Downtown Boone Development Association
Regular Board of Directors Meeting – November 12, 2019
8:30 am – Jones House Cultural and Community Center

Board Members present: Michelle Novacek, Denise Lovin, Kendra Sink, Wayne Miller, Brandon Bettis and Monica Caruso.

Ex-Officios present: Lynne Mason and Lindsay Miller.

MSD members/guests present: Mariya Matthews.

Staff present: Lane Moody, Brad Farthing, Mark Freed, Mary Miller and Trish Miller.

GENERAL BUSINESS

Kendra called the meeting to order at 8:33am.

APPROVAL OF MINUTES AND AGENDA

Agenda

Michelle made a motion to approve the current agenda. The motion was seconded by Kendra and had a unanimous vote.

Minutes

Michelle made a motion to approve the October meeting minutes. The motion was seconded by Kendra and had a unanimous vote.

Current Financial Statements

The Board took a few moments to review the financial statements. Kendra made a motion to approve the statements. The motion was seconded by Denise and had a unanimous vote.

Lane informed the Board that Jim Marsh with the Daniel Boone Condo's has an application in for the DBDA Board that will go before Town Council this month. She also introduced Brandon Bettis the Board's newest member and he gave a little background about himself.

Organization

Trademarking: Textured vs. Non-Textured Logo Trademarking

Lane informed the committee that she had been working with Cory Rayborn to trademark the DBDA's new logo. She stated that both versions of the logo, textured and un-textured, were currently being used. While working with Cory he noticed that examples of both logos were being submitted as examples and expressed concern that both might need to be trademarked. The Board discussed the use of both logos and thought that it might be best to move forward only using one logo. The Board requested clarification about use of the textured logo if the Board were to only trademark the non-textured logo. Michelle then made a motion that moving forward the Board use the un-textured version of the logo. This motion was seconded by Kendra and had a unanimous vote. Kendra then made a motion to trademark only the un-textured version of the logo. This motion was seconded by Denise and had a unanimous vote.

Secretary of State Update Listing

Lane informed the Board that she recently discovered that the DBDA contact information on the Secretary of State's website was out of date. She asked the Board if it would be ok for her to update and inquired about who they thought would be best to put as the contact. The Board felt that it would be best to list Lane as the primary contact and update the information as soon as possible. Lynne also informed the Board that to be able to solicit for fundraising we would need to have a solicitor's license. Lane stated that currently the Board's solicitor's license was expired but that the Board had not been fundraising. Lane stated that if any fundraising opportunities were to arise she would make sure to get the appropriate licenses.

Discussion of ASU use of Appalachian Theatre (request from Town Council)

Lane stated that for reference she included the draft meeting minutes from the Town Council Meeting when this was discussed. Lindsay Miller chimed in that ASU had pledged a significant amount of money over 10 years for ASU's use of the theater which would include classes. However, currently the Theater isn't zoned to allow classes. Michelle clarified that the theater had a facilities use agreement with ASU. The Board discussed for a few minutes the circumstances regarding ASU's use of the theater. Lindsay then asked about the discussion that took place during Town Council regarding parking in downtown for the Theater. Michelle stated that at the previous Town Council meeting parking had been discussed as the major concern for holding classes in the Theater. She continued that Council Members had discussed different options for discouraging students from parking downtown for class. Lane explained to the Board that parking staff do not have access to registered owner information until after tickets are written. Kendra stated that she had no problem with classes being held in the theater, but that she was concerned about how it would affect our already strained parking situation. Michelle did let the board know that ASU is currently looking for parking spaces to help alleviate some of the parking issues. She went on to emphasize the importance of attendance at the Public Hearing scheduled for this topic. Lane informed the Board that the Public Hearing was scheduled for Monday, November 25 at 6pm in Town Council Chambers located at 1500 Blowing Rock Road. The Board talked about possibly sending someone to speak during the hearing, however that suggestion never garnered consensus. Lynne brought up the discussion about the zoning for downtown and University uses in downtown. Michelle brought up that she felt that during discussion a sun-setting period had been discussed. Lane offered to work on a statement to read during the public hearing, however the Board felt that it would be hard to come up with a statement that represented everyone's opinion. Lynne thought it would be best to make sure that all members of the DBDA were made aware of the public hearing. Lane stated that she would send out an e-mail this week informing the MSD/DBDA of the upcoming public hearing and one closer to the date to remind everyone of the meeting that included a link to the meeting agenda.

Request for Road Closure for Depot Street for Festive First Friday

Lane stated that she included in the packet a copy of the action request item that will go before Town Council this month. Lane asked the board to confirm the timing and make sure the language was accurate. The Board brainstormed for a few minutes about the activities that could take place in that area. There were no changes recommended to the action request.

