



Downtown Boone Development Association

Regular Meeting

<http://www.townofboone.net/>

~ Agenda ~

Brittney Clark

Tuesday, November 14, 2017

8:30 AM

Jones House Cultural and Community Center

I. General Business

1. **Call to Order**
2. **Approval of November Agenda**
3. **Approval of October Minutes**
4. **Recommendation to Town Council to change parking fee on Queen Street from \$0.50/hr to \$1.00/hr**

II. Organization

1. **Introduction of New Board Member**
Denise Lovin
2. **Election of Officers**
3. **Plan Winter Budget Retreat**
Suggestion: Tuesday, December 12 - 5 pm - ?
4. **Regular meeting with DBDA, TDA, Chamber, ASU, etc.**

III. Financial

1. **Current Financial Statements**
2. **DBDA Sponsorship Opportunity**

IV. Promotion

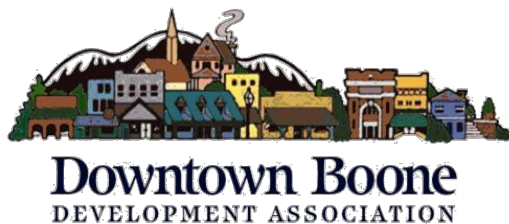
1. **Update from Marketing Committee**
Anna Roseman will give update
2. **Update from Christmas Committee**

V. Design

- 1. Update on Streetscapes**
- 2. Update on Mice on Main Committee**
Kendra Sink will give update
- 3. Update on Directional Signage Downtown**
- 4. Discussion of Sidewalk Ordinance 96.01**
- 5. Market Analysis Case Study Feedback for UNC SOG DFI**

VI. Other business, comments, or concerns

VII. Call for Adjournment



Downtown Boone Development Association
Regular Board of Directors Meeting
November 14, 2017

8:30 a.m. Jones House Cultural and Community Center

General Business

- Call to Order
- Approval of November Agenda
- Approval of October Minutes
- Recommendation to Town Council to change Parking Fee Rates on Queen Street

Organization

- Introduction of New Board Member
- Election of Officers
- Plan Winter Budget Retreat
- Regular meeting with DBDA, TDA, Chamber, etc.

Financial

- Current Financial Statements
- DBDA Sponsorship Opportunity

Promotion

- Update from Marketing Committee
- Update from Christmas Committee
- Update on MOAA Fundraiser over Veterans Day
- Discussion about Sidewalk Ordinance 96.01

Design

- Update on Streetscapes
- Update from Mice on Main Committee
- Update on Directional signage Downtown
- Market Analysis Case Study Feedback for UNC SOG DFI

Other business, comments, or concerns

Call for Adjournment

**Downtown Boone Development Association
Regular Board of Directors Meeting – October 10, 2017
8:30 am – Jones House Cultural and Community Center**

Board Members present: Dave Walker, John Bond, Tucker Deal, Victoria Potter, Kendra Sink, Sam Parker, Angela Kelly, Monica Caruso, Michelle Novacek for Mike O'Connor

Ex-Officios present: Loretta Clawson, Lynne Mason

MSD members present: Denise Lovin (Horton Hotel), Thomas Studnický (Town Hall Intern), Thea Young (Footsloggers), Jenny Miller (Footsloggers)

Staff present: Brittney Clark, John Ward, Glen Kornhauser

Handouts: Agenda

GENERAL BUSINESS

Tucker Deal called the meeting to order at 8:33 am with a quorum.

APPROVAL OF MINUTES AND AGENDA

Minutes

Kendra made a motion to approve the minutes; Sam seconded. All approved.

Agenda

Brittney asked to amend the agenda to remove the voting of Board of Directors and election of Officers, due to an oversight that the remaining Board of Directors seat is actually Town Council approved, rather than DBDA appointed. John made the motion to approve the amended agenda; Sam seconded. All approved.

ORGANIZATION

Brittney welcomed Victoria Potter, our newest Board Member. She also introduced herself: She is the executive director for High Country Local First.

Website Design Proposals

Brittney shared that the board was choosing between two website companies: Kauai Creative and Big Boom Designs. Gave side by side comparison:

Big Boom build: \$5,320.00	Kauai Creative: \$4,000
Hourly: \$95.00/hour	Hourly: \$60.00/hr
Hosting: \$20/mo (\$240/yr)	Hosting: \$16/mo (\$200/yr)

Discussion ensued regarding references, previous work, connection to Boone, content/photography, etc. Anna made a motion to proceed with Sunny Morgan/Kauai Creative to build the DBDA website; Kendra seconded. All approved. Tucker asked that a formal contract be drafted with a timeline and

deliverables included. Michelle suggested adding a clause in case Sunny decides not to build websites anymore.

FINANCIAL

Current Financial Statements

Brittney shared that our current Public Art checking account is being charged a \$12.00 service fee each month. Discussion ensued regarding whether we need the account or not. It was decided that we don't – Brittney will close the account and move the remaining balance into the other business checking account.

Anna motioned to approve our current financial statements; Tucker seconded. All voted to approve.

Update on the Audit

Brittney shared that the audit has been completed. Waiting on a second signature to accept responsibility for the audit, since she was not here for the last fiscal year. John Ward was the first signature. Tucker suggested that Brittney check with Main Street regarding when they need a copy of our audit for accreditation.

PROMOTIONAL

Update from Marketing Committee

Anna Roseman gave the update – budget, have segmented the market, moving away from print and more towards social media advertising. Will be meeting with billboard companies. Moving forward with starting a student club – looking for a faculty advisor. Kendra asked what the purpose of the club would be – Anna explained it gives us access to the student community.

Conversation started about ASU football games killing business. Mast has seen a 50% drop in sales on game days vs non-game days. Discussed how having Family Weekend with ASU on the same weekend as Valle Crucis Fair and Wooly Worm. Also creating competition between football game traffic and peak leaf traffic. John Ward suggested bringing this up at the next Town Gown meeting, and including the TDA and the Chamber of Commerce in these meetings.

DESIGN

Update from Mice on Main Committee

Kendra gave an update on Mice on Main – two ideas: one is Daniel Boone's Friendly Forest – 10 different animals used in the scavenger hunt. Would need to have a book written. Brittney did a lot of research on the work that would go into it and the amount of money that would need to be invested. The second idea was to use the book [The Year of the Perfect Christmas Tree](#) by Gloria Houston, a local writer who graduated from ASU and is a well-known and well-loved book. We are doing research into

the rights of using the book. Tucker volunteered to help us find information about the rights, perhaps in Gloria's will.

Update from Christmas Committee

Alex Hooker is the chair of the committee but he was absent today so Brittney gave the update. The DBDA will hold the Window Decorating Contest again this year. We need a budget for this. Windows will be decorated by December 1, voting will end on December 9. We are also looking into installing Christmas banners on Howard, Queen, Appalachian, Waters and from Depot to Queen streets. The DBDA will serve as coordinator and promoter of Festive First Friday events, on December 1, with lots of individual groups doing different things around town. We are also inviting the Choose and Cut tree farms to participate.

Update on Streetscape Work Options

Brittney shared that she has met with Public Works regarding Streetscape improvements downtown for next Spring, and will be having another meeting with Public Works and John Ward regarding focusing more attention, time and resources to sidewalks downtown starting in the Spring. Brittney also informed the board that Public Works will have a lot to do in the Spring, with the construction of the bulb at the corner of King and Appalachian, the construction of the veterans memorial, and relocating the public art from King Street to a concrete pad on Howard Street.

OTHER BUSINESS, COMMENTS, OR CONCERNS

Lynne brought up the UNC School of Government Development Finance Initiative group coming to speak to Town Council on the 19th, and Brittney tagged onto that comment that the public was being invited to two different listening sessions, one at 8:30 am specifically for business owners and property owners downtown, and one at 10:00 am for the community at large. Brittney also gave an update on the DBDA reception on October 17th at the Turchin center from 5:00 to 6:30 pm and asked for a budget. Kendra motioned for a budget of \$500 to be approved; Tucker approved, Victoria seconded, all voted in favor.

Brittney introduced Thea who brought up the need for wayfinding signs downtown, specifically to drive traffic onto Howard street. There was talk of cost sharing, looking into the ordinances for additional signage downtown, a discussion on where to put them and a call for research into this, and a request for research into the wayfinding sign initiative, both by the DOT and perhaps by Destination by Design.

Call for Adjournment

Tucker Deal adjourned the meeting at 10:10 am.



Communication: Recommendation to Town Council to change parking fee on Queen Street from \$0.50/hr

ARTICLE VII Officers

Section 1. The officers of the DBDA shall be members of the Board of Directors and elected annually by the Board of Directors following the annual meeting.

Section 2. The officers shall consist of a President, Vice President, a Secretary, a Treasurer, and other such officers and assistant officers as may be deemed necessary.

Section 3. An Officer may be removed from his/her position with a 2/3 vote of the Directors in office. This individual will remain a member of the Board of Directors unless further action is taken.

Section 4. Except as hereinafter provided, the officers of the DBDA shall each have such powers and duties as generally pertain to their respective offices, as well as those that from time to time may be conferred by the membership of the Board of Directors.

- a. *President.* The President shall preside at all business meetings, but may at his or her discretion or at the suggestion of the Directors arrange for another officer to preside at other meetings. The President shall serve as the chair of the Organization Committee. The President shall perform such duties as are usually incumbent upon that officer and duties as may be directed by resolution of the Board of Directors.
- b. *Vice President.* The Vice President shall in the event of the absence or inability of the President to exercise his or her office become acting president of the organization with all the rights, privileges and powers as if he had been the duly elected president.
- c. *Secretary.* The secretary shall record and maintain in good order minutes of all meetings and all records correspondence of the DBDA. The secretary shall also have such other duties as may be assigned by the membership of the Board of Directors.
- d. *Treasurer.* The treasurer shall maintain in good order all financial records of the DBDA. The treasurer shall also have such other duties as may be assigned by the membership of the Board of Directors
- e. *Temporary Officers.* The case of the absence or disability of any officer of the DBDA and of any person authorized to act in his or her place during such periods of absence or disability, the President may from time to time delegate the powers and duties of such officer to another officer or any other member.

ARTICLE VIII Downtown Coordinator

Section 1. The Downtown Coordinator will be employed by the Town of Boone, and shall adhere to the policies and procedures of a Town of Boone employee. The Downtown Coordinator shall manage the

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Version: 010002-L58.69.00
User ID: brittney

Town of Boone
Financial Statement (Multiply Segments) Without Encumbrance
For Fiscal Year 2017, Period 1 to 12 and Budget Cycle Amended

Page: 1
Date: 11/07
Time: 08:39

For All Asset, Liability, Revenue, Expense Accounts
Zero Balance Accounts NOT Included

Transactions Entered From 07/01/20
To 06/30/20

Account	Description	Period Actuals	YTD Actuals	YTD Budget	Variance	% Of Budget
050-450-000-110100	DUE FROM CENTRAL DEPOSIT	85,098.46	85,098.46	0.00	85,098.46	0.00
050-450-000-121106	2006 TAXES	123.34	123.34	0.00	123.34	0.00
050-450-000-121107	2007 TAXES	25.96	25.96	0.00	25.96	0.00
050-450-000-121109	2009 TAXES	11.91	11.91	0.00	11.91	0.00
050-450-000-121110	2010 TAXES	13.55	13.55	0.00	13.55	0.00
050-450-000-121112	2012 TAXES	5.00	5.00	0.00	5.00	0.00
050-450-000-121113	2013 TAXES	12.81	12.81	0.00	12.81	0.00
050-450-000-121114	2014 TAXES	14.39	14.39	0.00	14.39	0.00
050-450-000-121200	WATAUGA CO. TAX RECONCILIATION A/R	3,246.57	3,246.57	0.00	3,246.57	0.00
050-450-000-125300	MISCELLANEOUS - ACCTS. RECEIVABLE	2,309.35	2,309.35	0.00	2,309.35	0.00
050-450-000-220000	ACCOUNTS PAYABLE	136.61	136.61	0.00	136.61	0.00
050-450-000-262000	RESERVE FOR TAXES RECEIVABLE	206.95	206.95	0.00	206.95	0.00
050-450-000-411080	CURRENT YEAR TAXES	129,126.32	129,126.32	116,193.00	12,933.32	111.13
050-450-000-411083	PRIOR YEAR TAXES	278.29	278.29	350.00	71.71	79.51
050-450-000-411300	TAX PENALTIES & INTEREST	1,051.79	1,051.79	0.00	1,051.79	0.00
050-450-000-411301	NCVTS TAXES	1,612.05	1,612.05	956.00	656.05	168.62
050-450-000-411400	TAX REFUNDS	829.71	829.71	0.00	829.71	0.00
050-450-000-412239	LOCAL SALES TAX 1%	28,908.68	28,908.68	22,000.00	6,908.68	131.40
050-450-000-412240	LOCAL SALES TAX 1/2% (40)	12,161.74	12,161.74	9,400.00	2,761.74	129.38
050-450-000-412242	LOCAL SALES TAX 1/2% (42)	14,243.62	14,243.62	11,200.00	3,043.62	127.18
050-450-000-412243	LOCAL SALES TAX 1/2% (44)	11.27	11.27	0.00	11.27	0.00
050-450-000-412244	LOCAL SALES TAX 1/4% (40 MEDICAID REPL	9,977.40	9,977.40	4,800.00	5,177.40	207.86
050-450-000-461201	INTEREST EARNED ON INVESTMENTS	27.27	27.27	100.00	72.73	27.27
050-450-000-499900	APPROPRIATED FUND BALANCE	0.00	0.00	3,897.00	3,897.00	0.00
050-450-000-509100	PROFESSIONAL SERVICES	5,841.14	5,841.14	9,027.00	3,185.86	64.71
050-450-000-512101	MEETING EXPENSES	180.35	180.35	250.00	69.65	72.14
050-450-000-516100	OFFICE SUPPLIES	871.08	871.08	1,000.00	128.92	87.11
050-450-000-516200	OFFICE EQUIPMENT	0.00	0.00	1,000.00	1,000.00	0.00
050-450-000-519900	MISCELLANEOUS SUPPLIES	1,375.05	1,375.05	3,434.00	4,809.05	40.04
050-450-000-521101	TRAVEL & TRAINING	854.99	854.99	1,900.00	1,045.01	45.00
050-450-000-521300	TRAVEL & TRAINING - PUBLIC OFFICIALS	0.00	0.00	300.00	300.00	0.00
050-450-000-522101	TELEPHONE SERVICES	750.34	750.34	1,200.00	449.66	62.53
050-450-000-522201	POSTAGE	319.05	319.05	320.00	0.95	99.70
050-450-000-524101	PRINTING	910.00	910.00	1,000.00	90.00	91.00
050-450-000-525102	COMMUNITY APPEARANCE - SPECIAL PROMO	10,748.09	10,748.09	17,400.00	6,651.91	61.77
050-450-000-527001	ADVERTISING	9,975.75	9,975.75	11,526.00	1,550.25	86.55
050-450-000-533001	RENTAL OF OTHER EQUIPMENT	1,067.55	1,067.55	1,932.00	864.45	55.26
050-450-000-535101	INSURANCE	3,193.29	3,193.29	5,000.00	1,806.71	63.87
050-450-000-539100	DUES & SUBSCRIPTIONS	650.00	650.00	850.00	200.00	76.47
050-450-000-539902	BANK SERVICE CHARGES	0.00	0.00	100.00	100.00	0.00
050-450-000-545003	CONTRACTED SERVICES - INTERN (WORK STU	518.95	518.95	1,380.00	861.05	37.61
050-450-000-549121	SPECIAL PROJECTS/EVENTS	6,728.89	6,728.89	7,000.00	271.11	96.13
050-450-000-553104	MUNICIPAL SERVICE DISTRICT PROJECTS	20,652.12	20,652.12	57,371.00	36,718.88	36.00
050-450-000-553112	COMMUNITY DEVELOPMENT	3,672.51	3,672.51	5,000.00	1,327.49	73.45
050-450-000-577000	CONTRACTED SERVICES	65.00	65.00	1,900.00	1,835.00	3.42
050-450-000-577110	WATAUGA COUNTY - COLLECTION OF TAXES	422.76	422.76	3,400.00	2,977.24	12.43
050-450-000-598010	TRANSFER TO GENERAL FUND	43,474.00	43,474.00	43,474.00	0.00	100.00
	REPORT TOTALS:	0.03	0.03	0.00	0.03	0.00

