



The Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, January 8, 2018 @ 6:30 PM
GS 223 - Clayton Town Hall

1. CALL TO ORDER

2. ADJUSTMENT OF THE AGENDA

3. OLD BUSINESS

- a. 2018 Main Street Conference
Presenter: Kaitlin Russo, Downtown Development Coordinator
POTENTIAL ACTION: None-Informational Only

4. NEW BUSINESS

- a. Review and Approval of DRAFT Minutes
[DDA December 11, 2017 Minutes](#)
POTENTIAL ACTION: Approval of December 11, 2017 Minutes
- b. Overview of 2018 Sponsorship Package
Presenter: Jessica Lloyd, Treasurer
POTENTIAL ACTION: None- Informational Only
- c. Main Street Conference Informational Session Dates
Presenter: Kaitlin Russo, Downtown Development Coordinator
POTENTIAL ACTION: None- Informational Only
- d. Awards Dinner Nominations
Presenter: Kaitlin Russo, Downtown Development Coordinator
POTENTIAL ACTION: None-Informational Only

5. REPORTS

- a. Downtown Development Director
Presenter: Kaitlin Russo, Downtown Development Coordinator
POTENTIAL ACTION: None- Informational Only
- b. Financial Report
Presenter: Jessica Lloyd, Treasurer
POTENTIAL ACTION: None- Informational Only
- c. Promotion Committee Chair
Presenter: Kim Lawter, Vice-Chair

- POTENTIAL ACTION:** None-Informational Only
- d. Economic Committee Chair
 Presenter: Betsy Grannis
- POTENTIAL ACTION:** None-Informational Only
- e. Design Committee Chair
 Presenter: Heidi Lee-Peach, Secretary
- POTENTIAL ACTION:** None-Informational Only

6. OTHER BUSINESS

7. ADJOURN



**The Town of Clayton
Downtown Development Association Advisory Board
Minutes
Monday, December 11, 2017 @ 6:30 PM
GS 223 - Clayton Town Hall**

BOARD MEMBERS PRESENT:

James Lipscomb
Kimberly Lawter
Jessica Lloyd
Tony Johnson
Amanda Hilburn
Betsy Grannis
Temple Phipps
Laurie Partlo

STAFF PRESENT:

Kaitlin Russo, Downtown Development
Coordinator
Brittany Parks, Administrative Support
Specialist
Bobby Bunn, Councilman
Michael Grannis, Mayor Pro-Tem
Butch Lawter, Councilman

MEMBERS ABSENT:

Heidi Lee-Peach
Scott Hadding
Linda Edwards

1 CALL TO ORDER

- a) Mr. Lipscomb called the meeting to order at 6:37 p.m.

2 ADJUSTMENT OF THE AGENDA

3 OLD BUSINESS

- a) 2018 Main Street Conference
Presenter: Kaitlin Russo, Downtown Development Coordinator

Ms. Russo mentioned the layout for the Main Street Conference is currently in progress and reminded the individual groups of the individual meetings once a month. The conference is coming up fast and all the individual parts need to keep moving.

ACTION: None-Informational Only

4 NEW BUSINESS

- a) Introductions
Presenter: Kaitlin Russo, Downtown Development Coordinator

Introductions were done around the room and Bobby Bunn, new ex-officio for the DDA was introduced.

ACTION: None-Informational Only

b) Merging Downtown Awards Discussion

Presenter: Kaitlin Russo, Downtown Development Coordinator

Ms. Russo presented to the board that the town is looking to combine the awards dinner for 2018 with the Clayton Chamber of Commerce annual award ceremony. There was much discussion around the table and it was decided that the merge for 2018 would be accepted but would be reevaluated in years to come.

ACTION: Acceptance of Merging Downtown Awards.

Motion: Board Member Partlo

Second: Board Member Phipps

Vote: Unanimous

c) Review and Approval of DRAFT Minutes

ACTION: Approval of November 13, 2017 Minutes

Motion: Board Member Grannis

Second: Board Member Hilburn

Vote: Unanimous

5 REPORTS

a) Downtown Development Director

Presenter: Kaitlin Russo, Downtown Development Coordinator

Ms. Russo mentioned that they are starting to look at bands for the 2018 Town Square Concert Series. She also mentioned they are looking for event dates and that the sponsorship would be raised this year to help cover the costs of each concert.

ACTION: None-Informational Only

b) Financial Report

Presenter: Jessica Lloyd, Treasurer

Mrs. Lloyd mentioned that in January she would give a quick training on the sponsorship's for 2018 and that the sponsorship drive would begin in January and go through the end of March. She mentioned it is one of the largest fundraisers for the DDA.

ACTION: None-Informational Only

c) Promotion Committee Chair

Presenter: Kim Lawter, Vice-Chair

Mrs. Lawter went over how well the Tree Lighting went and asked for any input of what could make the event better. Some mentioned that the sound and lights along Main Street seemed to be the only issues. Mrs. Lawter also mentioned she wanted to revisit the mission statements for the DDA in 2018 to help the DDA showcase better who they are and become the voice for local downtown businesses. It was determined after the Main Street Conference this would be something the DDA could focus on.

ACTION: None-Informational Only

- d) Economic Committee Chair
Presenter: Betsy Grannis

Mrs. Grannis had nothing to report.

ACTION: None-Informational Only

- e) Design Committee Chair
Presenter: Heidi Lee-Peach, Secretary

Due to the absence of Mrs. Lee-Peach there was no design report.

ACTION: None-Informational Only

6 OTHER BUSINESS

7 ADJOURN

- a) With there being nothing further, the meeting was adjourned at 7:55 p.m.

James Lipscomb, Chair

ATTEST:

Brittany Parks, Clerk to the Board