Financial

Social Media Proposals

Lane opened the discussion by stating that the Board had received three proposals for the social media strategy. Lane stated that while she was new to this process she worked to put together a breakdown of proposals based on costs for the first year. Denise asked to clarify about Welsh Social, and Lane stated that she had recently expanded her services. Kendra inquired who Patrick Ferris had worked with before, Lane stated that Patrick is a senior at ASU and to her knowledge has not worked on a project like this before. The Board talked about the differences between each of the proposals. Denise stated that she has worked with Craig with White Blaze and continues to be impressed with his work and his accessibility. The Board also talked about the importance of the photography and being able to use it for interactive mapping. The Board discussed possibly using Megan Sheppard to photograph the downtown as a way to cut costs. The Board also noted the importance of moving forward as quickly as possible with the social media and trying to find the most cost effective way to get photography for downtown. Kendra then made a motion to spend up to $17,550 for a year of White Blaze marketing for our social media strategy and look into other options for photography up to $3500. This motion was seconded by Michelle. There was some discussion about fiscal year versus calendar year and Michelle clarified that she anticipated a yearlong contract that can begin as soon as possible. She didn't feel that it needed to coordinate with either the fiscal or calendar year, in order to expedite the process. Lynne pointed out that the Board would just need to make sure that the monies were set aside for the next fiscal year. Lane stated that she would make sure the costs were taken into consideration during the upcoming budget retreat.

The Board also talked about possibly seeking an intern. Mariya Matthews who is an ASU student who was in attendance offered to help with posting and commenting for the DBDA and she would happily be an intern. Lane told the Board that she would follow up with Mariya.

Wayne Miller left at 9:45

Audit Update

Lane informed the Board that the DBDA audit had been completed and that there were no budget findings. She offered copies of the budget to anyone who would like one. She continued that the audits would be in her office if anyone would like to review them.

Print Distribution Contract

Lane opened by stating that Pam Randolph had been in touch about updating our contract and possibly ordering brochures to send out. The Board discussed the brochures and the need to update those. However, they noted the need to get brochures out as quickly as possible. Lane asked if the Board would like to move forward with a half order of the current brochure, and get those out as quickly as possible, while also working to fully update the brochures. Lynne asked if the new logo could be swapped out and Lane stated that she would touch base with Max at Red Grimlin to work on that. After a brief discussion Kendra made a motion to order enough brochures with the new logo to cover the time needed to update the brochure and approve the print distribution contract. This motion was seconded by Michelle and had a unanimous vote.

Promotion

Boone BOO! Review

The Board talked about how wonderful the event was and how well attended it was despite the rainy weather. Lane stated that moving forward she would like to start a discussion about the candy supplement that is given to participating businesses. She felt that it possibly wasn't the most effective use of funds to support the event. She continued that she buys a lot of candy, but once it is divided up amongst the businesses it is a negligible amount to help the business. She felt that it would be good to get some feedback before next year's event. The Board discussed Boone BOO! for a few minutes and noted that this would need to be addressed before next year's meeting.

Festive First Friday Planning

Lane stated that she included an outline of the plans for the evening. She stated that the two areas that needed to be discussed are the use of Depot Street and the F.A.R.M. Café space. Finally she said that she would be working to get a promotions meeting together to fnalize the details for that evening.

Shred Day Review

Lane stated that the event was close to breaking even for the amount of shred that brought in versus the amount that was paid to rent the truck. She continued that she thought that the people who took advantage of it were grateful and she hoped to do it again in the future.

Design

Doc Watson Plaque

Lane stated that this plaque had been placed on the back burner in an effort to get additional Christmas Decorations. However, she anticipated that the discussion would continue this winter. Lane stated that the last discussion of the plaque the committee felt it would be best to add the plaque to the bench itself due to the bench being located in a high traffic area.

Two Design Requests in for UNCG School of Design

Lane informed the board that there are plans in the works to remove the large colonnade that covers the Fire Department and what used to be Eggers Law firm. She continued that in anticipation of the removal she has reached out to the UNCG School of Design to help with both facades.

Banners for Downtown

Lane showed the Board a mock up that had been sent to her by Phil at Mosca design. Michelle pointed out that the mock up used the textured logo and noted the need to update to the non-textured logo. Lane stated that she had both items that were requested at the last meeting. She had a sample of the Sunbrella green, as well as a sample of the Main Street green that could be used. The Board decided to move forward with the Main Street banners using the un-textured logo.

Christmas Decorations Update

Lane opened by stating that Christmas decorations had been ordered, specifically pre-lit garland and bows for the streetlights and lit grapevine balls for the lawn of the Jones House. She stated that they were also looking for a sleigh or wagon that could be used as a photo opportunity under the Christmas Tree on the Jones House lawn. Lynne asked to keep in mind the areas of downtown that don’t currently have updated amenities. Lane stated that she and Justin Stines walked throughout downtown and developed a game plan to make sure that those areas were covered.

Economic Vitality

Small Business Saturday

Lane stated that it would be the Saturday after Thanksgiving, November 30 and there would be free parking downtown that day. Denise inquired if there was more we could do to promote the day. Michelle proposed possibly checking in with the folks at the HOW space and see if they might be willing to offer some kind of business support or help for that day. However, Kendra noted that the students might be gone for break then. Kendra and Lynne both chimed in that the Saturday after Thanksgiving is typically very busy. Lane stated that she had a Main Street meeting the next day and she would check in with the other Main Street Directors and see if they have any ideas.

Call for Adjournment

The meeting was adjourned at 10:15.