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

Board Members present: Denise Lovin, Tucker Deal, Angela Kelly, Michelle Novacek (for Mike O'Connor), Victoria Potter, Monica Caruso

Ex-Officios present: Lynne Mason

MSD members present: Megan Biddix (Horton Hotel), Lee Sanderin (Watauga Democrat), Lily Lipford (Watauga High School

Staff present: Brittney Clark, Glen Kornhauser

Handouts: Agenda, Audit, Financial Statements, Main Street Work Plan

GENERAL BUSINESS

Tucker called the meeting to order at 8:39 am with a quorum.

APPROVAL OF MINUTES AND AGENDA

Agenda

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

Minutes

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

ORGANIZATION

Welcome to New Businesses
Brittney welcomed My Pho, which opened Sunday, November 20th.
Hollow Moon Tattoo – run by Cutty Bage – opened December 1
Dunnigan, Issacs, and Friley – law firm – opened a few weeks ago

Main Street Documents
Brittney passed out copies of the completed work plan, which will be submitted to Main Street for review on January 5th, 2018. She explained that it was blank when she was made aware of the document in September/October and have spent the last few months filling it in.

Main Street Program Assessment form – Brittney is working on filling this out; it is due January 5th, 2018.

Main Street Conference – Tucker attended the last one with Virginia. Denise Lovin will go with Brittney to the 2018 Main Street Conference in Concord, NC. Denise Lovin and Anna Roseman will go with Brittney to Promotion Basic Training in Lexington, NC on January 4, 2018.

FINANCIAL

Current Financial Statements

Brittney shared our financial statements with the Board. Shared also she will be meeting with the Town of Boone finance department to get information on how things are being coded. No change in the DBDA private funds held in PNC Bank – no money has been spent. Tucker mentioned financial statements are usually presented in a profit/loss format; Brittney will work on presenting the DBDA financial statements in this manner in the future.

Brittney passed out the audit for review, and stated there were no issues with it. Also shared the invoice for $3,600 to pay for the audit. Anna motioned to approve the payment for the audit; Angela seconded.

Anna voted to approve our financial statements; Angela seconded.

PROMOTION

Update from Marketing Committee

Anna Roseman gave the update – talked to Lamar again about billboards; the quote came back differently than when first presented. Moving towards a decision to go with digital billboards rather than static boards. Will spend about $500.00/mo and will be purchasing impressions, rather than time. There will not be any design costs associated with digital billboards.

Small Business Saturday posts – first boosted post, spent $15 over 4 days leading up to Small Business Saturday; post was a story about a lady who committed to buying 90% of her Christmas presents in Downtown Boone. Good success. Another bit of feedback we got was that Village Jewelers was up 176% over last year; they ran separate promotions, but didn't sell anything from the promotion they were running.

Update from Christmas Committee

Brittney gave a quick update on Festive First Friday – big success, good for business. Will be asking the Christmas Committee to transition to an Easter Committee to plan the Eggstravaganza.

Watauga High School Presentation – Student Discount Weekend

Lily Lipford from Watauga High School presented her idea of having a Student Discount Weekend December 22-24th, with students getting 15% off one item at each store downtown. Discussion ensued about the discount amount, and perhaps not listing the actual amount, but leaving it up to the business to decide what the discount is. Lily will go door-to-door to business to explain the discount, and give businesses a packet of info on how to do the discount. Brittney agreed to send out email to introduce Lily to the business owners and then let her run with it.

Photographer Contracts

Brittney presented two contracts for photographer Megan Sheppard. One is for as-needed work at $80/hour, and the second is a flat fee of $300 for a finished product of 15-20 marketable photos. Tucker asked that the contract be amended to include a clause for the DBDA to approve the final product before payment is made. Anna motioned to approve the contract with the amendment; Angela seconded.

DESIGN

Update on Sidewalk Ordinance

Brittney shared updates to the Sidewalk Ordinance; suggested changes included omitting all mention of needing a permit, sale extending more than 3 consecutive days, and obstruction for more than 10 days during any 365 day period. Suggested additions include obstruction can only be in space in front of building, used by business in the building, as well as outside vendors and performers may not use sidewalk space in front of existing businesses for any reason (sale, solicit, barter, advertise) without permission from the business during business hours. The suggestion from the Board was to ask Council to review this ordinance, as well as the UDO that would pertain to the same issues, and ask their Counsel to adapt to allow these obstructions, rack sales, and sandwich boards, etc.

Application for Street Pole Banners

The High Country Grizzlies have applied to have banners on the street poles during April and May. The final decision will be the Town Manager's, but wanted to bring it before the DBDA. Most board members did not have an issue with it, but suggested the fees be reinstated for the installation and de-installation, as well as perhaps the application fee, since they are for-profit. Council would waive fees for non-profits, but would not for for-profit ventures. Town events would take precedent over other events.

OTHER BUSINESS, COMMENTS, OR CONCERNS

Brittney shared that Mike O'Connor is retiring on December 23rd. He would like to suggest his replacement. The Board will consider someone from the Chancellor's office or the Vice-Chancellor's office to serve, in the hope that someone from this office would give a broad view from the University's perspective.

Call for Adjournment

Tucker adjoined the meeting at 9:43 am.