Downtown Boone Development Association
Regular Board Meeting – December 29, 2020
8:30 am – Webex Virtual Meeting

Board Members present: Wayne Randall, Kendra Sink, Jim Marsh, Megan Biddix, Brandon Bettis and Monica Caruso.

Ex-Officio's present: Sam Furguiele.

MSD members/guests present: David Jackson, Laura Kratt and Katie Greene.

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

Call to Order

At 8:36 Kendra called the meeting to order.

Approval of December Agenda

Kendra opened by asking for approval of the agenda. Lane asked the Board to add two agenda items to the end of the Organizational section of the agenda. She explained and apologized that she pulled the wrong vision and mission statement at the last meeting and that the Board would need to vote on the current statements, and asked to add "Approval of the Vision Statement" and "Approval of the Mission Statement" to the agenda. Wayne then made a motion to approve the agenda with the additions. The motion was seconded by Kendra and had a unanimous vote.

Approval of November Minutes

Wayne Randall made a motion to approve the November minutes. The motion was seconded Monica and had a unanimous vote.

Approval of Financial Statements

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

<u>Organizational</u>

Discussion of Setting Budget/Work Plan Retreat

Kendra opened discussion by asking if the retreat would be coming up in January. Lane confirmed that typically it is in January. Lane continued that later in the meeting they would discuss a brainstorming meeting the folks at Appalachian Architecture but Lane suggested scheduling the budget/work plan retreat during the week of January 11. After a short discussion the Board chose to meet on January 12 from 9:30 until 11:30 to have the budget and work plan retreat.

Discussion of Acceptable Logo Uses

Lane opened the discussion by stating that Town Attorney Allison Meade is working on the license agreement and has requested a list from the Board of items the logo would be permitted to be used on. Lane stated that she had included a list of what she could come up with and asked the Board if they had any additions or deletions. Sam inquired about the use of the logo for event advertising. Lane stated that there had been some concern expressed in the past about the DBDA logo being used for events that might not line up with the work plan. For example, the logo being used for an event that isn't considered family friendly. Sam suggested having Allison look into defining the advertising uses and when they would be considered appropriate. Lane then reviewed the uses listed in the packet. Monica suggested adding socks to the list, and also mentioned cups. Lane suggested changing "mugs" to "drinkware" and Monica agreed. Laura Kratt suggested adding scarves to the list. Monica also suggested adding blankets to the list. Mark Freed also suggested a blanket permission for DBDA sponsored events. After short discussion, Kendra made a motion to add scarves, socks and blankets to the list, and change "mugs" to "drinkware". While also asking for Allison to work on defining the wording regarding event advertising. The motion was seconded by Megan and had a unanimous vote.

Discussion of Main Street Assessment

Lane informed the Board that she had been working to get National Main Street accreditation back by submitting a full assessment, despite National Main Street not requiring full assessments due to impacts of COVID. She continued that she updated the 2020-2021 work plan to show the changes that had been made in response to COVID and submitted the assessment. She was happy to report that the assessment had been approved and DBDA would get National Main Street accreditation again.

Review of Upcoming Training Opportunities

Lane opened the discussion by stating that the NC Main Street has many helpful training opportunities throughout the year, but they can be hard to get to because of they typically require travel. Lane continued that due to COVID many of those opportunities are being offered virtually if anyone is interested. Lane finished up by reminding the Board that the Main Street Conference is scheduled for March 9-11 and at least one Board Member is required to attend.

