Town of Clayton
Downtown Development Association Advisory Board Minutes
Monday, February 8, 2021 @ 6:00 PM
Remote Meeting

BOARD MEMBERS PRESENT:
Betsy Grannis
Neal Stancil
Erin Belcher
John David Millican
Christie Thompson
Judy Ryan
Heidi Peach
Shannon Austin
Bernice Lopes

STAFF PRESENT:
Patrick Pierce, Economic Development Director
Kimberly Moffett, Town Clerk
Bobby Bunn, Council Member
Samantha Wullenwaber, Planning Director

OTHERS PRESENT:
Dave DeYoung
Jake Petrosky

MEMBERS ABSENT:
Laura Johnson
Alison Kilpatrick

1 CALL TO ORDER

a) Call to Order & Roll Call

Ms. Lopes called the meeting to order at 6:03 p.m. She completed Roll Call and it was noted that Laura Johnson and Alison Kilpatrick were absent.

2 ADJUSTMENT OF THE AGENDA

a) Mr. Pierce requested that Clayton Growth Report be moved to the beginning of the agenda.

3 APPROVAL OF MINUTES

4 PUBLIC COMMENTS

Public Comments are Limited to 10 Minutes

5 OLD BUSINESS

6 NEW BUSINESS

a) Clayton Growth Plan Presentation
Presenter: Samantha Wullenwaber, Planning Director & Jake Petrosky, Stewart Engineering
Ms. Wullenwaber provided an introduction and overview regarding the Growth Plan and

next steps.

Mr. Petrosky, Stewart Engineering, was present and shared details regarding the Growth Plan a/k/a Strategic Plan for the town. He stated there is a good portion of the plan that relates to downtown. Currently we are finishing up visioning portion and beginning to track recommendations and working with steering committee and planning staff. He stated the goal of the plan is to have it adopted at some point this summer. He further stated that an in-depth work session would be held to obtain feedback from the DDA regarding draft goals for the downtown space. He stated a community survey was completed and closed out a few weeks ago. This survey had excellent participation. Folks shared concerns, desires and vision. He stated concern was how to harness growth and benefit the community while minimizing effects of growth. He shared a link for an interactive map that will allow for folks to make comments.

Mr. Pierce suggested setting up a future work session for additional in-depth discussion and sharing of ideas.

PowerPoint presentation from Mr. Petrosky is attached to the minutes and made part of the official record.

7 STAFF REPORTS

a) Historic District Signage Update
Presenter: Patrick Pierce, Economic Development Director

Mr. Pierce stated the scale of the Historic Signage was off a bit. He stated new larger signage has been ordered and will be installed shortly.

b) COVID SWAT Team Follow-Up
Presenter: Patrick Pierce, Economic Development Director

Mr. Pierce reported great meetings and good information for advocates to share with local businesses. He stated a good amount of activity is currently taking place behind the scenes on this project.

c) New Business

Mr. Pierce stated there was a new business called Three Pups Bakery and encouraged folks to visit.

8 COMMITTEE REPORTS

a) Design Committee
1. Committee Report - *David Millican*
2. Façade Grant Update - *Patrick Pierce*

Mr. Millican reported discussion took place regarding the COVID SWAT, Historic Signage and joint committee with Parks & Recreation.

No updates on façade grants. He stated there are no new applications to date.

b) Economic Vitality Committee

1. Committee Report - *Laura Johnson*

Mr. Stancil reports a new advocate has joined the committee and there was discussion regarding advocate assignments. He stated much more information would be provided at the next meeting. He stated new advocates are always welcome. Each advocate has 18-20 businesses assigned to them.

c) Promotions Committee

1. Committee Report - *Erin Belcher*

Ms. Belcher reported there are numerous items in the works for the committee and include website/shop site. She further stated there is a lot of work taking place behind the scenes.

d) Organization Committee

1. Committee Report - *Judy Ryan*

Ms. Ryan reported there are exciting plans underway for a fundraiser to take place in March or April to include "kidnapping" the Mayor, HS Principal, Fire Chief and Police Chief. These folks will have to solicit funds to be released. The funds will be donated to different organizations. No specific date has been set as of yet. Additional information will be available shortly.

9 NEW BUSINESS

a) The Lofts at Wild District Presentation
Presenter: Dave DeYoung, Director of Development - RiverWild

Mr. DeYoung was present and shared details about some of new upcoming developments with River Wild to include Parking Lot, Event Center, Loft, and Courtyard. Parking Lot will hold up to 58 spaces, dependent upon an agreement with town and railroad. The event center will be at the back portion of the Paper Company with up to 400 seat event space. Also shared details about the courtyard project to provide seating outside. Wilders Market will be a farm to table marketplace. Everything will be locally sourced. Final project is The Lofts which is an apartment complex that will have a total of 8 units.

PowerPoint presentation from Mr. DeYoung is attached to these minutes and made part of the official record.

b) Farmers' Market DDA Booth
Presenter: Patrick Pierce

Mr. Pierce stated Farmers' Market has reached out to determine if there was any interest in the DDA having a booth. He stated a volunteer list would need to be created to ensure the booth was staffed. Ms. Belcher stated she felt details regarding what the DDA wanted to achieve from having a booth needed to be discussed and determined. Ms. Thompson agreed and stated the advocate group might take this on and use this as an opportunity for folks to come to them. Mr. Stancil felt it needed to be discussed at a committee level and felt we need to have a plan of action. Mr. Pierce stated he would provide this information to the appropriate committee.

Mr. Stancil shared his concerns about increased pedestrian traffic on O'Neil and possible sidewalk improvements.

Mr. DeYoung stated it might be a good thing for DDA to forward letter in support of the redevelopments projects in and around the paper company.

ACTION: Draft Letter to Town Council Regarding DDA Support of Redevelopment Projects In and Around the Old Paper Company Building

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

10 ADJOURN

a) Adjourn the Meeting

With there being nothing further, the meeting was adjourned at 7:13 p.m.

ACTION: Motion to Adjourn

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

Duly adopted this the 8th day of March, 2021.

Laura Johnson
Chair

ATTEST:

Kimberly A. Moffett

Kimberly Moffett, CMC, NCCMC
Town Clerk & Clerk to the Board

TOWN OF CLAYTON
INCORPORATED APRIL 1869
CLAYTON, N.C.