Downtown Boone Development Association

Regular Board of Directors Meeting

October 18, 2022

8:30 a.m. at Watauga County Public Library (140 Queen St.)

General Business

- Call to Order
- Request for Approval of October Agenda
- Request for Approval of September Meeting Minutes

Organizational

- Sponsorship Policy
- Budget Allocations for Sponsorship Requests in 2023
- Boonerang 2023 Funding Request Vote
- Officer Review and Vote
- Board Applications

Promotion/Design

- Brief overview of Boone BOO!
- Façade Grant Proposal and Discussion
- Committee Update

Economic Vitality

- Proposed Workshop for Downtown Vendor Recommendation

Call for Adjournment

DBDA Regular Meeting Minutes

September 27, 2022

Location: Watauga Public Library
Regular Agenda Open Work Session – review work plan

Present from Town of Boone: Tim Futrelle, Mark Freed, Jessica Mitchell (long range special project coordinator), Becca Nenow, Edie Tugman, Amy Davis

Present from DBDA: Paige Henderson, Meghan Mason, Wayne Miller, Michelle Novacek, Sarah Long, Lisa Flannigan, Denise Lovin, Lindsey Miller

September agenda approved
Sara moved; Lisa seconded

July meeting minutes approved
Sara moved; Lisa seconded

<u>Boonerang funding request (Mark Fried)</u>
Will be requesting $10,000 sponsorship in the near future; Total festival cost expected to be $100,000

Discussion:

Last year expected 4,000 people; believe attendance closer to 7,000
Feedback indicated people felt the festival was "a gift to locals."
This year will include more opportunities for restaurants and shops to be involved.

- Theater will be involved this year.
- Adding Farmers' parking lot and alley and Wildcraft parking lot as activity areas
- Expanding Friday night activity to encourage hotel stays

Any concern that a large sponsorship in the future might change character/ruin the festival?
Any negative feedback? Some wanted more communication in advance, one didn't appreciate being asked to sponsor

<u>First Friday Buskers fest Request (Watauga Arts Council / Paige Henderson)</u>
Watauga Arts Council requesting $1,000, which is approximately half of the total First Friday budget for 2022/23. Note: DBDA Promotions Committee had planned to have 3 signature events to include buskers and artists on first Fridays.

Moved to fund $500
Denise moved, Michelle seconded
Approved

<u>Discussion on protocol for addressing funding requests</u>
Need a formal process for funding requests
Set a fund limit so that when it's gone, it's gone
Suggest a form w/ targeted questions to judge appropriateness of event vis a vis DBDA goals

Bylaws Overview(Paige)
Bylaws were updated last year.
Note that a member can be voted off after 3 absences
Board is able to vote in new members w/o having entire MSD membership vote
Priority for membership is MSD members

Promotion/Design Committee Updates (Megan)

- Goal – define social media strategy
- Next committee meeting will create a social media calendar for board to review
- No longer using White Blaze
- Operational plan: Paige writes posts; Laney schedules and posts to various sites
- Potentially create "First Friday Art Crawl" logo
- Moved sculpture from Melanies to town hall
- Wayne Trapp sculpture – public works will paint, have been given paint information

Economic Vitality: Review Economic Development and Implantation Plan (Paige)
Today's Goal – review 2021 -22 plan; begin to think "where do we need to adjust priorities?"
What are examples of measurable goals that we can achieve?

Discussion of Street Vendors
Issue: Vendors becoming excessive, can create an unwelcoming environment. No criteria for appropriateness of wares. Nothing to limit vendors from creating a competing business.

Vendors were previously registered as itinerate merchants; the state of NC abolished this. Currently unregulated. Need outline of reasonable enforcement, Town Council is requesting guidance from DBDA based on input from MSD businesses.
Any text amendment to UDO must come from Town Council

For further DBDA discussion of street vendors

- Is permitting appropriate?
- What is the budget to enforce regulation? Could permit fee fund regulation?
- Vendors can be ambassadors for the town
- How many are collecting and paying sales tax
- How do we address buskers which bring vibrancy and tradition?
- Blocking sidewalk = safety concerns; this can be and is addressed

Food Trucks
Also needs to be addressed; sidewalk vendor is more urgent need

Moved to adjourn:
Sara moved; Lisa seconded