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

Board Members present: Wayne Miller, Wayne Randall, Kendra Sink, Monica Caruso, Denise Lovin and Sarah Long.

Ex-Officios present: Lynne Mason.

MSD members/guests present: Rosie Bentle and Tara Stollenmaier.

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

GENERAL BUSINESS

Kendra called the meeting to order at 8:38am.

APPROVAL OF MINUTES AND AGENDA

Agenda

A motion was made by Wayne Miller to amend the agenda to talk about the Discovery map during the "Other Business" section of the meeting. This motion was seconded by Sarah and had a unanimous vote.

Minutes

Denise made a motion to approve the September meeting minutes. This was seconded by Kendra and had a unanimous vote.

Current Financial Statements

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

Approval of Board Nomination

Brandon Bettis board application was distributed to the Board. After some review, Denise made a motion to approve his application. This motion was seconded by Kendra and had a unanimous vote.

Previous Business

PNC Façade Grant

Kendra opened by stating that these Façade grants were left-over from the last DBDA meeting when the board lost a quorum. Lane stated that she had included the minutes from the last design committee meeting that discussed both grants. Lane pointed out that from her understanding this situation had happened before. She continued that per the design committee they voted to approve the grant and change the language that would allow someone to apply after work has begun contingent on it meeting the Secretary of the Interior Standards. Kendra stated that she thought that it would be a great disservice to not allow these projects to receive grants. After a short discussion Kendra made a motion to approve the PNC grant as well as update the wording in the façade grant to be able to include projects that have been completed but meet the Secretary of the Interior Standards. The motion was seconded by Wayne Randall and had a unanimous vote.

815 W. King Street Façade Grant

Lane opened by stating that this was the final approval of the façade grant application for 815 W. King Street. Denise made a motion to approve. The motion was seconded by Kendra and had a unanimous vote.

Organization

Town of Boone Contract

Lane stated that she added this to the agenda to make sure that everyone had a copy. Kendra asked if any changes had been made and Lane stated that Town Attorney Allison Meade cleaned up some of the language that was incorrect in regards to façade grants, and the DBDA coming before Town Council no less than bi-annually.

Main Street Workshop Review

Lane opened by stating that she included in the packet the information that had been returned from Sherry Adams our Main Street Program Coordinator. Lane continued that Sherry encouraged the Board to meet again to tighten up the wording and to make sure that the board is comfortable with the goals. The Board talked about how thankful they were for Sherry's help and thought that it was a good time for a new start with our social media strategy. Lynne questioned how we were able to calculate the amount of sales revenue. Lane stated that the reporting of that is something that she was unfamiliar with but thought about reaching out to the County tax office or local businesses. Denise suggested we reach out to Main Street folks to see how they calculate it. Lane then asked about the best time to schedule a meeting to review the plan. Kendra suggested that it might be best to combine it with the budget retreat in January. There was general consensus that this discussion be added to the budget retreat and to talk with Sherry beforehand about specific goals for the plan.

Financial

White Blaze Marketing Proposal Update

Lane stated that the requested pieces of information were included in the packets and the full proposals were on the table (in an effort to save paper). Kendra asked that Lane update the Board about her conversation with Erin Welsh of Welsh Social. Lane informed the committee that when she met with Mrs. Welsh she informed her that developing the social media was outside the scope of work of what she did, and gave a proposal based on what her current services are. Lane also stated that it was her understanding that after talking with Matt Powell from Destination by Design that they would also like to put together a proposal. After some discussion, the Board thought that it would be best to advertise that the DBDA is seeking proposals for the combination of social media strategy, photography of downtown and digital advertising on the DBDA's Facebook Page, Website and by e-mail to the MSD. There was some discussion that Lane would need to clarify the amount of photography included in the White Blaze quote. Lynne took a moment to update the Board about the work being done by Town Council to expand the MSD as well as futures goals for expansion.

Welsh Social Proposal

This was discussed during the White Blaze agenda item and put on hold until next month.

Banners for Downtown

Lane opened by stating that the design committee chose the two designs that were shown in their packet. Lane continued that she talked with Phil and he thought that the banner printed on Sunbrella fabric was sharper, but he also sent a sample of the Mainstreet fabric as a sample. The Board discussed the background and expressed some concern about the lighter color. After continued discussion the Board asked that Lane reach out to Phil Hensley with Mosca Design and request color swatches of both of the greens that were used on the Main Street Fabric as well as color swatch of the Sunbrella seagrass green. In addition they would like to request mock ups that removed "Welcome To" added in "Downtown" with both a curved and a straight option for the wording, similar to the logo. As well as adding "Live it Up" underneath with the following options: curved, straight, written in the mountains or absent.

