



Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, February 12, 2024 @ 6:00 PM
Wooten - Town Hall

1. CALL TO ORDER

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

- a. Approval of January 8, 2024 Minutes
Presenter: Christi Thompson, Chair
[Downtown Development Association Advisory Board - Jan 08 2024 - Minutes - Pdf](#)

4. OLD BUSINESS

- a. Master Plan Update
Presenter: Dan Lambert, McAdams

5. STAFF REPORTS

- a. Social District Update
Presenter: Lydia Davis, Economic Development Specialist
- b. Town Budget Update
 - Survey live: <https://www.surveymonkey.com/r/FY25FBED>*Presenter:* Patrick Pierce, Economic Development Director

6. NEW BUSINESS

- a. Facade Grant: Fare Game
Notes: signage will be 3ft-8" x 10ft; sign permit is in process; photo of lighting example is attached.
Presenter: Lydia Davis, Economic Development Specialist
[Fare Game Facade Grant Application](#)
[Lighting example](#)

7. COMMITTEE REPORTS

- a. Economic Vitality
Presenter: Paul Auclair, Chair
- b. Design
Presenter: Davis Millican, Chair
- c. Promotions
Presenter: Dan Barbour, Chair
- d. Organization
 - Sponsorships finalized and ready. Concert announcements start 3/4

Presenter: Greg Adamson, chair

[2024 Downtown Clayton Event Sponsorship Guide \(1\)](#)

8. PUBLIC COMMENTS

9. ADJOURN



Town of Clayton
Downtown Development Association Advisory
Board Minutes
Monday, January 8, 2024 at 6:00 PM
Wooten - Town Hall

Board Members Present:

Greg Adamson - Vice Chair
Lila Reiber
David Millican
Paul Aucliar
Marty Kornegay
Katie Spalding
Andre Walden
Erin Belcher
Dan Barbour

Board Members Absent:

Christi Thompson
Matthew Kagel
Cam Coolidge

Staff Present:

Lydia Davis, Economic Development Specialist
Amy Shearin, Community Events and Engagement
Coordinator

1 CALL TO ORDER

Meeting was called to order at 6pm by Gregory Adamson, Vice Chair, in the absence of Chair, Christi Thompson.

2 ADJUSTMENT OF THE AGENDA

a) Absence of Chair

Presenter: Lydia Davis, Economic Development Specialist

Only adjustment to the agenda is a note that Greg Adamson will be filling in as Chair for this meeting in the absence of Christi Thompson.

3 APPROVAL OF MINUTES

a) Approval of December 11, 2023 Minutes

Presenter: Greg Adamson, Vice Chair

December 11, 2023 minutes were approved as presented

Motion made by: Lila Rieber

Seconded by: Erin Belcher
All approved.

4 OLD BUSINESS

- a) Downtown Awards Night Update
Presenter: Katie Spalding, Board Member

Project lead, Katie Spalding, gave an update on the Downtown Business Awards Night on Feb 6 at Brick and Mortar. Tickets will be going live this week (1 month out) with RSVP deadline of 1/31. Ticket options include single ticket, pair, and 3 different tables of 8 options that vary in terms of drink tickets, shoutouts, etc. There will be additional small group planning meetings to finalize awards, logistics, etc.

- b) Sponsorship Guide Update
Presenter: Lydia Davis, Economic Development Specialist

The board looked at the 501c3's proposed sponsorships guide, which is quote similar to last year with the exception of removal of movie night's because this is going to become more of a parks and rec led event. Notes/edits from the group included: adding a band sponsor to BBQ Challenge, adding a fourth supporting sponsor to BBQ Challenge since these serve as "award sponsors" and there are 4 categories, a few other typos were noted to be fixed as well.

