

**Downtown Boone Development Association
Regular Meeting – November 13, 2018
8:30 am – Jones House Community and Cultural Center**

Board Members present: Kendra Sink, Denise Lovin, Dave Walker, Victoria Potter, Wayne Miller, Angela Kelley, Sam Parker and Monica Caruso.

Ex-Officios present: Lindsay Miller, Lynne Mason

Staff present: Lane Weiss and Glen Kornhauser

General Business

Approval of Agenda

Kendra Sink called the meeting to order at 8:37 am.

Kendra asked for a vote to approve the agenda. Victoria Potter made a motion to approve. Angela Kelley seconded and it had a unanimous vote.

Approval of Minutes

Monica Caruso made a motion to approve the October minutes. The motion was seconded by Dave and had a unanimous vote.

Approval of Financial Statements

Kendra opened the discussion by reviewing the financial statements. Kendra commented that she really likes the new financial reports that show the transaction detail. Victoria made a motion to approve the financial statements. Monica seconded the motion and it had a unanimous vote.

Election of Officers

Victoria made a motion to nominate Kendra as president. Monica seconded the motion and it had a unanimous vote.

Denise made a motion to nominate herself as vice-president. Angela seconded the motion and it had a unanimous vote.

Kendra made a motion to nominate Monica as secretary. Angela seconded the motion and it had a unanimous vote.

Kendra made a motion to nominate Victoria as treasurer. Dave seconded the motion and it had a unanimous vote.

Organization

Conflict of Interest Policy

Downtown Coordinator Lane Weiss explained to the committee that she has included the updated Conflict of Interest Policy. She asked the committee if they would review and then approve of the policy. After a few minutes of review Dave made a motion to approve. The motion was seconded by Kendra and had a unanimous vote. Lane stated that she would bring these back to the Board in December for signatures.

Review of Plan for Downtown Boone Business Input Meeting

Lane reviewed the plan for the Business Input meeting that is scheduled for tonight. She stated that there will be appetizers from 5-5:30 and the meeting will start at 5:30. Lane stated that she would have a short power point presentation introducing Phil Trew and Cory Osbourne from the High Country Council of Governments as well as a few slides from Town Manager John Ward updating the crowd on downtown projects. The Committee discussed the meeting and then moved on to the next agenda item.

Financial

Boone BOO! Budget Update

Lane stated that Boone BOO! spending was under budget, spending roughly \$1600 dollars of the \$2500 budgeted. She went on to say that she would be using the leftovers funds to help pay for the food for the Business Input meeting. The Board also discussed how successful Boone BOO! was and talked about expanding the time. There was also discussion about then need to better advertise how much candy businesses need to purchase as well as possibly reaching out to ASU dance groups for a dancing area in the road during the event.

Festive First Friday Budget

Lane opened discussion by stating that there was \$2200 budgeted for First Friday events, minus the money that was given to the library. Lane stated that she thought it would take about \$300-\$400 to cover Festive First Friday. Lane stated that she was still trying to find the Mrs. Claus costume, but Kendra and Victoria thought that Lillie might be able to make her own costume. Lane reviewed the events planned for Festive First Friday. Lindsay updated the Board about the happenings at the Turchin Center. Lane also mentioned the events going on at the Jones House. Lynne brought up that parking was an issue last year and wanted to brainstorm how to avoid those issues. It was proposed that the Board ask ASU if we could park at Raley Lot beginning at 4pm. Kendra also mentioned using the parking at First Baptist Church. The committee continued to discuss parking and possible solutions. The Board discussed having ambassadors walking around downtown to help direct people to the events as well as parking. The Board also mentioned the possible use of portable restrooms as well as the need for volunteers for the evening.

Downtown Input Meeting Budget

Lane explained that she would be covering the Business Input meeting with the leftover funds from Boone BOO!.

Promotion

Boone Branding Update

Lane opened discussion by reviewing the information that was submitted by Matt Powell with Destination by Design. The Board discussed some frustration with the process. Kendra acknowledged that from the start of the project the entire Board should have been involved because the group was only 3-4 people initially. Kendra went on to state that Matt had met if not exceeded his contract and again stated that looking back it would have been beneficial to have more people involved in the process. Discussion then ensued for how to move forward to finish the project. The committee decided that Board members would research taglines before the next meeting and bring back any ideas, as well as send an e-mail to MSD members asking for input. A statement would also be made at the Business Input meeting asking for ideas or thoughts. If those avenues don't produce a tag line then the Board will reach out to the community and possibly have a tagline contest.

Holiday Window Decorating Contest

Lane stated that in the November monthly newsletter it was advertised that windows need to be decorated by Saturday, December 1. It was listed in the newsletter to be judged via a Facebook poll. However, during discussion it was decided that there would be a group of judges, tentatively set to be Glen Kornhauser, David Jackson, Tara Stollenmaier and Donna Cook and then there would be a "People's choice" winner from the Facebook Poll.

At 10:15 a motion to adjourn was called by Kendra and seconded by Victoria. It has a unanimous vote.