

**Downtown Boone Development Association
Regular Board of Directors Meeting – November 14, 2017
8:30 am – Jones House Cultural and Community Center**

Board Members present: Kendra Sink, Victoria Potter, Mike O'Connor, Angela Kelly, Anna Roseman, Alex Hooker, Sam Parker, Davie Walker, Megan Biddix (for Denise Lovin)

Ex-Officios present: Loretta Clawson, Lynne Mason

MSD members present: David Jackson (Chamber), Marshall Ashcroft (Council), Lee Sanderlin (Watauga Democrat)

Staff present: Brittney Clark, Glen Kornhauser, Thomas Studnicki (Intern)

Handouts: Agenda, UNC SOG DFI Market Study Analysis

GENERAL BUSINESS

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

APPROVAL OF MINUTES AND AGENDA

Agenda

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

Minutes

Anna made a motion to approve the minutes; Victoria seconded. All approved.

Recommendation to Town Council to change Parking Fee Rates on Queen Street

After discussion regarding the justification for whether this is a good idea or not, Dave motioned to recommend to Town Council that the Queen Street parking spaces be changed from metered to pay stations, with a rate increase of \$0.50 to \$1.00, and with the hour limit be increased from 3 hours to 8 hours, with the condition that Town Council help make allowance for permit parking for employees of businesses downtown. Alex seconded the motion, and all voted to approve.

ORGANIZATION

Introduction of New Board Member

Brittney welcomed Denise Lovin, who was not able to attend due to a scheduling conflict made prior to her being elected to the board. Her General Manager, Megan Biddix, attended in her place.

Election of Officers

Anna nominated Kendra Sink for President; Angela seconded the nomination.

Sam nominated Tucker Deal for Vice President; Mike seconded the nomination.

Sam nominated John Bond to remain Treasurer; Angela seconded the nomination.
Angela nominated Monica to remain Secretary; Victoria seconded the nomination

Alex motioned to accept the nominations for officers; Anna seconded. All voted in favor.

Plan Winter Budget Retreat

Recommendation was Tuesday, December 12th. That recommendation was changed to Tuesday, January 9th at 5 pm at the Jones House.

Regular meeting with the DBDA, TDA, Chamber, etc.

Brittney shared that discussions with the TDA and Chamber have begun about having these regular meetings. David Jackson shared that he had a productive meeting with ASU the day before regarding ASU including the Chamber and DBDA in the discussion regarding the ASU calendar.

FINANCIAL

Current Financial Statements

Brittney shared that the Public Art account was closed based on the recommendation of the Board from October's meeting. Also shared that the Audit was ready, and that I am waiting on copies from Priscilla Norris.

DBDA Sponsorship Opportunity

Brittney introduced that she created an application from the guidelines laid out in the DBDA Sponsorship Opportunity, and that David Jackson filled it out. David explained that he is asking for \$2,500, which the Chamber will match, to be used for the preservation of historical photos that were given to the Chamber that are of Boone. Lynne thinks that we need legal advice regarding whether MSD can spend money on this request. Dave said that there is not a clear impact to Downtown. Lynne suggested that we ask the town, county to share the cost. Brittney committed to following up on these issues.

PROMOTION

Update from Marketing Committee

Anna Roseman gave the update – moving towards a focus of spending advertising dollars on billboards, specifically digital billboards. She also shared two opportunities – a \$99 local radio ad, and a Black Friday insert with the Watauga Democrat. The Board was fine with spending for these two things. Anna will follow up and will send me any bills to pay.

Update from Christmas Committee

Brittney gave a quick update on Festive First Friday – lots of different activities happening. Still need carolers scheduled for Friday, December 1 – shared this need with the Board. Also shared that there is a

lot of interest being generated behind the event on Facebook, and offered to share the event link with the Board.

Update on MOAA Fundraiser over Veterans Day Weekend

Brittney shared that a Fundraiser for the Veterans memorial with the MOAA happened over the weekend with businesses offering to donate a portion of their proceeds to the MOAA for the memorial. Not sure yet how many participated or how much money was raised.

Discussion about Sidewalk Ordinance 96.01

Brittney shared that there are currently safety issues that have arisen regarding sidewalks being blocked. Current Ordinance doesn't allow many things that businesses are currently using, because the current ordinance is not being enforced at the moment. John Ward suggested the DBDA discuss amending the ordinance. Brittney offered to look over the ordinance and bring changes back to the Board in December.

DESIGN

Update on Streetscape

Brittney shared that a new water line was installed at the Horton Hotel, and John Ward convinced Public Works to go ahead and put down new sidewalks from Our Daily Bread to Highway Robbery; work is still underway on this but should be done soon. The building on the other side of Highway Robbery is under contract and the purchaser is interested in changing the exterior quite a bit so we did not want to continue with the sidewalks until that work has been completed.

Update from Mice on Main Committee

This update was tabled due to lack of time.

Update from Directional Signage Downtown

Brittney shared that the Watauga County TDA has hired Destination by Design to create wayfinding signs for Watauga County. These will get visitors to Downtown, but won't do directional signage downtown. That is where DBDA can partner with the Boone TDA, still using DBD's planning, to cover the cost of wayfinding signage downtown. This will probably take a year to see come to completion.

Market Analysis Case Study Feedback for UNC SOG DFI

Brittney shared that UNC is asking for case study advice from us for cities around the country that are similar to Boone that we can model ourselves after – so not just that they are like us, but have things that we would like to attain. One suggestion from Tucker was Bozeman, MT, and something he liked from Bozeman was the Lark hotel, a repurposed building. Brittney brought up San Luis Obispo in Southern California – they have a Thursday night Farmers Market. Lynne suggested Durango, CO. Other thoughts were Flagstaff, AZ; they have a ski resort right next to their town. Brattleboro, VT – suggestion

from Dave Walker. Anna suggested we check with the TDA to see if they knew of comparable towns. Anna also suggested looking at towns that have variable winters.

OTHER BUSINESS, COMMENTS, OR CONCERNS

Brittney shared that she is pregnant and due in May, which is when lots of construction projects are happening. John is going to help find an intern to help bridge the gap.

Glen asked the DBDA for money to buy spray paint to cover up graffiti. An arrest was made of the tagger. He asked for \$75.00. Kendra made a motion to allow for up to \$150 to be allocated towards graffiti removal/coverage, with the condition that research is done into graffiti removal supplies rather than just covering the paint up. Angela seconded.

Call for Adjournment

Brittney adjourned the meeting at 9:55 am.