

**Downtown Boone Development Association
Regular Meeting – October 9, 2018
8:30 am – Jones House Community and Cultural Center**

Board Members present: Kendra Sink, Denise Lovin, Dave Walker, Victoria Potter, Wayne Miller, Angela Kelley, Alex Hooker and Monica Caruso (arrived at 9:15)

Town Council Members Present: Mayor Rennie Brantz, Sam Furguiele, Loretta Clawson, Lynne Mason, Marshall Ashcraft and Connie Ulmer

Ex-Officios present: Lindsay Miller

MSD members/guests present: Laura Kratt (Appalachian Theatre) and Matt Powell (Destination by Design)

Staff present: Lane Weiss and John Ward (arrived at 9:09)

General Business

Approval of Agenda

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

Kendra asked for a vote to approve the agenda. Victoria Potter made a motion to approve. Dave Walker seconded and it had a unanimous vote.

Approval of Minutes

Angela Kelley made a motion to approve the September minutes. The motion was seconded by Victoria and had a unanimous vote.

Approval of Financial Statements

Kendra opened the discussion by reviewing the financial statements. Kendra commented that she really likes the new financial reports that show the transaction detail. Victoria made a motion to approve the financial statements. Angela seconded the motion and it had a unanimous vote.

Election of DBDA Appointed Director

There are currently no applicants so this item was not discussed.

Election of Officers

This item was moved to the November meeting.

At this time Kendra acknowledged that there were many new faces and asked that everyone introduce themselves.

Organization

Solicit Input for Downtown Business Rescue Plan at Town Council Request

Kendra opened the discussion by asking Town Council Member Sam Furguele to offer more guidance on the proposed small business rescue plan. Sam explained that rescue plan is endorsed by Town Council and expressed his thoughts on the loss of many of the downtown businesses and how downtown Boone has changed over the years. He also reviewed his parking ticket rebate proposal and the impact of the sales tax switch. He continued by informing the Board that Town Council would be beginning budget talks in the next few months and he was hoping that DBDA would consider coming up with proposals for how to remove barriers for businesses downtown. In response to Sam's comments Kendra clarified her understanding of why parking meters were installed downtown. Sam also discussed his views of the MSD and the collection and distribution of sales tax. Board Member Denise Lovin asked if Sam would clarify his request. Sam stated that he was requesting that the DBDA start a conversation identifying any barriers to success in downtown. Discussion ensued regarding the amenities and streetscapes downtown and the schedule for completion. Council Member Marshall Ashcraft commented that the Council is proposing an opportunity for input from the DBDA. Kendra noted the need to get out and talk with a variety of business downtown to get a better perspective. Sam also discussed the role of Town Council members as liaisons to committees and stated that it might be helpful for the DBDA to possibly check in with the Town Council from time to time. Kendra agreed that the committee could check in with Council. Kendra stated that she felt the first move would be to have a meeting with the businesses downtown. After some discussion, the DBDA decided to call a special meeting, in addition to our regular meeting on Tuesday, November 13 at 5:30pm. At the suggestion of Laura Kratt, the committee also thought that it would be helpful to send out a survey to help gather input. The committee is also going to meet on October 16 before the festive first Friday meeting to discuss the details of the business input meeting and survey.

Review of Board Books and policies for Sponsorship and Conflict of Interest

Lane Weiss asked that the committee briefly review the board books she made for the committee. Lane explained that she had trouble finding when the *Conflict of Interest* and the *Sponsorship* policies had been adopted. However, Lane stated that she is working with Town Attorney Allison Meade to get an updated *Conflict of Interest* policy. Kendra stated that it was her understanding the *Sponsorship* policy had been adopted and updated recently. Lane stated that she would research the *Sponsorship* policy and finish working with the Town Attorney *Conflict of Interest* and bring them back to the Board.

Financial

Boone BOO! Budget

Lane opened discussion by stating that she found where Brittney spent about \$1000 dollars last year and proposed \$2500 for the 2018-2019 budget. There was some concern about the budget and John clarified that it was meant to expand activities for Boone BOO!. Lane asked if the committee would be interested in supporting stilt walkers for downtown. Kendra inquired about the price and Lane stated she was unaware but would find out. With no further discussion the committee moved on to the next item.

Downtown Police Officer- Trading Cards

Lane reported to the committee that she spoke with Downtown Officer Glen Kornhouser and he stated that he and Brittney Clark worked out that the DBDA would sponsor the trading cards for the Downtown Police Officer. Denise inquired about the use of the cards. Lane explained that per her conversations with Glen that he used the cards to help build relationships with downtown businesses and found them to be quite helpful. Town Manager John Ward added that the Fire Department and Police department both have items that are kid-friendly that they give out. John added that Downtown offers a lot of outreach opportunity for both police and fire. With no further discussion the Board moved on.

Promotion

Boone Branding Update

Matt Powell with Destination by Design opened up discussion by passing out the logo without the tagline. Lane clarified that at the last meeting the Board liked the logo itself but was struggling to get on board with the “Free to Be” logo. Matt asked for input and stated that as the consultant, he really likes the tagline. Denise asked for the other taglines that had been presented. Matt had a few copies of the other taglines that he distributed and then reviewed. There were differing opinions for how to move forward, Denise suggested moving forward with the “naked” logo and waiting for a tag line. Kendra expressed her hesitation moving forward without a tagline fearing that a tagline would be forgotten. Town Council Member Lynne Mason chimed in that maybe during the business input meeting the Board could also ask downtown businesses their opinion of the tagline. Matt clarified that he saw three options moving forward 1. The need for another meeting 2. Moving forward with the “naked” design 3. Moving forward with “Free to Be”. The discussion then shifted to how to move forward. Kendra proposed that during the business input meeting downtown businesses could be asked to weigh in with their opinions of the taglines. Denise stated that she felt it would be good to continue to look for taglines. Matt stated that it was somewhat concerning to start the process over, stating that he was ok with it but noted that it could be a while before the branding is complete.

Laura Kratt, Denise Lovin and Lindsay Miller all left around 10am.

After continued discussion Matt offered that he would come up with a few process proposals as well as the costs to move forward and we can discuss and move forward from there.

Festive First Friday Meeting (Tuesday, October 16 at 2:30 Library)

Lane informed the committee the next meeting for Festive First Friday planning is Tuesday October 16 at 2:30 in the library.

Façade Grant Initiative Presentations

Lane spoke briefly about her conversations with John about how to promote the Façade grant programs by sending out press releases and/or possibly presenting the checks at the monthly Town Council meetings. She stated that she was working on a press release for Ransom currently and would work towards their promotion in the future.

Design

Map Installation

Lane updated the Board that all the directional maps for downtown had been updated and installed.

Lane informed Board of the UNC-Chapel Hill School of Government- Development Finance Initiative meeting tomorrow evening.

She also informed the committee that the “heads” of the parking meters were going to be replaced 50 at a time beginning this week. Clarifying that this would be at no cost to the DBDA.

At 10:15 a motion to adjourn was called by Kendra and seconded by Victoria. It has a unanimous vote.