



Town of Clayton
Downtown Development Association Advisory
Board Minutes
Monday, January 8, 2024 at 6:00 PM
Wooten - Town Hall

Board Members Present:

Greg Adamson - Vice Chair
Lila Reiber
David Millican
Paul Aucliar
Marty Kornegay
Katie Spalding
Andre Walden
Erin Belcher
Dan Barbour

Board Members Absent:

Christi Thompson
Matthew Kagel
Cam Coolidge

Staff Present:

Lydia Davis, Economic Development Specialist
Amy Shearin, Community Events and Engagement
Coordinator

1 CALL TO ORDER

Meeting was called to order at 6pm by Gregory Adamson, Vice Chair, in the absence of Chair, Christi Thompson.

2 ADJUSTMENT OF THE AGENDA

- a) Absence of Chair
Presenter: Lydia Davis, Economic Development Specialist

Only adjustment to the agenda is a note that Greg Adamson will be filling in as Chair for this meeting in the absence of Christi Thompson.

3 APPROVAL OF MINUTES

- a) Approval of December 11, 2023 Minutes
Presenter: Greg Adamson, Vice Chair

December 11, 2023 minutes were approved as presented

Motion made by: Lila Rieber

Seconded by: Erin Belcher
All approved.

4 OLD BUSINESS

- a) Downtown Awards Night Update
Presenter: Katie Spalding, Board Member

Project lead, Katie Spalding, gave an update on the Downtown Business Awards Night on Feb 6 at Brick and Mortar. Tickets will be going live this week (1 month out) with RSVP deadline of 1/31. Ticket options include single ticket, pair, and 3 different tables of 8 options that vary in terms of drink tickets, shoutouts, etc. There will be additional small group planning meetings to finalize awards, logistics, etc.

- b) Sponsorship Guide Update
Presenter: Lydia Davis, Economic Development Specialist

The board looked at the 501c3's proposed sponsorships guide, which is quote similar to last year with the exception of removal of movie night's because this is going to become more of a parks and rec led event. Notes/edits from the group included: adding a band sponsor to BBQ Challenge, adding a fourth supporting sponsor to BBQ Challenge since these serve as "award sponsors" and there are 4 categories, a few other typos were noted to be fixed as well.

5 STAFF REPORTS

- a) Vibrancy Grant Proposal
Presenter: Lydia Davis, Economic Development Specialist

The vibrancy grant proposal from Design Committee was discussed. In summary, this is essentially a program with a set budget that occurs biannually for any business that wants to take part in the assigned project. A project will be announced that businesses can apply to on a first come-first served basis. Each project will be "smaller scale" than the current facade grant applicable projects, but will provide a more blanket approach to smaller downtown design improvement. The first project idea was to purchase A-frames for downtown businesses to use out front of their business (estimating about 35 businesses will be able to participate since the Town's budget for these grants at this time is \$12,500)

The board moved to make a motion of support for the program:
Motion made by: Erin Belcher
Seconded by: Katie Spalding
All approved.

- b) Downtown Events Update
Presenter: Lydia Davis, Economic Development Specialist & Amy Shearin, Community Events & Engagement Coordinator

There was a conversation related to the 2024 event schedule and different marketing techniques that the board has seen work for other communities or in the past; and how to better communicate with businesses about events, especially concerts. Here were the comments/ideas:

- Individual posters for each concert versus the series as a whole
- walking around monthly to hand out new event marketing materials
- Utilizing the "Concert this Thursday" sign that used to go in town square
- Doing shorter reels/hype video with sneak peaks or sound bites for each band
- Exploring a standard schedule for concerts next year (ex: always the third week of the month, etc.)
- Incorporating local openers for concerts
- Specific email to businesses regarding event info 2 to 3 weeks out (maybe not using MailChimp and doing it in outlook instead, but to a smaller group of most affected businesses)

6 COMMITTEE REPORTS

None

7 NEW BUSINESS

- a) New Advisory Board Information
- Orientation Information
 - Bylaws
 - Board Member Contract
 - Board Member Code of Conduct
 - Annual Report Tentatively scheduled for October

Presenter: Lydia Davis, Economic Development Specialist

Davis reviewed the new policies and documents Town Council passed related to all advisory boards. This includes a new orientation overview, some bylaw changes (especially for DDA as appointment of new members will be changing from July to January), a board member contract and code of conduct. Board members in the room were walked through the changes and able to sign and return documents then or email to send to Lydia later. All documents were also emailed prior to the meeting for review.

8 PUBLIC COMMENTS

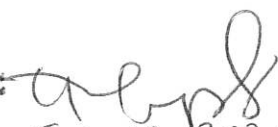
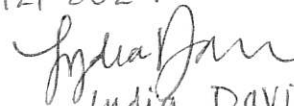
Representatives from the Old Mill Group real estate were in the room to listen in and introduce themselves as they are now located inside of the DMG Office Center on Second St.

9 ADJOURN

Meeting was adjourned at 7:22pm

Motion made by: Lila Rieber

Seconded by: Marty Kornegay

Executed by: 
Executed on: Feb 12, 2024
Clerk to the board: 
Lydia Davis

January 8, 2024
Minutes

Page 3 of 3