Downtown Boone Development Association
Regular Board Meeting – September 28, 2021
8:30 am – Webex Virtual Meeting

Board Members present: Megan Biddix, Denise Lovin, Wayne Miller, Austin Northern, Jim Marsh, Michelle Novacek, Brandon Bettis, Melody Pineda, Lisa Flanigan and Wayne Randall

Ex-Officio's present: Nancy LaPlaca and Sam Furguiele

MSD members/guests present: Allison Neely

Staff present: Lane Moody, Mark Freed and Brad Farthing

Call to Order

Megan called the meeting to order at 8:31am.

Request for Approval of September Agenda

Lane asked if the Board would consider adding "Discussion or Approval of Moving Undesignated Funds to Public Works to Continue Sidewalk Replacement". Megan made a motion to approve the agenda with the addition of Lane's suggestion. The motion was seconded by Michelle and had a unanimous vote. Lane also asked to give a few updates. She first informed the Board that at the last Town Council meeting both Kendra Sink and Monica Caruso were honored with Volunteer Appreciation Resolutions for their work on the DBDA Board. Lane also stated that the NC Main Street program has an opportunity to acknowledge people who have helped advance the goals of their downtowns. She continued that the Downtown Boone Development Association has nominated Boone Area Chamber of Commerce President David Jackson for his support of downtown with the Keep Boone Healthy, Take Out Tuesday and Downtown Advocacy Committee initiatives. Lane then informed the Board that new trashcans had been delivered and the Design Committee has chosen new public art for the space in the N. Depot lot.

Request for Approval of August Minutes

Wayne Randall made a motion to approve the August minutes. The motion was seconded by Megan. Michelle Novacek abstained from the vote and otherwise it had a unanimous vote.

Approval of Financial Statements

Lane opened by stating that there were a few costs that had been incurred but are not reflected in the statement, specifically the cost for the hotel for the Main Street Conference and a brochure reprint. Michelle stated that the brochures were reflected. Michelle then made a motion to approve the financial statements. The motion was seconded by Wayne Randall and had a unanimous vote.

<u>Organizational</u>

Discussion of Setting Meeting Times for By-Laws Review and Main Street Work Plan Session

Lane opened by stating that there were two items that would need additional discussion time and she would like to plan the times for those discussion. Those discussions being a review of the current by-laws as well as a review of the Main Street Work Plan. Lane proposed that in an effort to minimize the amount of meeting times the By-Laws review could be scheduled during the November Board meeting, contingent upon the Town

Attorney's availability and add discussion of the Main Street work plan to the budget retreat early next year. There was general consensus to move forward with that scheduling.

<u>Design</u>

Discussion of Streetscape Updates

Lane opened by letting the Board know that the sidewalk work on N. Depot Street had been completed, the road had been repaved and an additional 5 streetlight poles had been added. Lane then reviewed the sections of streetscape that had been completed in 2021. She continued that Greene's construction is currently working in front of the Green Wilcox building and should hopefully finish up in the next two weeks. She added that while this would be discussed later in the meeting, there is the potential to continue sidewalk work in front of the Post office, if the Board was supportive. Wayne Miller inquired about the status of the wayfinding project. Lane stated that it was her understanding that the intent was to piggy back off of the TDA's Wayfinding Project, that has been previously suspended. However, it is now an active project. Jim inquired about streetlights in front of Daniel Boone Condos, and Lane stated that she would inquire with Public Works and follow up with him. Lane stated that she would talk with the TDA and get an updated timeline on the Wayfinding Project. Denise expressed frustration with the length of time it was taking to get wayfinding signs, and inquired if the DBDA could take on the project themselves. She continued that it is important to make sure that visitors know about our historic downtown. Megan stated that it could be nice to have signage that matched the DBDA's new logo. Lane asked Denise if she was proposing signage both inside and outside of downtown and she stated that she was. Lane then stated that she would add this to the October agenda and bring back additional information.

Updates on Queen Street Stairs Proposal

Lane opened by reviewing the costs estimates that were presented at the last meeting, and then stated the need to clarify one piece. Lane said that after a follow up conversation with Sustainability and Special Projects Manager George Santucci, she was informed that the proposal for solar panels was indeed a solar structure, not just solar panels. Lane stated that she is working to get more detail about the solar roof structure, as well as possible funding sources. With no further questions the Board moved on.

