# Downtown Boone Development Association

**Regular Meeting**

**~ Agenda ~**

http://www.townofboone.net/

Brittney Clark

Tuesday, December 12, 2017 | 8:30 AM | Jones House Cultural and Community Center

## I. General Business

1. **Call to Order**
2. **Approval of December Agenda**
3. **Approval of November Minutes**

## II. Organization

1. **Welcome to New Business**

## III. Financial

1. **Current Financial Statements**
2. **Presentation of the Audit**

## IV. Promotion

1. **Update from the Marketing Committee**
2. **Update from Christmas Committee**
3. **Watauga High Presentaton - Student Discount Weekend**
4. **Photographer Contracts**
5. **Photographer Contracts**

## V. Design

1. **Update on Sidewalk Ordinace**
2. **Application for Street Pole Banners**
3. **Application for Street Pole Banners - Visuals**

## VI. Other business, comments, or concerns

## VII. Call for Adjournment

Downtown Boone
DEVELOPMENT ASSOCIATION

Downtown Boone Development Association
Regular Board of Directors Meeting
December 12, 2017
8:30 a.m. Jones House Cultural and Community Center

General Business

- Call to Order
- Approval of December Agenda
- Approval of November Minutes

Organization

- Welcome to New Business

Financial

- Current Financial Statements
- Presentation of the Audit

Promotion

- Update from Marketing Committee
- Update from Christmas Committee
- Watauga High Presentation – Student Discount Weekend
- Photographer contracts

Design

- Update on Sidewalk Ordinance
- Application for Street Pole Banners

Other business, comments, or concerns

Call for Adjournment

Communication: Approval of December Agenda (General Business)

**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 Studnicky (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.

Communication: Approval of November Minutes (General Business)

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 adjoined the meeting at 9:55 am.

Communication: Approval of November Minutes (General Business)

