



Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, January 14, 2019 @ 6:00 PM
Wooten Room- Clayton Town Hall

1. CALL TO ORDER

2. ADJUSTMENT OF THE AGENDA

3. OLD BUSINESS

- a. Sesquicentennial Celebration Update
POTENTIAL ACTION: None - Information Only

4. NEW BUSINESS

- a. Horne Square Kiosk Presentation
Presenter: Tony Johnson, Tony Johnson Architect
POTENTIAL ACTION: None - Information Only
- b. 2018 Downtown Awards
[2018 Clayton Downtown Awards BOARD Nomination Form](#)
POTENTIAL ACTION: Vote on Six Awards to be Given Away at Clayton Chamber's Annual Meeting
- c. 2019 Event Schedule
POTENTIAL ACTION: None - Information Only
- d. Approval of Draft Minutes - November 13, 2018
[November 13 2018 DRAFT Minutes](#)
POTENTIAL ACTION: Approval of November 13, 2018 Draft Minutes
- e. 2019 Sponsorship Drive
[Sponsorship Brochure 2019](#)
POTENTIAL ACTION: Approval of 2019 Sponsorship Levels and Brochure

5. REPORTS

- a. Economic Development Specialist
- b. Financial Report
- c. Promotion Committee Chair
- d. Economic Committee Chair

e. Design Committee Chair

6. OTHER BUSINESS

7. ADJOURN



2018 Downtown Clayton Awards Board Nomination Form

Clayton Downtown Development Association, Inc. recognizes businesses, organizations, and individuals who **"Think Downtown"** through their commitment of time, advocacy, and resources.

Winners will be announced and receive an award during the **2018 CCOC Annual Meeting** on January 23, 2019 at Brick & Mortar. Tickets are available at the [Clayton Chamber of Commerce](#) website.

You may submit one nominee per category. Please use a separate form for each nomination.

Please check the Category that you are nominating: *(only ONE category per form)*

- ☐ Outstanding NEW Downtown Business *(see next page for eligible businesses)*
- ☐ Outstanding Downtown Business of the Year
- ☐ Best Façade Improvement Over \$10,000 *(see next page for eligible businesses)*
- ☐ Best Façade Improvement Under \$10,000 *(see next page for eligible businesses)*
- ☐ CDDA Volunteer of the Year
- ☐ 2018 Appreciation Award

Submitted by: _____

E-mail/Phone _____

Business/Organization/Individual that you are nominating: _____

Address of Business or Contact Info of Individual: _____

Please list at least three (3) activities or accomplishments that demonstrate nominee's commitment to placing downtown first: *(please include additional comments on a separate page)*

1. _____
2. _____
3. _____

Nominations will be accepted until 5:00 pm on Friday, January 11, 2019.
(a ballot for final voting will be available at the board meeting on January 14)

Please send completed nomination forms to:
kcrocker@townofclaytonnc.org
Call (919) 359-9349 with questions.

ThinkCLAYTON. Think Downtown.

Some of the ways that winners place downtown first:

- Volunteer time
- Financial and/or in-kind support
- Physical appearance of property enhances the overall look of downtown
- Efforts to make visitors feel welcome and connect them to downtown amenities
 - Promoting downtown amenities
 - Advocacy

Award Categories/Criteria

Outstanding New Downtown Business

This award is presented to a retail business or restaurant located within the downtown district that is either brand new or has relocated to or expanded within the downtown district in 2018.

- Boulevard West
104 W Main St.
- Bexley House
401 E Main St.
- Vinson's Pub + Eatery
800 E Main St.

Outstanding Downtown Business of the Year

This award is presented to a business located within the downtown district that enhances the downtown experience.

Appreciation Award

This award is presented to an individual (*business leader, community leader, merchant, resident, etc.*) whose efforts contribute to the programs of CDDA, Inc. and/or the downtown district. [PLEASE NOTE: This award may or may not be awarded annually].

CDDA Volunteer of the Year

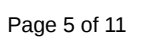
This award is presented to an individual or group who goes the extra steps in volunteering their time during CDDA events, activities and programs.

Best Façade Improvement Over \$10,000

- Vinson's Pub + Eatery – 800 E Main St
- Clayton Chamber of Commerce – 301 E Main St
- Brick & Mortar – 217 E Main St

Best Façade Improvement Under \$10,000

- Rejoycel – 408 E Main St





Town of Clayton
Downtown Development Association Advisory Board Minutes
Tuesday, November 13, 2018 @ 6:00 PM
Wooten Room - Clayton Town Hall

BOARD MEMBERS PRESENT:

Kim Lawter, Chair
Neal Stancil
Betsy Grannis
Linda Edwards
Laurie Partlo
James Lipscomb
Scott Hadding, Jr.
Heidi Peach
Tony Johnson
Alison Kilpatrick * Arrived at 6:15 p.m.

