

Thompson



Town of Clayton
Downtown Development Association Advisory
Board Minutes
Monday, March 13, 2023 at 6:00 PM
Wooten - Town Hall

Board Members Present:

Christi Thompson, Chair
Matt Kagel, Chair
David Millican
Lila Reiber
Erin Belcher
Greg Adamson
Stephanie Matos
Katie Spalding

Staff Present:

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

Board Members Absent:

Dan Barbour
Paul Auclair

1 CALL TO ORDER

- a) Meeting was called to order by the Chair at 6:06pm
Presenter: Christi Thompson, Chair

2 ADJUSTMENT OF THE AGENDA

- a) No adjustments

3 APPROVAL OF MINUTES

- a) Approval of February 13, 2023 Minutes
Presenter: Christi Thompson, Chair

Meeting Minutes from Feb. 13, 2023 were approved as presented.

RESULT:	CARRIED
MOVER:	Lila Rieber
SECONDER:	John David Millican
YES:	Bobby Bunn, Erin Belcher, John David Millican, Katie Spalding, Greg Adamson, Stephanie Matos, Paul Auclair, Christi Thompson, Lila Rieber, Matthew Kagel, Porter Casey, and Dan Barbour
NO:	None

4 STAFF REPORTS

- a) Downtown Banners
Presenter: Lydia Davis, Economic Development Specialist

Davis presented, for information purposes only, that staff is currently working on designing and printing new outdoor banners for Downtown. This is a work in progress, but DDA's input is requested. New to the banners this time, will be the addition of "location" designed directly into the banners. An example would be that at Town Square, all banners will say Town Square. Same is true for other squares, parks and other facilities. The remainder of banners will be a generic design without a location mentioned.

Suggestions were made related to using certain colors. Currently, the three main colors being used from the Town's brand guide are burgundy, royal blue and green. It was suggested to use green more near the parks and not on Main Street near all the brick buildings. Testing out a gray color was also suggested.

All of this is a work in progress pending potential new brand standards for downtown as recommended in the Downtown Strategic Plan. this will be an addition of about 50-75 banners throughout Downtown.

- b) Wayfinding + Public-Private Parking Update
Presenter: Lydia Davis, Economic Development Specialist

Davis presented that as of 3/13/2023 there are currently 2 (potentially 3) parking lots that have signed agreements with the Town for those privately owned lots to be used as public parking during certain times/dates. More information, including social media promotion once the lots are "live" is coming soon.

5 OLD BUSINESS

- a) Downtown Strategic Plan Implementation Update - Branding
Presenter: Lydia Davis, Economic Development Specialist

Davis gave a brief update to the group based on the conversations staff had with the Downtown Strategic Plan consultant, Downtown Strategies, regarding the recommendations related to branding in the Downtown Strategic Plan.

In-depth conversations have not been had yet, but Downtown Strategies agreed that this would be a good first priority to have for implementing the Strategic Plan in 2023. They recommended the use of their branding partner, a branding firm based out of South Carolina: Arnett Muldrow. They are a branding firm specifically for towns/cities, governments, downtowns and Main Streets. this firm was the original creator of "Think Clayton" in 2007. their process is a fast 5 day process in which the project would kick off on Monday of the given week, and a new brand, specific for Downtown, would be presented on Friday of that week. Through the partnership with Downtown Strategies, their is a discounted estimated cost of between \$5,000-\$10,000, of which the Town

has budgeted for in the Economic Development Budget, potentially in partnership with DDA.

Pierce added to the conversation that there is likely a benefit of going with this firm since they did originally create "Think Clayton" when the Town as a whole embarked on its initial branding journey in 2007. This process is not intended to replace "Think Clayton" because it is used town wide, but instead create a connected and cohesive brand specifically for Downtown as an extension of "Think Clayton"

- b) Main Street Conference Overview
Presenter: Lydia Davis, Economic Development Specialist

Davis gave a quick update that she, Patrick Pierce, councilmember Casey, and Board Members Adamson and Spalding, would be attending the NC Main Street Conference in Statesville March 14th and 15th and would report back key themes and topics at the next meeting.

6 NEW BUSINESS

- a) Upcoming Event Updates: Sponsorships and Food Trucks
Presenter: Lydia Davis, Economic Development Specialist

Davis gave an updated related to upcoming events. the first event is movie night on April 28th - More food trucks are needed specifically for this event, plus a few others. Sponsorships are also open now for all events.

7 COMMITTEE REPORTS

- a) Economic Vitality
Presenter: Paul Auclair, Chair

Auclair gave a few updates from the Vitality committee including:

- Mapme has been vetted and chosen as the new map product for Downtown. Vitality is working on securing the subscription and importing data.
- Vitality is going to be setting the date for a Spring Bar Crawl. this will be the 3rd DDA sponsored Bar Crawl.

- b) Design
Presenter: David Millican, Chair

There was one design committee updated provided which was the String Lights Letter from DDA being presented to staff requesting a code amendment to allow for string lights in the Downtown District under certain parameters. The letter will be presented to the planning board in April, then council.

- c) Organization
Presenter: Matt Kagel, Chair

No major update provided by organization outside of sponsorships other than the need for a new committee member to step up as "volunteer coordinator" for the 2023 event season.

- d) Promotions
Presenter: Erin Belcher, Chair

No major update provided by promotions outside of events and food trucks other than the need for 1-2 more committee members.

8 PUBLIC COMMENTS

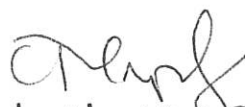
- a) Welcome to Chamber representative

Valerie Mullins, with the Clayton Chamber, attended this meeting as guest to say hello and get to know more about DDA.

9 ADJOURN

- a) Meeting was adjourned at 7:09pm

RESULT:	CARRIED
MOVER:	John David Millican
SECONDER:	Erin Belcher
YES:	Bobby Bunn, Erin Belcher, John David Millican, Katie Spalding, Greg Adamson, Stephanie Matos, Paul Auclair, Christi Thompson, Lila Rieber, Matthew Kagel, Porter Casey, and Dan Barbour
NO:	None

Executed by: 
Executed on: April 10, 2023

Clerk to the board: 
Lydia Davis
Econ. Dev. Specialist