For All Expense Accounts
Zero Balance Accounts NOT Included

Transactions Entered From 07/01/201
To 06/30/201

| Account | Description | Period Actual | Period Budget | Period Variance | YTD Actual | YTD Variance |
|---|---|---|---|---|---|---|
| 050-450-000-509100 | PROFESSIONAL SERVICES | 5,841.14 | 9,027.00 | 3,185.86 | 5,841.14 | 3,185.86 |
| 050-450-000-512101 | MEETING EXPENSES | 180.35 | 250.00 | 69.65 | 180.35 | 69.65 |
| 050-450-000-516100 | OFFICE SUPPLIES | 871.08 | 1,000.00 | 128.92 | 871.08 | 128.92 |
| 050-450-000-516200 | OFFICE EQUIPMENT | 0.00 | 1,000.00 | 1,000.00 | 0.00 | 1,000.00 |
| 050-450-000-519900 | MISCELLANEOUS SUPPLIES | 1,375.05 | 3,434.00- | 4,809.05- | 1,375.05 | 4,809.05- |
| 050-450-000-521101 | TRAVEL & TRAINING | 854.99 | 1,900.00 | 1,045.01 | 854.99 | 1,045.01 |
| 050-450-000-521300 | TRAVEL & TRAINING - PUBLIC OFFICIALS | 0.00 | 300.00 | 300.00 | 0.00 | 300.00 |
| 050-450-000-522101 | TELEPHONE SERVICES | 750.34 | 1,200.00 | 449.66 | 750.34 | 449.66 |
| 050-450-000-522201 | POSTAGE | 319.05 | 320.00 | 0.95 | 319.05 | 0.95 |
| 050-450-000-524101 | PRINTING | 910.00 | 1,000.00 | 90.00 | 910.00 | 90.00 |
| 050-450-000-525102 | COMMUNITY APPEARANCE - SPECIAL PROMO | 10,748.09 | 17,400.00 | 6,651.91 | 10,748.09 | 6,651.91 |
| 050-450-000-527001 | ADVERTISING | 9,975.75 | 11,526.00 | 1,550.25 | 9,975.75 | 1,550.25 |
| 050-450-000-533001 | RENTAL OF OTHER EQUIPMENT | 1,067.55 | 1,932.00 | 864.45 | 1,067.55 | 864.45 |
| 050-450-000-535101 | INSURANCE | 3,193.29 | 5,000.00 | 1,806.71 | 3,193.29 | 1,806.71 |
| 050-450-000-539100 | DUES & SUBSCRIPTIONS | 650.00 | 850.00 | 200.00 | 650.00 | 200.00 |
| 050-450-000-539902 | BANK SERVICE CHARGES | 0.00 | 100.00 | 100.00 | 0.00 | 100.00 |
| 050-450-000-545003 | CONTRACTED SERVICES - INTERN (WORK S | 518.95 | 1,380.00 | 861.05 | 518.95 | 861.05 |
| 050-450-000-549121 | SPECIAL PROJECTS/EVENTS | 6,728.89 | 7,000.00 | 271.11 | 6,728.89 | 271.11 |
| 050-450-000-553104 | MUNICIPAL SERVICE DISTRICT PROJECTS | 20,652.12 | 57,371.00 | 36,718.88 | 20,652.12 | 36,718.88 |
| 050-450-000-553112 | COMMUNITY DEVELOPMENT | 3,672.51 | 5,000.00 | 1,327.49 | 3,672.51 | 1,327.49 |
| 050-450-000-577000 | CONTRACTED SERVICES | 65.00 | 1,900.00 | 1,835.00 | 65.00 | 1,835.00 |
| 050-450-000-577110 | WATAUGA COUNTY - COLLECTION OF TAXES | 422.76 | 3,400.00 | 2,977.24 | 422.76 | 2,977.24 |
| 050-450-000-598010 | TRANSFER TO GENERAL FUND | 43,474.00 | 43,474.00 | 0.00 | 43,474.00 | 0.00 |
| | REPORT TOTALS: | 112,270.91 | 168,896.00 | 56,625.09 | 112,270.91 | 56,625.09 |

*** End of Report ***

Communication: Current Financial Statements (Financial)

PNC Online Banking

Privacy | Security | Sign Off

Last Sign On: Tuesday, November 7, 2017 at 9:26 a.m.

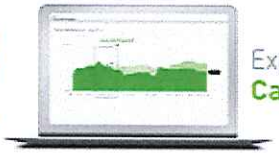
Customer Profile

My Accounts | Transfer Funds | Pay Bills | Alerts | Business Tools | Customer Service | My Offers

Summary | Account Activity

# My Accounts Summary

**Save time** and manage your receivables and payables **all in one place.**



Experience THE ENHANCED **Cash Flow Insight**℠ >>

## 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 | $20,068.71 | $20,068.71 |
| Business Premium Money Market | Savings | XXXXXX0032 | $16,599.46 | $16,599.46 |
| | | **Deposit Account Totals:** | $43,146.07 | $43,146.07 |

## PNC Rewards

Turn your day-to-day purchases into rewards with PNC Rewards. It's easy and free!

Learn More

### The Online Documents Area is Expanding!

We've recently added new documents to the document center. Learn more»

### Is your account set up in case of an overdraft?

Set up and update your overdraft protection & overdraft coverage online. Learn more »

## Contact Us

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Call 1-877-BUS-BNKG

**TTY/TDD Communications:**
**For Hearing Impaired Customers Only**
**1-800-531-1648**
Mon-Fri: 7am - 10pm ET
Sat-Sun: 8am - 5pm ET

Tweet @PNCBank_Help

More

## Account Services | Customer Profile

- Debit/ATM Card Services
- Mobile Banking
- Online Payroll
- Account Delegation
- Online Statements Preferences
- Overdraft Solutions
- PNC Rewards Center

Online Documents: View | Manage

More

### Deposits made easy at the ATM

Skip the line and deposit checks or cash right at the ATM. It's fast and easy! Learn more »

Online Banking & Bill Pay Guarantee | Service Agreement | Privacy Policy | Online Security
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Need Help? View our Contact Numbers and Hours of Operation

**Priscilla L. Norris, CPA**
PO Box 1422
Jefferson, NC 28640
336-846-2688 Fax 336-846-4600

Downtown Boone Development Association
PO Box 362
Boone, NC 28607

November 2, 2017

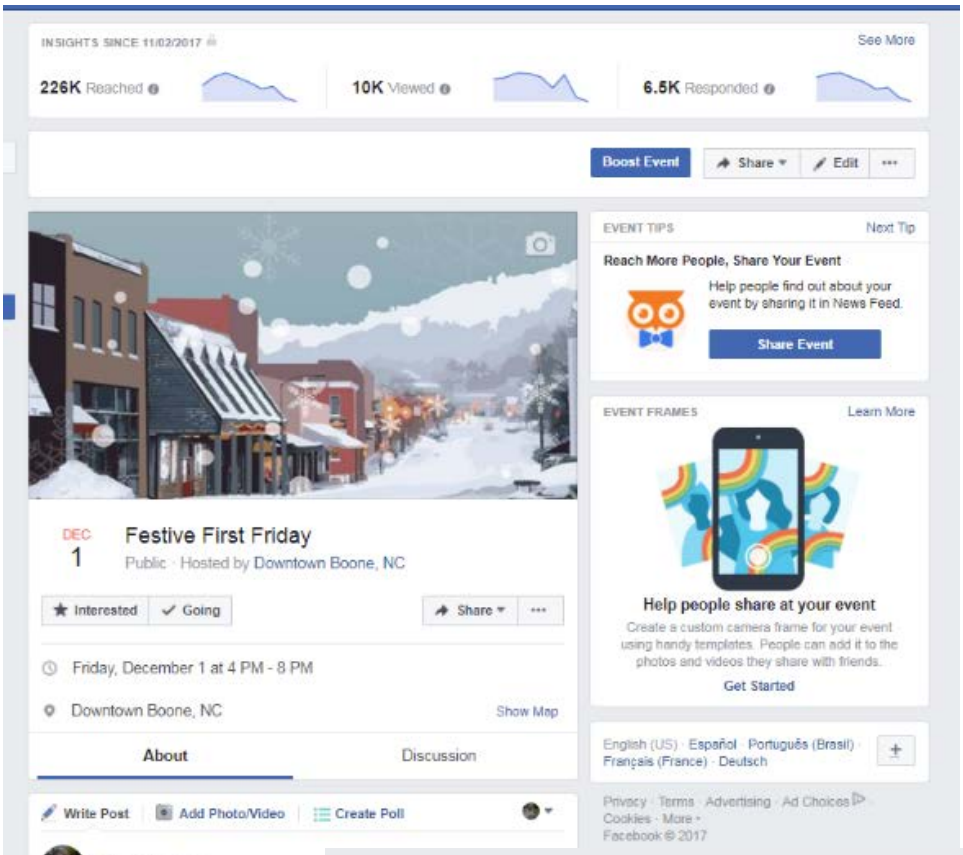
Billing for June 30, 2017:

| | |
|---|---|
| Audit - | $ 2,800.00 |
| Financial Statement Preparation - | 800.00 |
| Total | $ 3,600.00 |

APPROVED
*By Fawn Wright at 3:46 pm, Nov 28, 2017*

**as provided in G.S. 159-34 or G.S. 115C-447**

**We have received your audit report and have approved the invoice for payment. Your audit will be reviewed at a future date and we will contact the auditor and unit if any changes are necessary**.




**Page Summary** Last 7 days

Export Data

Results from **Nov 02, 2017 - Nov 08, 2017**
Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic

### Actions on Page
November 1 - November 7

14

Total Actions on Page ▲1,300%

### Page Views
November 1 - November 7

281

Total Page Views ▲319%

### Page Previews
November 1 - November 7

We don't have data to show you this week.