5 STAFF REPORTS

- a) Vibrancy Grant Proposal
Presenter: Lydia Davis, Economic Development Specialist

The vibrancy grant proposal from Design Committee was discussed. In summary, this is essentially a program with a set budget that occurs biannually for any business that wants to take part in the assigned project. A project will be announced that businesses can apply to on a first come-first served basis. Each project will be "smaller scale" than the current facade grant applicable projects, but will provided a more blanket approach to smaller downtown design improvement. The first project idea was to purchase A-frames for downtown businesses to use out front of their business (estimating about 35 businesses will be able to participate since the Town's budget for these grants at this time is \$12,500)

The board moved to make a motion of support for the program:
Motion made by: Erin Belcher
Seconded by: Katie Spalding
All approved.

- b) Downtown Events Update
Presenter: Lydia Davis, Economic Development Specialist & Amy Shearin, Community Events & Engagement Coordinator

There was a conversation related to the 2024 event schedule and different marketing techniques that the board has seen work for other communities or in the past; and how to better communicate with businesses about events, especially concerts. Here were the comments/ideas:

- Individual posters for each concert versus the series as a whole
- walking around monthly to hand out new event marketing materials
- Utilizing the "Concert this Thursday" sign that used to go in town square
- Doing shorter reels/hype video with sneak peaks or sound bites for each band
- Exploring a standard schedule for concerts next year (ex: always the third week of the month, etc.)
- Incorporating local openers for concerts
- Specific email to businesses regarding event info 2 to 3 weeks out (maybe not using MailChimp and doing it in outlook instead, but to a smaller group of most affected businesses)

6 COMMITTEE REPORTS

None

7 NEW BUSINESS

- a) New Advisory Board Information
- Orientation Information
 - Bylaws
 - Board Member Contract
 - Board Member Code of Conduct
 - Annual Report Tentatively scheduled for October

Presenter: Lydia Davis, Economic Development Specialist

Davis reviewed the new policies and documents Town Council passed related to all advisory boards. This includes a new orientation overview, some bylaw changes (especially for DDA as appointment of new members will be changing from July to January), a board member contract and code of conduct. Board members in the room were walked through the changes and able to sign and return documents then or email to send to Lydia later. All documents were also emailed prior to the meeting for review.

8 PUBLIC COMMENTS

Representatives from the Old Mill Group real estate were in the room to listen in and introduce themselves as they are now located inside of the DMG Office Center on Second St.

9 ADJOURN

Meeting was adjourned at 7:22pm
Motion made by: Lila Rieber
Seconded by: Marty Kornegay



Town of Clayton
Planning Department
111 E. Second Street, Clayton, NC 27520
P.O. Box 879, Clayton, NC 27528
Phone: 919-553-5002
Fax: 919-553-1720

DOWNTOWN FAÇADE / SITE ELEMENT IMPROVEMENT GRANT

The objective of the Downtown Façade/Site Element Improvement Grant is to aesthetically improve the facades of downtown buildings and/or enhance the appearance of downtown properties.

Improvement should be limited to those that are permanent and part of the building or property. Funds will be made available on a first-come-first-serve basis to projects that meet eligibility requirements.

PROJECT INFORMATION:

Name of Project: Fare Game, LLC
Building Address: 218 + 220 E Main St. Parcel Tag #: 05015004
Project Description (use additional sheets if needed): See Attached Sheet

APPLICANT INFORMATION

Applicant: Lynn Auclair
I am the: ☐ Property Owner ☒ Tenant
Mailing Address: 200 W. Main St. Ste 102 Clayton NC 27520
Phone Number: 919-368-3243 Fax: _____
Contact Person: SAME
Email Address: Lynn@deepriverbrewing.com
Length of Time at Address: 7 months Length of Time Remaining on Lease: 10

FOR OFFICE USE ONLY

Date Received: _____ Amount Paid: (no fee required) File Number: _____

Fare Game Façade Grant:

The intent of this application is to provide façade lighting and signage on the Main St. frontage as well as providing an outdoor patio and privacy screening along the façade(s) facing first street. The patio area also serves as access for the upstairs tenants and is their only means of egress including an ADA accessible route. We request a total of 3 facades for this project as the benefit of the first street facades will benefit all tenants in the building and the main st facade would be considered one (3 facades total). Due to our quick project timeline we are not able to include the concrete portion of the work in the grant but the privacy screening and ADA related railings are what we are requesting.

