



Downtown Boone Development Association

Workshop/Retreat

<http://www.townofboone.net/>

~ Agenda ~

Brittney Clark

Tuesday, January 9, 2018

5:30 PM

Planning and Inspections Conference Room

I. General Business

1. Call to Order
2. Approval of Budget Retreat Agenda
3. Approval of 2017 Budget Retreat Minutes

II. Organization

1. 2018 Goals
2. Main Street Work Plan

III. Financial

1. 2018-2019 Budget Overview
2. Financial Request - Jones House Concerts
3. Advertising Options
4. Partnerships

IV. Promotion

1. First Fridays
2. Free Parking Days for Downtown 2018

V. Design

1. Streetscape Options

VI. Other business, comments, or concerns

VII. Call for adjournment



Downtown Boone DEVELOPMENT ASSOCIATION

Downtown Boone Development Association

Annual Budget Retreat

January 9, 2018

5:30 pm – Historic Downtown Post Office Conference Room (2nd Floor)

General Business

- Call to Order
- Approval of Budget Retreat Agenda
- Approval of 2017 Budget Retreat Minutes

Organization

- 2018 Goals
- Main Street Work Plan

Financial

- 2018-2019 Budget Overview
- Financial Request – Jones House Concerts
- Advertising options
- Partnerships
 - o Foggy Pine Books – Where's Waldo - \$500
 - o Watauga Library – First Friday programming - \$300/month

Promotion

- First Fridays
- Free Parking Days for Downtown 2018

Design

- Streetscape options

Other business, comments, or concerns

Call for Adjournment

Downtown Boone Development Association

Board of Directors Winter Budget Retreat – January 31, 2017

5:30 pm – Jones House Cultural and Community Center

Board Members present: Monica Caruso, Alex Hooker, Mike O'Connor ?, Chris Grasinger, Sam Parker, Anna Roseman, , Kendra Sink, Dave Walker , Colton Lane

Absent: Tucker Deal, Glen Kornhauser

Ex-Officios present: Lynne Mason

Staff present: Virginia Falck, Pilar Fotta

Handouts: agenda, Revenue & Expenditure sheet July through today.

CALL TO ORDER

Call to order at 5:30 PM

UPDATE AND DISCUSSION ON CURRENT FISCAL YEAR PROJECTS AND GOALS

Christmas banners were put up, advertising brochures went to many Western NC towns including Charlotte, visitor centers from piedmont as well.

Façade tile on bulkheads – the Appalachian Theatre continues work; they had raised \$2000 - \$5000 for the façade grant ... can we change the amount given midstream? We'll have funds left over from the main street funds

The fund balance has 107,000; we'd have 18,000 left over and we should have 70,000 to work with.

Virginia asked us about our thoughts on the public art honorarium, as it is now only \$500, we have liability insurance , not property insurance for the art. We have three pieces of art out for display. We could potentially raise this to \$1000. We talked about murals and how this would be cool, we could have an escrow account for maintenance, W. Jefferson has a mural that has been up since the late 90s. We could talk with them over there...could this be covered under the façade grant?

Regarding Christmas decorations, snowflakes and banners... Howard St. to be included. Do we need to update the snowflakes? It would be 16,000 with existing poles for all new ones at \$500 each. We can pull these funds from fund balance or the budget. Warm white is the preference, Mike will check with ASU to see about going in with them on pricing. We have no storage and pay \$2000 to install , for labor , transportation, etc. Sam mentioned that the basement in Our Daily Bread is a possibility. Right now they go up around Thanksgiving and are taken down in early February. Mike will also check into labor with ASU.

We talked about other ideas for Christmas lighting, recognizing limitations. Macado's should be finished with their façade by spring.

Mike will check on attachments to utility poles and if this is a possibility.

We talked about recycling options and garbage pick up. Three recycling cans are \$3400, Square cans will be added. Each year 1000 – 2000 will be added to the public works budget.

Can we have extra trash receptacles centrally located? It was noted that there was extra trash on the street at times. We could contract with Vixster. We want to look into planters and flowers in the spring.

RFPs went out for wifi, the meeting was on January 24th. It will go out for bid in March. The town, DBDA, and Economic Development Commission are all working together on this and looking for creative ways to pay for recurring costs.

We are looking into having a photographer come in and take photos of downtown for promotional materials. Possibly Todd Bush. A photo contest was suggested, or possibly to do both to get a mix of photos to use. Virginia will get quotes from a photographer.

