



Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, January 13, 2020 @ 6:00 PM
Council Chambers - Clayton Town Hall

1. CALL TO ORDER

- a. Roll Call
- b. Introductions

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

- a. November 12, 2019 DRAFT Minutes
[November 12, 2019 DRAFT Minutes](#)

POTENTIAL ACTION: Adoption of November 12, 2019 Minutes

4. OLD BUSINESS

5. STAFF REPORTS

- a. Staff Presentation & Reports
Presenter: Jennifer Gallimore, Economic Development Specialist

6. NEW BUSINESS

- a. Discussion of CDDA Interaction with Clayton Police Department
Presenters: Bobby Bunn, Council Member and John LeQuire, Police Lieutenant

7. COMMITTEE REPORTS

- a. Design Committee
Presenters: David Millican and Tony Johnson
[Cover](#)
[CDDA Award Nominees 2019](#)
[Sign List](#)
[Sign Example 1](#)
[Sign Example 2](#)
- b. Vitality Committee
Presenter: Laura Johnson
[Cover](#)
- c. Promotion Committee
Presenters: Jessica Lloyd and Erin Belcher
[Cover](#)
- d. Organization Committee

Presenter: Betsy Grannis

[Cover](#)

8. PUBLIC COMMENTS

9. ADJOURN



Town of Clayton
Downtown Development Association Advisory Board Minutes
Tuesday, November 12, 2019 @ 6:00 PM
Council Chambers - Clayton Town Hall

BOARD MEMBERS PRESENT:

Tony Johnson
Jessica Lloyd
Judy Ryan
Laura Johnson
John Millican
Erin Belcher
Neal Stancil
Heidi Lee Peach
James Lipscomb

STAFF PRESENT:

David DeYoung, Economic Development Director
Jenn Gallimore, Economic Development Specialist
Bobby Bunn, Council Member
Kimberly Moffett, Town Clerk / Clerk to the Board

MEMBERS ABSENT:

Judy Ryan
Laura Johnson
Alison Kilpatrick

1 CALL TO ORDER

- a) Mr. Johnson called the meeting to order at 6:00 p.m. and Mr. DeYoung completed roll call.

2 ADJUSTMENT OF THE AGENDA

3 APPROVAL OF MINUTES

- a) October 14, 2019 DRAFT Minutes

It was noted that Betsy Grannis was not listed as being present at the meeting. This change will be made.

ACTION: Adoption of Minutes with above addition

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

4 OLD BUSINESS

5 NEW BUSINESS

- a) Discussion of Downtown Business Opportunities Related to Clayton Christmas Parade

Presenter: Jim Perricone, Clayton Rotary

Mr. Perricone was present and shared the interest of the Rotary Club to be able to provide opportunities for downtown business owners during the Christmas Parade. He stated he was open to ideas and suggestions. It was stated this would be a great opportunity for businesses with as many as 7,000 people attending the parade. He stated he didn't believe there would time for anything to take place this year but looked forward to ideas for the future. Mr. Johnson confirmed the date and time of the parade would continue to be held on the second Saturday in December with a start time of 3:00 p.m. Ms. Lloyd asked for information regarding road closure times for parade. Mr. Perricone stated changing the staging and ending of the parade to the high school allowed for less of a road closure time. He stated he believed the road would close at 2:00 p.m. with rolling closures and openings. Ms. Lloyd spoke briefly about Small Business Saturday. Mr. Johnson stated this would be a good opportunity for downtown advocates to get feedback from business owners.

6 STAFF REPORTS

- a) Mr. DeYoung reported that he has resigned from the town and his last date of work with the town would be December 20, 2019. He reports that Jenn Gallimore will serve as liaison.

Ms. Gallimore provided an updated on Small Business Saturday. She stated to date a total of 10 businesses had signed up to participate. She stated ads had been placed on Facebook. A map would be provided to include information about all local promotions. One of the promotions would give folks an opportunity to visit business participants, get their map stamped and be eligible to win prizes when they turned in completed maps

Mr. DeYoung requested that the December 9, 2019 meeting be cancelled. It was suggested that a survey be done to vote on awards.

ACTION: Cancel December 9, 2019 Meeting of DDA

Motion: Board Member Peach

Second: Board Member Grannis

Vote: Unanimous

7 COMMITTEE REPORTS

- a) Design Committee Report
Presenter: David Millican

- Façade Grant Application for 402 East Main Street

Mr. Millican provided an update on the Facade Grant Application for 402 East Main Street. Committee requested approval of application. Total requested reimbursement would be \$2500. Mr. Millican provided an update on the recently held Ghost Walk. He stated there were over 500 people in attendance who greatly enjoyed the event. It is anticipated this will become an annual event.