STAFF PRESENT:

Kaitlin Russo, Economic Development Specialist
Kimberly Moffett, Town Clerk
Bobby Bunn, Council Member/Board Liaison

MEMBERS ABSENT:

1 CALL TO ORDER

a) Roll Call

Kim Lawter, Board Chair, called the meeting to order at 6:06 p.m. Roll call was completed.

b) Introductions

Kim Lawter introduced Angela Meare who is a resident of Downtown Clayton and works at 4042 Motors. Ms. Meare may be interested in joining one of the town advisory boards.

2 ADJUSTMENT OF THE AGENDA

3 OLD BUSINESS

a) Sesquicentennial Celebration Update

Presenter: Kaitlin Crocker

Ms. Crocker provided update. The committee met last week with Michelle Bonham, who is the event planner hired for the event. The discussion at the meeting included overall theme of the event. Based on the feedback decisions would be made as to what the schedule of events for April 12 - 13, 2019 would look like. All community events held throughout the year will be themed to include the 150th celebration. Michelle will work with all civic organizations to share branding and ideas for inclusion of the 150th celebration. Ms. Bonham will be officially introduced at the November 19, 2018 Town Council meeting and at that time will share additional information about the event. Ms. Lawter stated she would like to see this as a fundraiser event for the DDA.

ACTION: None - Informational Only

4 NEW BUSINESS

- a) Approval of Draft Minutes - October 8, 2018

ACTION: Approval of October 8, 2018 Draft Minutes

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

- b) Sponsorship Request - The Shindig
Presenter: Kaitlin Crocker

Ms. Crocker stated this sponsorship was retroactive. She stated this sponsorship would help to offset law enforcement fees/expenses; five police officers were at the event for a total of 5 hours per officer.

ACTION: Approval of \$500 Sponsorship

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

- c) Sponsorship Request - Clayton Rotary Christmas Parade
Presenter: Kaitlin Crocker

Ms. Crocker provided information about the Christmas parade. She stated this event had been adopted by the town as a legacy event, so there are no fees applied to this event. A parade float would be provided at no cost for council members. It was stated the cost of the float rental to the Rotary would be \$550 and initial thought was the sponsorship was being requested to cover that cost. A discussion was held regarding the fact there were no out of pocket expenses to Clayton Rotary, as this event was considered a legacy event and all expenses were waived/absorbed by the town. Total expenses would have been several thousand dollars. Consensus was that Rotary should cover the cost of the float, as there were no town fees charged. Ms. Lloyd stated if request was for a sponsorship of the parade, she was in favor of that, but not in favor of a sponsorship to reimburse the cost of the float. Ms. Crocker stated she would get clarification regarding the sponsorship request. Mr. Johnson made a phone call to a member of Clayton Rotary, who confirmed request was for a true sponsorship, there was no charge for any elected officials and further that Rotary would be constructing a float for Council Members.

ACTION: Approval of \$500 Sponsorship

Motion: Board Member Johnson
Second: Board Member Lipscomb
Vote: Unanimous

- d) Sponsorship Request - Clayton Farm & Community Market

Kaitlin stated this request was a late arrival for 2018 and it is the same sponsorship as previously awarded.

ACTION: Approval of \$500 Sponsorship

Motion: Board Member Grannis

Second: Board Member Peach

Vote: Unanimous

5 REPORTS

a) Downtown Development Director

No Report

b) Financial Report

Presenter: Jessica Lloyd

Ms. Lloyd stated the budget had not yet been approved; it is still being worked on. She stated that ornaments would be sold on a two-year rotation. She stated a budget update would be provided at the December 2018 meeting.

c) Promotion Committee Chair

Presenter: Kaitlin Crocker

Ms. Crocker stated there had been a good turnout for movie nights. She stated the October movie date that needed to be cancelled due to weather, would be rolled into the 2019 schedule. She further stated this movie had already been paid for. The Concert Series saw an excellent turn out in attendance. Currently the Tree Lighting Event is being worked on and will be held on November 29. It was stated several more volunteers were needed for the shuttle, "ask me" sign holders, photo booth and handicap parking lot attendant. Ms. Crocker stated promotion for the tree lighting would be distributed shortly. Small Business Saturday will be held on Saturday, November 24, 2018. The 2019 Concert Series schedule is currently being worked on.

d) Economic Committee Chair

No Report

e) Design Committee Chair

No Report

6 OTHER BUSINESS

a) Miscellaneous

- Tony Johnson will present idea for directional kiosk at Horne Square at next DDA meeting.
- Council Member Bunn spoke about a possible collaboration with both American Legion posts and the town to honor veterans on a year round basis. He suggested the town donate space on poles where banners/flags could be placed that honored veterans. Flags/banners could be changed out on a quarterly basis. Discussion was held and it was agreed that details could be worked out. Ideas

included that civic organizations sponsor the flags/banners; town would donate space and staff to hang banners. It was agreed that all flags/banners be of a uniform size, etc.

- Ms. Lawter suggested calendar of events being placed on a building, perhaps as a mural. She further stated the 2019 Promotion Calendar would be available shortly.

7 ADJOURN

- a) Adjourn the Meeting

With there being nothing further, the meeting was adjourned at 6:39 p.m.

ACTION: Motion to Adjourn

Motion: Board Member Grannis

Second: Board Member Lloyd

Vote: Unanimous

Kimberly Lawter
Chair

ATTEST:

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

2019 Sponsorship Packages Order Form

Please mail your sponsorship choice to:
Clayton Downtown Development Association
P.O. Box 879

Clayton, NC 27528

Or email your response to kcrocker@townofclaytonnc.org
info@DowntownClayton.org

Contact Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Facebook: @ _____ Twitter: @ _____

Instagram: @ _____

My business has chosen the following sponsorship package:

- ☐ Annual Sponsorship Package - **\$400**
- ☐ Downtown Business Sponsorship Package - **\$300**
- ☐ Movie Night Sponsorship Package - **\$1,000** (limited*)
- ☐ Overall Concert Series Sponsorship Package - **SOLD OUT**
- ☐ Premier Concert Sponsorship Package - **\$900** (limited*)
- ☐ Exclusive Concert Sponsorship Package - **\$1,650** (limited*)
- ☐ Christmas Village Sponsorship Package - See inside for details.
(limited*)

*Please call to inquire about availability of any sponsorships marked limited
before mailing a check



Make checks payable to:

Clayton Downtown Development Association

info@downtownclayton.org
919-359-9349

2019 Downtown Clayton Sponsorship Packages



**CD
DA** Clayton
Downtown
Development
Association Inc

Annual Sponsorship Packages - \$400

- Company name printed on event brochures, ads and posters
- Company logo on 2019 CDDA Event Sponsor Banner (displayed at all events)
- Company logo on the Downtown Clayton webpage – DowntownClayton.org
- Company acknowledgement on Facebook, Twitter and Instagram

Downtown Sponsorship Packages - \$300

This package is only available to Downtown Businesses located within the Commercial Business District. This package provides the same benefits as the Annual Sponsorship, as well as:

- Business feature on Town of Clayton TV (Channel 11) and the Town of Clayton YouTube channel

Premier Concert Sponsorship Packages - \$900

- All benefits provided to Annual and Downtown Sponsors
- Acknowledgement during intermissions at downtown concerts
- Two tickets to the CCOC Annual Meeting (held in January 2020), where the CDDA will recognize sponsors and 2018 award winners
- Free option for 10-by-10 booth at Town Square Concert Series (you provide tent and table)
- Featured posts on our popular Downtown Clayton, NC Facebook page, which has more than 5,000 likes

Exclusive Concert Sponsorship Packages - \$1,650

Exclusive sponsors stand out from other sponsors by being the sole sponsor of a particular concert of their choice.

Exclusive Sponsorships are limited and are on a first-come, first-served basis!

Exclusive Sponsorships include special recognition, advertisement and perks. Exclusive Sponsorships are available for each Town Square Concert. The package includes:

- All of the benefits provided to Premier Sponsorship Packages
- Exclusive company event title banner (provided by sponsor) at your sponsored event—please inquire about dimensions
- Logo on concert series beverage cups
- Front page exposure for the month of your sponsored event on DowntownClayton.org



Movie Night Sponsorship Packages - \$1,000

The CDDA hosts three outdoor movie nights at Town Square. Movie Night Sponsors receive recognition as the primary sponsor of one event, along with the following benefits:

- Exclusive company event title banner (provided by sponsor) at your sponsored movie night
- Company logo printed on event brochures, ads, posters and banners
- Company logo on 2019 CDDA Event Sponsor Banner (displayed at all events)
- Company logo on the Downtown Clayton webpage – DowntownClayton.org

Christmas Village Sponsorship Packages

The CDDA hosts the annual Christmas Village & Tree Lighting the Thursday after Thanksgiving. As a sponsor of one of the Christmas Village attractions you will receive:

- Exclusive company event title banner at your sponsored attraction (provided by sponsor)
- Company name or logo printed on event brochures, ads, posters and banners
- Company logo on 2019 CDDA Event Sponsor Banner (displayed at all events—if you sign up prior to Feb. 2019)
- Company logo on the Downtown Clayton webpage – DowntownClayton.org

Christmas Village Attraction Options:

- Horse & Carriage—**\$250**
- Trackless Trains at Santa's Workshop —**\$500**
- Photo Booth (location of your choice)—**\$550**
- Town Square Stage — **\$1,000**

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