



Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, March 9, 2020 @ 6:00 PM
Wooten Room

1. CALL TO ORDER

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

- a. DRAFT Minutes
- January 13, 2020
[January 13, 2020 DRAFT Minutes](#)

POTENTIAL ACTION: Adoption of Draft Minutes

4. OLD BUSINESS

5. STAFF REPORTS

- a. Staff Report & Updates
Presenter: Jennifer Gallimore, Economic Development Specialist
- Information Regarding New Economic Development Director
 - Installation of Horne Square Kiosk Update
 - Horne Square ATM Update
 - Future of Shopping Small Grant Program Update
 - Online Voting for Downtown Awards Update

6. COMMITTEE REPORTS

- a. Design Committee Report
Presenter: Heidi Lee Peach
[Design Committee Agenda Cover](#)
- b. Vitality Committee Report
Presenter: Laura Johnson
- c. Promotion Committee Report
Presenters: Jessica Lloyd & Erin Belcher
- d. Organization Committee Report
Presenter: Betsy Grannis
[Organization Committee Agenda Cover](#)

7. NEW BUSINESS

8. PUBLIC COMMENTS

9. ADJOURN



Town of Clayton
Downtown Development Association Advisory Board Minutes
Monday, January 13, 2020 @ 6:00 PM
Council Chambers - Clayton Town Hall

BOARD MEMBERS PRESENT:

Tony Johnson
Jessica Lloyd
Betsy Grannis
Alison Kilpatrick
Erin Belcher
John David Millican
Laura Johnson
James Lipscomb
Judy Ryan
Heidi Peach

MEMBERS ABSENT:

Neal Stancil

STAFF PRESENT:

Bobby Bunn, Council Member
Stacy Beard, Public Information Officer
Kimberly Moffett, Town Clerk
John LeQuire, Police Lieutenant
Amy Shearin, Special Events & Marketing
Coordinator

STAFF ABSENT:

Jennifer Gallimore, Economic Development
Specialist

1 CALL TO ORDER

a) Roll Call

Tony Johnson called the meeting to order at 6:05 p.m. Roll call was completed with Neal Stancil noted as being absent.

b) Introductions

2 ADJUSTMENT OF THE AGENDA

a) Request was made to add that Heidi Peach would be presenting Item 7a and Tony Johnson would present Item 7b.

3 APPROVAL OF MINUTES

a) November 12, 2019 DRAFT Minutes

It was requested that listing of board members present and absent at the November 12, 2020 be confirmed and modified as required.

ACTION: Adoption of November 12, 2019 Minutes with changes as noted

Motion: Board Member Grannis

Second: Board Member Peach

Vote: Unanimous

4 OLD BUSINESS

5 STAFF REPORTS

- a) Staff Presentation & Reports
Presenter: Stacy Beard, Communications Director

Ms. Beard stated Jenn Gallimore is currently working with the Yellow House regarding facade grant application. Ms. Beard stated that she and other staff members had recently attended and spoke at the Woman's Club regarding economic development. She shared information about the newly formed and very well attended book club at Revival. Ms. Beard made formal announcement that Clayton will once again have a newspaper. The Johnstonian will now have a Clayton edition. They plan to have approximately 13-15 locations around town that will have newspaper boxes. They hope to increase the number of locations to 35. The papers will be free through March. The paper will include a free community calendar. Plan is for paper to go live tomorrow, January 11, 2020. Council Member Bunn shared subscription information and the opportunity for local businesses to pay \$1 and get 5 papers delivered.

Mr. Johnson stated a citizen approached him regarding a building that has three separate addresses and possibility of received three separate face grants. Ms. Beard said she would look into it.

The board requested an update on the kiosk installation. Ms. Beard stated meeting were recently held with several departments to include electric, maintenance and public works. Discussed were the bricks at Horne Square and proper installation. It was stated that some of the bricks will need to be removed and concrete poured for brick installation. Additionally electrical install details were being worked on. A contractor will be required. Mr. Johnson requested installation time frame be available at the next board meeting.

Ms. Beard also shared that a camera will be installed on Main Street for live downtown shots. Staff wanted to ensure the Downtown Clayton sign was shown in the live shots. Details regarding location of camera and internet were some of the issues that needed to be worked on. All issues have now been worked through and the camera install will take place within the next two weeks. Once active, it will stream live at all times. It was stated that Mr. Lipscomb had offered his building for camera location, however, there were issues with the fiber cable and ability to share with WRAL.

6 NEW BUSINESS

- a) Discussion of CDDA Interaction with Clayton Police Department
Presenters: Bobby Bunn, Council Member and John LeQuire, Police Lieutenant

Council Member Bunn offered thanks to everyone for the great Christmas Tree Lighting Event. There was brief background discussion regarding an issue with a truck parked along Main Street during this event to be used as a photo opportunity. Those issues were able to be resolved. Council Member Bunn stated that communication with the Police

Department is vitally import, but reminded that Amy Shearin is the town's main contact for all event planning and coordination. Lt. LeQuire was present this evening and provided an overview regarding the involvement of the police department and special events. He stated communication is very important and further it was valuable to be able put name to face. He shared details regarding the Special Event process and reminded Ms. Shearin point of contact for folks holding special events as well as the main point of contact with the Police Department. He stated he is charged with coming up with safety and security plans for special events. It is responsibility to ensure that the event will be safe and successful. He spoke about his concerns and the ability to mitigate as many issues in advance of events. He stated consultations take place with numerous town departments to include; the fire department, emergency service personnel, and the Public Information Office. These plans/information are shared with Ms. Shearin who in turn shares any concerns with the special event applicant. Lt. LeQuire provided background information about a recent lawsuit resulting from an incident at a special event and how this changed the way plans needed to be looked at.

