Trail Virtual Tour North Carolina Main Street (July 2017)

[View this email in your browser](#)



North Carolina Main Street Organization **NO-COST***

Only requirement's for the no-cost program for
North Carolina's Main Street Organization listed below:

1. Main Street Organization must **"prominently"** place a link to your Main Street's virtual tour on ShopMainStreets.com / MainStreetTrail.com on your current organization's website. This can include a link on the Home Page, a dedicated webpage or have a link to each participating businesses virtual tour from your website.
2. Forward out emails from our organization to your businesses on your Main Street.

View the Main Street Trail - [click here](#)

** Limited Time Offer: Available Time Slots for Photography at the Discretion of [ShopMainStreets.com](#). Local Businesses who choose to participate on the virtual tour may have their business photograph for a "virtual tour website" at a reduced rate of only \$325.00 for the year. More information regarding features and details for your local small businesses below.*



Our 360° Tours let your customers immerse themselves in your shop!

Why is this important?

- 90% of information transmitted to the brain is visual.
Visuals are processed 60,000X faster in the brain than text.*

“10 Reasons Visual Content will Dominate . . .” [Learn more](#)*

How Do Potential Customers Find Your Business?

97% of **all** consumers use online media to
shop locally!*

90% use search engines, like *Google* and *Bing*, to find businesses.*

81% go online first before heading to the store.**

* prnewswire.com (2014) / ** retailingtoday.com (2013)

What Shop Main Streets Does:

How we help promote your business and community

83% Organic - meaning people find us by searching Google. We are typically found in the **Top 5** in a **Google** search for our participating businesses and towns.



Bardstown, Kentucky

"Whether you love Bourbon or Horse Racing, Antiques or Fine Dining you can find it all on ShopMainStreets."

ShopMainStreets takes the best small businesses and connects them together in a great looking virtual online presentation!



Georgetown, Kentucky

All participating businesses and towns in North Carolina, Tennessee, Mississippi, Kentucky and Indiana are connected and are 1 - 2 clicks away from each other, meaning, it is easy for a potential customer to find you when viewing another town or business on ShopMainStreets.com



HTML



CSS

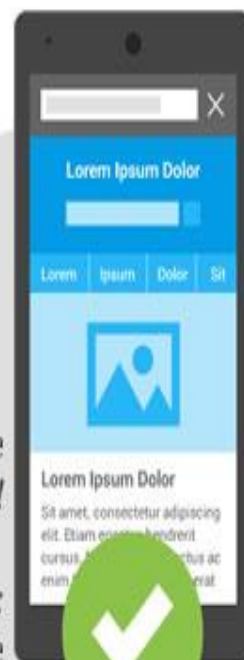


ShopMainStreets has installed the latest technology to meet the new standards for website protocol. Providing the best possible search rankings.

Simply: We've done the work for you to provide your customers with the best online experience.

Is your website mobile friendly? We ARE!

*Take Google's Test:
click here*





Small Business Virtual Tour Features!

- **Panoramic Virtual Tour of your business that includes a Basic Website:** We provide an incredible virtual look inside your business! Once inside, customers can get a 360 degree view of your business.
[Take a Tour of a Black Mountain, NC Shop - Tap Here](#)
- **Option Buttons** on your Virtual Tour Website that can provide further information about your business. Option Buttons can:
 1. Link to your existing website
 2. Open pdf menus or brochures.
 3. Add maps and information about your business.
- **Smartphone Virtual Tour** - Virtual tour can be viewed on **iphones, ipads and Android smartphones**.
- **New!** Add the virtual tour to your website or pin to your Facebook page!
- **Special Offer for Your Small Businesses: \$325.00** (less than \$30.00 a month for a website and included promotions - a \$599.00 Value)

Contact to Learn More:
Bob Hilburn

[615-512-8697](tel:615-512-8697)
MainStreetTrail@gmail.com
www.ShopMainStreets.com

Thank You for Your Consideration!





DBDA/Library Butterfly Project: "Monarchs on King"

3/16/17 (Virginia Falck, Judith Winecoff, Lisa Flanigan)

Discussed:

"Monarchs on King" as a 'take off' on the "Mice on Main" idea from Greenville, SC

Mice on Main was connected to a book - Goodnight Mac

→

- if we picked a book a Boone or written here

Goodnight Boone

~Public Art in conjunction with the library and Literacy

~possibility of 13 butterflies with letters of the alphabet "hidden" in the veinwork of the butterfly. There would be two letters per butterfly. For example, an A-B butterfly, a C-D butterfly. ...

Bears?

~possibility of a butterfly naming contest: for example, possible winners might include: the A-B butterfly might be named Anna Belle; C-D butterfly might be named Charlie Daniels ;)

- still do this - maybe an interactive map or App so you collect them all & find a word? sentence?

~discussed the possibility of this being a "pilot program" in Watauga County but extending it to Ashe (with quilts) and Wilkes (in conjunction with the Apple Festival or Merle Fest?) (This idea came from the discussion of the "perceived value" of the libraries in their communities)

- raccoons

still do this!

~Budget of approx.. \$3,500?

~Once we know what the butterflies my look like and where we may want to put them, Virginia can see about getting a quote on insuring them from her agent at Lifestore.

Communication: "Mice on Main" project (Organization)

~Call for submissions as a drawing or photograph, to include butterfly dimensions of under 10" X 10"; indication of material used, possibility of the butterfly sculpture to be painted, weight, cost estimate, and how to attach the butterflies to the selected surfaces. (Also needed: a recommendation from the artist as to how to best maintain their product and the cost for a replacement butterfly, if needed.)

~Possibly ready to accept "Call for Submissions" by mid-April, pending town and library approval

~Library involvement would include "housing the project" administratively meaning organizing the committee to decide on the submissions, doing most of the promoting of the project . . . specific "duties" might include participation on Butterfly Selection Committee, a butterfly being placed on the property as a "kick off point" (?), promotion through programs, displays, providing information to Virginia about why "Alphabet Recognition" is important (for promotional purposes) and a web page with information about how the project was created.

~Regarding funding, we could discuss this project with the DBDA and see if they would be willing to recommend using funds from the Municipal Service District budget. Possibly, the Town's public works department could assist with installing the butterflies in the chosen locations.

~Regarding maintenance of the butterflies, we might need a recommendation from the artist as to how to best maintain them, and a cost for a replacement butterfly, if needed.

~possible locations for butterflies include: 1. Turchin, 2. Town Hall, 3. Post Office, 4. Library, 5. Green Space on Queen Street, 6. brick wall of Daniel Boone Condos, 7. Jones House, 8. garden by Doc Watson statue, 9. Vidalias, 10. Farmer's Hardware, 11. Wild Craft Deck 12. Lost Province 13. Melanie's





TOWN OF BOONE – Cultural Resources
604 WEST KING STREET
BOONE, NC 28607
PHONE: (828)268-6280

INVOICE for 2017 Season sponsorship of Concerts at the Jones House.

TO: DBDA
 PO Box 362
 Boone, NC 28607

DATE	DESCRIPTION	AMOUNT
7/6/17	Season Sponsorship for Concerts at the Jones House	\$3,000
	TOTAL	\$3,000

Please return lower portion and return with payment

DATES OF EVENTS	Fridays, June-Aug 2017
EVENT DESCRIPTION	Concerts at Jones House
ENTER AMOUNT PAID	

Communication: Invoice from Jones House for Summer Concerts (Financial)



PRINT DISTRIBUTION SERVICE, LLC

P.O. Box 355 • 1903 Hwy. 11E South
Jonesborough, Tennessee 37659
Telephone: 423-753-8191 • Fax 423-753-6900

BROCHURE DISTRIBUTION AGREEMENT

Town of Boone, Cultural Resources Dept., DBDA

Same/Town of Boone, NC

Advertiser

Publication

PRINT DISTRIBUTION SERVICE, LLC agrees to display advertiser's publications in the following PDS brochure routes:

Route	Approximate # of Locations	Start Date	End Date	Rate
Bulk Distribution – Bristol, Hartford, Jellico, Kingsport & Unicoi State of TN Welcome Centers				
Corporate/Public Buildings				
Kentucky/Cumberland Gap				
Knoxville Metro				
New River Valley/Yadkin Valley/I-77				
North Carolina High Country	80	07/01/17	06/30/18	\$ 1,500.00
Tri-City Regional				
Virginia/Kentucky Mountains				
Total.....				\$ 1,536.00
Less Discount.....				- 76.00
Total Price				\$ 1,460.00

PDS agrees to maintain its racks in a first-class manner and service the racks at least monthly. Some areas will be serviced weekly at appropriate times. Advertiser agrees to deliver to PDS's office sufficient quantities of publication prior to start date. PDS and their agents and employees accept no liability for care, custody and control of customer materials in their possession. PDS reserves the right to reject at any time any advertisement it deems inappropriate or offensive. Advertiser agrees to pay PDS as per the following schedule. Payments are due on the first of each month indicated.

Year	Jan.	Feb.	Mar.	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.
2017										\$1,460.00		
2018												

Advertiser agrees to pay in advance of due date. This agreement is also subject to the terms and conditions listed on page two.

Print Distribution Service, LLC

Advertiser/Agency *Town of Boone, Cultural Resources Dept., DE*

By Pamela J. Randolph Title Sales/Field Rep

Address Town of Boone, Dept. of Cultural Resources
PO Box 362
Boone, NC 28607

Phone 828-268-6283 **Fax**
Email @townofboone.net

Date June 21st, 2017

Name and Title *Colton Lenz, DBDA President*

Signature

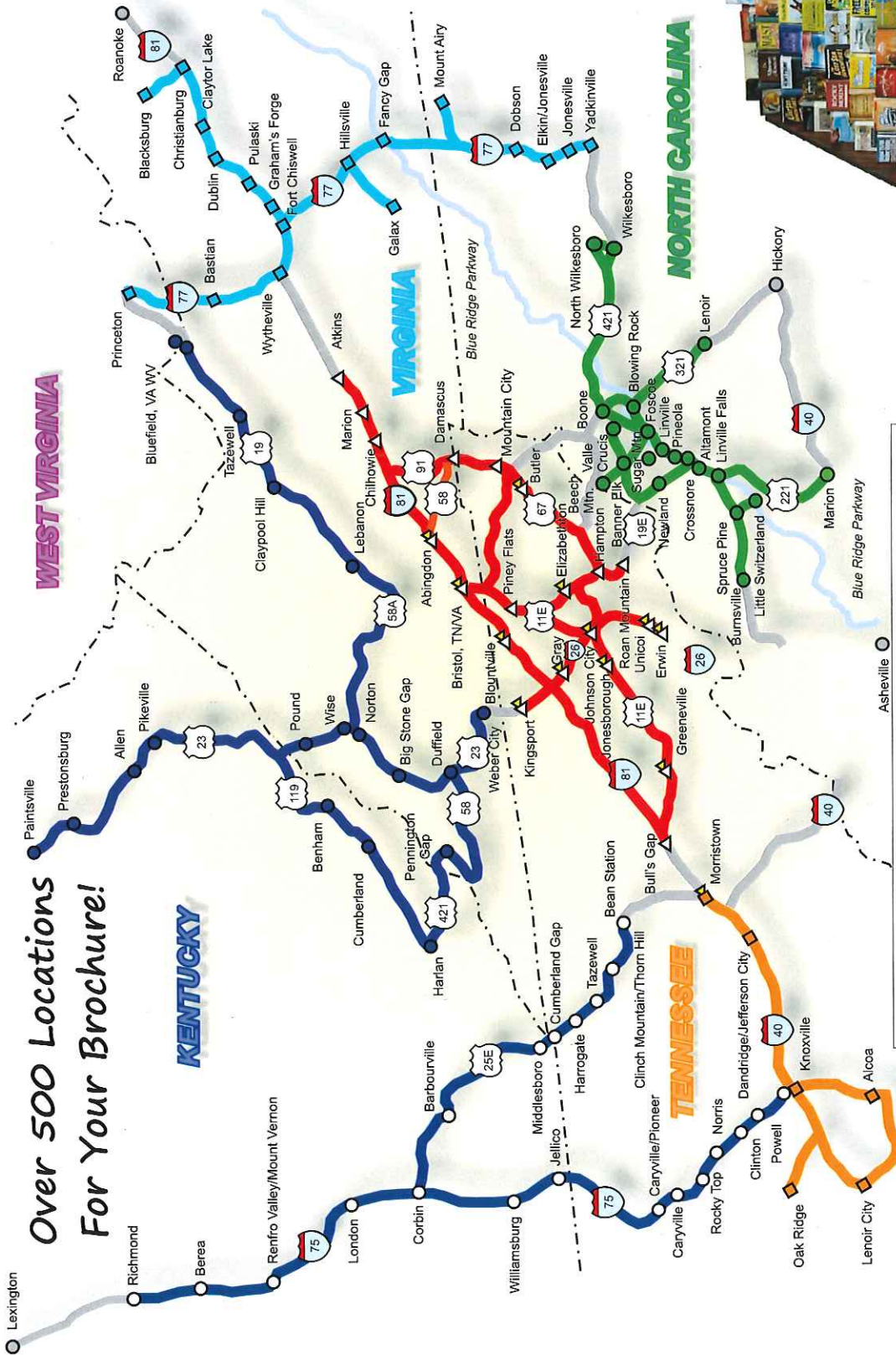
Conditions

1. **Approval, Indemnity:** Print Distribution Service, LLC (PDS) reserves the right to reject at any time, either before or after placement in the racks, any advertisement which PDS deems in its sole discretion, to be offensive, unsuitable, false, misleading or deceptive. The Advertiser and Agency each agree to defend, indemnify and hold PDS harmless from any and all demands, claims, suits, losses, damages, liability, judgments, and costs including reasonable attorney's fees incurred by PDS in enforcing this Agreement or arising out of, or related to, this Agreement or the contents or subject matter of any or copyright infringement displayed pursuant to this Agreement
2. **Loss of Location:** PDS will use its best efforts to provide distribution to the number of locations specified. However, due to the inherent temporary nature of locations PDS may provide substitute locations if one or more sites are lost.
3. **Agency Representations-Liability:** If this Agreement is executed by an advertising agency, Agency acknowledges that even though it is acting as agent for a disclosed Advertiser, Agency nonetheless agrees to pay for all invoices as they become due. Advertiser shall be liable for all amounts unpaid by Agency, notwithstanding any agreement between Advertiser and Agency.
4. **Invoices, Default:** If Advertiser/Agency fails to pay an invoice when due, or makes assignment for the benefit of creditors, or if a petition in bankruptcy or for reorganization under the Bankruptcy Act is filed by or against it, PDS may, at its option, accelerate this Agreement and declare the entire contract amount immediately due and payable. In the event any invoice is not paid in full within such period, PDS may, terminate this contract, remove Advertiser's brochure and rent the space. Advertiser shall be responsible for any costs, losses, or expenses incurred by PDS in exercising its rights as set forth in this paragraph. Should PDS institute any action or proceeding to recover amounts due hereunder, Advertiser/Agency agrees to pay, in addition to such amounts, Print Distribution's Costs and expenses, including reasonable attorney's fees, of not less than twenty-five (25%) percent of the balance owed. Advertiser/Agency further agrees to pay a service charge of one and one-half (1 ½%) per month (APR 18%) on all amounts not paid within thirty (30) days of the date when payment is due, until payment in full or satisfaction of any judgment.
5. **Agency Commission:** No agency commission shall be allowed if payment in full is not received by Print Distribution Service within sixty (60) days after date of invoice.
6. **Contingencies:** Any failure or delay, in whole or in part, in providing the displays agreed to herein, resulting from acts of God, strikes, concerted action by employees or labor organizations, boycotts, riots, civil insurrection, war, national emergencies, governmental restrictions, inability to secure specified material, or from any other cause beyond the control of Print Distribution Service, shall not constitute a breach of this Agreement.
7. **Limitation of Liability:** PDS' liability for any and all losses or damages to Advertiser/Agency resulting from Print Distribution Service's failure to perform any part of the services specified herein shall in no event exceed the price of the advertising display space with respect to which losses or damages are claimed. In no event shall Print Distribution Service be responsible for incidental or consequential damages.
8. **Taxes:** Should this contract become subject to any federal, state or local taxation, PDS shall bill such tax on the stated rate herein.
9. **Assignment:** This contract shall be binding upon all successors, assigns or heirs of the parties and they shall assume all obligations contained in this contract as if signed by them. The rights of Advertiser/Agency hereunder are not assignable without the prior written consent of PDS. The Advertiser acknowledges he is responsible for the total amount due under this contract and shall not attempt to dispose of business which is being advertised without providing notice to PDS and the purchaser of said business of the state.
10. **Venue:** This contract is offered as an outline subject to changes and modifications proposed by the Advertiser/Agency and accepted by PDS. Both parties agree that this contract shall be construed equally as to the parties and no presumption shall apply regarding the preparer of same. Once executed, this document shall be considered a mutual and joint contract for all legal interpretation purposes. This contract shall be deemed to have been entered in to the State of Tennessee and shall be construed in accordance with the laws of the State of Tennessee. The parties agree that venue for any action arising out of this contract shall be in the courts of Washington County, Tennessee.

PRINT DISTRIBUTION SERVICE, LLC

Distributing brochures and visitor guides in the heart of the mountains.

Over 500 Locations For Your Brochure!



PRINT DISTRIBUTION SERVICE ROUTES

2017 YEARLY RATES - MULTI-SYSTEM DISCOUNTS GIVEN

○ Kentucky/Cumberland Gap/I-75	63 Locations	\$1,212
◆ Knoxville Metropolitan Area	97 Locations	\$1,860
◆ New River Valley/Yadkin Valley	76 Locations	\$1,320
◆ North Carolina High Country	79 Locations	\$1,515
▲ Tri-Cities Regional	123 Locations	\$2,376
● Virginia/Kentucky Mountains	50 Locations	\$960
▲ Tri-Cities Corporate/Public Building	48 Locations	\$816
Bulk Distribution*	5 State of TN Welcome Centers	\$330

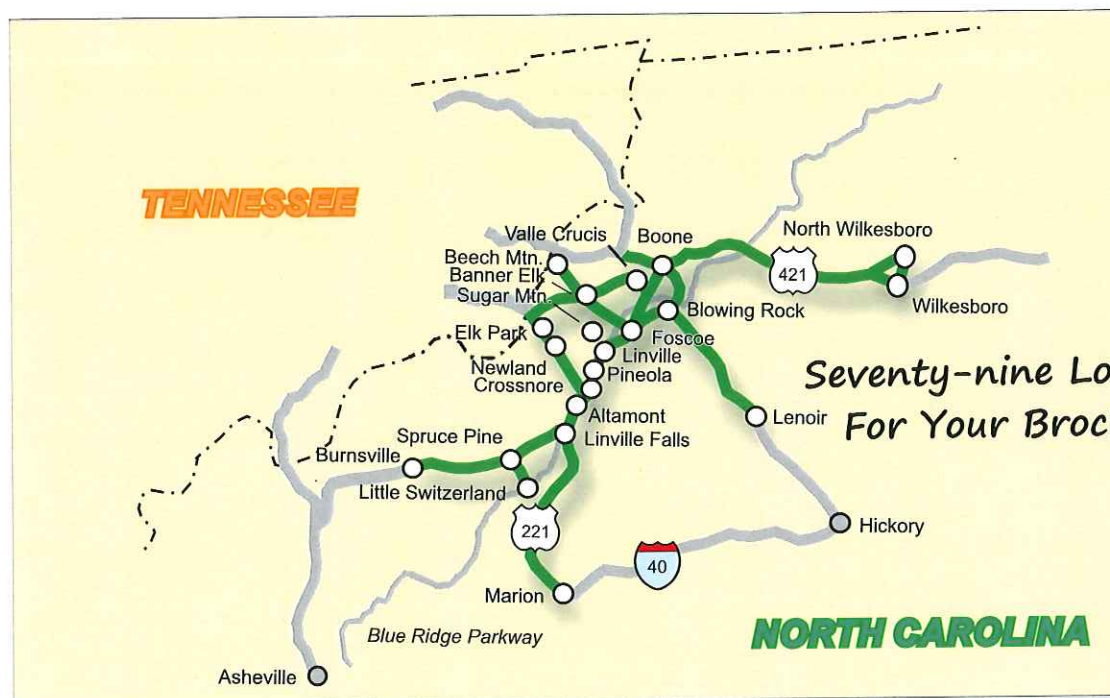
*Bulk - For Approved TN Businesses Only Bristol, Harford, Jellico, Kingsport, & Unicoi



Communication: Print Distribution Service Contract (Financial)



NORTH CAROLINA HIGH COUNTRY SYSTEM



Seventy-nine Locations
For Your Brochure!

Print Distribution Service, LLC, P.O. Box 355, 1903 Hwy. 11E South, Jonesborough, Tennessee, 37659 Phone: (423) 753-8191 printdistribution.com

ALTAMONT, NC (1) US-221 - Three Mile Quick Mart

BANNER ELK, NC (10) US-194 - Banner Elk Exxon, Best Western/Mountain Lodge, Blue Ridge Village, Blue Ridge Village Hospital Cabin, Highlands of Sugar Mountain, Puerto Nuevo Restaurant, Sugar Ski and Country Club, The Great Train Robbery, Vacations & Travel US-105 - Smoketree Lodge

BLOWING ROCK, NC (14) US-221 - Blowing Rock Inn*, Boxwood Lodge*, Chetola Resort, Green Park Inn, Homestead Inn, Meadowbrook Inn, Meadowbrook Inn Annex, Mountaineer Inn & Cabins US-321 - The Blowing Rock, Cliff Dwellers, Holiday Inn Express, Swiss Mountain Village, Tanger Outlet, Village Inn of Blowing Rock

BOONE, NC (11) US-105 - Baymont, Comfort Suites, High Country Souvenirs, Highland Hills Motel, Ingles Supermarket, Courtyard Marriott, Troy's 105 Diner US-321 - Daniel Boone Inn Restaurant, Fairfield Inn, Holiday Inn Express, Horn in the West*

BURNSVILLE, NC (2) US-19E - Garden Deli, Western Sizzler

CROSSNORE, NC (2) US-221 - Blair-Fraley Sales Store, The Weaving Room

FOSCOE, NC (3) US-105 - Foscoe Fishing Company, Foscoe Rentals, Greater Foscoe Mining Company*

LENOIR, NC (5) US-321 - American Inn, Comfort Inn, Days Inn, Green Mountain Park Resort, Red Carpet Inn

LINVILLE, NC (4) US-221 - Office of the GFMHG, Front Entry and Foyer, Pixie Motel*, Tartan Restaurant

LINVILLE FALLS, NC (4) US-221 - The Inn at Blue Ridge Country Club, Linville Falls RV Park & Campground*, Linville Falls General Store, Parkview Motor Lodge

LITTLE SWITZERLAND, NC (4) Off US-226 - Big Lynn Lodge & Restaurant*, Emerald Village*, Little Switzerland Cafe' & General Store*, Switzerland Inn*

MARION, NC (3) US-221 - Comfort Inn, Hampton Inn, Super 8 Motel

NEWLAND, NC (2) US-194 - Carolina Bar-B-Que, Shady Lawn Lodge

PINEOLA, NC (1) US-221 - Italian Pizza & Pasta Restaurant

SPRUCE PINE, NC (7) US-19E - G & G Convenience Center, Southwest Trading Company, Springmaid Mountain Resort, Spruce Pine Motel US-226 - Bear Den Campground, G & G Convenience Center, Gem Mountain*

WILKESBORO, NC & NORTH WILKESBORO, NC (6) US-421 - Addison Inn, Hampton Inn, Holiday Inn Express, North Wilkesboro Town Hall, Red Carpet Inn, Wilkes Town Hall

Communication: Print Distribution Service Contract (Financial)

DBDA Website

Brainstorming

8.7.17

Home Departments ▾ Important Links ▾ DBDA



Town Parks & Greenways Ordinances ▾ Contact Us



Visit our town calendar for a complete listing of upcoming events

Communication: Website Update (Promotion/Design)



Visitors	Business Owners	Locals	Students
----------	-----------------	--------	----------

About Us

The Downtown Boone Development Association's 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. We currently host 16 promotional events and activities annually, including First Friday Art Crawls, The Easter EGGstravaganza, Downtown BOOI, and the annual Christmas and July 4th parades.

DBDA Office

Physical Address:
The Jones House Cultural and Community Center
604 West King Street
Boone, NC 28607

*Closed during Town observed Holidays

Downtown Boone Development Association

Contact Information
PO Box 362 Boone, NC 28607
Phone: (828) 268-6280

Other Important Links

[Appalachian State Gameday Central](#)

[Appalachian Theatre of the High Country](#)

[Available Properties For Rent and Sale](#)

[Boone Chamber of Commerce](#)

[Explore Boone](#)

[Jones House Cultural and Community Center](#)

Make these link to either NC Main Street webpage, or another page that explains what these things are and why they matter à



ADD:
-site map

©2017 Downtown Boone

- [Home](#)
- [DBDA](#)
- [Events](#)
- [Parking](#)
- [Directory](#)
- [Contact Us](#)
- [About](#)



Business Owners

- Get to know your neighbors
- New businesses
- Road closures/other announcements
- Downtown News
- Upcoming Events
- DBDA info – how to get involved, etc.
- Façade Incentive Grant
- Networking opportunities (Chamber and HCLF)
- Business support programs (HCLF, Ascent Business Network, SBC)

Want to open a
business in
Downtown Boone?

Contact the DBDA Coordinator



Name: _____
Email: _____
Question/Comments:



New/Prospective Business Owners

- Commercial Space Available
- Why Boone is good for business
- Stats/infographics on economic development
- Checklist for starting a business here
- Helpful links (planning dept, utilities, etc)

Contact the DBDA Coordinator



Name: _____
 Email: _____
 Question/Comments:



Visitors We are so glad you're here! Stop by the Jones House or Town Hall for any questions you might have!

Shopping			Foggy Pine Books Hours Address Phone Number Website			
Restaurants, Food and Beverage						
Arts and Culture						
Upcoming Events						

- Parking
- Town Parks and Greenways
- Greater Boone area info
- Public Restroom Info
- ASU Tailgating

Communication: Website Update (Promotion/Design)

Locals



Shopping			Foggy Pine Books Hours Address Phone Number Website SHOP LOCAL DISCOUNT	Local discount		
Restaurants, Food and Beverage	Local discount					
Arts and Culture						
Upcoming Events						

Parking

Town Parks and Greenways

Greater Boone area info

Communication: Website Update (Promotion/Design)

Students



Shopping					
Restaurants, Food and Beverage					
Arts and Culture					
Upcoming Events					

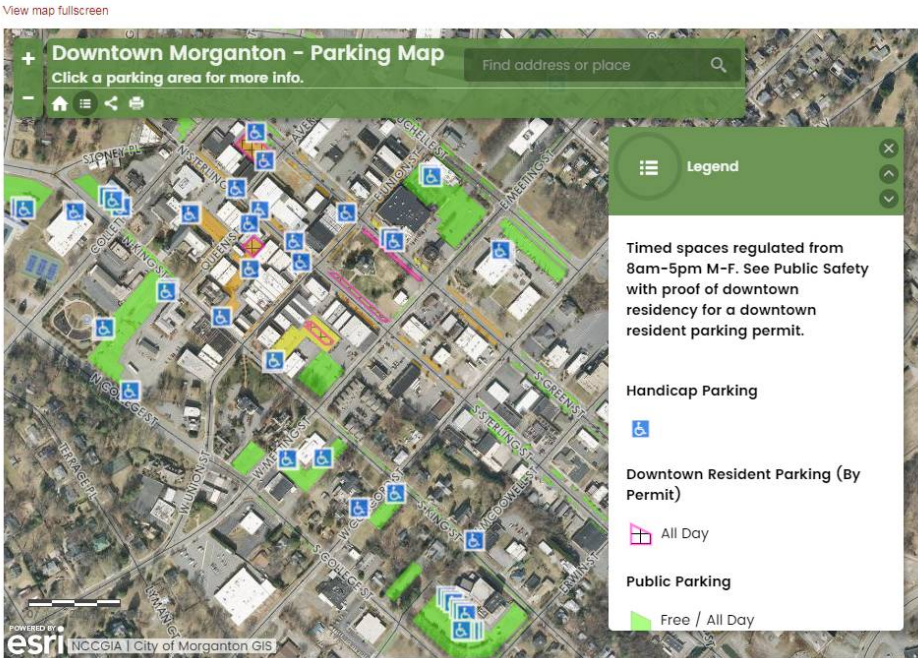
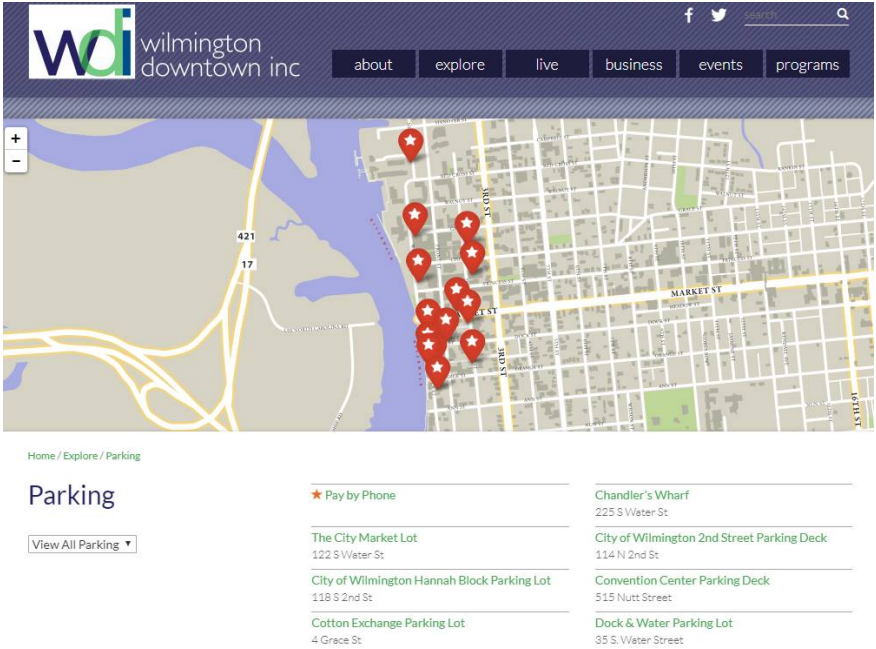
Parking

Town Parks and Greenways

Greater Boone area info

Communication: Website Update (Promotion/Design)

Parking



Click map to follow to live page – two examples

Long term goal

Communication: Website Update (Promotion/Design)

Home

DBDA

Events

Parking

Directory

Contact Us

About

Events Calendar

The screenshot shows the 'EVENTS' section of a website. At the top, there's a navigation bar with links: Home, DBDA, Events, Parking, Directory, Contact Us, and About. Below the navigation bar, the 'EVENTS' section is titled. A sub-header reads: 'To filter events, select the month, adventure level, event category, location, or keyword. Then, click the magnifying glass symbol at right.' The main content area is divided into two columns. The left column, titled 'THINGS TO DO', lists various activities: Attractions, Events, Explore Boone Area Breweries, Grandfather Mountain, Shopping, Art Galleries & Museums, Spas & Wellness, History Travels & Tours, Gem Mines, Back Road Scenic Drives, Travel Itineraries, Parks & Playgrounds, Bon Appetit Appalachia, Guide to Game Day Parking, and Choose & Cut Christmas Trees. The right column features a calendar for August 2017, with the date 'Aug 16' selected. Below the calendar, there's a section titled 'ON-GOING EVENTS' for 'AUG 16, 2017'. It lists three events: 'TRIVIA NIGHT: LOST PROVINCE BREWING CO.' (Boone), 'TURCHIN CENTER EXHIBIT: CIRCLES OF INFLUENCE' (Boone), and 'TURCHIN CENTER EXHIBIT: IMAGES OF SOCIAL ...' (Boone). Each event includes a brief description and a 'MAP IT | DETAILS' link. A 'FEATURED EVENTS' section at the bottom left highlights 'RAILROAD HERITAGE WEEKEND' (8/26/17 - 8/27/17) with a 'View all events' link.

Do we need to reinvent the wheel?

TDA's website is my preference in terms of design and style and most of the events are happening downtown anyway.

- Home
- DBDA
- Events
- Parking
- Directory
- Contact Us
- About

Downtown Boone Development Association

The Downtown Boone Development Association's 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

Downtown Boone

[HOME](#)[DBDA](#)[EVENTS & PROGRAMMING](#)[DIRECTORY](#)[PARKING](#)[ABOUT](#)

Home » Events » DBDA Meeting Agendas, Minutes, Documents, and Facade Incentive Grant

DBDA Meeting Agendas, Minutes, Documents, And Facade Incentive Grant

[Facade Incentive Grant](#)

[2017 - 2018 DBDA Board Members](#)

[2017 Meeting Agendas And Minutes](#)

[2016 Meeting Agendas And Minutes](#)

[2015 Meeting Agendas And Minutes](#)

[2014 Meeting Agendas And Minutes](#)

[2013 Meeting Agendas And Minutes](#)

[2012 Meeting Agendas And Minutes](#)

Next DBDA Meeting:
September 12th
8:30 am
Watauga Library
[Count me in!](#)

Communication: Website Update (Promotion/Design)



Directory

DBDA Member Login: _____



SPECIALTY SHOPS

Business Name	Address	Phone Number	Website	Public Email

Business Owner	Owner Email Address	Owner Photo



RESTAURANTS

Business Name	Address	Phone Number	Website	Public Email

Business Owner	Owner Email Address	Owner Photo



Contact Us

Call us: 828-268-6283

Email: Brittney.clark@townofboone.net

Visit us: Town Hall
567 W King Street
Boone, NC 28607

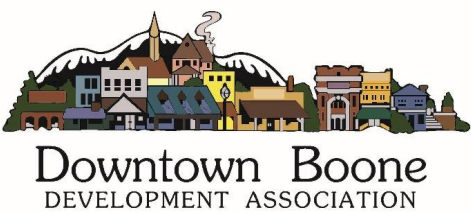
Contact us: (form to fill out)

Name: _____

Email: _____

Subject: _____

Question/Comments:



Examples of Big Boom Designs work

