



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

BOARD MEMBERS PRESENT:

Erin Belcher
Christi Thompson
David Millican
Heidi Lee Peach
Matthew Kagel
Stephanie Matos

STAFF PRESENT:

Lydia Davis

MEMBERS ABSENT:

Lile Reiber
Laura Johnson
Paul Auclair
Jasmeen Calhoun

1 CALL TO ORDER

- a) Meeting was called to order by Chair, Erin Belcher, at 6:05pm

2 ADJUSTMENT OF THE AGENDA

3 APPROVAL OF MINUTES

- a) February 14 minutes were approved with the note that Economic Vitality Committee report was presented by Lydia Davis, not Christi Thompson.

Motion: Board Member Millican
Second: Board Member Peach
Vote: Unanimous

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

ACTION: Informational - all upcoming transportation related items were discussed. Lydia sent out all links via meeting follow up email.

- b) Downtown Golf Cart - more info coming in April

ACTION: Informational - Just a heads up was discussed. More detail on the "Tavern Taxi" coming in April.

6 COMMITTEE REPORTS

- a) Design Committee
Presented by: David Millican

No new façade grants, so no major updates. Approximately 3 façade grants remain in the budget. Applications need to be received by Mid-May to allow enough time for application and renovations process.

- b) Economic Vitality
Presented by: Christi Thompson

Christi presented the EV committee's top three priorities at this time

1. Downtown map alternative designs/Wayfinding and Parking
2. DDA Merch/Tent at events - streamlining this process
3. Social Media content

- c) Promotions
Presented by: Erin Belcher

Committee Chair, Erin Belcher, gave a run down of the details of upcoming events including new merch/booth set up, food trucks, face painters, etc. for DDA events focusing mainly on:

- April 7th Concert - Cascada De Flores
- April 30th Family Night - Billy Jonas Trio and Clifford

- d) Organization
Presented by: Matt Kagel

Matt Kagel was introduced as the new committee chair. He detailed that the major focuses of this committee moving forward is enhanced volunteer recruitment and succession planning for the board and committees.

7 NEW BUSINESS

- a) Volunteer Sign Up

ACTION: Volunteers are needed for all upcoming DDA Events. It was discussed that a DDA Board member must be present at all events when the booth is set up due to the transactional nature of the events with merch, beer/wine sales, etc. All DDA Board Members were given the opportunity in the meeting to sign up for a slot first, then volunteer sign up slots were sent to full volunteer list after the meeting.

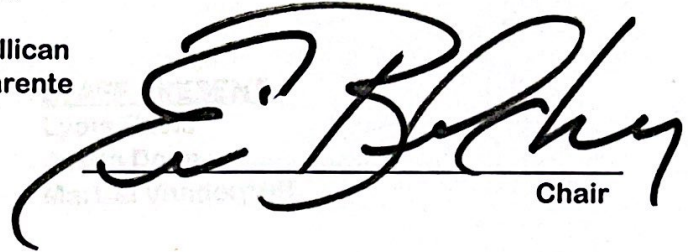
8 PUBLIC COMMENTS

- a) Board member Thompson discussed with the group that after the next DDA Board meeting in April, there will be a "Downtown Walk around/audit" that all board and committee members are welcome to come to.

9 ADJOURN

- a) Meeting was adjourned at 6:53pm

Motion: Board Member Millican
Second: Board Member Parente
Vote: Unanimous


Chair

ATTEST:


Clerk to the Board