Mr. Johnson confirmed that should they go directly to PD for clarification of plans. Lt. LeQuire stated he didn't want to circumvent the process but rather wanted to ensure that lines of communication be kept open. Mr. Johnson offered his thanks for working with the business owner and the DDA regarding truck issue at the Christmas Village. Lt. LeQuire stated he was happy a resolution was found but reminded there maybe times that it won't work out that way.

7 COMMITTEE REPORTS

a) Design Committee

Presenters: David Millican and Tony Johnson

Mr. Millican provided a slide show of the historic district. He stated a total count of signs needed would be 63. Mr. Johnson asked if these types of sign toppers could be added to our current street signs. Mr. Millican stated he was not sure. Mr. Johnson asked staff what the next steps of the DDA would need to be. Ms. Beard stated additional research would be required to include price of signs as well as ordinance allowances. Mr. Johnson asked about possible timeline from staff with this information. Ms. Beard stated additional information may be able to be provided at the next DDA meeting.

Mr. Johnson provided an update regarding the CDDA Awards. He stated that voting had taken place and winners would be announced at the January 29, 2020 Chamber of Commerce Award Banquet.

Ms. Peach provided an update on both mural and façades projects. Stated she recently attended town council meeting and further that council approved that PAAB will be heading up the mural project. She stated she would keep the board updated any further details.

She stated that façade grant applications had been provided to numerous businesses. There is interest and she hoped to hear back from some of the businesses.

b) Vitality Committee

Presenter: Laura Johnson

Ms. Johnson stated that committee discussed possible means of communication with downtown businesses. The spoke about having an advocate card that could be provided to owners. There was a question regarding about having a dedicated email as well as a group photo on Facebook so folks could connect faces with advocates. She stated a list of downtown businesses was compiled and can be split up and assigned to advocates. It was suggested that advocates could go in and get updated information in order to create an accurate database. Small Business Saturday packages were delivered to numerous businesses. Mr. Johnson asked for update regarding Small Business Saturday. Ms. Lloyd stated it was cold and rainy but there were many folks out and about. She further stated many businesses stated that it was their best day of sales ever. Mr. Johnson offered his thanks and appreciation.

Mr. Johnson discussed ATM placement and the board agreeing to write letter of support to town council. A copy of letter was provided to members. Mr. Lipscomb stated he was in support as long as it did not remove any parking spaces. Mr. Johnson stated it would not remove any parking spaces.

c) Promotion Committee
Presenters: Jessica Lloyd and Erin Belcher

Ms. Lloyd stated dates are being finalized for concert and movie nights and a schedule should be in place by the end of month. She also stated they are working closely with Amy Shearin and Stacy Beard as well as the Junior Woman's Club.

Ms. Belcher provided an update on tree lighting. She stated it is very well attended. While there were a few glitches she stated the gingerbread house was a huge hit and a great new addition. While actual numbers were not available it was believed this event had a higher attendance than any other previous year. Ms. Lloyd offered thank to both the Clayton Youth Council and the ROTC, both groups were extremely helpful.

d) Organization Committee
Presenter: Betsy Grannis

Ms. Grannis reported that for the 2020 Main Street Conference was opened they would be looking at ways to assist with funding. The event will be held March 10 - 12, 2020 in New Bern.

Ms. Lloyd reported doing a bit better than budget wise regarding the tree lighting. Ms. Belcher stated there were two additional awards and that increased that budget line slightly.

Ms. Lloyd stated that many of the folks that took the shuttle at the tree lighting stated this was their first experience and further that it was a great time.

Mr. Lipscomb asked that Design Committee come up with ideas for awning replacement at Clayton Steakhouse.

8 PUBLIC COMMENTS

9 ADJOURN

- a) With there being nothing further, the meeting was adjourned at 7:04 p.m.

ACTION: Motion to Adjourn

Motion: Board Member Grannis

Second: Board Member Millican

Vote: Unanimous

Duly adopted this the 9th day of March, 2020.

Tony Johnson
Co-Chair

ATTEST:

Kimberly A. Moffett, CMC, NCCMC
Town Clerk/Clerk to the Board



CDDA Agenda Item Cover Sheet

Meeting Date

March 9, 2020

Agenda Location

Committee Reports

Item Title

Design Committee Report

Presenters

Heidi-Lee Peach

Summary/Description

February 25, 2020

Attendees: Jenn, David and Heidi

Facade Grants: Yellow House incomplete. Keep on radar. Elaine will get it to Jennifer.

421-425 Main St.: Three facade grants. Will recommend approval to CDDA Board. All have three separate addresses. Need color to show us

More grants coming in soon, including Heart 2 Hands

Design Committee Member, Laurie Partlo (in Florida until April) and Nicole Orringer (on cruise) could not attend. They will try for March.

Historical Signage: Waiting for Stacy with signage design and cost. Wayfinding Signage as well.

Bike Routes: We will get DOT maps for state vs town streets. Include Parks and Rec. for these two projects.

Funding Source (If Applicable):

Façade Grant

Cost:

\$7,500.00

Additional Documents to be Included in Agenda Packet

421-425 East Main Façade Grant Application



CDDA Agenda Item CoverSheet

Meeting Date

March 9, 2020

Agenda Location

Committee Reports

ItemTitle

Organization Committee Report

Presenters

Betsy Grannis

Summary/Description

Main Street Conference
Sponsorship Brochure/Status of Sponsorships
Terms of Board Members

Funding Source (If Applicable):

Cost:

Additional Documents to be Included in Agenda Packet