



**Town of Clayton
Downtown Development Association Advisory Board
Minutes
Monday, January 10, 2022 @ 6:00 PM
BB&T - Town Hall**

BOARD MEMBERS PRESENT:

Christi Thompson
Erin Belcher
David Millican
Paul Auclair
Jasmeen Calhoun
Jacob Parente
Matthew Kagel

STAFF PRESENT:

Patrick Pierce
Lydia Davis

MEMBERS ABSENT:

Heidi Peach
Laura Johnson
Shannon Austin

1 CALL TO ORDER

Meeting was called to order by Chair, Erin Belcher, at 6:07pm

2 ADJUSTMENT OF THE AGENDA

3 APPROVAL OF MINUTES

- a) DRAFT MINUTES
December 13, 2021

ACTION: POTENTIAL ACTION: Adoption of Minutes
December 2021 Minutes were adopted

Motion: Board Member Christi Thompson
Second: Board Member David Millican
Vote: Unanimous

4 STAFF REPORTS

- a) Downtown Parking Taskforce Update
Presenter: Patrick Pierce, Economic Development Director

Pierce gave an update on the Downtown Parking Taskforce stating that the taskforce met on 1/5 and will be doing a presentation to Town Council on 1/18. Goal of presentation to council is to inform them of the process of the taskforce

so far, and to further explore the feasibility and outcomes of potential public/private partnerships for parking.

5 OLD BUSINESS

- a) **Downtown Shopping Guide Update**
Presenter: Lydia Davis, Economic Development Specialist

Davis gave an update on the Shopping Guide, which launched on Small Business Saturday and will be updated quarterly moving forward. Next update will be in the Spring (March). Process for updates is sending the JotForm out to businesses again, asking them to use the form to upload new items/photos/links, etc.

6 NEW BUSINESS

- a) **"Doing Business in Clayton" Small Business Guide**
Presenter: Lydia Davis, Economic Development Specialist

Davis showed on the screen the draft of the Doing Business in Clayton Guide, which is aimed to help small businesses looking to open in Clayton an overview of the process. Feedback was given by Board Member Thompson to find a way to incorporate a section for how to get involved in local happenings and events.

- b) **New Downtown Clayton Webpage**
Presenter: Lydia Davis, Economic Development Specialist

The full group explored the Downtown Homepage section of the new website. All feedback was positive.
Suggestion was made as it related to the Downtown Map to see if there was a way to display this that was easier to view/less overwhelming.

7 COMMITTEE REPORTS

- a) **Promotions Committee**
2022 Sponsorship Guide
Presenter: Lydia Davis, Economic Development Specialist

Davis led discussion by showing the 2022 Sponsorship guide on screen, which includes sponsorship levels, benefits and prices of all sponsorships for 2022. The board members and promotions committee will be able to utilize this tool to assist in recruiting sponsors for 2022.

Comment was made by Board Member Kagel that prices for concert sponsorships seem a little low compared to the benefits received and number of people that attend. Davis mentioned that the structure of the sponsorships changed this year, so the price was increased for 2021, but not too much so previous sponsors could be involved. Goal is for sponsorship prices to continue increasing each year as more and more people attend the events.

- b) **Design Committee**
Facade Grants mid-year update

Presenter: Lydia Davis, Economic Development Specialist

Davis gave an overview of YTD façade grants.

As of January 10, 2022:

\$7,500 has been completed

\$5,000 is pending

\$12,500 is remaining in façade grant budget.

- c) Organization Committee
Vacant Board Seat Update
Presenter: Lydia Davis, Economic Development Specialist

Davis mentioned that the plan to fill the vacant board seat is in the works. Interviews will occur 1/12 and recommendations will be presented to council by 2/7. New DDA Board member should be seated by 2/14 meeting.

- d) Economic Vitality Committee
Follow up from Dec discussion on Food Trucks for special events - tee up a conversation with business owners
Presenter: Lydia Davis, Economic Development Specialist

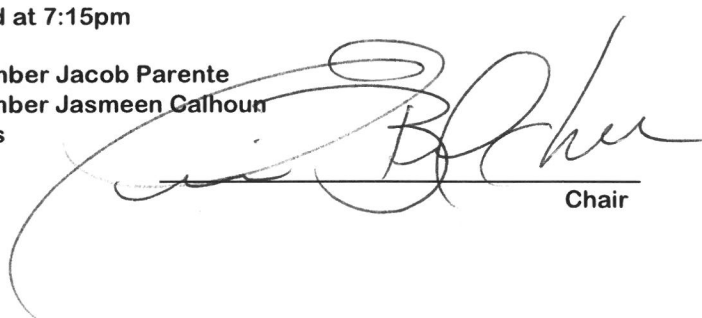
Board member Thompson, Chair of Economic Vitality Committee, said that having a conversation surrounding adding food trucks to more events (especially Christmas Village) is something they would work on having a conversation with local restaurants about.

8 PUBLIC COMMENTS

9 ADJOURN

- a) Meeting was adjourned at 7:15pm

Motion: Board Member Jacob Parente
Second: Board Member Jasmeen Calhoun
Vote: Unanimous



Chair

ATTEST:



Clerk to the Board



Town of Clayton
Planning Department
111 E. Second Street, Clayton, NC 27520
P.O. Box 879, Clayton, NC 27528
Phone: 919-553-5002
Fax: 919-553-1720

DOWNTOWN FAÇADE / SITE ELEMENT IMPROVEMENT GRANT

The objective of the Downtown Façade/Site Element Improvement Grant is to aesthetically improve the facades of downtown buildings and/or enhance the appearance of downtown properties.

Improvement should be limited to those that are permanent and part of the building or property. Funds will be made available on a first-come-first-serve basis to projects that meet eligibility requirements.

PROJECT INFORMATION:

Name of Project: Clayton Mart Parking Lot Resurfacing

Building Address: 208 E Main Street Parcel Tag #: 05015006

Project Description (use additional sheets if needed):

Resurfacing project to resurface existing parking lot, which is currently in a state of unsightly disrepair. The resurfacing will not modify the parking lot layout at all - it will simply replace what is there currently. The improvements will greatly enhance the overall appearance of the site from Main Street.

APPLICANT INFORMATION

Applicant: James Lipscomb (Hometown Investments LLC)

I am the: ☒ Property Owner ☐ Tenant

Mailing Address: PO Box 133, Clayton NC 27520

Phone Number: 919-422-4704 Fax:

Contact Person: Emily Beddingfield

Email Address: Emily@LipscombDevelopment.com 321-795-7413

Length of Time at Address: n/a Length of Time Remaining on Lease: n/a

FOR OFFICE USE ONLY

Date Received: Amount Paid: (no fee required) File Number: