Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, April 8, 2019 @ 6:00 PM
Wooten Room- Clayton Town Hall

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1. CALL TO ORDER

2. ADJUSTMENT OF THE AGENDA

3. OLD BUSINESS

a. Sesquicentennial Celebration Update
Presenter: Kim Lawter

4. NEW BUSINESS

a. Draft Minutes
- January 14, 2019
- March 14, 2019

January 14, 2019 DRAFT Minutes
March 14 2019 DRAFT Minutes

POTENTIAL ACTION: Adoption of Draft Minutes as Presented

b. Executive Committee Report
Presenter: Kim Lawter

5. REPORTS

a. Director of Economic Development

b. Financial Report

c. Promotion Committee Chair

d. Economic Committee Chair

e. Design Committee Chair

6. OTHER BUSINESS

7. ADJOURN

Town of Clayton
Downtown Development Association Advisory Board Minutes
Monday, January 14, 2019 @ 6:00 PM
Wooten Room- Clayton Town Hall

BOARD MEMBERS PRESENT:
Kim Lawter, Chair
Neal Stancil
Alison Kilpatrick
Betsy Grannis
Linda Edwards
Heidi Peach
Jessica Lloyd
Tony Johnson

STAFF PRESENT:
Kaitlin Russo, Economic Development Specialist
Heidi Holland, Deputy Town Clerk
Bobby Bunn, Council Member/Board Liaison

MEMBERS ABSENT:
Laurie Partlo
James Lipscomb
Scott Hadding, Jr.

1 CALL TO ORDER

a) Roll Call

Kim Lawter, Board Chair, called the meeting to order at 6:05 p.m. Roll call was completed.

2 ADJUSTMENT OF THE AGENDA

a) No adjustments made to the agenda.

3 OLD BUSINESS

a) Sesquicentennial Celebration Update
Presenter: Kaitlin Crocker

Kaitlin Crocker stated she met with Michelle Bonham, who is the 150th Event Planner Coordinator. They discussed possible events planned for Friday, April 12th from 5:00 - 10:00 p.m. and Saturday, April 13th from 9:00 a.m. – 5:00 p.m. The budget is still being determined for the events for these two days. The Promotions Committee met last week and are putting together a temporary committee to work on the events during those two days. Ms. Crocker stated if anyone was available or knew anyone available to help to let her know, it is not limited to members on the DDA board, anyone can volunteer. Ms. Crocker stated there is an open invitation to help during the 150th Celebration. There was a suggestion made, since the Tree Lighting Committee does not have anything planned during this time, maybe they could help with the planning of these events.

Ideas for 150th Celebration - Kids Zone

Alison Kilpatrick shared her thoughts of having a kid zone during the 150th Celebration. Some of the ideas were to have a dance party either Friday or Saturday evening behind Home Town Reality. It was then discussed during the week prior to invite the schools, the Town and downtown business to participate in a Spirit Week. The idea is for Monday - Clayton Day, Tuesday – Dress like you are living in 1869, Wednesday – Dress like you are living in 2169, Thursday – Dress like you are 150 years old, Friday – Dress through the ages (pick a decade). The idea would be to have a panel of judges the night of the dance party to picks winners and give away prizes.

There was discussion as part of the 150th Celebration and a fundraiser for DDA, on both days have Ragland Productions setup bounce houses, have a DJ to play a variety of music from all the ages and possibly food. Ms. Kilpatrick said she would reach out to schools and talk with them about the spirit week. There was discussion of having a specific hashtag during the event for people of the community to upload their pictures using the hashtag so the photos will be on social media for others to see. The goal is to have as many people hashtag downtown Clayton during that week. Every day there will be a favorite winner that will receive a gift certificate. Ms. Crocker stated she talked with Michelle and she liked the idea of having a dance party on Friday evening at Town Square on the Main Stage.

