

**Downtown Boone Development Association
Regular Board of Directors Meeting – October 10, 2017
8:30 am – Jones House Cultural and Community Center**

Board Members present: Dave Walker, John Bond, Tucker Deal, Victoria Potter, Kendra Sink, Sam Parker, Angela Kelly, Monica Caruso, Michelle Novacek for Mike O'Connor

Ex-Officios present: Loretta Clawson, Lynne Mason

MSD members present: Denise Lovin (Horton Hotel), Thomas Studnický (Town Hall Intern), Thea Young (Footsloggers), Jenny Miller (Footsloggers)

Staff present: Brittney Clark, John Ward, Glen Kornhauser

Handouts: Agenda

GENERAL BUSINESS

Tucker Deal called the meeting to order at 8:33 am with a quorum.

APPROVAL OF MINUTES AND AGENDA

Minutes

Kendra made a motion to approve the minutes; Sam seconded. All approved.

Agenda

Brittney asked to amend the agenda to remove the voting of Board of Directors and election of Officers, due to an oversight that the remaining Board of Directors seat is actually Town Council approved, rather than DBDA appointed. John made the motion to approve the amended agenda; Sam seconded. All approved.

ORGANIZATION

Brittney welcomed Victoria Potter, our newest Board Member. She also introduced herself: She is the executive director for High Country Local First.

Website Design Proposals

Brittney shared that the board was choosing between two website companies: Kauai Creative and Big Boom Designs. Gave side by side comparison:

Big Boom build: \$5,320.00	Kauai Creative: \$4,000
Hourly: \$95.00/hour	Hourly: \$60.00/hr
Hosting: \$20/mo (\$240/yr)	Hosting: \$16/mo (\$200/yr)

Discussion ensued regarding references, previous work, connection to Boone, content/photography, etc. Anna made a motion to proceed with Sunny Morgan/Kauai Creative to build the DBDA website; Kendra seconded. All approved. Tucker asked that a formal contract be drafted with a timeline and

deliverables included. Michelle suggested adding a clause in case Sunny decides not to build websites anymore.

FINANCIAL

Current Financial Statements

Brittney shared that our current Public Art checking account is being charged a \$12.00 service fee each month. Discussion ensued regarding whether we need the account or not. It was decided that we don't – Brittney will close the account and move the remaining balance into the other business checking account.

Anna motioned to approve our current financial statements; Tucker seconded. All voted to approve.

Update on the Audit

Brittney shared that the audit has been completed. Waiting on a second signature to accept responsibility for the audit, since she was not here for the last fiscal year. John Ward was the first signature. Tucker suggested that Brittney check with Main Street regarding when they need a copy of our audit for accreditation.

PROMOTIONAL

Update from Marketing Committee

Anna Roseman gave the update – budget, have segmented the market, moving away from print and more towards social media advertising. Will be meeting with billboard companies. Moving forward with starting a student club – looking for a faculty advisor. Kendra asked what the purpose of the club would be – Anna explained it gives us access to the student community.

Conversation started about ASU football games killing business. Mast has seen a 50% drop in sales on game days vs non-game days. Discussed how having Family Weekend with ASU on the same weekend as Valle Crucis Fair and Woolly Worm. Also creating competition between football game traffic and peak leaf traffic. John Ward suggested bringing this up at the next Town Gown meeting, and including the TDA and the Chamber of Commerce in these meetings.

DESIGN

Update from Mice on Main Committee

Kendra gave an update on Mice on Main – two ideas: one is Daniel Boone's Friendly Forest – 10 different animals used in the scavenger hunt. Would need to have a book written. Brittney did a lot of research on the work that would go into it and the amount of money that would need to be invested. The second idea was to use the book [The Year of the Perfect Christmas Tree](#) by Gloria Houston, a local writer who graduated from ASU and is a well-known and well-loved book. We are doing research into

the rights of using the book. Tucker volunteered to help us find information about the rights, perhaps in Gloria's will.

Update from Christmas Committee

Alex Hooker is the chair of the committee but he was absent today so Brittney gave the update. The DBDA will hold the Window Decorating Contest again this year. We need a budget for this. Windows will be decorated by December 1, voting will end on December 9. We are also looking into installing Christmas banners on Howard, Queen, Appalachian, Waters and from Depot to Queen streets. The DBDA will serve as coordinator and promoter of Festive First Friday events, on December 1, with lots of individual groups doing different things around town. We are also inviting the Choose and Cut tree farms to participate.

Update on Streetscape Work Options

Brittney shared that she has met with Public Works regarding Streetscape improvements downtown for next Spring, and will be having another meeting with Public Works and John Ward regarding focusing more attention, time and resources to sidewalks downtown starting in the Spring. Brittney also informed the board that Public Works will have a lot to do in the Spring, with the construction of the bulb at the corner of King and Appalachian, the construction of the veterans memorial, and relocating the public art from King Street to a concrete pad on Howard Street.

OTHER BUSINESS, COMMENTS, OR CONCERNS

Lynne brought up the UNC School of Government Development Finance Initiative group coming to speak to Town Council on the 19th, and Brittney tagged onto that comment that the public was being invited to two different listening sessions, one at 8:30 am specifically for business owners and property owners downtown, and one at 10:00 am for the community at large. Brittney also gave an update on the DBDA reception on October 17th at the Turchin center from 5:00 to 6:30 pm and asked for a budget. Kendra motioned for a budget of \$500 to be approved; Tucker approved, Victoria seconded, all voted in favor.

Brittney introduced Thea who brought up the need for wayfinding signs downtown, specifically to drive traffic onto Howard street. There was talk of cost sharing, looking into the ordinances for additional signage downtown, a discussion on where to put them and a call for research into this, and a request for research into the wayfinding sign initiative, both by the DOT and perhaps by Destination by Design.

Call for Adjournment

Tucker Deal adjourned the meeting at 10:10 am.