*** End of Report ***

Communication: Current Financial Statements (Financial)

[My Accounts](#)
[Transfer Funds](#)
[Pay Bills](#)
[Alerts](#)
[Business](#)
[Summary](#)
[Account Activity](#)

My Accounts Summary



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Account List

?

▼ Deposit Accounts

	Account Type	Account Number	Balance 	Available 
Business Checking	Checking	XXXXXX9971	\$6,477.90	\$6,477.90
Business Premium Money Market	Savings	XXXXXX9998	\$20,067.56	\$20,067.56
Business Premium Money Market	Savings	XXXXXX0032	\$16,598.51	\$16,598.51
Deposit Account Totals:			\$43,143.97	\$43,143.97

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Sponsorship Policy

The mission of the Downtown Boone Development Association (DBDA) is to provide educational opportunities to promote economic and community development in downtown Boone. Based on the guidelines set forth by the National and North Carolina Main Street programs, this includes business retention and development, revitalization activities, historic preservation, promotion of downtown, and social and cultural endeavors.

The DBDA Board of Directors, with their mission in mind, may from time to time supply funding to other organizations.

In order to ensure requests are met with the same consideration, the DBDA Board of Directors asks the following from organizations requesting funds:

1. The organization's mission statement.
2. How the event, program, or item will benefit the downtown community.
3. A copy of the organization's event or program budget.
4. A copy of the approved event permit from the Town of Boone, if applicable. If a permit is not required from the Town of Boone a detailed account of the event or program including information, such as, an estimate of attendees, date(s) and time(s), type of activities provided, promotional poster or flyer, and other relevant information should be submitted.
5. A copy of the insurance permit or rider if applicable.
6. A list of other sponsors and/or sponsorships.
7. If approved, how the funds will be used.
8. Provide information as to whether or not organization is applying for additional public funding.
9. Add the DBDA logo to promotional materials and mention the DBDA in advertising efforts.
10. Provide quantitative and qualitative data regarding the results of the sponsored program or event within three months of the conclusion of event or program.

Funding Process

The DBDA Board of Directors will discuss the request during their regularly scheduled board meetings. Upon approval or denial, the downtown coordinator will contact the requesting organization within 48 hours of the board meeting at which the funding decision was made. Following the conclusion of the event or program, the requesting organization will provide appropriate receipts and/or invoices to the downtown coordinator who will then submit a check request to the Town of Boone's finance department for payment to organization. Funds will be available on a reimbursement condition only, and not to be made available prior to the event or program. Organizations requesting funds prior to the start of an event or program will be considered on an individual basis by the DBDA Board of Directors.

