



**Town of Clayton
Downtown Development Association Advisory Board
Minutes
Monday, February 14, 2022 @ 6:00 PM
BB&T - Town Hall**

BOARD MEMBERS PRESENT:

Erin Belcher
Jasmeen Calhoun
Stephanie Matos
Lila Reiber
David Millican
Jacob Parente
Paul Auclair

STAFF PRESENT:

Patrick Pierce
Lydia Davis
CM Porter Casey

MEMBERS ABSENT:

Laura Johnson
Christi Thompson
Matthew Kagel
Heidi Peach

1 CALL TO ORDER

Meeting was called to order at 6:05pm

2 ADJUSTMENT OF THE AGENDA

3 APPROVAL OF MINUTES

a) POTENTIAL ACTION: Adoption of Minutes

ACTION: January 10, 2022 minutes were adopted.

Motion: Board Member Jasmeen Calhoun
Second: Board Member David Millican
Vote: Unanimous

4 STAFF REPORTS

5 OLD BUSINESS

a) Ransom on the Roof 2022 feasibility
Presenter: Lydia Davis, Economic Development Specialist

The group discussed the Ransom on the Roof Fundraising event and decided that it was best at this time to table the event for further discussion later in the year (discuss again in June as a potential fall event). It was noted that this

event was done in 2021 as a way to produce revenue in lieu of being able to do full events in 2020 and 2021. The event raised approximately \$5,000 in 2021. This year, the financial issue does not seem to be as pressing since more events are happening, and more/additional sponsorships are being sold.

6 NEW BUSINESS

- a) New Member Introductions - Lila Reiber and Stephanie Matos
- b) Facade Grant - Clayton Mart Parking Lot
Presenter: David Millican, Design Committee Chair

ACTION: Approval of Façade Grant

Facade grant for the Clayton Mart Parking lot was approved

Motion: Board Member Paul Auclair
Second: Board Member Jacob Parente
Vote: Unanimous

- c) Facade Grant: 215 E Main (Currently Moveology)
Presenter: David Millican, Design Committee Chair

ACTION: Approval of Façade Grant

2 facade grants (front and side) were approved for 215 E Main

Motion: Board Member Jasmeen Calhoun
Second: Board Member David Millican
Vote: Unanimous

7 COMMITTEE REPORTS

- a) Design Committee
Presenter: David Millican, Chair

Approximately 3 façade grants are remaining in this fiscal years budget.

- b) Organization Committee Report
Presenter: Erin Belcher, Chair

Nothing new to add beyond welcoming 2 new members.

- c) Promotions Committee Report
Presenter: Erin Belcher, Chair
 - Sponsorship update - All Concert Series Sponsors are sold, still a few supporting left. April Family Night is sold, but September is left. Square to Square is still available. Sponsorships can be purchased here: <https://clayton-downtown-development-association-inc.square.site/>
 - Food Trucks signup - Currently 3 full food trucks confirmed and 2 concessions trucks/carts are confirmed for April 7th Concert. Only 1

more food truck needed for first event. Food trucks should reach out to Erin for application.

A note was made about requesting Food Trucks to have silent generators for these events.

- d) Economic Vitality Committee Report
Presenter: Christi Thompson, Chair
- DDA Merch Tent Set up for Markets and Events

2 versions of new merch t-shirts were shown. No objections. EV committee will be taking on manning and setting up the tent at events.

8 PUBLIC COMMENTS

9 ADJOURN

- a) Adjourn

ACTION: Meeting was adjourned at 7:11pm.

Motion: Board Member Jasmeen Calhoun

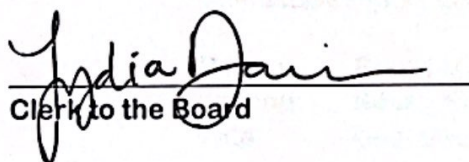
Second: Board Member Lila Reiber

Vote: Unanimous



Chair

ATTEST:



Clerk to the Board