4 NEW BUSINESS

a) Horne Square Kiosk Presentation
Presenter: Tony Johnson, Tony Johnson Architect

Dave DeYoung spoke briefly about the previous kiosk presentation. The idea for the Kiosk is to have a map on one side identifying all of the downtown businesses, the other side would be to share events, brochures, etc. Clark Hipolito provided an example of a design for the kiosk, however, the design does not fit the character of downtown, it was decided not to use that one. Tony Johnson approached the board and decided he would like to revive this, the board agreed. Mr. Johnson spoke about what he thought a kiosk should be and about the philosophy of a kiosk in Clayton. He discussed an idea of the location as well as his idea behind the design, which is to create a kiosk using the design of the front door of the Horne Square Mansion. He then presented photos of the mansion and went into a brief history about it. He revealed a photo of his concept, which he stated is a structure that can be touched and interacted with on a human scale. He stated the structure is straightforward, is has 4 vertical steel posts, 2 horizontal posts with steel plating and painted white, similar to the mansion. He wanted to bring it to the DDA board to get their reactions and approval to move forward with the design.

Mr. DeYoung discussed possibly unveiling this kiosk at the 150th Celebration in April, bringing together the old and new. It was asked if this could be fabricated within the $8,000 - $10,000 range, it was answered that it can. The location for this kiosk will be at the intersection of Lombard and Main Street. The area is well lit but we may think about installing LED solar lighting in the future. It was mentioned putting a detail of the inspiration on the kiosk to describe where it came from and who designed it. There are still some specs that will have to be worked out and determined.

ACTION: Motion to Move Forward with Horne Square Kiosk Design

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

b) 2018 Downtown Awards
Presenter: Kaitlin Crocker

Ms. Crocker began discussion on the 2018 Downtown Awards. She distributed to each board member a Board Nomination Form for them to fill out and return by the end of the meeting, she also passed out information describing each award. She stated she has received public nominations, so far there were not a lot of nominations. She went over the list of nominees, public comments that were received and how many votes each have so far. Ms. Crocker asked the board members if they had anyone they wanted to nominate, Tony Johnson nominated Canopy for the Appreciation Award and Heidi Peach nominated Diane Carroll for the Appreciation Award as well, both members went into detail behind their nominations. Also, James Lipscomb was also nominated for the Appreciation Award in appreciation as serving as the board president over the years.

c) 2019 Event Schedule
Presenter: Kaitlin Crocker

A tentative event schedule was handed out to everyone. Ms. Crocker went through the list of scheduled music and movie events and discussed them. The normal July concert is now being moved to October due to a Cycle NC event that will be coming through Clayton. About 1500 cyclists will come through Clayton on October 2, they will sleep in hotels in the area, camp on the parks and recreation grounds or sleep in the gym. The cyclists will spend time and money downtown, this is a good financial opportunity for Clayton.

There will be one more movie night this year than last year, Clayton Youth Theater wants to team with the Town of Clayton to show the Wizard of Oz. They will be using our equipment in exchange of promoting their show.

d) Approval of Draft Minutes - November 13, 2018

ACTION: Approval of November 13, 2018 Draft Minutes

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

e) 2019 Sponsorship Drive
Presenter: Kaitlin Crocker

Ms. Crocker stated the brochure is very similar to last years. She discussed the minor changes that were made on the brochure. She reached out to the exclusive sponsors from last year, most of them have confirmed that they will sponsor again this year. The board is looking for more Premiere, Downtown and Annual Sponsorships. Ms. Lawter stated she is challenging board members to get at least one sponsor commitment each.

ACTION: Approval of 2019 Sponsorship Levels and Brochure

Motion to approve with one minor change (under Premier Concert Sponsorship Level, third bullet, change 2018 to 2019).