PROPERTY OWNER INFORMATION

Name: Carrol Building Investments, LLC
Mailing Address: Po Box 901 Clayton NC 27528
Phone Number: (919) 369-3731 Fax: N/A
Email Address: craigjlee@yahoo.com

REQUIRED INFORMATION (to be submitted with the application)

The following items must accompany this application.

To be completed by the applicant:	Provided?	
	Yes	N/A
1. A pre-application conference was held with Town of Clayton staff. Date: <u>1-12-24</u>	☒	
2. I understand before any work is begun on the project that this application must be reviewed and approved . Projects may not receive funding if the work was done before the application was approved.	☒	
3. Project plans, specifications or other appropriate design information. A professional architectural plan is not required.		☒
4. I have read the attached information regarding purpose, eligibility, and process, and my project meets all criteria.	☒	
5. Photograph(s) of existing conditions of the property.		
6. Samples of paint and material colors to be used on improvements or signage.	☒	
7. Cost estimates for the project (minimum of two estimates are preferred).	☒	
8. Owner's Consent Form (required if applicant is not the property owner).		
9. I understand I must receive all applicable permits, such as Zoning Compliance Permit, Sign Permit, and Building Permit, prior to beginning work.	☒	
10. I understand the work must be completed within the required timeframes specified and that all work is completed according to state and local building codes and ordinances, and approved, when necessary, by the proper authorities.	☒	
11. I understand that I am responsible for the maintenance of improvements described here for a period of three (3) years from the date of project completion or until such time as the building is sold.	☒	
12. I understand the improvement grant must be used for the project described in this application. I understand that failure to comply with the approved application may result in losing my eligibility to receive funds.	☒	
13. I acknowledge that the Town and CDDA are obligated only to administer the grant procedures and are not liable to the applicant, owner or third parties for any obligations or claims of any nature growing out of, arising out of or otherwise related to the project or application undertaken by the applicant and/or owner. There is no principal/agent or employer/employee relationship between the Town, the CDDA, and the applicant and/or owner.	☒	

APPLICANT / PROPERTY OWNER SIGNATURES

Lynn Anclair
Applicant's Name (Print Name)

Lynn Anclair
Signature of Applicant

1/8/2024
Date

Craig Lee

1/19/2024

Property Owner's Name (Print)

Signature of Property Owner

Date

Please return completed application to the Town of Clayton, Attn. Economic Development, PO Box 879, Clayton, NC 27528, or in person at the Economic Development office at 111 E. 2nd St, Clayton NC 27520.

STAFF REVIEW *(the applicant should leave this section blank)*

This application has been reviewed by the following:

Economic Development Staff:

Name (print) _____ *Signature* _____ *Date* _____
Comments/Conditions: _____

Downtown Development Association (DDA) Design Committee:

Committee Review: _____ ☐ Approved ☐ Denied
Date

DDA Design Committee Chair:

Name (print) _____ *Signature* _____ *Date* _____
Comments/Conditions: _____



TOWN OF CLAYTON
Planning Department
111 E. Second St., P.O. Box 879
Clayton, NC 27528
Phone: 919-553-5002
Fax: 919-553-1720

OWNER'S CONSENT FORM

Consent is required from the property owner(s) if an agent will act on their behalf. A separate form is required from each owner. Consent is valid for one year from date of notary, unless otherwise specified. All fields must be completed.

Project Name: Fare Game LLC Address or PIN #: 1106913-12-0602

AGENT/APPLICANT INFORMATION:

Paul Auclair
(Name - type, print clearly)

700 W. Main St. Ste 101
(Address)
Clayton NC 27520
(City, State, Zip)

I hereby give **CONSENT** to the above referenced agent/applicant to act on my behalf, to submit applications and all required materials and documents, and to attend and represent me at all meetings and public hearings pertaining to the following processes (*list applicable requests*):

All submittals to Permit
and construct facility @ subject Property

Furthermore, I hereby give consent to the party designated above to agree to all terms and conditions which may arise as part of the approval of this application.

I hereby certify that I have authority to execute this consent form as/on behalf of the property owner. I understand that any false, inaccurate or incomplete information provided by me or my agent will result in the denial, revocation or administrative withdrawal of this application, request, approval or permits. I further agree to all terms and conditions which may be imposed as part of the approval of this application.

OWNER AUTHORIZATION:

Carroll Building Investments, LLC
(Name - type, print clearly)

218/220 E. Main Street
(Address)

[Signature]
(Owner's Signature)

Clayton, NC 27520
(City, State, Zip)

STATE OF North Carolina
COUNTY OF Johnston

Sworn and subscribed before me, Stephanie Regina Neal, a Notary Public for the above State and County, this the 26 day of March, 2023.

SEAL



[Signature]
Notary Public

My Commission
Expires:

September 21, 2024

July 2018

GMH ELECTRICAL, INC.
P.O. BOX 280
LUCAMA, NC 27851
www.gmhelectrical.com

EMAIL

TO:	PAUL	FROM:	GREG
EMAIL:		DATE:	1/19/24
RE:	FRONT FACADE LIGHTING	PAGES:	

COMMENTS:

QUOTE FOR PROVIDING LIGHTS
ON STREET SIDE FRONT FACADE.
LIGHTS QUOTED ARE LOW VOLTAGE "BULLET"
STYLE LIGHTS MOUNTED ON A ROUND CAST
WEATHER PROOF BOX. LIGHTS WILL BE CONTROLLED
BY A TIME CLOCK.

TOTAL QUOTE: \$ 2,500



Stray Voltage Sign Co.
100 Dunoon Ct.
Clayton NC
27520
919-271-8485
StrayVoltageSignCo@gmail.com

QUOTE

Oct 20, 2023

Fair Game
Lynn@Deepriverbrewing.com
919-368-3243

Description	Amount
Sign above windows (approx. 12'x4.5')	\$1400
Sign Above Door (approx. 6'x6')	\$1400
Door signage with hours	\$900
Lighting Rentals	
Total	\$3700

Deposits of 20% are required before any work can begin.

Deposits are non- refundable.

One round of initial designs and one round of revisions are included.

Stray Voltage Signs is not responsible for touch ups, maintenance, or removal of any sign, mural, or otherwise painted surface.