### Page Likes
November 1 - November 7

75

Page Likes ▲436%

### Reach
November 1 - November 7

5,318

People Reached ▲806%

### Recommendations
November 1 - November 7

We don't have data to show you this week.

### Post Engagements
November 1 - November 7

561

Post Engagement ▲103%

### Videos
November 1 - November 7

4

Total Video Views ▲100%

### Page Followers
November 1 - November 7

77

Page Followers ▲381%

Communication: Update from Christmas Committee (Promotion)

# Megan Sheppard Photography

Megan Sheppard Photography, megansheppardphotography@gmail.com

Date of Contract: 11/14/17

Contract with Brittney Clark for Website Marketing Photos by Megan Sheppard Photography

Session Date: November-December 2017 Location: Downtown Boone

Total Cost of Photography as Scheduled (not including sales tax - sales tax does apply ):
$300 (includes coverage and online gallery for previewing, downloading and ordering, 15-20 photos for website marketing)

Balance for session must be paid in full before services are performed.

The editing, processing and delivering of photos can take up to one month.

Megan Sheppard Photography reserves the right to use all photographs for advertising purposes as examples of work, including but not limited to business cards, display, internet web site and portfolio.

I do ask that you do not edit, alter or change the photos in any way as they are a representation of my work.

Signature below indicates acceptance of this contract and the terms herein.

| Studio: | Client: | |
|---|---|---|
| **Megan Sheppard Photography** | **Brittney Clark** | **Date Printed** Dec 4, 2017 |

Communication: Photographer Contracts (Promotion)

# Megan Sheppard Photography

Megan Sheppard Photography, megansheppardphotography@gmail.com

Date of Contract: 11/14/17

Contract with Brittney Clark for as-needed event photography by Megan Sheppard Photography

Session Date: as-needed Location: Downtown Boone

Total Cost of Photography as Scheduled (not including sales tax - sales tax does apply ):
$80/hour (includes coverage and online gallery for previewing, downloading and ordering)

Balance for each booked session must be paid in full before services are performed.

The editing, processing and delivering of photos can take up to one month.

Megan Sheppard Photography reserves the right to use all photographs for advertising purposes as examples of work, including but not limited to business cards, display, internet web site and portfolio.

I do ask that you do not edit, alter or change the photos in any way as they are a representation of my work.

Signature below indicates acceptance of this contract and the terms herein.

| Studio: | Client: | |
|---|---|---|
| **Megan Sheppard Photography** | **Brittney Clark** | **Date Printed** |
| | | Dec 4, 2017 |

Communication: Photographer Contracts (Promotion)

## § 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.

(5) Displays will be neat and orderly and supervised as necessary.

(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.

Communication: Update on Sidewalk Ordinace (Design)

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

Communication: Update on Sidewalk Ordinace (Design)

# Street Pole Banner Application

**Contact Information**

Contact Name: Courtney Thompson

Organization: High County Grizzlies

Phone Number: (828) 263-6152

Email Address: courtneythompson@ncgrizzlies.com

Address: 206 Southgate Drive Suite 21B

Boone, NC 28607

**Event Information**

Name of Event: _____

Event Date: _____ Event Location: _____

Event Description: _____

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**Banner Information:**

Number of Banners: 28 Banner Time Period: ~~May~~ Late March - April

Banner Installation Date: March 20, 2018 Banner Pick-up Date: First week of May

Banner Display Preference: Late March - April

Description of Banners: (please attach a full-color printout of the exact banner design and layout you will be using): The banner will say "Home of the Grizzlies with both logos on the front and back with our website.

*Please note, while we will do our best to accommodate your preferences, we cannot guarantee the dates or locations will be available.*

**Agreement to Policies and Procedures**

Courtney Thompson
Print Name

Courtney Thompson
Signature

High County Grizzlies
Organization

Dec. 4, 2017
Date

Communication: Application for Street Pole Banners (Design)

Communication: Application for Street Pole Banners - Visuals (Design)