

**Downtown Boone Development Association
Regular Board of Directors Meeting – December 10, 2019
8:30 am – Jones House Cultural and Community Center**

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

Ex-Officios present: Lynne Mason and Loretta Clawson.

MSD members/guests present: Tom Henry.

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

GENERAL BUSINESS

Kendra called the meeting to order at 8:34am.

Lane opened the meeting by introducing Jim Marsh, the DBDA's newest Board Member who was appointed at the November Town Council meeting.

Lane then turned the meeting over to Tom Henry who explained to the committee the types of services his business Appalachian Mountain Leadership provides.

APPROVAL OF MINUTES AND AGENDA

Agenda

Michelle made a motion to approve the current agenda. The motion was seconded by Monica 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

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

Lane reminded the Board that the Volunteer Appreciation Breakfast is Friday and asked if any Board members planned on going to please let her know.

Lane also informed the Board that Dave Walker with Blue Ridge Women in Agriculture had resigned from the Board because Blue Ridge Women in Agriculture offices have moved outside of the MSD. Lane continued that the Board now had two open positions, one DBDA appointed and one Town Council appointed.

Organization

Trademarking Update

Lane informed the Board that things were moving along with the trademarking process. Lane recently sent the attorney the items he needed to submit. She also stated that he confirmed that if someone were to try and use the textured version of our logo we would have grounds to stop them on.

Main Street Program Assessment

Lane informed the Board that she was currently working on the DBDA's Main Street Assessment. She stated that while the statistics that are due in the summer deal with the downtown, the assessment is a review of our Main Street program. Kendra asked if that was what we worked on during the workshop in September. Lane said that it was a different report, but that the work plan was a piece of the assessment. Lane stated that she was working to update the older work-plan, and then begin work on the new work plan. Lane mentioned that in the older work plan wayfinding signs were listed but they were piggy backing off of the county plans, and wanted to note that for the updates. Kendra stated that if the county way finding signs were going to be installed in the near future, then the Board did need to circle back and begin working on that process. Kendra noted the need to inquire about the alley next to Artwalk, because it would be a through fare to Howard Street but was in need of repair. She noted the need to follow up on this in anticipation of the Howard Street upgrades and wayfinding project. After a few minutes of discussion, Lane stated that she thought it would be best to start the process with Planning and Inspections and then go from there. Lane also stated that she would confirm the timeline for the installation for the counties way finding signs.

Outdoor Games Use Agreement

Lane stated that she and Mark had been in touch and fielding requests for use of the large games that the DBDA purchased this summer. The Board discussed the use and thought it would be good to draft some sort of language that addresses who will be able to use the games and the guidelines for use. Lane stated that she would work on the language and bring it back to the Board.

Lane added that John had asked her to update the Board about the status of the zoning request that had been made by Appalachian State for the use of the Appalachian Theater for classes. Lane informed the Board that ASU had recently pulled the request, and it would not go before Town Council at their December meeting. Michelle clarified that there would not be ASU classes in the Appalachian Theater. There was brief discussion about the history of the project.

Financial

Scheduling of Winter Budget Retreat

Lane opened the discussion by stating that she included a calendar in the agenda packet with some events highlighted to help with planning. The Board decided that they would hold their budget retreat on Thursday, January 9 from 8:30am until 11:30am at Ransom Pub.

Lane also mentioned that she planned on delivering breakfast to the Public Works staff as a big thank you for all their hard work downtown.

Denise mentioned that the Horton Hotel would be having a ball drop for New Year's on

Megan Sheppard Photo Proposal

Lane stated that she heard back from Megan Sheppard and referred to the e-mail that was included in the agenda packet, for a total cost of \$3,300. Michelle inquired about how many stops that would be. Lane explained that she and Megan spoke and felt that, if chosen, they could develop a plan for the most effective use of her time. Kendra made a motion to hire Megan Sheppard to photograph the entire downtown. The motion was seconded by Michelle and had a unanimous vote.

Promotion

Festive First Friday Review

Lane opened by stating that it Festive First Friday was a wonderful event. Lynne commented that some of the people in the surrounding neighborhood were surprised by all of the activity. Michelle thought that some sort of direct mailing could be beneficial. After some discussion the Board thought that it might be a good idea to consider having an insert in

the utility bills. The Board all talked about how successful the event was and stated the need to have more activities in the Depot Street area. Michelle inquired if there was a boost in sales due to the events. The Board talked about the effect of the events on businesses downtown, and Michelle pointed out that it was good to show how accessible the downtown was. Mark thought that it might be a good idea to get input from the downtown restaurants regarding food trucks in downtown and possibly advocating to have food trucks in parking spaces for special events. Lane said that the only other suggestion she heard for the evening would be moving the face painting back to Town Hall to help accommodate the long line. The Board talked briefly about parking and how grateful they are for Austin and Barnes who frequently open their parking up for downtown events.

Loretta left at 9:30am.

Design

Doc Watson Plaque

Lane stated that this item had been put on the backburner, due to Boone BOO! and Festive First Friday planning. Lane summed up that at the last design meeting the committee decided that it would be best to do a plaque on the back of the bench. Jim brought up that in the wording it might mention the spot across the road from the bench where Doc frequently sat and played. Lane stated that she would work on getting the design committee back on this item.

Banners for Downtown

Lane stated that banners had been ordered and would be going up in the spring.

Call for Adjournment

Michelle made a motion to adjourn, which was seconded by Denise and had a unanimous vote. The meeting was adjourned at 9:40am