



**Town of Clayton
Downtown Development Association Advisory
Board Minutes
Monday, March 11, 2024 at 6:00 PM
Wooten - Town Hall**

Board Members Present:

Christi Thompson, Chair
Katie Spalding
Joel Tew
David Millican
Erin Belcher
Lila Reiber
Andre Walden
Marty Kornegay
Paul Auclair
Dan Barbour
Greg Adamson

Board Members Absent:

Matthew Kagel

Staff Present:

Lydia Davis, Economic Development Specialist
Patrick Pierce, Economic Development Director
Porter Casey, Council Member

1 CALL TO ORDER

Meeting was called to order at 6:08pm

2 ADJUSTMENT OF THE AGENDA

Addition of item 6c - Station at Old Town Hall Presentation

3 APPROVAL OF MINUTES

- a) Approval of Feb 12, 2024 Minutes
Presenter: Christi Thompson, Chair

Motion was made to approve the minutes from Feb 12, 2024 as presented.

Motion made by: Lila Reiber
Seconded by: Dan Barbour
All approved.

4 OLD BUSINESS

- a) Reminder about comments for the Downtown Master Plan
- Presentation is attached to minutes from last month
- Presenter:* Lydia Davis, Economic Development Specialist

Davis reminded the Board about the Downtown Master Plan presentation from February, next steps in the process and feedback opportunities. Comments can be submitted to staff or consultant. The same presentation given to the Downtown Development Advisory Board, will be presented to the Planning Board for additional feedback in March. The board had discussion related to their group feedback in order to compile a letter from the board on their collective comments.

5 STAFF REPORTS

- a) 2024 Concert Series Update + Marketing
1. Friday, May 17: Island Time with Bruce Naegelen Opening
 2. Thursday, June 20: Let's Groove Tonight - Earth, Wind and Fire Tribute
 3. Thursday, August 15: Carolina Pine with Amy Jae Opening
 4. Friday September 6: Kids in America - 80s Tribute
- Presenter:* Lydia Davis, Economic Development Specialist

Davis gave a final update on the 2024 Downtown Concert Series listed above. All concerts will be announced individually to the public throughout the month of March.

6 NEW BUSINESS

- a) Facade Grant: Boulevard West
- Presenter:* Lydia Davis, Economic Development Specialist

The facade grant for Boulevard West was presented as attached and approved by the board.

Motion made by: Lila Rieber
Seconded by: Greg Adamson
All Approved

- b) Facade Grant: Burney's
- Presenter:* Lydia Davis, Economic Development Specialist

The facade grant for Burney's was presented as attached and approved by the board.

Motion made by: Dan Barbour
Seconded by: Erin Belcher
All Approved

- c) The Station at Old Town Hall Presentation
- Presenter:* Christi Thompson, Project Partner and Business Owner/Operator

Thompson presented on the project, The Station at Old Town Hall, to keep the board in the loop on project updates.

7 COMMITTEE REPORTS

- a) Economic Vitality
Presenter: Paul Auclair, Committee Chair

Auclair's committee report included a note that this year's BBQ Challenge date is Sept 14. Planning meetings will begin on this project soon. He also made a note about changes to the Downtown Interactive Map through Map.Me and that the committee has identified a need to do a more "Town wide amenity" map and demonstrate how that amenities connect to Downtown.

- b) Design Committee
• Vitality Grant Update
Presenter: David Millican, Committee Chair

No update outside of the facade grants

- c) Organization Committee
• Volunteer Toolkit
• Sponsorships Update - [linked here](#)
Presenter: Greg Adamson, Committee Chair

Adamson gave an update on the project they have been working on recently with the Downtown Strategic Plan consultant: a volunteer management toolkit, which will combine job descriptions for each event and role and make a clear concise way for volunteers to sign up, be communicated with, return volunteers tracked, etc. On behalf of the 501c3, Adamson also added that sponsorships will close for the concert series on April 17th. All sponsorships for all 2024 events are currently for sale. Concert sponsorships are almost full.

- d) Promotions Committee
• Faces of Downtown Reels Series
Presenter: Dan Barbour, Committee Chair

Barbour gave an update that the promotions committee will be kicking off a reel series featuring Downtown Business owners called the "Faces of Downtown" series, meant to display the great testimonials within Downtown Clayton and why Downtown Clayton is a great place to invest, visit, shop ,etc. The series will be starting with longer form videos featuring the award winners from 2023, and then will open up to any businesses owner. Town staff will be recording on one day per month, editing and posting.

8 PUBLIC COMMENTS

9

ADJOURN

Meeting was adjourned at 7:23pm

Motion to adjourn made by: David Millican

Seconded by: Greg Adamson

Executed by: 

Executed on: April 8, 2024

Clerk to the Board: 
Lydia DAVIS, Economic
development Specialist