



Town of Clayton
Downtown Development Association Advisory Board
Agenda
Monday, January 11, 2021 @ 6:00 PM
Remote Meeting

1. CALL TO ORDER

- a. Roll Call
Presenter: Laura Johnson, Chair

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

- a. Draft Minutes
- December 14, 2020 Minutes*
- *Minutes will be sent under separate cover*
- POTENTIAL ACTION:** Adoption of Minutes

4. OLD BUSINESS

5. STAFF REPORTS

- a. Greenway Trails Downtown Connection Committee Update
Presenters: Patrick Pierce & Jenn Gallimore
[Greenway Trails](#)

6. COMMITTEE REPORTS

- a. Design Committee
Presenters: David Millican & Jenn Gallimore
- Committee Report
 - Façade Grant Update
 - Process Tracking Review
- [Design Committee Report](#)
- b. Economic Vitality Committee
Presenter: Laura Johnson
- Committee Report
- [Economic Vitality Committee Report](#)
- c. Promotions Committee
Presenter: Erin Belcher
- Committee Report
- [Promotions Committee Report](#)

- d. Organization Committee
Presenter: Judy Ryan
- Committee Report
- [Org Committee Report](#)

7. NEW BUSINESS

- a. January - July 2021 Goals
- Design Committee
 - Economic Vitality Committee
 - Promotions Committee
 - Organization Committee
- [Year Remainder Goals](#)
- b. Advocate Discussion
Presenter: Jenn Gallimore
[Advocate Discussion](#)

8. PUBLIC COMMENTS

9. ADJOURN

- a. Adjournment
- POTENTIAL ACTION:** Adjourn the Meeting



CDDA Agenda Item Cover Sheet

Meeting Date

January 11, 2021

Agenda Location

Staff Reports

Item Title

Greenway Trails / Downtown Connection Committee Update

Presenters

Patrick Pierce, Economic Development Director
Jenn Gallimore, Economic Development Specialist

Summary/Description

- 1) Staff will update DDA on developments from the joint Economic Development & Parks & Recreation Greenway Trails Committee

Requested Action: None – Informational

Funding Source (If Applicable): N/A

Cost: N/A

Additional Documents to be Included in Agenda Packet:



CDDA Agenda Item Cover Sheet

DDA Meeting Date

January 11, 2021

Committee Meeting Date & Location

No December Meeting - N/A

Agenda Location

Committee Reports

Item Title

Design Committee Report

Presenters

David Millican, DDA Board & Design Committee Member

Summary/Description

- 1) No pending façade grant applications so December meeting was not held
- 2) 'Façade Grant Underway' signage has been passed out to façade grant projects under construction or newly completed
- 3) Historic District blade signs have been installed; Staff looking into larger replacement options

Requested Action: None – Informational

Funding Source (If Applicable):

Cost:

Additional Documents to be Included in Agenda Packet: Façade Grant Process and Tracking Sheet



CDDA Agenda Item Cover Sheet

DDA Meeting Date

January 11, 2021

Committee Meeting Date & Location

No December Meeting - N/A

Agenda Location

Committee Reports

Item Title

Vitality Committee Report

Presenters

Laura Johnson, DDA Board Chair and Economic Vitality Chair

Summary/Description

- 1) Committee still has opening for an Advocate
- 2) Advocates assisted in collecting contributions for Downtown Days and Small Business Saturday gift basket prizes
- 3) Vitality plans to continue assisting Economic Development and Parks & Recreation Department where needed for the greenway trail connection into downtown
- 4) Committee will be examining their goals for the Advocates for the remainder of this fiscal year

Requested Action: None – Informational

Funding Source (If Applicable): N/A

Cost: N/A

Additional Documents to be Included in Agenda Packet:



CDDA Agenda Item Cover Sheet

DDA Meeting Date

January 11, 2021

Committee Meeting Date & Location

No December Meeting - N/A

Agenda Location

Committee Reports

Item Title

Promotion Committee Report

Presenters

Erin Belcher, DDA Board Member & Promotions Committee Chair

Summary/Description

- 1) Storefront Decorating Awards have been ordered; just waiting for them to be completed to distribute
- 2) Committee decided to use remaining 10 bundles from phase III as a reservoir for future promotions and/or event giveaways
 - a. Three (\$150) of these bundles were broken down to create prize for Downtown Days
 - b. Seven (\$350) of the bundles left in reservoir
- 3) Plan to start gearing up for Spring plans
 - a. Look at alternatives or modifications to Spring events
 - b. Assist Organization Committee with the 'Mayor on the Roof' fundraiser event
- 4) Plan to assist Economic Development and Parks & Recreation Department when promoting the greenway trail connection into downtown

Requested Action: None – Informational

Funding Source (If Applicable): N/A

Cost: N/A

Additional Documents to be Included in Agenda Packet:



CDDA Agenda Item Cover Sheet

DDA Meeting Date

January 11, 2021

Committee Meeting Date & Location

No December Meeting - N/A

Agenda Location

Committee Reports

Item Title

Organization Committee Report

Presenters

Judy Ryan, Organization Committee Chair

Summary/Description

- 1) Continually updating volunteer list
- 2) Inquiring with Town leadership on potential to 'Ransom – Official on the Roof' fundraising virtual event. This event is still in the planning stage.

Requested Action: None – Informational

Funding Source (If Applicable): N/A

Cost: N/A

Additional Documents to be Included in Agenda Packet:



CDDA Agenda Item Cover Sheet

Meeting Date

January 11, 2021

Agenda Location

New Business

Item Title

January – July 2021 Goals

Presenters

David Millican, Design Committee Chair
Laura Johnson, DDA Board Chair and Economic Vitality Chair
Erin Belcher, Promotions Committee Chair
Judy Ryan, Organization Committee Chair
Jenn Gallimore, Economic Development Specialist

Summary/Description

- 1) Open discussion of committee goals for remainder of Fiscal Year 2020-2021 facilitated by each Committee Chair

Requested Action: None – Informational

Funding Source (If Applicable): N/A

Cost: N/A

Additional Documents to be Included in Agenda Packet:



CDDA Agenda Item Cover Sheet

Meeting Date

January 11, 2021

Agenda Location

New Business

Item Title

Advocate Discussion

Presenters

Jenn Gallimore, Economic Development Specialist

Summary/Description

- 1) Discuss an idea to have additional board members become Advocates; idea generated from Economic Vitality Committee

Requested Action: None – Informational

Funding Source (If Applicable): N/A

Cost: N/A

Additional Documents to be Included in Agenda Packet: