



Town of Clayton
Downtown Development Association Advisory
Board Minutes
Monday, January 9, 2023 at 6:00 PM
Wooten - Town Hall

Board Members Present:

Christi Thompson, Chair
Jasmeen Calhoun
Erin Belcher
Greg Adamson
Katie Spalding
Dan Barbour
David Millican
Paul Auclair
Lila Reiber - Late
Stephanie Matos - Late

Board Members Absent:

Matt Kagel

Staff Present:

Lydia Davis, Economic Development Specialist
Patrick Pierce, Economic Development Director
Porter Casey, Town Council Member

1 CALL TO ORDER

- a) Call to Order
Presenter: Christi Thompson, Chair

Meeting was called to order at 6:05pm

2 ADJUSTMENT OF THE AGENDA

- a) Addition of 6d - Year of the Trail Proclamation
Presenter: Lydia Davis, Economic Development Specialist

3 APPROVAL OF MINUTES

- a) Approval of Nov 14th DDA Minutes
Presenter: Christi Thompson, Chair

The Nov. 14, 2022 Minutes were approved as written.

Motion made by: Jasmeen
Seconded by: David Millican

4 OLD BUSINESS

- a) 2023 Reminders & Requirements
Presenter: Christi Thompson, Chair

Board Chair, Thompson, led the group through a reminder of meeting attendance requirements, goals, committee engagement and expectations.

5 STAFF REPORTS

- a) Downtown Strategic Plan Progress Update
Presenter: Lydia Davis, Economic Development Specialist

Davis gave an overview of current progress for the Downtown Strategic Plan. Finalized draft will be presented at the next DDA Board Meeting.

At this meeting, Patrick Pierce (Economic Development Director) gave a quick overview presentation summarizing the draft executive summary of the plan.

6 NEW BUSINESS

- a) Structuring and Level Setting for Committees
- Committee group prep
 - Readyng committees for Action Planning
- Presenter:* Christi Thompson, Chair

Thompson charge committee chairs with facilitating recruitment of new committee members and to work with committee members to develop a structure that works for prioritization between existing annual duties and new projects coming from the strategic plan.

- b) 2023 Events
- Concert Lineup - May 12 is first date
 - Sponsorships
 - Volunteers
 - Beer/Wine Sales
 - Family Shows/Movie Nights

Presenter: Lydia Davis, Economic Development Specialist & Christi Thompson, Chair

General overview of upcoming events:

- Concert Dates for 2023 - May 12, June 2, Aug 10, Sept 8, Oct 5
- Sponsorships - May be restructured slightly, but similar in pricing to last year. Organization committee will be owning sponsorships this year.
- Beer/wine - Organization committee to discuss whether it makes sense to continue doing this, or to outsource/sell sponsorships for this opportunity.

- Family Shows vs. Movie Nights - General feelings of board were that going back to just movie nights provides just as much value as a full Family Night with concert. This could allow budgetary opportunities to explore new attractions at movie nights on a smaller scale than a concert. Examples included hosting a kids yoga class before movie.

c) Downtown String Light discussion

Presenter: Lydia Davis, Economic Development Specialist

This was an informational note about the potential issue related to string lights in Downtown. As of now, they are not allowed via code with the exception being holiday time, which is ending soon.

DDA decided they would like to explore opportunities to present a new code amendment recommendation to council in March. Design committee to write letter and present to Board in next meeting.

d) Year of the Trail

Presenter: Lydia Davis, Economic Development Specialist

The National Park Service has declared 2023 as the "Year of the Trail" - throughout the year, various Town Departments and advisory boards will be collaborating to produce a marketing campaign related to trails. DDA's role in this is to encourage usage of greenways as a gateway into Downtown (as mentioned in Strategic Plan) and enhancing bike/walk networks in downtown.

Collaborative group will be presenting a proclamation to council in February to request May be deemed Clayton's specific "Month of the Trail" during which the heaviest push of the campaign will happen at all events that month (potential 5k, concert, Square 2 Square, etc.).

DDA Board voted to support the proclamation
Motion made by: Greg Adamson
Seconded by: Jasmeen Calhoun

7 COMMITTEE REPORTS

- a) Committees did not meet in December - No Reports

8 PUBLIC COMMENTS

9 ADJOURN

- a) Adjourned

Presenter: Christi Thompson, Chair

Meeting was adjourned at 7:20pm
Motion was made by Erin Belcher

Seconded by Lila Reiber

Adopted by: 
Adopted on: 2/13/2023

clerk to the Board: 
Lydia Davis
Economic Dev. Specialist