

DBDA Regular Meeting 2/28/23

Present: Lisa Flanigan, Wayne Miller, Lindsay Miller, Kendra Sink, Denise Lovin, Megan Mason, Rene Boughman, Austin Northern, Sarah Long, Michelle Novacek, Suzanne Livesay, Eddie Tugman, Paige Henderson

Guests: Mark Freed, Brad Farthing, Guy Miller (New Finance Director), Monica Caruso (Watauga Library), Laney Pilkington, Becca Nenow

Motion to approve agenda – Michelle moved; Kendra seconded

Motion to approve January minutes – Denise moved; Sara Seconded

Monica Caruso – Watauga Public Library Request for Assistance

Monica requested assistance with the cost to shred documents for the local community. This is a free service that occurs after taxtime and the cost has doubled. DBDA members enthusiastic about supporting and requested Monica check w/ a few additional vendors as a 'price check.'

Motion to approve \$450, or half of library's shred cost, whichever is less, to shred documents after tax season. Kendra moved; Rene seconded

Monica also requested DBDA provide several members to serve on the library's building expansion committee.

Promotion & Design Committee Report

Update on downtown maps – reprinting both handouts and signage

Merle and Doc Watson mural being guided by Historic Preservation Committee recommendations. These will be presented to Town Council, hopefully in March. DBDA should be able to fully fund the \$20,000. This will require a budget amendment. Artists can complete the mural in one week's time. Goal is to finish before Boonerang on June 16, 2023. Always a chance that a building could be built in front of the mural, but no expectation of this in the future.

Logo design for 1st Friday Art Crawl - local artist fitting the design into the same family as Boonerang, Live It Up, etc. She will provide several designs.

Downtown Marketing Opportunities for ASU Game Days – met w/ Sports Marketing company. Do we want to pursue? Kendra shared that despite heavy marketing buys Mast hasn't increased sales on game days. Appalachian Theater is intentionally dark on that day due to parking shortages. Couponing has constraints from some brands. Blue Deer and Donuts do extremely well before and after games; retail and sit down dining doesn't. Perhaps a better promotion might be tailgating packages or events on days before or after the game. Would rather partner w/ Alumni Affairs to have meet up events. Eddie

suggested DBDA approach TDA to fund promotion and tourism. Maybe advertising is “Beat the Traffic” stay downtown.

Façade Application – DiSanti law building will go back to 2 storefronts, Betty’s Biscuits and Drip. Betty’s will be behind the Doc statue, opening spring. The law firm will move to the upstairs.

Vendor Management recommendation – well received by Town Council, Paige is working w/ Allison Meade, the town attorney, to craft appropriate language. Doesn’t include food trucks, directed at carts and pop up vendors. Work toward a comprehensive permitting process for anyone vending on the streets.

Budgeting

Yearly Priorities – need to outline our major budgeting priorities for next year

Wayfinding and promotional signage #1 priority; will further develop additional priorities

33.3% of our budget must be dedicated to sidewalks and street scaping, next area is section in front of town hall, Daniel Boone condos, the sidewalk in front of Mast and a small section in front of Turchin. Opening corners and landscaping to provide more “standing areas” on corners and wayfinding design, North Depot and King as a downtown anchor w/ more pedestrian space. Plans should go online on “Imagine Watauga”. Funding comes through TDA rather than DBDA. There will be an opportunity for public input. Could DOT provide a :15 “all pedestrian walk” on the corner? (Unlikely, as they have declined before.) DBDA could potentially help fund. Also mentioned: 2 level parking deck on King Street parking to Howard Street.

Howard Street update – still much to be done. There is no project manager, but Amy Davis would be the contact. Please bring the Howard Street design to the group. DBDA could help w/ the messaging to the MSD.

Main Street Accreditation

Not submitting for Main Street accreditation this year. We will be an affiliate program rather than an accredited program.

Need more diverse volunteer opportunities – get sponsorships, donations, bring more volunteers. How many volunteers did we have over the course of the year? Track volunteer hours.

Need to show that we are diversifying our DBDA board and engaging different audiences.

Suggest creation of a new DBDA committee to spearhead accreditation.

A motion was made to create a Main Street accreditation committee. Michelle moved; Kendra seconded

Committee volunteers included: Suzanne, Michelle, Rene, and Sarah. Paige will share information

Motion was made to adjourn. Kendra moved; Wayne seconded