Discussion of Blanket Statement for Digital Watauga for DBDA Collection

Kendra pointed out that this had been skipped over and Lane apologized for the oversight. Lane stated that the DBDA has a collection of photographs that they have shared with the Digital Watauga project. She continued that in the past the Board has discussed offering the use of those photos to members of the DBDA for free. Lane stated that she reached out to Eric Plagg with Digital Watauga and he suggested two items for discussion. The first item would be if the DBDA would like for Digital Watauga to handle any permission requests and negotiate fees on behalf of the DBDA. If so, they would get 15% of any image fees collected. Second, if the DBDA wished to offer the use of the photos at no cost for members of the DBDA (within the MSD) he would just need a waiver statement from the DBDA specifying that request. However, Eric suggested that it might be good to take into consideration if a DBDA member were to use the photos for non-MSD related issues. If the Board did not want to support the use of the photos for free, for uses outside of the MSD, he suggested adding that the fee waiver would not apply in situations or business not related to the MSD. During the discussion, David Jackson with the Chamber of Commerce commented that they have a similar arrangement with Digital Watauga and it worked very well. After short discussion, Kendra made a motion to move forward with asking Digital Watauga to negotiate on behalf of the DBDA for requested use of the photos in the DBDA collection with a fee waiver for business located within the MSD, as long as the use is for MSD related business. Wayne seconded the motion and it had a unanimous vote.

Approval of Main Street Vision Statement

Lane opened by reviewing the current statement that was discussed during the budget/work plan retreat earlier in the year. She continued by reading the statement: *Downtown Boone serves as the concierge to an elevated experience for both locals and visitors. Home to the largest University in western North Carolina, Appalachian State university, tucked against the backdrop of the Blue Ridge Mountains, downtown is the first-place destination for Boone residents after home and work and the beginning point for all adventures.* Monica made a motion to adopt the statement. Wayne seconded the motion and it had a unanimous vote.

Approval of Main Street Mission Statement

Lane opened by reviewing the current mission statement that was discussed during the budget/work plan retreat earlier in the year. She continued by reading the mission statement: *The Downtown Boone Development Association's mission in part is to promote the historic preservation, protection and use of Boone's traditional downtown area, including the area's commercial, civic, and religious enterprises and residences. To encourage property owners to maintain, improve and beautify downtown properties.* Wayne made a motion to adopt the mission statement. Jim seconded the motion and it had a unanimous vote.

<u>Design</u>

Discussion of Queen Street Stairs Project

Lane opened by stating that Bill Dixon with Appalachian Architecture would like to have a brainstorming session with the Board to discuss the Queen Street stairs project. The Board discussed for a few moments and asked Lane to propose the brainstorming session for next Wednesday, January 6 within the hours of 1pm until 4pm to Bill and schedule accordingly based on his availability.

Promotion

Review of Grinch Live Event

Lane opened and asked Monica if she would like to chime in regarding the event. Monica stated that she felt the Caleb Sigmon events turned out well. She stated that the Grinch Live event had the greatest viewership but that all events had good turnout. Overall, she thought the events were successful.

Financial

Discussion of PBID Software

Lane opened by stating that she had been in contact with the staff of PBID software to discuss the benefits of the software, continuing that the developer of the software has a position that is similar to hers and is charged with managing downtown businesses and directories. Lane continued that currently the DBDA manages their properties and businesses using an excel spread sheet that can be cumbersome. Lane continued by reviewing some of the additional features of the software and the benefits to the DBDA, specifically having the information in an app that can be added to mobile devices. Lane then reviewed the questions about the software, for example, if we were to stop using the software would we get our data back (which the Board would), and reviewed the answers with the board. After short discussion Wayne Randall made a motion to move forward with using the PBID software. The motion was seconded by Kendra. Monica asked if there was an option to have a trial of the software. Lane stated that she was not aware of one, but Lane would inquire about the opportunity. Wayne the inquired if there was a contract associated with the use of the software. Lane stated that it was her understanding there was not and it use could be stopped at any time. However, Lane stated that she would confirm and if there was a contract, she would run it by the town attorney first. Wayne amended the motion to add that if a contract is required it go before the Town Attorney. Lane also stated that she would reach out to the references listed and get input from them before moving forward. Kendra seconded the amended motion and it had a unanimous vote.

Other business, comments, or concerns

Other comments

Lane asked Community Resource Officer Kat Eller if she had anything that she would like to add to the discussion. Kat opened by reviewing a recent Glenbridge outreach opportunity the Police Department had recently participated in. Kat then informed the Board of 3 larceny suspects that had hit a downtown business. She continued that she would work to get pictures of the suspects out as quickly as possible to prevent any further losses. Kat then reviewed the recent responses to mask enforcement and there was general discussion about mask use in downtown.

Jim then made a motion to adjourn. The motion was seconded by Wayne and had a unanimous vote.