Discussion of Parking Meter Upgrades

Lane opened by stating that 210 parking meters had been upgraded as of the past few weeks. She stated that the meters were previously 2G and 3G and have been upgraded to 4G with Public Works Department working on cosmetic upgrades as well. Lane also reviewed the additional spaces that have been added on Burrell Street.

<u>Promotion</u>

Discussion of Buskers Fest

Lane stated that the upcoming Busker's Fest is a part of the October First Friday Art Crawl and is a collaboration with the Watauga Arts Council. She continued that there would be a variety of visual, musical and performance artists strategically placed throughout downtown from roughly 5pm until 8pm. Denise inquired about what is being done to promote the event. Lane stated that the Arts Council had already been posting to social media and made a website for the event. She continued that both the DBDA and Jones House have links to the event on their websites as well as social media. With no further questions the Board moved on.

Discussion of Boone BOO!

Lane opened by thanking Brad Farthing and Mark Freed for their work to develop a guide for Boone BOO! this year. She then took a few minutes to review other events and happenings that weekend, road closures for BOO, COVID related precautions, parking and other related items.

<u>Financial</u>

Request for Approval to Pay for the Return of "Skywalk" the Wayne Trapp Sculpture

Lane opened by reviewing the history of the "Skywalk" sculpture. She continued that she has been working with Lindsay Miller from the Turchin Center, as well as Amber Bateman to get the piece returned she continued that the current cost estimate for a crane company that indicated the piece could be returned for less than $1,000. Michelle then inquired if the piece needs to be repainted and asked if there would need to be additional maintenance. Lane stated that it was her understanding that the piece would need to be repainted. Michelle then made a motion to cover the costs associated with returning the piece. Lisa expressed some concern about returing the sculpture without knowing the cost of repainting. After a brief discussion, Michelle amended her motion and moved that the Board allocate $2,500 for the repainting and return of Skywalk. The Board expressed some concern about returning the piece unpainted and asked to have costs estimates for repainting the piece before committing to paying for the return. Michelle then withdrew the motion.

Request for Approval of Moving Undesignated Funds to Public Works to Continue Sidewalk Replacement

Lane opened by discussing the Revised Street Scape plan that was approved in 2018 and then she reviewed the sidewalk work that has been completed in the last 2 years. Lane stated that current sidewalk work being completed in front of the Green Wilcox building should be completed in the next 2 weeks. Lane added that there was still time to complete additional streetscape work if the Board was inclined to keep work moving. Lane stated that she talked with the Town Manager and Public Works and if the Board did want to keep working, the area that is in most need of repair would be in front of the Post Office. She continued that the additional streetlight poles could be added as well. Lane stated that in March of this year the DBDA moved $200,000 from the undesignated fund balance to Public Works for sidewalk replacement and when the work is finished up at Greene Wilcox she anticipates roughly $25,000 left. She stated that sidewalk work could pause for the year and start back in the spring or continue with upgrades in front of the Post Office. She continued that if the Board was inclined to move forward she suggested moving $100,000 from the undesignated fund balance, which would accommodate continue upgrades this year and should leave enough money left over to begin upgrades in the spring. She clarified that there would 3 areas to pool the money from; the undesignated fund balance, the remaining funds from construction this year and the MSD streetscape line. She continued that with the addition of the streetlight poles, the accessories and embellishments like flower pots, banners and Christmas decorations, would also need to be ordered. She also added that recently the design committee had walked throughout downtown and identified spots for additional benches, and that those could be added to the upgrades. She then reviewed the associated costs and timeline for expenditures and inquired about thoughts from the Board. Jim expressed his concern that he didn't think that the work was being done in the most efficient manner. Lane explained that some areas have been skipped over because of additional construction that needs to be coordinated. After a brief discussion, Megan made a motion to move

$100,000 from the undesignated fund balance to public works to continue sidewalk work. The motion was seconded by Michelle and had a unanimous vote.

Other business, comments, or concerns

Sam took a moment to update the Board about the previous night's Planning Commission meeting where the two downtown projects were discussed.

Call for Adjournment

At 9:37 Michelle made a motion to adjourn. The motion was seconded by Megan and had a unanimous vote.