Downtown Boone Development Association
Regular Meeting – June 11, 2019
8:30 am – Jones House Cultural and Community Center

Board Members present: Angela Kelley, Denise Lovin, Kendra Sink, Monica Caruso and Sam Parker. Michelle Novacek arrived at 9am.

Ex-Officio present: Lindsay Miller and Loretta Clawson.

Staff present: Lane Weiss and John Ward

MSD Members Present: Rosie Bentley and Wayne Randall.

General Business

At 8:35 Kendra called the meeting to order.

A motion to amend the June agenda to talk about Dave Walker's application was made by Angela. The motion was seconded by Sam and had a unanimous vote.

A motion to approve the May meeting minutes was made by Sam. Monica stated that the minutes needed to be updated to reflect her attendance. Lane said that she would correct that. Angela seconded the motion with the correction. This motion had a unanimous vote.

Sam Parker made a motion to approve the financial reports. This motion was seconded by Denise and had a unanimous vote.

The Board then discussed Dave Walkers application. While supportive of Dave, the Board voiced concern if the changes were to continue in the future. Sam made a motion to approve Dave's application. This motion was seconded by Denise and had a unanimous vote.

Organizational

Reception for Parking Staff in July

Lane opened the discussion by stating that she thought it would be nice to have a welcome reception for the incoming parking staff. John agreed and reviewed the process for bringing parking in house and the anticipated time line. He added that he thought it would be nice to include Town Council for the reception. Lane stated that she would schedule something for the second or third week in July, early in the morning mid-week. Lane stated that she would make sure to invite all the businesses downtown as well as Town Council.

Downtown Photography

Lane opened by stating that she talked with Megan Sheppard about updating our downtown photography. Part of that conversation was that sometimes it can be awkward to photograph families while they are downtown. Lane stated that she and Megan discussed having families to volunteer to "model" downtown. Lindsay Miller volunteered and thought that Sarah Long (who is absent) would be willing to volunteer. Lane also talked about having staff members of businesses volunteer. Sam Parker and Wayne Randall both volunteered their staff. During this conversation the Board also discussed looking into having Megan photograph the Cherokee Story Telling lunch and learn event. Lane stated that she would talk with Megan about including this event.

Financial

Approval of hiring someone to get trademark guidance

Lane explained to the board that she had been working on the trademarking application for the new DBDA logo and was having some trouble with it. Lane explained that she thought it would be best if she was able to get some guidance to help complete the trademarking application. Kendra made a motion to approve up to $1500 dollars to be used to hire an attorney to help with the trademark application. This motion was seconded by Sam and had a unanimous vote.

Mural Quotes

Lane opened the discussion by stating that she had received a second quote for the mural project. Lane stated that both quotes were in the packets. Lane continued that she had talked with Dabney who submitted the second quote, and that Dabney stated to her that the price could be flexible depending on a variety of circumstance. Lane also reviewed the plan of work that Dabney sent to her. Lane explained to the committee that per town policy if we are to choose the higher quote it would need to come with documentation and references for the choice. After some discussion, Michelle made a motion to use Michael Cooper with Murals and More, who had the lower quote, for the mural project. This motion was seconded by Kendra and had a unanimous vote.

Mural Insurance

Lane stated that per the license agreement the Town Attorney drafted for the mural, the DBDA would need to carry a liability policy on the mural. Lane stated that the liability insurance for the mural would be $131.75 for the annual premium. Lane continued that the insurance agent also pulled a quote to cover any damage to the mural and it would cost $602 annually. The Board decided to move forward with the required liability insurance and forgo the damage policy. Michelle did bring up that she thought it would be a good idea to put a clear coat of an anti-graffiti coating on the mural.

Advertising Budget

Lane asked the Board to look over the budget that was divided up for the advertising budget. The Board discussed the need for a clearly laid out social media strategy and then following up with the appropriate funding. The Board also discussed possibly partnering with the TDA or using the same social media strategist since the missions would be similar. The Board thought that it would be best to take this item before the promotions committee to work on.

Promotion

June First Friday

Lane opened the discussion by stating that at the last promotions meeting the committee talked about supporting the concert series at the Jones House. The Committee talked about possibly having the downtown businesses get rocking chairs and paint them to match their business. The rocking chairs could then be used on Friday nights to support the concert series. Lane stated that someone in the Committee had dubbed it “Rocking on King”. She continued that most people had been receptive to the idea and that we would work to make it happen next year. Kendra indicated the desire to keep people in town or coming back to downtown for both the parade and the First Friday events.

4th of July First Friday

Lane opened by reporting again from the promotions committee. She stated that they had talked about possibly having a reception for Veteran's and celebration of the year anniversary of the Veteran's Memorial. Possible extending the hours of Town Hall that evening. Lane stated that work on this would need to begin very soon and said that it should be added to the promotions committee agenda.

IMG Promotions

Lane asked the committee to review the packets that were in the middle of the table. She stated that after the last discussion of ASU advertising she met with Justin Hukill from IMG promotions, the marketing firm that represented ASU athletics. She stated that they met and he inquired about the DBDA mission and then came back with the plan that was before them. The Board liked most of the proposed plan however, they would like to swap out the tabling event at Fan Fest for another home game. The Board thought that before agreeing they should check with the TDA about partnering for advertising.

<u>Design</u>

Façade Incentive Grant for 815 W. King Street

Lane informed the Board that at the last design committee meeting they had approved the façade grant for 815 W.King Street. Lane stated that she checked with the Planning and Inspections Department to make sure that the project has followed the Secretary of the Interior Standards, so as to keep in good standing with our Main Street Accreditation. The Board was excited about the project and looked forward to seeing it.

Construction Updates

Lane went over the different construction projects that were going on and gave updates.

<u>Economic Vitality</u>

June Training

Lane stated that for the June Training it would be a follow up to the first social media training and would be based around Instagram. Lane continued that the title was "Why Instagram should be your new best friend". The training is scheduled for Wednesday, June 19 from 1:30 until 2:30 pm and the DBDA will be providing light refreshments.

CPR Training

Lane and Wayne opened the discussion by stating that they had worked together to schedule CPR training at the Blue Cross and Blue Shield center for Thursday, June 27th from 9:30am until 10:30am. Wayne stated that if the class filled up then we could schedule another class within the next few weeks.

Call for Adjournment

Kendra made a motion to adjourn. This motion was seconded by Michelle and had a unanimous vote.