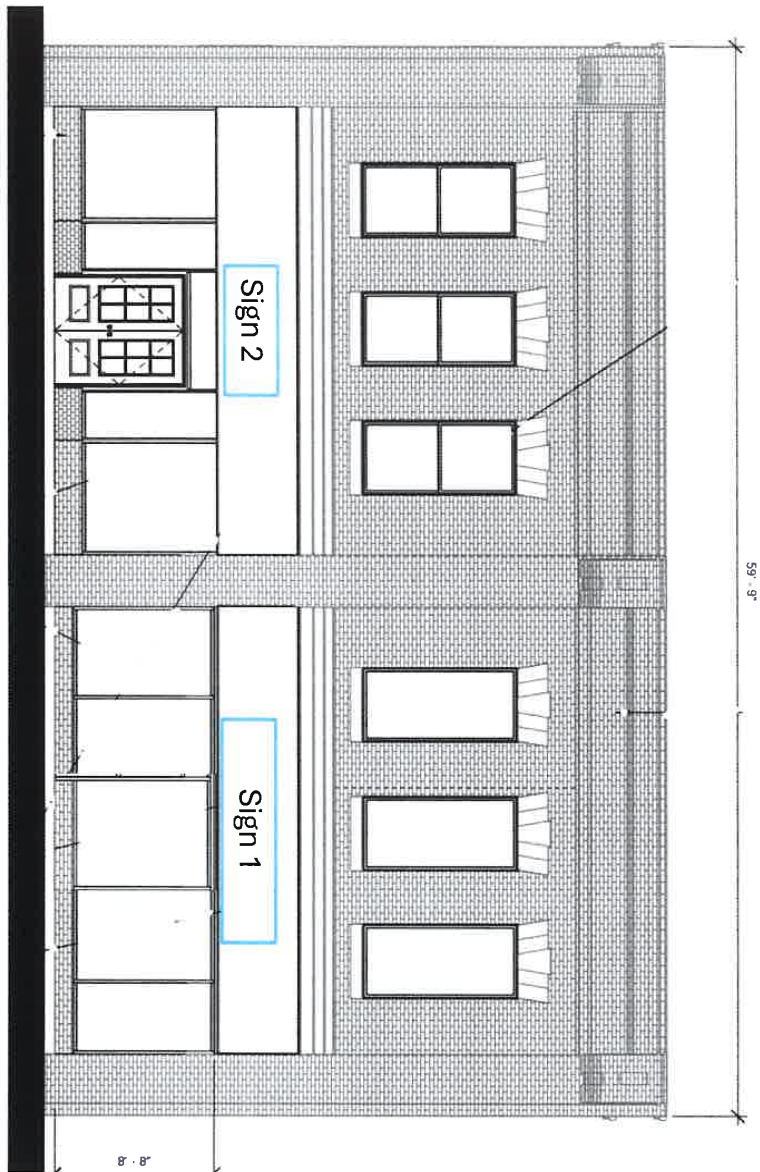
Client may not reproduce artwork without additional compensation and permission.
Stray Voltage Signs retains the copyright to all original artwork not provided by client.

**Thank you very much for reaching out about your upcoming project.
We look forward to working with you to bring your vision to life!**

Sign Here

Print Here

By signing this form you are agreeing to the terms and conditions stated above



Sign type: Aluminum painted wall mounted signs.
 Colors: pantone 4001, 159, 7470, 4008, and black



Sign 1 (over window wall)
 3'-8" H – 10'-0" W

Sign 2 (over door area)
 3'-8" H – 3'-8" W





ESTIMATE #	DATE	EXPIRES
175	01/08/2024	02/06/2024

Title: Fare Game Patio

CUSTOMER

Fare Game LLC
Paul Auclair
218 East Main Street
Suite 101
Clayton, NC 27520

SERVICE ADDRESS

218 East Main Street
Clayton, NC 27520

	Total
Concrete Patio	\$14,400.00
Patio Screening Wall	\$14,950.00

Subtotal: \$29,350.00

* See narrative

Total \$29,350.00

TERMS & CONDITIONS

This document is strictly private, confidential, and personal to its recipients and should not be copied, distributed, or reproduced in whole or in part, nor passed to any third party.

Estimates are provided on a best endeavors basis only. Labor, materials, supplies, and equipment will be provided by Batista Grading, Inc. and/or its suppliers and subcontractors. This includes the time taken to research, source, and purchase any and all materials, supplies, and equipment provided.

Batista Grading, Inc. can only be held liable for the extent of works carried out by The Company. No liability shall be accepted for defects in existing installations or with respect to parts not manufactured by The Company. The

Typical Privacy Screen wall detail:



Potential color choices
to match building colors:



TROPICAL HARDWOOD



AGED HARDWOOD



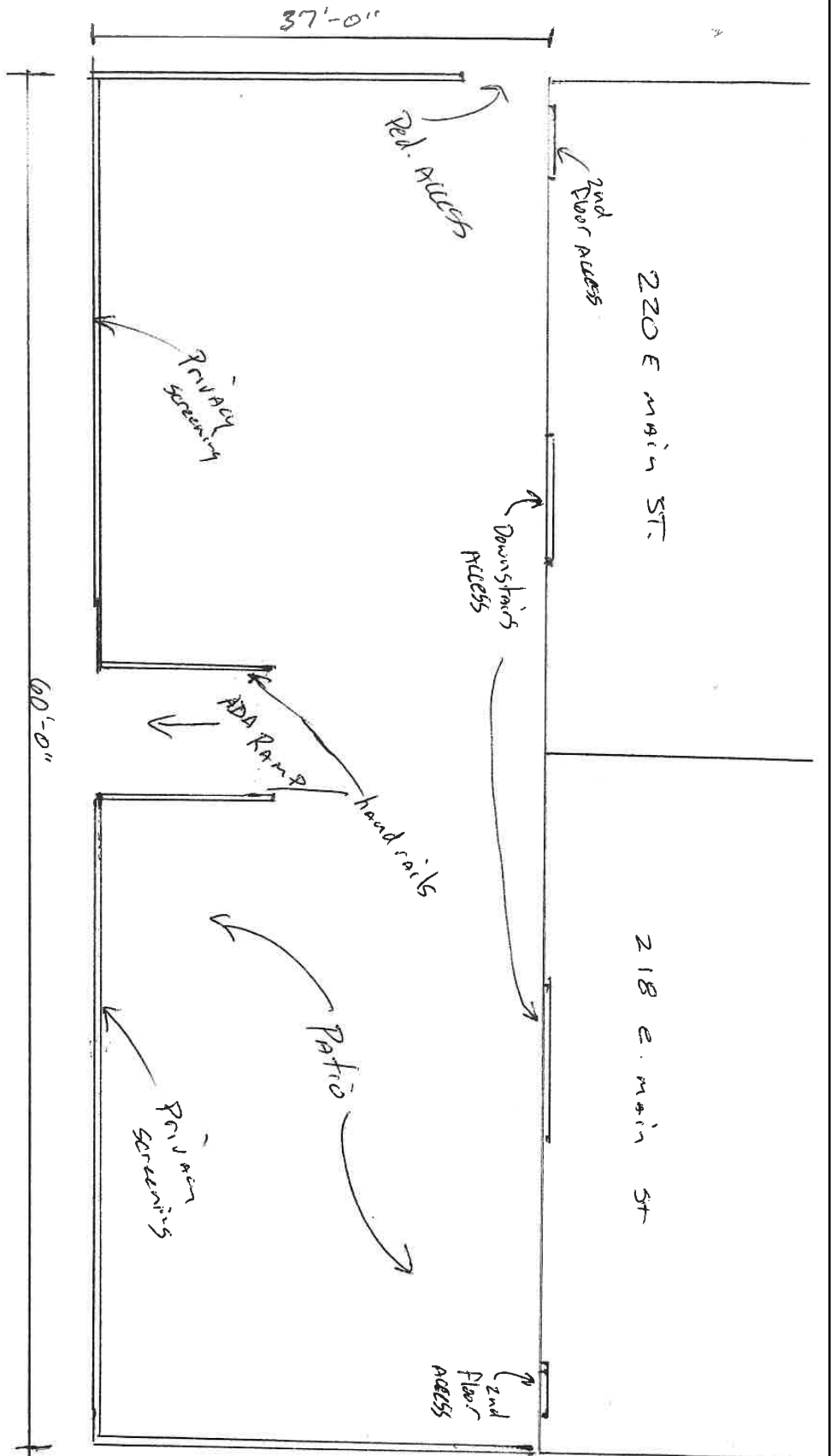
Front of Building

1/19/24, 2:08 PM

20240118_134521.jpg



First ST. FACADES



Plan View of Patio and Bldg Access

NTS

1st Street



2024 Downtown Clayton Event Sponsorships

Town Square Concerts

Friday, May 17

Jimmy Buffet Tribute

Thursday, June 20

Earth, Wind & Fire Tribute

Thursday, August 15

TBA - Country

Friday, September 6

80's Tribute Band

Square to Square + Fireworks

Main Street

July 4

BBQ Challenge

Municipal Park

September 14

Christmas Village & Tree

Lighting Ceremony

Main Street/Town Square

December 5



Your Partner in Downtown Development

The Clayton Downtown Development Association (CDDA) is a 501-c-3 not-for-profit dedicated to improving downtown. CDDA works closely with the Downtown Development advisory board that advises the Town Council on issues that impact the Downtown District, including preserving and enhancing the character of Clayton's Downtown District; protecting the historic significance of the buildings, facilities, and spaces within the Downtown District; educating citizens and business people about the value of the Downtown District; promoting the Downtown District as a place to invest; serving as a review and advisory committee to the Town of Clayton Town Council; and implementing projects that enhance and protect the Downtown District.