PROPOSED GOALS AND PROJECTS FOR FISCAL YEAR 2017-2018

Website improvements

We'll look into Destination by Design in Lenoir. Web maintenance and time for this is always a problem. If someone could give 10 hours a week, that may be a good start. We could put an ad out into the community.

We need a committee to look into what we need and to get quotes...functionality for mobile devices, for example. Chris, Hannah, and Virginia will be a part of this.

Katherine Pope is an example of someone who does web and facebook maintenance/content for nonprofits. (2-3 facebook posts per week for example)

The meeting adjourned at 6:45 pm

Name of Org - Downtown Economic Development Implementation Plan - (Year)

Economic Positioning/Vision: Economic Positioning/Vision defines the economic role (center of _____, hub of _____, Largest Collection of _____) that downtown plays in the greater economy (town, county, region, state). Write how you envision that your downtown will be transformed economically in the next five years.

Mission: Mission defines the role that the organization plays in accomplishing the vision. Use action verbs -

Implementation Strategy: (Name of city/town) is a designated NC Main Street community. The City of (city/town) has charged (name of entity) with the administration of the Main Street program at the local level. The agency uses the Main Street America™ model of establishing economic development strategies and applying the Main Street Four-Point Approach® to downtown revitalization: Organization, Promotion, Design and Economic Vitality, to implement a plan that achieves measurable results.

DOWNTOWN ECONOMIC DEVELOPMENT STRATEGIES	ORGANIZATION	PROMOTION	DESIGN	ECONOMIC VITALITY
Ex. From Vision statement Center of _____ Goal: Objectives: (measurable)	Action: 1. (measurable) 2. (measurable)	Action: 1. 2.	Action: 1. 2.	Action: 1. 2.
Ex. From Vision Statement Hub of _____ Goal: Objectives: (measurable)	Action: 1. 2.	Action: 1. 2.	Action: 1. 2.	Action: 1. 2.
Ex. Largest Collection of _____ Goal:	Action: 1.	Action: 1.	Action: 1.	Action: 1.

Communication: Main Street Work Plan (Organization)

Objectives: (measurable)	2.	2.	2.	2.
--------------------------	----	----	----	----

Organization

Economic Development Strategy:
 Goal:
 Objective:

Organization Activities/Projects:							
Completed ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed

Economic Development Strategy:
 Goal:
 Objective:

Organization Activities/Projects:							
Completed ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed

Economic Development Strategy:
 Goal:
 Objective:

Organization Activities/Projects:							
Completed ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed

Promotion

Economic Development Strategy:

Goal:

Objective:

Promotion Activities/Projects:

Completed ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed

Economic Development Strategy:

Goal:

Objective:

Promotion Activities/Projects:

Completed ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed

Economic Development Strategy:

Goal:

Objective:

Promotion Activities/Projects:

Completed ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed
----------------	------	----------------------------------	------------------------	-------------	-------	-----------------------	-------------------------

Communication: Main Street Work Plan (Organization)

Design

Economic Development Strategy:

Goal:

Objective:

Design Activities/Projects:

Completed ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed

Economic Development Strategy:

Goal:

Objective:

Design Activities/Projects:

Completed ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed

Economic Development Strategy:

Goal:

Objective:

Design Activities/Projects:

Completed ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed

Communication: Main Street Work Plan (Organization)

Economic Vitality

Economic Development Strategy:
 Goal:
 Objective:

Economic Vitality Activities/Projects:

Completed ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed

Economic Development Strategy:
 Goal:
 Objective:

Economic Vitality Activities/Projects:

Completed ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed

Economic Development Strategy:
 Goal:
 Objective:

Economic Vitality Activities/Projects:

Completed ✓	Task	Name of Person Responsible	In-House- Outsource	Cost / Time	Tools	Partners / Assistance	Date To Be completed
----------------	------	----------------------------------	------------------------	-------------	-------	-----------------------	-------------------------

Name of Org – Year
Resource & Partnership Identification

EHP – 060415– NC Department of Commerce, NC Main Street Center 919-814-4658

Proposed 2017 - 2018 MSD Budget

Income	Description	2016 - 2017	2017 - 2018	2017 - 2018
MSD Tax	yearly tax distribution	\$164,999	\$164,999	\$115,000
		Approved		
Expense				
Watauga Co.	tax collection fee	\$3,400	\$3,400	\$2,500
Town of Boone	50% of employee salaries, benefits, and taxes	\$29,846	\$31,500	\$31,500
	Total Expense	\$33,246	\$34,940	\$34,900
	Remaining Balance	\$131,753	\$130,099	\$1,000
Account				
Bank Service Fee		\$100	\$100	\$100
Advertising	Printed, Online, Radio Ads	\$10,000	\$11,000	\$4,225
Community Appearance	Façade grants - \$15,000	\$17,400	\$18,000	\$10,000
	Public Art - \$3000			
Community Development	Concert Sponsorship - \$3000	\$5,000	\$14,699	\$4,000
	Jones House Staffing - \$9000			
Contracted Services	ASU Work Study	\$1,400	\$1,400	\$1,400
Contracted Services	Website - \$1000	\$1,900	\$3,000	\$1,500
	Brochures Distribution - \$1080			
	Map revisions and reprints - \$800			
Due & Subscriptions	National Trust - \$350	\$850	\$850	\$500
	Chamber of Commerce - \$180			
	NC Association of Downtowns - \$150			
Insurance		\$5,000	\$4,000	\$4,000
Meeting Expenses		\$250	\$250	\$200
Misc. Supplies		\$300	\$300	\$200
MSD Project/Streetscape	33.3 % of total budget reserved for streetscape	\$55,000	\$55,000	\$38,000
	New banners, replacement banners - \$2500			
	Plants, \$2000			
	Downtown Camera - \$5600			
Postage		\$300	\$300	\$300
Printing	downtown brochure	\$1,000	\$3,500	\$1,500
Professional Services	Tax Prep and audit - \$3900	\$9,027	\$5,000	\$5,000
Office Equipment		\$1,000	\$1,000	\$1,000
Office Supplies		\$1,000	\$1,000	\$500
Rental of other Equipment	Porta Potties - \$1000	\$1,932	\$2,000	\$1,200
	Event Support - \$1000			
Special projects & events	Easter Eggstravanganza - \$600	\$7,000	\$7,000	\$4,375
	4th of July - \$700			
	Boone BOO! - \$2500			
	Holiday Event Support - \$1000			
	Story Walk - \$100			
	Special Events at the Jones House - \$200			
	First Fridays - \$1200			
Telephone Services		\$1,200	\$1,200	\$1,200
Travel & Training	Public Officials	\$300	\$300	\$300
Travel & Training		\$1,900	\$2,000	\$1,500



TOWN OF BOONE – Cultural Resources
604 WEST KING STREET
BOONE, NC 28607
PHONE: (828)268-6280

INVOICE for 2017 Season sponsorship of Concerts at the Jones House.

TO: DBDA
 PO Box 362
 Boone, NC 28607

DATE	DESCRIPTION	AMOUNT
7/6/17	Season Sponsorship for Concerts at the Jones House	\$3,000
	TOTAL	\$3,000

Please return lower portion and return with payment

DATES OF EVENTS	Fridays, June-Aug 2017
EVENT DESCRIPTION	Concerts at Jones House
ENTER AMOUNT PAID	

Communication: Financial Request - Jones House Concerts (Financial)

Modified Parking Rate Calendar 2018

JANUARY

s	m	t	w	t	f	s
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

FEBRUARY

s	m	t	w	t	f	s
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

MARCH

s	m	t	w	t	f	s
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

APRIL

s	m	t	w	t	f	s
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

MAY

s	m	t	w	t	f	s
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JUNE

s	m	t	w	t	f	s
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

JULY

s	m	t	w	t	f	s
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

AUGUST

s	m	t	w	t	f	s
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEPTEMBER

s	m	t	w	t	f	s
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

OCTOBER

s	m	t	w	t	f	s
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

NOVEMBER

s	m	t	w	t	f	s
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

DECEMBER

s	m	t	w	t	f	s
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

January 1 – New Years Day
 January 15 – Martin Luther King Jr.'s Birthday
 March 24 – Eggstravaganza – from 8 am until 1 pm
 March 30 – Good Friday
 March 17 – St. Patrick's Day Parade – 1 pm until 3 pm

May 28 – Memorial Day
 July 4 – Independence Day
 September 3 – Labor Day
 October 31 – Halloween/Boone Boo
 November 12 – Veterans Day

November 22-23 - Thanksgiving
 December 24-26 - Christmas

Horton Hotel to Dogwood Cafe

Town Of Boone
Geographic Information Systems

Search

Results

Layers

Results List

Details

Show Tax Card

Parcel ID: 2900-88-3962-000

Tax District: MS1

Property Description: 605.607 WEST KING ST

Property Address: 607 W KING ST

Tax Account: 1308105

Tax Name: PARISH, WILLIAM R AND PATRICIA NUNN

Tax Address: 607 W KING ST

Tax Address 2:

Tax City/St: BOONE, NC

Tax Zip: 28607-3421

Landuse: C71

NBRH Code: 05C6

NBRH Desc: DOWNTOWN BOONE BUSINESS

Deed Book: 211

Deed Page: 424

Date Recorded: 1/1/1985

Instr Type: PRE85

Sale Price: 0

Year Built: 0

Year Remodel: 0

Tax Building: 91700

Tax Land: 52300

Tax Total: 144000

Additional Information

Town Home

+

Home

-

Map

Photography

Measure

Feet

Measurement Result

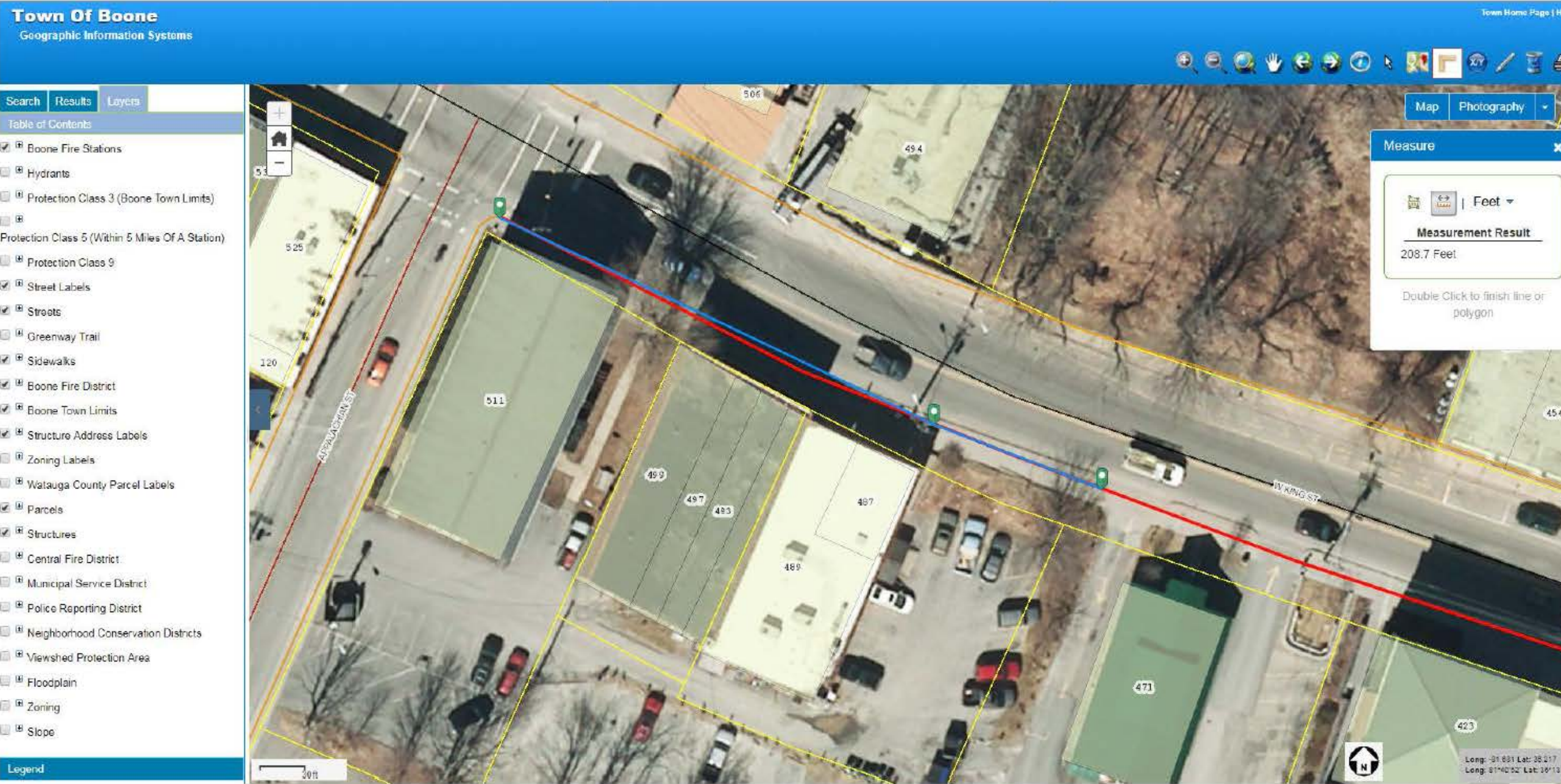
120.1 Feet

Double Click to finish line polygon



Communication: Streetscape Options (Design)

Appalachian Street to Boone Saloon



Communication: Streetscape Options (Design)

Farmers Hardware to PNC Bank Alley

Town Of Boone

Geographic Information Systems

SearchResultsLayers

Results List

Details

Show Tax Card

Parcel ID: 2900-89-1191-000

Tax District: MS1

Property Description: FARMERS HARDWARE

Property Address: 650 W KING ST

Tax Account: 1435783

Tax Name: LANGDON, TERRI GREENE

Tax Address: 234 MUSTARD FIELD ROAD

Tax Address 2:

Tax City/St: BOONE, NC

Tax Zip: 28607

Landuse: C71

NBRH Code: 05C6

NBRH Desc: DOWNTOWN BOONE BUSINESS

Deed Book: 1531

Deed Page: 536

Date Recorded: 9/23/2010

Instr Type: DEED

Sale Price: 0

Year Built: 0

Year Remodel: 0

Tax Building: 161600

Tax Land: 115500

Tax Total: 277100

+

Home

-

Map

Photograph

Measure

120.4 Feet

Double Click to finish polygon

W KING ST

N DEPOT ST

S DEPOT ST

Communication: Streetscape Options (Design)

Art Mart to Village Jewelers

Town Of Boone
Geographic Information Systems

SearchResultsLayers

Results List

Details

Show Tax Card

Parcel ID: 2900-89-0165-000

Tax District: MS1

Property Description: DRAGON'S DEN

Property Address: 681 W KING ST

Tax Account: 1590253

Tax Name: A AND F COFFEY ASSOC LLC

Tax Address: 2 SHENECOSSETT LANE

Tax Address 2:

Tax City/St: PINEHURST, NC

Tax Zip: 28374

Landuse: C71

NBRH Code: 05C6

NBRH Desc: DOWNTOWN BOONE BUSINESS

Deed Book: 1068

Deed Page: 809

Date Recorded: 4/22/2005

Instr Type: DEED

Sale Price: 0

Year Built: 0

Year Remodel: 0

Tax Building: 192900

Tax Land: 116800

Tax Total: 309700

Additional Information

Town Home

+

Home

-

Map

Photography

Measure

Feet

Measurement Result

111.1 Feet

Double Click to finish line polygon

Communication: Streetscape Options (Design)

Harmon Law to the Fire Department

Town Of Boone
Geographic Information Systems

SearchResultsLayers

Results List

Details

Show Tax Card

Parcel ID: 2900-89-0165-000

Tax District: MS1

Property Description: DRAGON'S DEN

Property Address: 881 W KING ST

Tax Account: 1596253

Tax Name: A AND F COFFEY ASSOC LLC

Tax Address: 2 SHENECOSSETT LANE

Tax Address 2:

Tax City/St: PINEHURST, NC

Tax Zip: 28374

Landuse: C71

NBRH Code: 05C6

NBRH Desc: DOWNTOWN BOONE BUSINESS

Deed Book: 1068

Deed Page: 809

Date Recorded: 4/22/2005

Instr Type: DEED

Sale Price: 0

Year Built: 0

Year Remodel: 0

Tax Building: 192900

Tax Land: 116800

Tax Total: 309700

Additional Information

Map

Photography

Measure

Feet

Measurement Result

184.1 Feet

Double Click to finish line polygon

Communication: Streetscape Options (Design)

Eggers x4 to Wine to Water

Town Of Boone
Geographic Information Systems

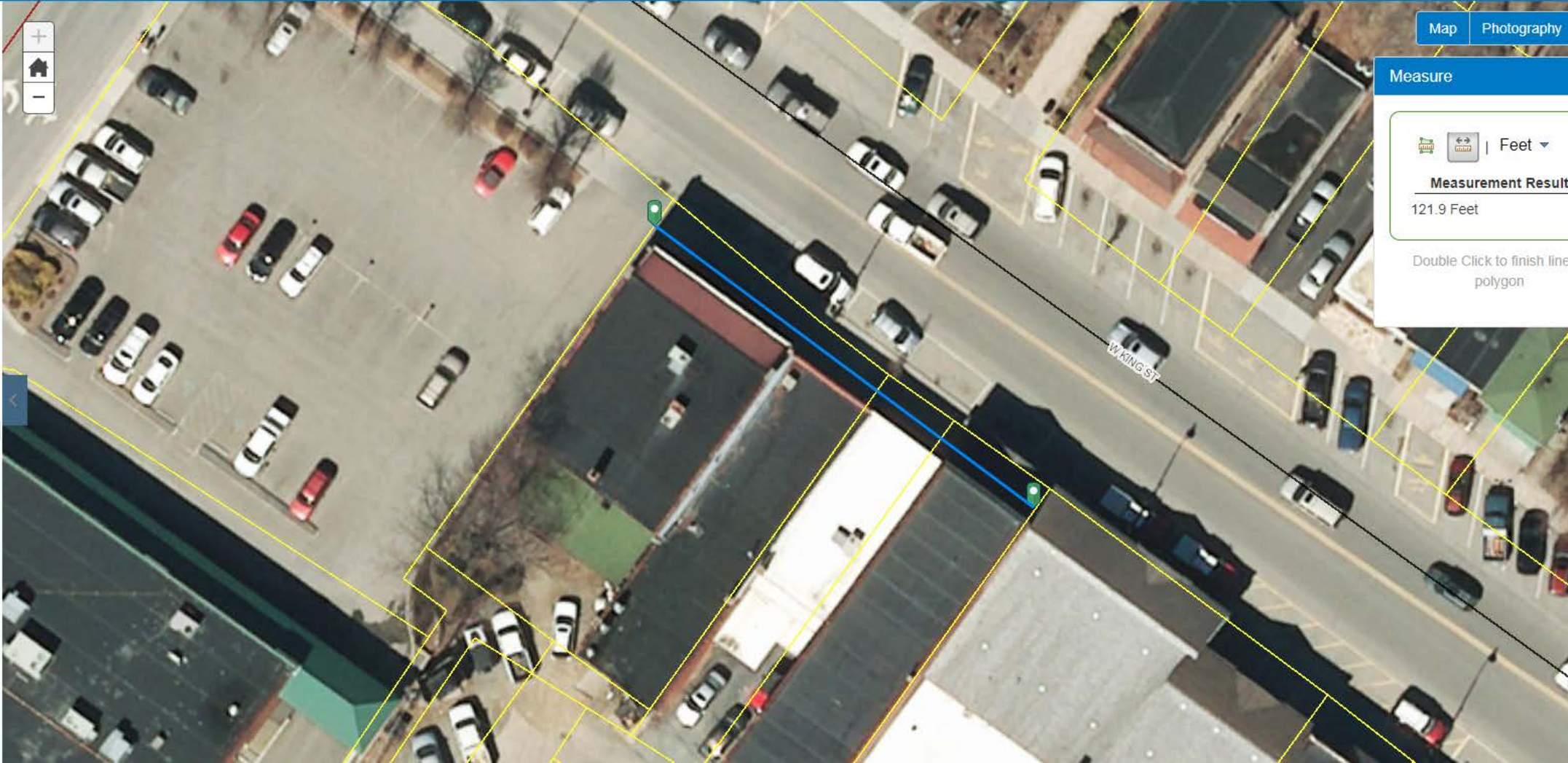
Search Results Layers

Results List

Details

Show Tax Card

Parcel ID:	2900-89-0165-000
Tax District:	MS1
Property Description:	DRAGON'S DEN
Property Address:	681 W KING ST
Tax Account:	1596253
Tax Name:	A AND F COFFEY ASSOC LLC
Tax Address:	2 SHENECOSSETT LANE
Tax Address 2:	
Tax City/St:	PINEHURST, NC
Tax Zip:	28374
Landuse:	C71
NBRH Code:	05C6
NBRH Desc:	DOWNTOWN BOONE BUSINESS
Deed Book:	1068
Deed Page:	809
Date Recorded:	4/22/2005
Instr Type:	DEED
Sale Price:	0
Year Built:	0
Year Remodel:	0
Tax Building:	192900
Tax Land:	116800
Tax Total:	309700
Additional Information	



Communication: Streetscape Options (Design)