Ms. Peach confirmed that providing applications to various businesses was acceptable. She was requesting guidance as how to have applications returned. Ms. Peach stated she would provide a before picture with each application. She stated she would be visiting with The Yellow House shortly. Mr. Johnson offered his appreciation for the pro-activeness with this project.

ACTION: Approval of Façade Grant

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

- b) Vitality Committee Report
Presenter: Tony Johnson

Mr. Johnson provided an update regarding possible location of an ATM machine being installed at Horne Square. Mr. DeYoung stated SECU was considering a location behind the HTR Building and conversation was held regarding having the ATM moved closer to the street. Rent would be paid to the town. Details on location and design would still need to be worked out. Mr. Johnson reports that SECU personnel are excited and willing to look at different design options. They stated if we provided them with a design they would bring it back to their board. Ms. Grannis asked if any consideration was given to the brick and mortar bank that is located right across the street. Mr. Johnson stated it was not. Mr. Johnson asked if there were any concerns. Brief discussion took place and Mr. Stancil stated he felt this would be a great location. Mr. Johnson suggested contact be made with other banks. Discussion continued regarding placement of an ATM at this location and it was likened to a new restaurant opening and checking with other restaurants.

Mr. Stancil provided details about experiences of the ambassador visits. He stated everyone seemed very pleased with the visits regarding Small Business Saturday. He stated he can see the impact beginning to grow and further stated business owners mentioned they are receiving the emails. Mr. Johnson reported the businesses were very enthusiastic.

ACTION: Mr. Johnson to write letter to Town Council indicating DDA support of ATM installation at Horne Square that would include design modifications.

Motion: Board Member Millican
Second: Board Member Lloyd
Vote: Unanimous

- c) Promotion Committee Report
Presenter: Jessica Lloyd

Ms. Lloyd and Ms. Belcher provided information as well as a map for the 2019 Tree Lighting Event. A map would be provided at the Information Tent as well as being provided by the "Ask Me" sign holders. A new attraction of a full size Gingerbread House would be added this year. Kids would be able to decorate gingerbread men and take them home with them. Goal is for tree lighting to take place at 8:00 p.m. Discussion was held regarding shuttles and multiple parking locations. A sign up genius had been sent out for volunteers. Anyone who wished to volunteer needed to report to the Volunteer Tent the night of the event. Volunteer t-shirts and training would be provided, so advance sign-up notice was required. The map is being updated, finalized and printed shortly.

- d) Organization Committee Report
Presenter: Betsy Grannis

No report.

8 PUBLIC COMMENTS

9 ADJOURN

- a) With there being nothing further the meeting was adjourned at 6:52 p.m.

ACTION: Motion to Adjourn

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

Duly adopted this the 14th day of January, 2020.

Tony Johnson
Co-Chair

ATTEST:

Kimberly A. Moffett, CMC, NCCMC
Town Clerk /Clerk to the Board

November 12, 2019
Minutes



CDDA Agenda Item CoverSheet

Meeting Date

January 13, 2020

Agenda Location

Committee Reports

Item Title

Design Committee Report

Presenter

David Millican
Tony Johnson
Heidi-Lee Peach

Summary/Description

David to discuss historic signage.

Tony will provide an update on the CDDA awards.

Heidi-Lee :

Notes for my design committee applications for 2019-2020

First come first serve basis-
Timeline is July 1-June 30

Must be approved by CDDA's design committee & the town of Clayton.

Application must include before pictures and pictures/sketches/drawings of what they want to improve and where the location is within the property. Selections of what colors of products they'd like to purchase. A description of all work with With estimates of work to be completed must be submitted.

If approved, to be reimbursed the after pictures, paid invoices and paid receipts of deposited checks to show work is complete and paid in full or part if amount exceeds towns payment amount of 2500.

———— DESIGN COMMITTEE REPORT —————

Places which were "hand delivered facade grant information" by Heidi were-

Week leading up to thanksgiving -

InStill. W main-Eric. Looking at new lighting for building, maybe getting a window or two in there and putting in a small 12x12 seating area outside of front door.

Mary Jo's bakery. Suggested new awning with color. Dropped off to employee that will make sure owner gets it.

The yellow house-old Wagner.....beautiful inside. She is excited to submit the in hand application for front and back soon. Very exciting to see it restored....

Clayton steakhouse-met owner's and they have application for new awning...they also mentioned James was getting with Dave. .

Glenn's Barber-met lady owner who will give it to her son. Nice lady. I suggested new paint and shutters. Also that tree could get cut down and new awning.

Clayton chiropractic. Dropped application.. heard Karel might want to do some work.

Creative jewelers next to craze.. said craze was coming back in 2020. John and Jovi will talk with owner to see about new awning and signage.

