

DBDA Regular Meeting 4/25/23

Present: Lisa Flanagan, Kendra Sink, Denise Lovin, Rene Boughman, Sarah Long, Michelle Novacek, Suzanne Livesay, Meghan Kervorkian, Megan Mason, Austin Northern

Guests: Todd Moody, Mark Freed, Brad Farthing, Guy Miller (New Finance Director), Lindsay Miller, Betty Bond, Amy Davis, Ellen Corkle (Digital Watauga), Jeff Hayes (TOB PD)

Motion to approve amended agenda w/ an addition of Betty Bond as first item on the agenda – Michelle moved; Denise seconded

Motion to approve March minutes --Kendra moved; Denise seconded

Betty Bond: Request for Funding to Create Historical Walking Tour (\$5,000)

Watauga Historical Society is creating an interactive walking tour of town to include images from Digital Watauga overlaid on an interactive “storymap” powered by GIS.

Will be abbreviated version on phone with longer explanations online.

Can scan the QR code and start anywhere, so businesses can have the QR Code; theater requests WHS create a “cling” of QR code which could be put in the window, rather than a poster.

Brochure locations: city hall, Jones House, library, other locations

WHS will pay annual recurring domain and GIS fee – the two total \$200

Would appreciate any additional funding from DBDA to offset the total cost of \$5,000.

Opportunity for DBDA to volunteer to get the word out. Suggest WHS leverage its non-profit status and offer their printer the opportunity to provide printing free w/ note on bottom, “compliments of xxx printing.”

Organizational Notes

Lane Moody hired as Downtown Development Coordinator. Lane had the position prior to Paige so there will be very little learning curve.

Need to reassess status of DBDA officers – may need to hold elections.

Financial (Amy Davis): Reduction in Expected MSD Tax Collection

Two impacts to collections which resulted in lower-than-expected revenue:

1. Rivers Walk has 90% tax exclusion b/c it gets 5 years tax forgiveness as a Brownfield site.
2. County also granted appeals to individuals who request tax re-evaluation and reduction after assessments.

This reduces our budget by approximately by approximately \$71,000 under projections

We are requesting a \$66,000 appropriation from Town Council to offset the loss of revenue from taxes.

Howard Street Update (Todd Moody)

All easements have been obtained, and at no cost to town

Mid-June meeting about utilities; should receive updated estimate in mid-May

Expect price to be double what we originally anticipated, will need to find funding source

Vendor Policy Update

Allison Meade, town attorney would like to reschedule to discuss edits to policy
May 9, 8:30am – hold WebX meeting
Lane will be able to attend
Also suggest we create a special event procedure with clear application process.
Boone PD looking into how to address impromptu parties in parking lots on King Street.

Proposal for Octoberfest (Meghan Kervorkian)

Fall Street Festival Sept / Oct 2023 – family friendly Octoberfest
Lost Province and South End would implement and host
Would DBDA endorse and/or sponsor to provide chairs, tables, music
Up to \$3000 in in kind donation
TOB assistance w/ law enforcements and public works
No football or leaf peep time
Sept 30 or Oct 14 potential dates – DBDA suggested to avoid October
Other businesses might provide theme food
Will need to be approved by Town Council
Open container is a violation of town, but can make request to create open container zone
Town council has a fee, TC will ask where the money from the event would go if we request the fee be waived.

Volunteer Process

What kind of system can we put in place for recruiting and training volunteers

Misc

Accreditation Committee – Suzanne reminder that we need to follow up on this committee and suggests we meet immediately follow this meeting in the future.

North Depot – Mark Freed noted that Boonerang is adding power outlets to the N. Depot lot which will allow for more flexibility for future events

Motion to adjourn – Denise moved, Sarah seconded.

Meeting adjourned at 9:53am