



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

1. CALL TO ORDER

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

- a. [Feb 2022 Downtown Development Association Advisory Board DRAFT Minutes](#)

4. OLD BUSINESS

5. STAFF REPORTS

- a. Transportation Updates
Commuter Rail stakeholder meeting March 23
Neuse River Trail [survey](#) open until March 25
BRT Meeting sometime in April
POTENTIAL ACTION: Informational
- b. Downtown Golf Cart - more info coming in April
POTENTIAL ACTION: Informational

6. COMMITTEE REPORTS

- a. Design Committee
Presented by: David Millican
- b. Economic Vitality
Presented by: Christi Thompson
[EV Committee Agenda_Feb 23, 2022](#)
- c. Promotions
Presented by: Erin Belcher
[Promotions Committee Minutes_Feb 22, 2022](#)
- d. Organization
Presented by: Matt Kagel
[Organization Committee Agenda_Feb 22, 2022](#)

7. NEW BUSINESS

- a. Volunteer Sign Up

8. PUBLIC COMMENTS

9. ADJOURN



**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

DDA Economic Vitality Committee

Wednesday, January 26, 2022 6:00pm – 7:00pm

First Street Tavern

Attendees:

- ___ Christi Thompson, Committee Chair and DDA Board member
- ___ Paul Auclair, DDA Board and Committee Member
- ___ Timpla Stewart, Committee Member
- ___ Michael Budziszewski, Committee Member
- ___ Katie Spalding, Committee Member
- ___ Lydia Davis, Town of Clayton
- ___ Patrick Pierce, Town of Clayton*
- ___ Erin Belcher, DDA Board Chair*
- ___ Matt Kagel, Organization Committee Chair*

**Indicates Optional Attendance*

AGENDA

1. Follow up from last meeting on Downtown Map options
2. Merch tent design and **volunteers** – April 7, April 30, Saturday Market schedule
3. Follow up from last meeting on social media ideas
4. Downtown Wayfinding

DDA Promotion Committee

Tuesday, February 22, 2022 12:30am – 1:30pm

Microsoft Teams

Attendees:

- ☒ Erin Belcher, Committee Chair and DDA Board Chair
- ☒ Jasmeen Calhoun, DDA Board and Committee Member
- ☒ Gabriella Terry, Committee Member
- ☐ Heather Madden, Committee Member
- ☒ Ana Garcia, Committee Member
- ☐ Sadie Brown, Committee Member
- ☒ Lydia Davis, Town of Clayton
- ☐ Patrick Pierce, Town of Clayton*

**Indicates Optional Attendance*

AGENDA

1. Sponsorship update - Check in and discuss strategy on how to continue momentum of getting sponsorships, especially for concerts and family nights (deadline March 18th)
 - a. Concerts
 - i. Both Series sponsors claimed (\$2,250) – Blur Recruit & DR
 - ii. Supporting Sponsors – 1 claimed (Leak Locators), 2 available
 - b. April Family Night Claimed – The Arbors
 - c. September Family Night Available
 - d. Square to Square still has available sponsorships
 - e. Christmas Village/Tree Lighting still has available sponsorships too
 - f. Link to share: *Lydia will attach to minutes
 - g. Erin will follow up with those that she has spoken to that have expressed interest
2. Check in on things needed for April 7 (Cascada De Flores Concert) and April 30 (Family Night – Billy Jonas Band and Clifford the Big Red Dog movie)
 - a. ABC permit – Judy is applying
 - b. Purchasing Beer and Wine for April 7th – staffing tent (4-5 people), break Id/wristband station away from tent – keep tents and tables spread out a bit
 - c. food trucks – full for April 7th and April 30th/1 truck needed for May concert
 - d. face painters/balloons – no bounce house for Family Night on April 30th
 - e. Merch tent volunteers for April 30th
 - f. Sign up genius for volunteers at tents, 1-2 hour intervals - Lydia
 - g. Signage - Lydia

DDA Organization Committee

Tuesday, February 22, 2022 9:30am – 10:30am

Microsoft Teams

Attendees:

- ☒ Matt Kagel, DDA Board & Committee Member
- ☐ Judy Ryan, Committee Member
- ☐ Laura Johnson, Committee Member
- ☐ Betsy Grannis, Committee Member
- ☐ Alison Kilpatrick, Committee Member
- ☒ Erin Belcher, DDA Board Chair*
- ☐ Patrick Pierce, Town of Clayton*
- ☒ Lydia Davis, Town of Clayton

**Indicates Optional Attendance*

AGENDA

1. Discuss Committee Chair
 - o Matt will be stepping up to take on the committee chair role
2. Continue discussing recruitment for potentially open board seats
 - o Education/Volunteer Recruitment at Farm and Community Market Tent – Committees and/or General Volunteers
 - o Targeted approach for Board members could be presentation at other community meetings (Rotary, WIN, TANG)
 - o Erin has 3 leads of people who are interested in getting involved
 - o Listserv for interested volunteers when opportunities are coming up
 - o Lydia can make postcard with QR code
 - o EV committee tomorrow – send invite to Matt and Erin
3. Discuss integration with 501c3 board/how to check in and stay organized
 - o Matt will do a check in With Christi