

**Downtown Boone Development Association
Regular Board Meeting – October 26, 2021
8:30 am – Webex Virtual Meeting**

Board Members present: Denise Lovin, Megan Biddix, Wayne Miller, Wayne Randall, Brandon Bettis, Sarah Long, Austin Northern, Melody Pineda and Michelle Novacek

Ex-Officio's present: Nancy LaPlaca and Lindsay Miller

MSD members/guests present: Laura Kratt and Kendra Sink

Staff present: Mark Freed, Brad Farthing and Bobby Creed

Call to Order

Megan called the meeting to order at 8:33

Request for Approval of October Agenda

Lane stated that she had nothing to add or delete from the agenda. Megan then made a motion to approve the agenda. Wayne Randall seconded the motion and it had a unanimous vote.

Request for Approval of September Minutes

Wayne Randall made a motion to approve the September minutes. The motion was seconded by Melody and had a unanimous vote.

Approval of Financial Statements

Sarah made a motion to approve the financial statements. The motion was seconded by Melody and had a unanimous vote.

Design

Discussion of Streetscape Updates

Lane opened the discussion by stating that sidewalk replacement had been completed in front of the Greene-Wilcox building which included covering the stairs to the basement. She stated that tear-out for the final section of sidewalk replacement had begun in front of the post office. Lane commented that she would talk with Town Staff to develop a priority list for when construction begins in the spring. She continued that the accessories for the new streetlight poles have been ordered and that plans are being made to order new benches for downtown. Finally, she informed the Board that the planters would be removed this week because of the recent frost.

Updates on Queen Street Stairs Proposal

Lane opened by referencing the updated costs that she forwarded to the Board the night before. She stated that the new costs submitted was a correction to the solar component. She stated that previously the Board was presented with costs of \$172,000 for a solar component, which the Board first understood to be solar panels on top of the proposed roof structure. However, the \$172,000 was actually for a full solar canopy and the costs for solar panels on the roof structure was \$50,000. Lane continued that she was appreciative of the

update and acknowledged that there were still some outstanding costs that she is waiting for. Wayne Miller inquired about the how the power from the panels would be used. Lane responded that she would need to seek more specific information from Landon Pennington with Collaborative Solar. Wayne then inquired about the funding options. Lane stated that she would need to look into the DBDA budget at a greater detail and talk with Town Manager John Ward and Sustainability and Special Projects Manager George Santucci to assess if there are any additional funding options. Denise inquired if the DBDA had any “wish list” of projects for downtown. Lane stated that she would suggest starting with Revised Downtown Streetscape plan that has been presented to Town Council in 2018, which included sidewalk work, additional benches in downtown and additional trees. Nancy stated she had spoken to Landon about the project and there was a battery component to the project. She continued and discussed how the “buy all sell all” approach to solar can make it cost prohibitive. She took a few minutes to inform the committee about her concerns of the future as it relates to power sources. After continued discussion of the pros and cons of the stairs project there was consensus that once all of the costs were submitted the project be discussed further at the Design Committee and then brought back to the Board.

Discussion of Wayfinding Signage

Lane opened by stating that she had an encouraging conversation with Wright Tilley at the TDA. She stated that Wright informed her that Phase 1 of the County’s wayfinding project is well underway. She stated that he reported that they are working with a manufacturer out of Charlotte to make the 22 signs associated with the first phase and are working with DOT on encroachment agreements. She continued that while none of those signs will be in downtown they will point people to downtown Boone and stated that Wright thought that the wording would say “Historic Boone”, however he communicated that he would confirm that. Lane stated that it was her understanding that there would be an opportunity to partner with TDA for Phase 2 of the project, which could have signage in downtown Boone. After a brief discussion, Michelle asked about the timing of the project. Lane stated that Wright hopes to have the signs installed in the spring.

Promotion

Recap of Buskers Fest

Lane opened the discussion by stating that she thought the event was very successful and that she was thankful for the Watauga Arts Council. She continued that due to the success she is hoping to take pieces of the Busker’s Fest event and add them into future First Friday Art Crawls. Lane asked the Board if they had any feedback about the event. Sarah stated that she had multiple clients that were very complimentary of the event.

Discussion of Boone BOO!

Lane opened by stating that Boone BOO planning is going very well. She stated that Boone BOO would be the last event for a very busy weekend. She continued that the ASU Homecoming parade is set for Friday evening, followed by ASU’s Homecoming football game on Saturday and then Boone BOO! will round out the weekend on Sunday. She stated that she was grateful for the Jones House staff and their help organizing the event. She reviewed the events that are planned for the evening. Mark asked if it would be possible to remind downtown businesses of the road closers associated with the weekend’s events. Lane stated that she would send out an

email to the downtown businesses. Nancy inquired about using the large message boards and Mark replied that they were already a part of the plan.

Financial

Request for Approval to Pay for the Repainting and Return of “Skywalk” the Wayne Trapp Sculpture Lane

Lane opened by stating that she, at the suggestion of both an art professor at Appstate and Council Member Furguiele, reached out to John Ward to inquire about the possibility of Public Works staff painting the Wayne Trapp sculpture. She stated that John was open to the idea but that it would have to be returned to downtown to be painted. She stated that when she talked with Public Works they had expressed some concern that the changing weather would slow the opportunity to paint the sculpture. She continued that Amber Batemen is still seeking an artist to paint the sculpture. Megan inquired if Lane was implying that the project would be moved to the spring. Lindsay added that she would like to get a current picture of the sculpture and that the DBDA had been urged to move the piece sooner rather than later. Lindsay then inquired if the piece was in decent condition, if the Board would be comfortable to move it back and then paint it. After brief discussion, in an effort to respect the request to move the piece sooner than later the Board asked the Design committee to take up discussion. Brandon added that there is the potential to place a tent over the sculpture to accommodate painting.

Request for Approval of for Lane to seek Certificate of Nonprofit Management from Duke University

Lane opened by stating that in this position she has been confident with the governmental aspects of this position. However, she had wanted to seek further information about the Non-Profit aspects of the Downtown Boone Development Association. She then inquired if the Board would be ok if she were to register for a Non-Profit Management course through Duke University. She stated that she thought that budgeting for the classes could come from the travel and training line. After short discussion, Megan made a motion to approve of Lane registering for the course. Brandon seconded the motion and it had a unanimous vote.

Other business, comments, or concerns

Lane took a moment to inform the Board that both the B1 Zoning District Downtown Expansion and Downtown Boone Local Historic District were approved by Town Council during their October meetings. She continued that she would keep the Board apprised of any updates.

Call for Adjournment

Michelle then made a motion to adjourn. Denise seconded the motion and it had a unanimous vote.