



Town of Clayton
Downtown Development Association Advisory Board Minutes
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

ACTION: Adoption of Minutes

Motion: Board Member Grannis
Second: Board Member Belcher
Vote: Unanimous

4 OLD BUSINESS

5 STAFF REPORTS

- a) Greenway Trails Downtown Connection Committee Update
Presenters: Patrick Pierce & Jenn Gallimore

Mr. Pierce & Ms. Gallimore provided an updated on developments from the joint Economic Development and Parks & Recreation Greenway Trails Committee. It was reported that significant progress has been made and will continue.

6 COMMITTEE REPORTS

- a) Design Committee
Presenters: David Millican & Jenn Gallimore
- Committee Report
 - Façade Grant Update
 - Process Tracking Review

Mr. Millican reports there were no pending façade grants so no meeting was held during the month of December. He also reported that "Façade Grant Underway" signage was provided to any property currently under construction or newly completely construction. All agreed this was a great addition to the program. It was stated that the Historic Blade

signs had been installed. It was further advised that staff would be looking at the possibility of a larger size replacement options.

b) Economic Vitality Committee

Presenter: Laura Johnson

- Committee Report

Ms. Johnson stated no meeting was held in December. She reminded there is still an opening for an additional advocate. Numerous advocates had collected contributions for gift baskets for both Downtown Days and Small Business Saturday. She stated this committee plans to continue assisting as needed with reference to the greenway trail connection in downtown. Finally, she stated the committee would be examining their goals for advocates for the remainder of this fiscal year.

c) Promotions Committee

Presenter: Erin Belcher

- Committee Report

Ms. Belcher advised awards for the Storefront Decorating Awards had been ordered and would be distributed shortly. She stated decision was made to use ten remaining bundles to use for future promotions and/or giveaways. Three of the bundles were broken down and used to create a prize for Downtown Days and seven bundles remain in reserve. She stated committee is starting to take a look at Spring events and considering alternatives and modifications. She also stated they are assisting the Organization Committee with the "Ransom on the Roof" fundraiser.

d) Organization Committee

Presenter: Judy Ryan

- Committee Report

Mr. Ryan advised the committee is constantly updating the volunteer list. She stated plans are underway for the "Ransom - Official on the Roof" fundraiser. She stated they are in conversation with numerous town leaders. Additional information will be provided shortly.

7 NEW BUSINESS

a) January - July 2021 Goals

- Design Committee
- Economic Vitality Committee
- Promotions Committee
- Organization Committee

There was brief open discussion about upcoming goals for each committee.

b) Advocate Discussion

Presenter: Jenn Gallimore

Ms. Gallimore stated suggestion had been made to have additional board members become advocates. She stated this idea was generated from the Economic Vitality Committee.

8 PUBLIC COMMENTS

9 ADJOURN

a) Adjournment

With there being nothing further, the meeting was adjourned at 7:00 p.m.

ACTION: Adjourn the Meeting

Motion: Board Member Belcher

Second: Council Member Ryan

Vote: Unanimous

Duly adopted this the 9th day of August, 2021.

Judy Ryan, Chair

ATTEST:

Clerk to the Board