Downtown Boone Development Association
Regular Board of Directors Meeting – September 12, 2017
8:30 am – Watauga County Public Library – Conference Room

Board Members present: Dave Walker, Tucker Deal, Mike O'Connor, Anna Roseman, Bruce Sparks (for Kendra Sink), Monica Caruso (at 9:15)

Ex-Officios present: Loretta Clawson

MSD members present: Piper Wilson (Lililu on King), Libby Henley (Lililu on King), Donnie Lee (Elevated Piercing), Erin Lee (Elevated Piercing), Sara Scott (Reckless Arts), Thea Young (Footsloggers), Jenny Miller (Footsloggers), Mary Prewitt (Foggy Pine Books), Kelly Dupree (Boone Saloon), Samantha Bridges (Law Offices of Joshua Teague), Tommy Brown (F.A.R.M. Café)

Staff present: Brittney Clark, John Ward, Glen Kornhauser

Handouts: Agenda, Updated Job Description for DBDA coordinator, Town DBDA budget worksheets, Website Powerpoint

GENERAL BUSINESS

Tucker Deal called the meeting to order at 8:40 am with a quorum.

APPROVAL OF MINUTES AND AGENDA

Minutes

Tucker shared that the structure of the meetings is still in flux. Tucker asked if everyone had had a chance to review the minutes for approval. Michael made a motion to approve; Dave seconded. All voted to approve.

Agenda

Brittney asked to amend the agenda to add the discussion of committees under General Business. Tucker asked for a motion to amend the agenda. Michael motioned to approve the amended agenda; Dave seconded. All voted to approve.

Signature Card for PNC Bank

Brittney shared that a motion was needed for Tucker Deal and Monica Caruso to be added to the signature card for the DBDA checking account with PNC bank. Anna made a motion to approve; Michael seconded.

Tucker made the suggestion to introduce everyone at the table and their role: Tucker Deal of Deal, Mosely and Smith, VP of the DBDA; Michael O'Connor, fiscal plant director for ASU, liason with ASU, board member; Sara Scott of Reckless Arts; Taya Young with Footsloggers; Jenny Miller of Footsloggers and community volunteer; Loretta Clawson, ex-officio member of the DBDA board and on Town Council; Mary Prewitt of Foggy Pine Books; Kelly Dupree of Boone Saloon; Anna Roseman of Anna Banana's and a board member for the last few years; Bruce Sparks for Kendra Sink, board member from Mast General

Store; Samantha Bridges, Josh Teague's Office, legal assistant; Dave Walker with Blue Ridge Women in Agriculture; Piper Wilson, Manager at Lililu on King, Libby Henley of Lililu of King; Brittney Clark, DBDA coordinator; Donnie Lee owner and manager of newly established Elevated Piercing; Erin Lee, Donnie's wife, and piercer at Elevated Piercing; Tommy Brown, volunteer coordinator and lots of other things at F.A.R.M. Café; Glen Kornhauser, Boone PD; John Ward, Town Manager; Thomas Studnicky, Town Hall intern.

Committees (added to agenda as amendment)

Brittney asked for board members who are on committees to share what committees they are on. Tucker shared that the only standing committee is the Organizational committee, which is a standing committee made up of the officers of the Board. No other official committees exist; the board has the flexibility to appoint a committee as needed, and the committee is dissolved once its task has been completed. Previous committees mentioned were: Façade Incentive Grant (FIG), Website, Public Art, Christmas committees.

Tucker clarified that members of the MSD can join committees, but they must be chaired by a board member.

Tucker suggested that going forward, once committees have been established, committees prepare a one page resolution for the board, which give us something to fall back on.

Revision of the Bylaws

John Ward suggested that voting by email should be removed. Brittney suggested that Downtown be spelled correctly in the title, and that the revision date be added as a header or footer on each or the first page. Tucker suggested a formatting change – under committees, sections are labeled with "a" and "a" again instead of moving on to "b". Tucker asked for any discussion. Anna made a motion to approve the changes in the bylaws, Dave seconded. All voted to approve.

Reception for DBDA Coordinator, new Board members

Brittney passed out updated job description of DBDA Coordinator, as promised from last month. Brittney asked that the reception for the DBDA coordinator be held in connection with welcoming new board members. We have two openings on the DBDA board. Brittney asked for suggestions on the date. After discussion about a Tuesday vs a Thursday evening, the date of October 17th, which is a Tuesday, at 5:00 pm, ending at 7:30 pm, at the Turchin center.

ORGANIZATION

MOAA Fundraiser

Brittney explained that George Brudzinski asked the DBDA partner with him in raising money for the new memorial that will go downtown. He asked for a percentage of donations donated to the MOAA one weekend. My suggestion is Veterans Day (November 11), which is also Hero's Day for Appalachian

State, when the Football team plays Georgia Southern. Anna suggested that businesses have a chance to opt in or out. Tucker asked for clarification on what the MOAA wants; John stated that it was support. Tucker motioned to approve the MSD moving forward with supporting the MOAA in their fundraising efforts; Michael seconded. All voted to approve.

Main Street Trail

Brittney explained that she was approached by Main Street Trail to create a virtual tour of Downtown Boone. Free to Boone, but would be a cost of $325/year for the businesses to participate. It was decided that this was not a benefit to the MSD members; Brittney will let the salesman know our decision. Donnie mentioned that this is also something that businesses can pursue themselves if they want; Sara mentioned that Reckless Arts has students looking for projects that could benefit shop owners.

Reusable Shopping Bag

Brittney shared that Libby and Piper from Lililu on King presented an idea of a reusable shopping bag that would have a cute graphic of the town of Boone on it, and businesses can opt to be part of the bag by making a commitment ahead of time. The bags would be customizable for each business. Brittney asked if people were interested in this, and if so, if we should form a committee. Anna stated that she was. Libby elaborated a bit on the design of the bag, and that the design could be a part of a competition among artists. Glen suggested making them clear so they could go inside football games; the bags would have to be too small to fit those constrains. A committee was formed that will consist of Sara Scott, Thea Young, Piper Wilson, Libby Henley. Michael shared that if the ASU logo was going to be used, the university would need to be contacted. He agreed to help with getting that approval as well as possibly sponsorship. ***NEED BOARD MEMBER TO CHAIR THIS***

Welcome Kits for area hotels

Brittney asked about history behind a welcome kit for area hotels. Nothing has been done, besides handing out Downtown Brochure. Brittney asked how much they would like to spend on this. Anna stated it would depend on how much money; Tucker seconded. Brittney asked for volunteers for a Marketing committee. Anna, Sarah and Tommy volunteered. Dave Walker shared that Lynne Mason would want to be on this committee also. Brittney will follow up with her.

Mice on Main

Brittney shared brief history of “Mice on Main” project in Greenville, SC. Shared plan that Lisa Flanigan shared with her, with the addition of additional ideas (Bears instead of Butterflies), including making the project expand to even the furthest reaches of the MSD. Brittney asked if there was support behind pursuing this project. There were some questions, like what people get when they collect the stamps, where they would be, etc. Anna shared she didn’t think it should be a priority (maybe a spring, filler project). Loretta wanted to know how they are protected. Glen suggested they be bolted down. Bruce from Mast shared about his experience in Greenville with Mice on Main. Brittney asked for volunteers

for a committee. Mary, Taya, Glen, Monica, Lisa and Sara volunteered. (Kendra from Mast was also added, because of a conversation with Brittney had with her prior to the meeting). Thomas shared that there are grants available from NC Cultural Resources and Appalachian Regional Commission for this project.

Foggy Pine Books Literary Festival

Brittney invited Mary Prewitt to share about the Foggy Pine Literary Festival. Mary wants to have a two-day event downtown the weekend of April 13-14. Her goals are to raise money for a new building for her business and secondarily to give a literary award to an author in the high country. She wants to have a welcome event on Friday night, with the "meat" of the event happening on Saturday. She is working on a name. A committee was not formed but community members are welcome to meet with Mary to help her plan.

First Friday Art Crawl vendors

Brittney shared that vendors are asking to participate in First Friday, sometimes even competing vendors, with one example being for September, a potter wanted to set up right next to Doe Ridge Pottery. Brittney asked about accepting temporary MSD memberships and asking people to sign a non-compete disclosure. John shared that this used to be regulated but isn't anymore. Anna shared that we don't have authorization to make a change; advised Brittney to share with people asking what the law says, which is that they can't block the sidewalk.

Brittney asked what the Board would recommend for promoting Art Crawl. Anna suggested flags that the ones that used to be up. Also having an ad in the Mountain Times. This will be added to the marketing committee.

FINANCIAL

Support of the Jones House

Brittney shared that the Jones House is requesting funding; reminded the Board they have already approved $3,000 for the summer concerts. Shared that there was an additional request for $1,500 for Doc Watson Day and $1,500 for the Christmas Tree lighting. Copies of the DBDA financial documents were shared with attendees. Tucker asked for what that money would be used for – staffing, food; music for Doc Watson day. Tucker asked for invoices for these events.

Print Distribution Services Contract

Brittney shared that the Print Distribution Services contract is up for renewal; the service puts our Downtown Boone brochures into racks in 80 locations around the high country. Cost is $1,460 for the year; would start in October through the following October. It was agreed that contracts like this would go through the newly formed marketing committee for future decisions. Dave motioned to renew the contract; Monica seconded. All voted to approve.

Update on Wi-Fi downtown

The discussion of Wi-Fi downtown was skipped due to time constraints.

PROMOTION/DESIGN

Update on Howard Street

The discussion of Howard Street was skipped due to time constraints.

Website Update

Brittney shared that after recognizing from the Board at the August meeting that the website was a top priority, she has spent the last month create a website design and content proposal, which she shared in print form with the Board. She also met with several board members, including a former board member (Chris Grasinger) to get their input. She also shopped the design out to another web designer she bumped into, so there is another bid on the project on the table. The design was also sent to Big Boom Designs, who responded back that the proposed design would likely change the previously sent contract because it was out of the scope of what they had originally talked about. Tommy Brown mentioned the SEO (Search Engine Optimization) support and ease of updating, Mary Prewitt shared that the aesthetic of a website is important, Sara made the suggestion of using blogs and social media to draw people back onto the website. Tucker asked to see both contracts and other work from both designers. Brittney will provide the board with these documents and a special meeting will be called in two weeks to vote on which direction to go in.

UNC School of Government – Development Finance Initiative

The discussion of the UNC School of Government Development Finance Initiative was skipped due to time constraints.

OTHER BUSINESS, COMMENTS, OR CONCERNS

The call for other business, comments or concerns was skipped due to time constraints.

ADJOURNMENT

Michael motioned for the meeting to adjourn; Anna seconded. The meeting was adjourned at 10:05 pm