Discussion then moved to the banner schedule and how the banners that are up were chosen. Kendra voiced concern about letting other groups continue to use the poles downtown. Lynne stated that she thought that a policy should be

developed and then sent to Town Council. Discussion continued about possibly developing a policy that would be complimentary to downtown. However, despite continued conversation no formal recommendation was made.

Additional Promotional Items

Lane opened the discussion by asking if the Board would like to order any additional promotional items. Lane continued that Bob Meier with Doe Ridge Pottery thought the new logo would look good on a mug and offered to make some for the DBDA for a fee. Lane stated that we did have some bags and stickers left but wanted to check in with the committee. The Board agreed that the logo would look good on the mug but did not decide to move forward with any additional promotion items.

Christmas Decoration Budget Amendment

Lane opened by stating that there had been discussion throughout the year by both the Town Council as well as the DBDA about adding additional Christmas decorations. Lane stated that Town Council has indicated their desire to focus on streetscape work. However, she and John talked about possibly moving money from the DBDA fund balance to the special projects line to be able to add more decorations without impeding streetscape work. Lane stated that she talked with Justin Stines the Facilities Maintenance Superintendent about adding lit garland and bows to the black light poles and a few other poles throughout downtown. She continued to discuss that there would be a few other options possible for decorations in the Jones House lawn but she would need a recommendation from the Board to begin that process. After a few minutes of discussion regarding decorations Sarah made a motion to recommend to Town Council that a budget amendment be made to move $20,000 from the fund balance of DBDA to the special projects line.

<u>Promotion</u>

Boone BOO! Planning

Lane opened by stating that planning was coming along nicely. Wayne Randall stated that BCBS planned to participate but he was concerned that there wouldn't be enough foot traffic. Lane stated that Cultural Resources had typically placed inflatables throughout downtown as visual cues to show how far participating businesses stretched and that was the plan again this year. Lynne asked if anyone had thought about possibly closing Depot Street from King to Howard to help move people towards Howard Street. The Board felt that closing the road at Depot could be beneficial for the businesses on Howard Street. Lane stated that she would see if she could get on the agenda for October to ask for the road closure. Lane inquired with Wayne Miller and Rosie Bentley if they had any concerns about closing the road and neither voiced any concern.

Lane then informed the Board that in addition to Mirror man that a flash mob style dance, with a rappelling Frankenstein was planned for Boone Boo and she reviewed the details for the event. She inquired if the Board thought it would be appropriate to have a Michael Jackson impersonator lead the dance.. After a brief discussion, the Board thought that it would probably be best to not include the impersonator. Lane also informed the Board about the stash of Halloween make-up that Cultural Resources is working to get out to the Community. (Sarah Long left during this discussion.)

Maranon Review

Lane opened and quickly reviewed how successful the Maranon was. She stated that she thought it was very well put together and was excited for next year's event.

Festive First Friday Planning

Lane stated that she thought that the planning of Festive First Friday is needed and would probably need to be sent to the promotions committee. However, she wanted to make sure that the entire board had an outline of the events for

the evening. Lane stated that she would be organizing a promotions committee soon. Tara asked about road closures for the evening and Lane stated that the plan was to close Depot Street from King Street to Howard Street.

Elementary School Field Trips

Lane stated that the Jones House recently had the third grade from Green Valley School come for a field trip and it was very successful. The students rotated through the Jones House, Post Office, Town Hall and Mast General. As a part of the discussion at the Main Street Workshop, Lane thought it would be a good opportunity to take the itinerary from the previous field trip and market it to other schools. Wayne Randall left during this discussion.

Design

Doc Watson Plaque

Lane stated that at the previous design committee meeting the committee thought that the addition of a marker at that corner could be problematic because of how busy that corner is. The suggestion was to add a marker to the back of bench. However, the discussion will continue in the design committee.

Economic Vitality

Shred Day in Downtown

Lane reminded the businesses of the upcoming shred day. She stated that there were flyers on the table and encouraged the Board members to take one.

Other business, comments, or concerns

Discovery Maps

Lane asked the Board if there was a general consensus to let Discovery Map use the new DBDA logo. The Board did talk about some suggestions they have for the next time the map is printed.

Call for adjournment

The Board adjourned at 10:17am.