



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

BOARD MEMBERS PRESENT:

Betsy Grannis
Neal Stancil
Erin Belcher
John David Millican
Christi Thompson
Judy Ryan
Heidi-Lee Peach
Shannon Austin
Bernice Lopes
Alison Kilpatrick

MEMBERS ABSENT:

Laura Johnson

STAFF PRESENT:

Jenn Gallimore, Economic Development Specialist
Patrick Pierce, Economic Development Director
Bobby Bunn, Council Member

OTHERS PRESENT:

Taylor Heeden
Monique Neville

1 CALL TO ORDER

- a) Roll Call
Presenter: Laura Johnson, Chair

2 ADJUSTMENT OF THE AGENDA

- a) Agenda Approved

There were no adjustments to the agenda

3 APPROVAL OF MINUTES

- a) Draft Minutes
• February 8, 2021 Minutes

ACTION: Adoption of Minutes

Motion: Board Member Betsy Grannis
Second: Board Member David Millican
Vote: Unanimous

4 PUBLIC COMMENTS

**Limited to 10 minutes*

5 OLD BUSINESS

- a) No old business

STAFF REPORTS

- a) COVID-19 SWAT Team & Greenway Update
Presenters: Patrick Pierce & Jenn Gallimore

Patrick Pierce informed the group that the greenway completion has been postponed to 2023 due to the wastewater treatment facility construction overlapping with its completion. The Clayton Road Race will be virtual in the first part of May. Because the continuous link is temporarily shut down we are trying to find loops or routes into downtown to help promote the completion in the meantime. Patrick Pierce described what a "virtual road race" might look like.

Patrick explained to group that Barbour Shop Creative would be taking over the Shop Clayton NC website under the *Last Friday* name. Staff informed group that some developments occurred over the last week and staff/DDA will not be doing the website or trainings. The good vibes campaign will still be implemented and we will be pivoting the focus of the COVID SWAT based on response and developments. DDA and Advocates are asked to submit eCommerce site signups to Dan Barbour at Barbour Shop Creative or *Last Friday* representatives. There is no requirement for who businesses use to assist in developing and hosting. Any business with questions is encouraged to reach out to Dan Barbour at Barbour Shop Creative.

Erin Belcher inquired if there would be a price associated since the eCommerce site is now under the umbrella of the *Last Friday* team. Staff described that because this site will be housed outside of the staff purview all questions should be directed to Barbour Shop Creative.

- b) Staff/Chair Meeting Update
Presenters: Patrick Pierce & Jenn Gallimore

Economic Development Staff held a meeting with the DDA Chair and Vice-Chair. DDA has excelled at partnership with events so we hope to gauge ways in which we can promote downtown and/or other ways the board can be most effective. The Board needs to think about ways in which we can execute events given COVID-19 safety and restrictions. Bernice Lopes stated that the group should consider potential options going into the remainder of this fiscal year because right now it does not seem likely that some of the restrictions that have hindered our events will be lifted by July 1. Staff and Chair/Vice-Chair would like to consider how to potentially do drive-in movies. The concern with this is that the cost is pricy to get the equipment for a drive-in movie. Erin Belcher reiterated that just renting the licensure rights to one movie is a lot and maybe too much for the Town or DDA 501c3 given that the DDA was not able to collect the typical annual funds.

COMMITTEE REPORTS

- a) Design Committee
Presenters: David Millican & Jenn Gallimore

- Facade Grant Application for 468 E Second St. - Jenn
- Committee Report - David
- Facade Grant Update - Jenn

David Millican updated group on what the Design Committee discussed at their February meetings.

ACTION: Motion to approve a 50% facade grant (capping \$2,500) for 468 E Second St. for exterior facade renovations.

Motion: Board Member Heidi-Lee Peach

Second: Board Member Betsy Grannis

Vote: Unanimously Approved

b) Economic Vitality Committee

Presenters: Laura Johnson

- Committee Report

Staff updated group on the status and current plan for what was going to be the Horne Square kiosk and the state of upcoming annual events to date.

c) Promotions Committee

Presenters: Erin Belcher

- Committee Report

Erin Belcher updated group on current projects the Promotions Committee was working on.: Partnership with Crazy for Clayton for Good Vibes

d) Organization Committee

Presenters: Judy Ryan

- Committee Report

Judy Ryan informed group that the "Ransom on the Roof" event would be held on April 24th from 9AM-2PM or 3PM. Officials on the roof will be the Clayton Mayor, Fire Chief, a Police Department Representative, and Clayton High Principal. The money that Police and Fire raise will be funneled into a memorial for the late Jason Dean. Money raised by Principal Bennett will be used for a commemorative piece for graduates amidst the times of COVID. The money raised for the Mayor will funnel into the DDA 501c3 to rebuild funds in order to continue Downtown growth initiatives.

8 NEW BUSINESS

a) DDA Business Meetings Discussion

- Economic Vitality Discussion Recap
- *Presenters:* Laura Johnson Chair & Bernice Lopes

The Board discussed necessity, potential program framework and meeting structure, and attendees' schedule. The Board inquired about the reason for these meetings. Vice-Chair Bernice Lopes expressed the reason for the meetings and the overall goal to increase transparency and add value to the relationship between the Town, DDA, and small business owners. The purpose is to add value and further the DDA's mission. If the Board thinks it isn't going to be valuable then we don't have to move forward with the idea. Christi Thompson reiterated that this offered a resource to business owners to have a sense of community. It offers an

opportunity for connection and inclusivity while also getting a better pulse of the small business community and needs. Neil Stancil asked if there were examples from other communities that were successful. The DDA wants to make sure that these are organized and there is a precedent framework for each meeting to where it is mutually beneficial and not a forum that may cause contention. The Board agrees that it needs to be well structured and focused. Jenn Gallimore asked the group to think on this idea and the potential recurrence as she will be bringing this topic up to each committee during the March committee meetings.

- b) Farmers' Market DDA Booth
Presenters: Jenn Gallimore
- Committee Feedback
 - Occurrence & Schedule

Judy Ryan stated that she felt this was a terrific idea because she has heard from many that they weren't familiar with the mission or programs of the DDA. Erin Belcher stated that she thought it would be more informative to do every other weekend. Christi Thompson brought the idea up to do one night market during *Last Friday* and one Farmer's Market each month and that it would be beneficial to leave general community instructions (i.e. bathroom location, etc.) to further engage the public and be informative.

9 ADJOURN

Duly adopted this the 12th day of April, 2021 while in regular session.

Bernice Lopes
Chair

ATTEST:

Clerk to the Board