DBDA Regular Meeting

October 18, 2022
Location: Watauga Public Library

Present: Wayne Miller, Brad Farthing (Jones House), Denise Lovin, Edie Tugman (Town Council), Officer Ferrin Page, Lisa Flannigan, Sarah Long, Michelle Novacek, Megan Mason, Paige Henderson, Austin Northern.

Approval of October Agenda

Moved: Denise Lovin
Seconded: Austin Northern

Approval of September Meeting Minutes

Moved: Austin Northern
Seconded: Denise Lovin

Sponsorship Policy

The Board is establishing a policy to address requests for financial assistance that come from event planners of various downtown events. Examples of policy requirements:

- Require insurance
- Applicants for DBDA sponsorships requested 60 days in advance of event
- Event supports DBDA mission / Main Street principles

Motion to approve formation of a sponsorship policy

Moved: Wayne Miller
Seconded: Sarah Long
Unanimous approval

Budget Allocation for Community Sponsorship Requests in 2023

Discussion: Funds are available

White Blaze was a large amount in budget. That money is now available.
Will add "Community Sponsorship" line item under "Community Development Budget"
DBDA currently provides funds toward part time staffing at Jones House
DBDA also support for Jones House concerts
$26,000 current line item - $10,000 already there for Boonerang
Suggest line of $5,000, cap at $1000 per request
Promote existence of fund to MSD members

Will discuss further at budget retreat in the spring

***Request a treasurer's report be added to each monthly agenda for board orientation. **

Motion to approve Boonerang funding of $10,000 for 2023

Moved: Sarah Long
Seconded: Michelle Novacek
Unanimous approval

DBDA Officer Review and Vote/Approval

Motion to approve Michelle Novacek as DBDA Board Secretary
Moved: Denise Lovin
Seconded: Wayne Miller
Unanimous approval

Move to approve Austin Norther as DBDA Board Treasurer

Moved: Sarah Long
Seconded: Denise Lovin
Unanimous approval

DBDA Board requests that Austin Northern and Paige Henderson be added to the DBDA PNC bank account assigners.

Moved: Denise Lovin
Seconded: Lisa Flannigan
Unanimous approval

Vote on New DBDA Board Member Applications

Applicants are:

- Suzanne Livesay – Appalachian Theater, Executive Director
- Rene Bauman – Farm Café

Motion to approve Suzanne Livesay
Moved: Denise Lovin
Seconded: Austin Norther
Unanimous approval

Move to approve Rene:
Moved: Sarah Long
Seconded: Denise Lovin
Unanimous approval

Action: Paige will provide new DBDA members a DBDA binder and board development. Additional new members to be appointed by Town Council.

Boone Boo Details

Discussion: Festivities to include a costume contest in front of Jones House. Downtown businesses have offered prizes, baskets, various age appropriate gifts. Judges Cat Eller, Tim Futrelle, Megan Mason. Stage will be set up on King. Hocus Pocus theme dance will open festivities at approximately 5:20pm.

- Road closure 5pm – 7:30pm (can extend to 8pm)
- Closure from Appalachian Street to Burrell
- 5:20pm App Rhythm Dance Open
- 5:30pm Costume Contests

**Volunteers needed to help w/ stage pieces, set up and break down. Contact Paige if interested. **

Façade Grant Application

Discussion: Current grant form needs an update to include certificate of appropriateness and other requirements if in historic district.

- Current grant request for $5,000 from Shops at Farmers is under consideration. Work included repair of front façade and resealing building envelope. Applying for $5,000. (They have spent hundreds of thousands.)

Action: Promotion and Design committee to review and make recommendation to the Board.

Promotion & Design Committee Update

New social media process: social media to be managed in house. Saves $. Paige generates content, Laney schedules and posts.

- Idea generation assisted by the committee which is creating a social media calendar to include promotion ideas. Goal of 3 posts per week. Tell our Main Street story, not targeted at tourists per se, more informational for MSD members. Original content rather than reposts of ads. Will investigate cross promoting social media by providing links on town websites.
- Ensure there are suggested hashtags "tag us at …." By providing plaques at Doc, mural, sculptures.
- Types of content: Telling stories about facades; Historic district restoration

Workshop Needed: Goal to Make Recommendations for Vendor Management

Issue: Town Council has requested DBDA discuss vendors with our membership and make recommendations as to how vendors might be better managed.

Discussion:

- Officer Page: Need regulation in order to enforce
- Formalizing the process will create a fairer use of space
- Outline a proposed procedure and then invite people to table to discuss
- Might include a permit in order to secure information on how to reach vendors
- Include where vendors can set up and reserve
- Buskers Fest included unregistered vendors – consider we offer spaces at first Friday
- Consider corners as to limit intrusion on sidewalks
- Address fire code, health ordinance, how you dispose of your grease, use of public facilities, under what circumstances a permit might be rescinded

Action: Paige will send a google calendar request for some workable dates for a workshop.

Motion to adjourn

Moved: Austin Northern
Seconded: Denise Lovin
Unanimous approval