ClaytonDowntownDevelopment@gmail.com



CONCERT SERIES

Friend of Downtown Sponsor \$800

- Company recognition on Facebook event, social media posts, and webpage while promoting each concert (4)
- Company Recognition on event signage on the day of event

Supporting Sponsor \$1,500 (3)

- All "Friend of Downtown Sponsor Benefits" plus:
- Company recognition by emcee at the beginning of the sponsored concert and during intermissions
 - Option to set up a 10x10 booth at each Concert
 - 20 beer tickets for the 2023 concert series

Presenting Sponsor \$2,250 (1)

- All benefits listed above plus:
- Top billing company LOGO on all marketing
 - Company logo on Concert Series Beverage cups
 - Opportunity to attach company banner to stage at each concert (banner provided by sponsor)

Exclusive Beer Sponsor \$3,500 (1)

- All benefits of presenting sponsor + exclusive opportunity to sell beer at each concert



BBQ CHALLENGE

Friend of Downtown Sponsor \$500

- Company recognition on Facebook event, social media posts, and webpage while promoting each movie night (2)
- Company Recognition on event signage on the day of event

Awards (4) or Music Sponsor (1) \$1,500

- All "Friend of Downtown Sponsor Benefits" plus:
- Company recognition by Emcee at the beginning of the Event
 - Option to set up a 10x10 booth at the event
 - Sponsor 1 specific award category, or the band stage
 - 10 tickets to the event

Presenting Sponsor \$5000 (1)

- All benefits listed above plus:
- Top billing company LOGO on all marketing
 - Opportunity to attach company banner to stage at event (banner provided by sponsor)
 - 20 tickets to the event

Sponsor both to market to 5,000+ people this summer PLUS the Downtown Clayton, NC Facebook page has over 15K followers that you will be marketing to leading up to the event



SQUARE TO SQUARE

Friend of Downtown Sponsor \$400

- Company recognition on Facebook event, social media posts, and webpage while promoting event
- Company Recognition on general event signage on the day of event

Activity Sponsor \$950 (3)

- Directly sponsor 1 specific activity at the event day-of
- All "Friend of Downtown Sponsor" Benefits plus:
- Company LOGO on Signage will be on display at the specific activity (people will be able to view while waiting in line/visiting that attraction)
 - Recognition by DJ throughout event over loud speaker
 - 10 x10 promotional space at event
- All activities assigned on first come, first served basis

Presenting Sponsor \$2,250

- All Benefits above plus:
- Top Billing Company LOGO on all marketing and event signage throughout the Square to Square Footprint

These events average 5,000+ people per event!



CHRISTMAS VILLAGE

Friend of Downtown Sponsor \$400

- Company recognition on Facebook event, social media posts, and webpage while promoting event
- Company Recognition on general event signage on the day of event

Activity Sponsor \$950 (3)

- Directly sponsor 1 specific activity at the event day-of
- All "Friend of Downtown Sponsor" Benefits plus:
- Company LOGO on Signage will be on display at the specific activity (people will be able to view while waiting in line/visiting that attraction)
 - Company recognition on event program (appx. 750 distributed)
 - Recognition by Emcee throughout event over loud speaker
 - 10 x10 promotional space at event
- All activities assigned on first come, first served basis

Presenting Sponsor \$2,250

- All Benefits above plus:
- Top Billing Company LOGO on all marketing and event signage throughout the Christmas Village Footprint
 - Company LOGO on event program
 - Opportunity to provide banner to put on stage at the tree lighting