The Clayton nails shop on main. Will suggest paint and cleaning up the front even a Powerwash if It is siding-stopped by 12-3-19. He wants to do work. Yeah.

Wine on main that had a requested if eligible-told temple yes-Not sure of project. Dropped off facade grant application 12-3-19

I will have my team check with these folks in January.

RequestedAction

Funding Source (If Applicable):

Cost:

Additional Documents to be Included in Agenda Packet

Sign Example 1

Sign Example 2

List of Signs

2019 CDDA AWARDS

2019 BEST DOWNTOWN DESIGN

This category includes new buildings, façade improvements, interior renovations, murals, etc. in the Downtown District

Nominees:

Instill Distilling Co. (Interior Renovation and Site Work)

The Design Haus- a Williams+Strauss Design Co. (Interior Expansion and Renovation)

Rising Tide Building and Renovation (Mural and Renovation)

Yellow House - The Community Place (Interior and Exterior Renovation)

2019 BEST NEW DOWNTOWN BUSINESS

This award is presented to a business located within the Downtown district that is new or has relocated to Downtown in 2019. The award is selected by a public on-line vote. The top 3 businesses receiving votes are our nominees.

Nominees:

Instill Distilling Co.

Patty Cake's Littlest Cupcake Shop

Yellow House – The Community Place

2019 DOWNTOWN BUSINESS OF THE YEAR

This award is presented to a business located within the Downtown District that most significantly enhances the downtown experience.

Nominees:

Boulevard West

The Market at 3 Little Birds

Wine on Main

2019 DOWNTOWN CONTRIBUTOR AWARD

This award is presented to an individual or group whose efforts significantly contribute to the programs of the CDDA and the Downtown District.

STREET	BLOCKS	SIGN QTY (Green Signs)
Barbour S	100 - 300	4
Barnes	200 - 300	1
Blanche E	100 - 300	4
Central	200	0
Church N	10, 315	0
Church S	100 - 200	0
Fayetteville N	100 - 400	2
Fayetteville S	200 - 400	2
First	100	3
Front E	100 - 500	7
Front W	100 - 400	2
Horne E	100 - 300	3
Kildee	300 - 400	1
Lombard N	200 - 300	0
Lombard S	100 - 500	6
Main E	100 - 600	7
Main W	100	0
Mill	300	0
O'Neil N	300 - 500	3
Page S	300	0
Second E	100 - 500	5
Second W	100	0
Smith N	200 - 300	0
Smith S	200	1
Stallings E	200 - 400	3
Stallings W	200 - 500	7
Whitaker E	100 - 200	2
	TOTAL	63







CDDA Agenda Item CoverSheet

Meeting Date

January 13, 2020

Agenda Location

Committee Reports

Item Title

Vitality Committee Report

Presenter

Laura Johnson

Summary/Description**Attendees:**

Neal, Timpla, Bernice, Laura, Angelina, Tony

Discussion:

Means of communication between Advocates and Businesses - Timpla is going to work on a design for a business/info card for advocates to hand out to businesses. It will incorporate the CDDA logo and a place for each advocate to write in their name and contact information. We discussed other options for the card such as including the CDDA Facebook page link and creating a dedicated email address such as

"YourDowntownClaytonAdvocate@gmail.com", but this needs to be discussed with the board as a whole.

We also thought posting a group picture of all the advocates on social media would be a good idea.

We all were able to review the list of businesses created by Tony and his wife, which took a considerable amount of time. There were a few suggestions made for additions to the list and there are a few blanks left to fill in. Once we get through the holidays we will all focus on completing and maintaining the list so we can use it to assign each business with an advocate.

Our hour-long meeting went by quickly, but we also divided up the remaining Small Business Saturday materials and made sure those were getting distributed prior to the big day.

Tony, Monica, Bernice and Laura manned the tent for Small Business Saturday. It was rainy but there was a very good turnout. Three gift baskets and a gift card for music lessons were awarded to participants through a drawing.

Requested Action**Funding Source (If Applicable):****Cost:****Additional Documents to be Included in Agenda Packet**



CDDA Agenda Item CoverSheet

Meeting Date

January 13, 2020

Agenda Location

Committee Reports

ItemTitle

Promotions Committee Report

Presenter

Jessica Lloyd
Eric Belcher

Summary/Description

Present a report on the Tree Lighting and Christmas Village

RequestedAction

Funding Source (If Applicable):

Cost:

Additional Documents to be Included in Agenda Packet



CDDA Agenda Item CoverSheet

Meeting Date

January 13, 2020

Agenda Location

Committee Reports

Item Title

Organization Committee Report

Presenter

Betsy Grannis

Summary/Description

Present a report on the activities of the Organization Committee

Requested Action

Funding Source (If Applicable):

Cost:

Additional Documents to be Included in Agenda Packet