Application

Request:

The Boone Area Chamber of Commerce was gifted a substantial archive of photographs from the George Flowers collection upon his death in 2008. Flowers operated a photo store on King Street for decades and shot images of the area for various wire services as well as for his own commercial use.

In an effort to preserve and protect these historical photographs, archival steps need to be taken. The Chamber is asking for assistance in the preservation of these photographs from the Downtown Boone Development Association, in the form of a grant of \$2,500. The Chamber would match with an equal \$2,500 fund allocation, and contract with Digital Watauga to complete the sorting and proper storage of these photos (estimated to be between 30,000-40,000 images and negatives).

1 – Mission Statement:

To advance economic prosperity and to encourage public/private cooperation that will broaden the economic base and enhance the quality of life in our community

2 – Benefit to Community:

The archived photos will be digitized and made available to the community, with certain rights reserved, to assist with historical accuracy for facades among other things, as well as an educational tool.

3 – Organization’s Program Budget:

\$2,500, to come out of FY 2018-2019

4 – Approved Event Permit (if applicable):

n/a

5 – Insurance Permit or Rider (if applicable):

n/a

6 – Other sponsors/sponsorships:

Digital Watauga (Eric Plagg & Betty Bond) is handling the sorting of the existing images of the Flowers collection that is controlled by the Chamber. They will work to properly house the photos and negatives in sleeves and containers that will ensure their long-term viability. At the same time, the Chamber and Digital Watauga are working with the Appalachian State Library to find a long-term storage solution for these hard copies and negatives, and storing these photos in the proper materials will increase the long term preservation of these images. Once cataloged, Digital Watauga will combine these photos with the rest of the Flowers collection, which is housed at Appalachian State. Digital Watauga will work to scan photos and negatives over time and will partner on a searchable public database for these images. The preservation materials will ensure that exposed pieces of the collection have a chance to be maintained in a usable form while the over 400,000 images are cataloged and scanned.

7 – How funds will be used:

Digital Watauga estimates a \$5,000 price tag on materials to finish storing the remainder of the collection. The Chamber would match the requested \$2,500 asked of the DBDA and sink that into material cost, thus giving Digital Watauga the full amount needed for the project. The materials would include chemical-proof storage sleeves and cataloging material, moisture proof containers, and some

chemicals that will be used to attempt to save some photos that have been damaged in a flood at an old storage facility.

8 – Additional funding applied for (if applicable):

n/a

9 – Add DBDA logo to promotional materials and advertising efforts: As this project continues, Digital Watauga and the Chamber will document and distribute occasional press releases to local media. As these releases are distributed, the DBDA would be listed as a partner on the project. The DBDA would also be listed on the database as a partner in the preservation of this collection.

10 – Quantitative and Qualitative results data for program or event due within 3 months of conclusion of event or program. We will keep the DBDA apprised of the material costs and overall progress of the archives. The first step in this project is to get the photos and negatives safely stored, which is why the material funds are needed. Once they are properly stored and ready to be combined with the remainder of the collection, we will get a better idea as to how long it will take to scan the collection and begin work on the public database.

Streetscape Update

In front of Horton Hotel



Communication: Update on Streetscapes (Design)

§ 96.01 OBSTRUCTIONS PROHIBITED.

(A) (1) Except as otherwise authorized by statute, ordinance (including §§ [96.08](#) and [96.09](#) of this chapter) and/or encroachment agreement adopted by the Town Council, and except to the extent required by the performance of some function authorized or mandated by a statute or ordinance, no person(s) may congregate, stand, sit or lie on a sidewalk in a manner that would intentionally obstruct or cause to be obstructed pedestrian traffic or prevent the free ingress and egress by members of the public to and from private or public buildings, parks or parking lots adjacent to or accessed by public sidewalks within the town. Also, no person may intentionally obstruct a public sidewalk or obstruct or impede travel in a public street within the town by placing or leaving any object within the traveled portion of the public street right-of-way or public sidewalk, except as authorized by this chapter.

(2) For purposes of this section, the following definitions shall apply unless the context clearly indicates or requires a different meaning.

CAUSE TO BE OBSTRUCTED. An action(s) or omission(s) which, though not intended to obstruct the pedestrian use of public sidewalks, nevertheless interferes with a person's pedestrian use of a public sidewalk to a degree that passage is prevented or delayed for an unreasonable period of time after it is brought to the attention of the person causing the obstruction that passage is being prevented or delayed for an unreasonable period of time.

INTENTIONALLY OBSTRUCT. Any action or omission that has as its purpose the interference with a person's pedestrian use of a public sidewalk to a degree that passage is prevented or delayed.

PUBLIC SIDEWALK. Any area open to public use as a pedestrian public way, whether paved or otherwise designated or recognized for use of pedestrian traffic and which is owned or maintained by the town.

RESPONSIBLE PERSON. The person who has intentionally or negligently caused or authorized the action which violates the prohibitions of this chapter or the owner of the property from or upon which a violation extends, derives or originates.

UNREASONABLE PERIOD OF TIME. The time that a reasonable person prevented or delayed in his or her attempt to use a sidewalk for pedestrian use would consider as unreasonable.

(B) Except as provided in this division (B), division (A) above applies, but is not limited to, goods, wares or merchandise displayed for sale. Partial obstruction of a public sidewalk for a sidewalk sale is permissible in accordance with a permit issued by the Administrator upon finding that:

(1) The sale will not extend for more than three consecutive days;

(2) The obstruction will take place only during daylight hours;

(3) The permit, together with any other permits issued to the same applicant or to other applicants for sale at the same location, will not authorize an obstruction for more than ten days during any 365-day period; and

(4) The sidewalk will only be partially obstructed in a manner that does not seriously inconvenience the public or threaten the public safety.

(C) Division (A) above shall not apply to temporary obstructions caused by persons engaged in construction work on abutting property when proper warning devices are maintained in accordance with § [96.04](#).

(Prior Code, § 98.01) (Ord. passed 3-18-2004; Ord. passed 1-18-2011) Penalty, see § [96.99](#)

DBDA members are well positioned to help us flesh out our case study approach to identifying opportunities in downtown Boone—they know downtown well, as residents, business owners, and general stakeholders to its success. In the limited time that they have at next week’s meeting, they could be most helpful in generating a list of potentially comparable communities for DFI to study. We remember John Ward referring to Boone as “the Boulder of the east”—we are curious what other communities these residents and business owners look to: what communities provide that right mix of aspiration and achievability in terms of downtown feel and mix of uses?

If you are open to facilitating this quick conversation, we’d like you to pose this question to DBDA members: “When DFI was hear, they heard someone say “Boulder of the East.” What other downtowns are you familiar with that DFI could look for lessons about how Boone might evolve?” We’d like to see what kind of response this elicits—we are interested in downtowns across the US, not just in NC.

If people need prodding, you could say, “Maybe no place does it all, but where have you been that has a great mix of different types of retail? Where have you seen the type of apartments and condos that could succeed in downtown Boone? What downtown balances students and non-students really well? What are some places that give Boone a run for its money in terms of weekend getaways and a mix of natural beauty with downtown activity?”

We have several ideas, and rather than bias the conversation with those, we’d like the people that know downtown Boone the best to give us ideas (and/or validate the ones we are already exploring). We would find it especially helpful if your report back on the above conversation included specific examples of what each downtown is doing well. For example, if participants say, “Burlington, Vermont,” we want to know what it is that’s special (and attainable). Maybe it’s the range of small music venues. Or the pedestrian plazas. Or the covered rooftop bars that let people hang outside in the dead of winter. Or the way that hiking trails begin in town.