



The Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, February 12, 2018 @ 6:30 PM
GS 223 - Clayton Town Hall

1. CALL TO ORDER

2. ADJUSTMENT OF THE AGENDA

3. OLD BUSINESS

- a. Main Street Conference Update
Presenter: Kaitlin Russo, Downtown Development Coordinator
POTENTIAL ACTION: None- Informational Only

4. NEW BUSINESS

- a. Approval of January 8, 2018 Minutes
[DDA January 2018 Minutes](#)
POTENTIAL ACTION: Approval of January 8, 2018 DRAFT Minutes
- b. Main Street Streetscape Master Plan
Presenter: Stewart Engineering
POTENTIAL ACTION: None- Informational Only

5. REPORTS

- a. Downtown Development Director
Presenter: Kaitlin Russo, Downtown Development Coordinator
POTENTIAL ACTION: None- Informational Only
- b. Financial Report
Presenter: Jessica Lloyd, Treasurer
POTENTIAL ACTION: None-Informational Only
- c. Promotion Committee Chair
Presenter: Kim Lawter, Vice-President
POTENTIAL ACTION: None-Informational Only
- d. Economic Committee Chair
Presenter: Besty Grannis
POTENTIAL ACTION: None-Informational Only
- e. Design Committee Chair
Presenter: Heidi-Lee Peach, Secretary

POTENTIAL ACTION:

None-Informational Only

6. OTHER BUSINESS

7. ADJOURN



**The Town of Clayton
Downtown Development Association Advisory Board
Minutes
Monday, January 8, 2018 @ 6:30 PM
GS 223 - Clayton Town Hall**

BOARD MEMBERS PRESENT:

James Lipscomb
Kim Lawter
Jessica Lloyd
Laurie Partlo
Heidi Lee-Peach
Betsy Grannis
Amanda Dew
Tony Johnson

STAFF PRESENT:

Kaitlin Russo, Downtown Development
Coordinator
Dave DeYoung, Economic Development
Director
Brittany Parks, Administrative Support
Specialist
Bobby Bunn, Councilman
Michael Grannis, Mayor Pro-Tem

MEMBERS ABSENT:

Scott Hadding
Linda Edwards
Temple Phipps

1 CALL TO ORDER

a)

Mr. Lipscomb called the meeting to order at 6:30 p.m.

2 ADJUSTMENT OF THE AGENDA

3 OLD BUSINESS

a) 2018 Main Street Conference

Presenter: Kaitlin Russo, Downtown Development Coordinator

Ms. Russo gave a brief update on the Main Street Conference. She mentioned the decorations committee has not met yet due to waiting on the layout. Also, the welcome committee should have a clear idea of which business want to partake in Taste of Clayton for the conference by next Monday.

ACTION: None-Informational Only

4 NEW BUSINESS

a) Review and Approval of DRAFT Minutes

ACTION: Approval of December 11, 2017 Minutes

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

- b) Overview of 2018 Sponsorship Package
Presenter: Jessica Lloyd, Treasurer

Mrs. Lloyd gave a brief overview of each of the 2018 sponsorship packages as a reminder for former board members and to introduce the new board members. Sponsorships are going to roll out in February of this year and opportunity is given to the prior sponsors first. She also mentioned that the exclusive concert sponsorship package and the movie night sponsorship package did increase in price this year due to the growth in the concert series and movie nights. Mr. DeYoung also mentioned a proposal of a new overall concert series sponsorship package which would be ranging from \$5000 to \$15000 to help with extra costs for the concert series consisting of better entertainment, doing concerts on Fridays, more bathrooms, etc.

ACTION: None- Informational Only

- c) Main Street Conference Informational Session Dates
Presenter: Kaitlin Russo, Downtown Development Coordinator

Ms. Russo gave an overview on information session dates for downtown businesses. The date for the session is February 12th at 9:00 am and 5:30 pm. Two board members to go out to invite the businesses to invite them to the event to show the value of the Main Street Conference.

ACTION: None- Informational Only

- d) Awards Dinner Nominations
Presenter: Kaitlin Russo, Downtown Development Coordinator

Ms. Russo informed everyone of the awards dinner nominations for this years dinner. There are five categories this year and all nominations are needed back by Friday, January 12th.

ACTION: None-Informational Only

5 REPORTS

- a) Downtown Development Director
Presenter: Kaitlin Russo, Downtown Development Coordinator

Ms. Russo asked for feedback from the Volunteer Appreciation dinner back in December. All board members had great feedback.

ACTION: None- Informational Only

- b) Financial Report
Presenter: Jessica Lloyd, Treasurer

Mrs. Lloyd did not have a huge report to give but reminded everyone that the sponsorship's for 2018 needed to be sold in order to make the budget work.

ACTION: None- Informational Only

- c) Promotion Committee Chair
Presenter: Kim Lawter, Vice-Chair

There was no promotion committee chair report.

ACTION: None-Informational Only

- d) Economic Committee Chair
Presenter: Betsy Grannis

There was no economic committee chair report.

ACTION: None-Informational Only

- e) Design Committee Chair
Presenter: Heidi Lee-Peach, Secretary

There was no design committee chair report.

ACTION: None-Informational Only

6 OTHER BUSINESS

7 ADJOURN

- a) With there being nothing further the meeting was adjourned at 7:19 p.m.

James Lipscomb, Chair

ATTEST:

Brittany Parks, Clerk to the Board