

**MINUTES – SPECIAL MEETING
BOONE TOWN COUNCIL
September 12, 2016**

CALL TO ORDER

A special meeting of the Boone Town Council and Historic Preservation Commission, in conjunction with the regular Cultural Resources Advisory Board meeting, was called to order at 3:34 p.m. on Monday, September 12, 2016, at the Jones House Cultural and Community Center located at 604 W. King Street. Mayor Rennie Brantz presided. Council members present were Loretta Clawson and Jeanine Underdown Collins. Cultural Resources Advisory Board members present included Andrea Capua, Michael Lane, Trent Margrif, Mike McKee, Frank Mohler, Neva Specht, Suzanne Thompson, and Kim Wangler. Historic Preservation Commission members present included Bettie Bond, Teresa Pearman, and Eric Plaag. Staff present were Town Manager John Ward, Cultural Resources Director Pilar Fotta, Planner Christy Turner, and Cultural Resources Coordinator Mark Freed. Others present included professor Kristen Baldwin Deathridge with some of her public history graduate students, and a reporter for The Appalachian.

DISCUSSION OF WALKING TOUR MAP

Mayor Rennie Brantz started the meeting with a round of introductions, followed by asking Cultural Resources Director Pilar Fotta to lead a discussion on creating a downtown Boone walking tour map. Director Fotta told the group there were two maps being considered, an online version through an app called On-Cell, and a physical printed paper map. She said she would like the group to come to a consensus on the format, scope, and style of the printed map and advise her on how to approach the Tourism Development Authority for funding in an upcoming meeting. Town Manager John Ward said in his experience, more people express interest in a printed map than an online resource. Historic Preservation Commission member Eric Plaag agreed with Ward, noting the popularity of the Historic Columbia maps. Plaag also noted that the Columbia maps included sponsors to help pay for them.

Cultural Resources Advisory Board member Andrea Capua asked about costs for the printed map. Director Fotta said, based on a recent downtown Boone brochure, which was printed as a single tri-fold map on a lighter weighted paper, estimates range from \$1,500 to \$3,000 for design, \$2,500 for printing, and \$1,500 for distribution. Commission member Plaag suggested that if it were decided to go with a heavier weighted paper with more expense that distribution could be cut back to target more specific audiences and locations of availability.

Board member Capua said she thought it was important to target both older and younger generations, and she suggested we try to support both the paper and online versions. Cultural Resources Advisory Board member Frank Mohler asked about downtown's wi-fi access for the online app. Manager Ward said the town is exploring some grant sources to help fund broader Town-sponsored wi-fi access, but there is no guarantee. Board member Mohler suggested starting with the printed map and exploring the online version when wi-fi was more available. Director Fotta said there were some scaled-back versions of the online app that could be worth considering for starting. Commission member Plaag said perhaps creating a regular website for more information could be a more affordable way to direct people to more information.

Director Fotta then asked the group to discuss the different printed map styles, so she could get more accurate quotes for pricing the project. After lengthy discussion, the group came to a general consensus of liking the "Jonesborough" map, printed on a lighter-weight paper, with an expandable map, focused on the downtown area, with a section noting other areas of interest in town, such as Daniel Boone Park. Next, Director Fotta distributed a list of walking tour sites for the group to discuss. Commission member Plaag suggested there might be some other sites to consider, such as the old downtown bowling alley. Cultural Resources Advisory Board member Neva Specht suggested possibly including the Goodnight Brothers building and something about the Junaluska community.

A question about signage arose, and Manager Ward said the town was trying to eliminate some signage, since the parking meters added a lot. Director Fotta suggested there could be a way to incorporate markers into the streetscape by removing only a few bricks.

At the conclusion of the meeting, there was general consensus for Director Fotta to approach the TDA to request funding for both the printed map and the online application, with the paper printed map taking priority.

ADJOURNMENT

Mayor Brantz adjourned the meeting at 4:28 p.m.

Mark Freed, Cultural Resources Coordinator

Christine Pope, Town Clerk

Rennie Brantz, Mayor