Downtown Boone Development Association
Regular Board Meeting – October 27, 2020
8:30 am – Webex Virtual Meeting

Board Members present: Kendra Sink, Monica Caruso, Brandon Bettis, Wayne Miller, Jim Marsh, Denise Lovin and Wayne Randall.

Ex-Officio's present: Sam Furguiele.

MSD members/guests present: David Jackson, Katie Greene and Diane Cornett Deal.

Staff present: Lane Moody, Mark Freed, John Ward, Kat Eller and Brad Farthing.

Call to Order

At 8:35 Kendra called the meeting to order.

Approval of October Agenda

Lane opened by stating that she would like to amend the agenda to discuss the DBDA Board application she received. Lane continued that she had received the application after the agenda had been sent out but she did include it in the agenda packet. Kendra made a motion to amend the agenda to add discussion of the Board application. The motion was seconded by Monica and had a unanimous vote.

Approval of October 13 Minutes

Lane opened by stating that she caught a mistake in the meeting minutes in regards to the "Approval of September Agenda" she continued that she had corrected that to say "Approval of October Agenda." Kendra then made a motion to approve the October 13 meeting minutes. The motion was seconded by Monica and had a unanimous vote.

Approval of Financial Statements

Wayne Randall made a motion to approve the financial statements. The motion was seconded by Monica and had a unanimous vote.

Approval of Board Application

Lane asked the Board if they were able to see the application. Denise requested that Lane review it. Lane then reviewed Mr. Northern's answers. Kendra stated that she thought he would represent an underrepresented area on the Board. Jim then made a motion to approve the application. Kendra seconded the motion and it had a unanimous vote.

<u>Organizational</u>

Discussion of Trademark License Agreements

Lane opened by apologizing and stating that due to the quick meeting turn around she did not have anything to present to the Board at this time. However, she continued that she talked with Mark and hoped to have a potential example to present at the next DBDA meeting.

Discussion of Town of Boone Contract

Lane opened by apologizing for neglecting to bring this item to the Board sooner. Lane stated that this item should have been discussed in the spring. However, due to COVID the meetings had been cancelled and when DBDA meetings resumed she neglected to add it back to the agenda. Lane continued that she included a copy of the past Town of Boone and Downtown Boone Development Association contract. Continuing that she was going to put this on the Town Council agenda for November, with the same contract but updated dates if the Board was in agreement. Kendra made a motion to update the dates on the contract to extend for another year. Monica seconded the motion and it had a unanimous vote.

Lane then asked to pause for just a moment to figure out the identity of the "call in user" who had joined the meeting. Brandon Bettis chimed in that he was having trouble with his internet and joined over the phone.

Promotion

Discussion of Holiday Decorations

Lane opened by stated that she had been talking with Mark and Brad in Cultural Resources that in the absence of our traditional events this year that adding additional decorations would be beneficial. Lane continued that she was working with library staff to develop a Grinch themed scavenger hunt. She proposed possibly allocating a certain amount of money towards those decorations. Lane also reminded the committee of the additional decorations that were purchased last year. Kendra added that she thought some Grinch themed decorations would be nice. Jim informed the Board that the Daniel Boone Condo's would be adding Christmas lights to the trees in the natural area, and offered the area if the Board wanted to add additional decorations. Kendra suggested that prizes be given for the scavenger hunt and suggested that the same amount that is typically spent for Festive First Friday be allocated to additional decorations. Lane stated that her recollection was that roughly $1000 was spent on Festive First Friday. Kendra thought that it was more than that amount. After some discussion, Kendra made a motion to spend up to $1500 towards decorations for the scavenger hunt and stressed the importance of offering opportunities for families over the holidays. Monica seconded the motion and it had a unanimous vote.

Discussion of Grinch Live Event

Lane asked if Monica would like to open this conversation and give an update about the potential partnership between the Library and DBDA. Monica stated that she has been in touch with Sigmon Theatrical to coordinate a variety of special Facebook events including a Grinch performance, Expedition North Pole and A Christmas Carol. She continued that the events were being offered at a significant discount and could be scheduled over the first three weeks of Christmas. Lane stated that the proposal is for the DBDA to partner with the Library and split the cost of the shows for a cost to the DBDA of $500. After short discussion, Kendra made a motion to contribute the $500 dollars for the Caleb Sigmon events. The motion was seconded by Wayne Miller and had a unanimous vote.

Other business, comments, or concerns

Other comments

Lane stated that she would like to clarify a few things in regards to the recent conversation around food trucks. Lane started by stating that earlier in the year Town Staff had requested input from the DBDA relating to food trucks. The DBDA Board met in February and asked that the DBDA be surveyed as well as food trucks. She continued that the Board met in March to review the survey input, then discussed and sent a recommendation to Town Council. However, due to COVID 19 that meeting was cancelled and the recommendation had been put on pause. She continued that at the October Town Council meeting a downtown restaurant owner inquired about food truck regulations. Town Council then moved to add the paused recommendation to the October Town Council agenda.

Lane noted that there had been a significant amount of misinformation regarding the recommendation and Town Council vote. She stated that David Jackson with the Chamber of Commerce has offered for her to go on the Chamber's "Mind Your Business" podcast to clarify what is going on. However, Lane wanted to check in with the Board first. Kendra inquired about food trucks on campus and David explained that they are there to expand campus food options during COVID. Sam added that he had heard back from a handful of people that were frustrated about any potential ban but he thought they didn't understand what happened. Sam took a moment to review the process moving forward. After a short discussion about what some of the confusion is, Denise asked if there was a PR plan moving forward. Lane stated that there was not currently a strategy. David highlighted the need for a strategy and the importance of getting clear communication out to the public, and offered the podcast opportunity again. Kendra thought that it would be important to get correct information out there and expressed her support for the podcast. Denise thought that it would be good to reach out to White Blaze to see if they could help remedy the situation. Sam also expressed his support for help from the Chamber of Commerce and reiterated the need for a public information officer. John stated that the Public Information position is currently in the works. Lane inquired if the Board thought a fact sheet would be helpful. Kendra thought that a series of things needed to happen including input from White Blaze and the podcast. After continued discussion, Lane stated that she would work with David at the Chamber to schedule the podcast and would reach out to White Blaze for input from them. Possibly bringing any suggestions back to the promotions committee to move things along quicker. Sam suggested that a potential drafted email response could be beneficial. After continued discussion, Lane stated that she would work as quickly as possible to address the facts by working with David and seeking input from White Blaze.

Kendra then made a motion to adjourn at 9:35. The motion was seconded by Denise and had a unanimous vote.