

**MINUTES - SPECIAL MEETING
BOONE TOWN COUNCIL/MUNICIPAL SERVICE DISTRICT
SPECIAL TASK FORCE
NOVEMBER 10, 2010**

A special meeting of the Boone Town Council/Municipal Service District Special Task Force was called to order at 5:30 p.m. on Wednesday, November 10, 2010 in the Council Chambers, 1500 Blowing Rock Road. Mayor Loretta Clawson presided. Council members present were Mayor Pro-Tem Lynne Mason, Andy Ball, Rennie Brantz, Jamie Leigh and Stephen Phillips. Municipal Service District Special Task Force members present were Marsha Walpole, Jill Reeves, Ethel Simpson, Nancy Rivenbark, Andy Stallings, and Cherry Johnson. Staff members present were Town Manager Greg Young, Town Clerk Freida Van Allen and Finance Director Amy Davis. Facilitator Janet Pepin, Town Attorney Sam Furgiuele and DBDA Executive Director Mary Baker were also in attendance.

Facilitator Janet Pepin began the meeting by questioning the task force if the Town should continue participation as an NC Main Street. Ms. Pepin explained that the NC Main Street program is locally within a division of the NC Department of Commerce and promotes downtown revitalization based on economic development within the context of historic preservation premised on the National Historic Preservation Office practices. Ms. Pepin clarified that the Main Street program can be operated by either a governmental unit or a 501c3 non-profit organization. Task Force member Marsha Walpole felt the Town should look at other programs such as Handmade in America which is a smaller, regional, asset based revitalization program. The task force discussed at length the benefits of the Main Street program and concluded that regardless of the outcome the Main Street and Municipal Service District boundaries should be the same. The task force also discussed investigating other programs such as Handmade in America. After a lengthy discussion, Council member Mason made a motion that the Town of Boone remain an NC Main Street through the end of fiscal year 2010/2011 and that the entity which will manage MSD and Main Street taxes investigates other program options such as Handmade in America, during that time period. Council member Brantz seconded this motion.

VOTE: Aye-All
 Nay-1 (Clawson)

Facilitator Pepin then split the task force into three groups in order to discuss conditions that either a new non-profit organization or the Town will need to follow. Ms. Pepin reminded the task force that it voted at the last meeting either to have a new non-profit group or the Town administer the MSD taxes and with its last decision temporarily manage the Main Street program.

The task force discussed the following conditions that should be in place for a new **non-profit agency** to administer the MSD taxes:

1. Establishment of a board by application process. The Board must include a geographically diverse mix of MSD tax-payers, service and sales business owners, non-profits, ASU and, as ex-officio, staff from the Town of Boone. The Board could be appointed by the Boone Town Council for the first year and afterwards selection will come from within a membership. (Questions on board selection requirements for membership non-profit organizations were raised and will be answered at Monday's meeting.)
2. Hiring of a director. Either the Town or the non-profit board would conduct a director search using qualifications, such as a degree in marketing, fund-raising and grant writing and having a familiarity with downtowns and program management. The contract with the director will be performance based.
3. Project-based budget approved by the Town Council.
4. Monthly communication with Town staff, including a five-minute monthly report to the Town Council.
5. Utilization of MSD taxes to obtain grant funds.
6. Non-profit organization required to raise its own funds.

The task force discussed the following conditions to be in place for the **Town of Boone** to administer the MSD taxes:

- 1 Establishment by the Town Council of a diverse 12-member advisory board made up of MSD taxpayers.
2. Project-based budget approved by Town Council.
3. Hiring a director from outside the area using an assessment center. The director will be a Town of Boone employee and report to the Town Manager.
- 4 Utilization of Town staff and services in areas of grant writing, etc.

The task force discussed at length whether or not the new non-profit group should be membership based. The task force also discussed at great length whether or not the director should be hired by the Town. Facilitator Pepin suggested that questions of authority, funds use and membership definition were underlying some of the concerns expressed by the Task Force and she would summarize each of the models in terms of authority for review at Monday's meeting. Clarification on board appointment responsibilities for non profits would also be researched by Sam. She reminded the task force to prepare for its vote to finalize recommendations at the Monday, November 15th meeting. Recommendations will be presented to the public and Town Council at a public hearing on Wednesday, November 17th, with Council expected to act on the recommendations at the Thursday, November 18th Council meeting.

ADJOURNMENT

Mayor Clawson adjourned the meeting at 9:04 p.m.

Town Clerk

Mayor