Motion: Board Member Johnson
Second: Board Member Grannis
Vote: Unanimous

5 REPORTS

a) Economic Development Specialist

No Report.

b) Financial Report
Presenter: Jessica Lloyd

The budget is here for the current year. Jessica Lloyd distributed a detailed breakdown of the 2018-2019 DDA Budget. There was one change on the second page, Profit and Loss – Summer Concert Series under Concession Fees and Food Trucks/Beer/Wine, the amount should be $4,500.00 with the Total Income being $40,650.00, this change does not affect the amount on the front. It was asked what the professional fees of $3,000 are, they are audit fees. It was also questioned about the Training and Travel, this is allotted for the hotel fees for any DDA Member that wants to go to the Main Street Conference. This conference is March 12-14 in Salisbury, at this point no member plans on attending. It was mentioned this is a good event and members have learned a lot in the past. If someone wants to go email they can email Ms. Crocker.

ACTION: Motion to Approve the 2018-2019 Budget

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

c) Promotion Committee Chair
Presenter: Kim Lawter

DDA is In need of tablecloth, tent and banner. The current tent is broken and the DDA does not own a tablecloth or banner. Ms. Lawter stated she will get quotes on these items and come back to the board with the numbers. Jessica Lloyd stated there is $500 in the fund to get those items. It was suggested to get a tablecloth with a logo on it and 2 smaller 10'x10' tents rather than one larger tent that was used in the past.

d) Economic Committee Chair

No Report.

e) Design Committee Chair
Presenter: Heidi Peach

Heidi Peach stated the committee met last week and approved two Facade grants for The Women's club. There is extra money in the budget this year if anyone knows of anyone that needs work done. Ms. Peach stated she would stop in and talk to Esquire Barbershop about replacing a torn awning.

On January 31 from 5-7p.m. in the Wooten Room, there will be a Main Street Streetscape Steering Committee meeting, Ms. Peach invited the members to attend.

6 OTHER BUSINESS

7 ADJOURN

a) With there being nothing further, the meeting was adjourned at 7:18 p.m.

ACTION: Motion to Adjourn

Motion: Board Member Grannis
Second: Board Member Lloyd
Vote: Unanimous

Duly adopted this day, 11th day of February, 2019.

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Chair

ATTEST:

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Heidi L. Holland, Deputy Town Clerk

Town of Clayton
Downtown Development Association Advisory Board Minutes
Thursday, March 14, 2019 @ 5:00 PM
Council Chambers

BOARD MEMBERS PRESENT:
Kim Lawter
Jessica Lloyd
Heidi Peach
James Lipscomb
Betsy Grannis
Tony Johnson
Neil Stancil
Linda Edwards

STAFF PRESENT:
Dave DeYoung, Economic Development Director
Samantha Wullenwaber, Planning Director
Kimberly Moffett, Town Clerk
Damiere Powell, Planner
Michael Grannis, Mayor Pro Tem
Bobby Bunn, Council Member

MEMBERS ABSENT:
Alison Kilpatrick
Laurie Partlo
Scott Hadding

1 CALL TO ORDER

a) Kim Lawter called the meeting to order at 5:10 p.m.

2 ADJUSTMENT OF THE AGENDA

3 REPORTS

4 OLD BUSINESS

5 NEW BUSINESS

a) Streetscape Presentation

This was a combined meeting of the Streetscape Committee and the DDA. A presentation was offered by Courtney Landol of Stewart Engineering. She provided history regarding the proposed "makeover" of Main Street. She discussed issues and limitations for events related to current sidewalks. She provided details regarding goals and discussed parking concerns that were raised during the initial presentation of the rendering. Shared was a plan overview showing areas off of Main Street that would assist with off-site parking. There was discussion how Main Street would become the hub of activity for everyone and increase the number of folks that wanted to come downtown. Renderings of both existing and proposed elevations were shared. Discussed was "chicane" which would allow for parking on both sides of the street but not at the same location.

Also presented and discussed were possible changes and removal of some trees, this was based on feedback from previous meeting(s). Also shared were renditions of the angled parking headed toward O'Neil from Second Street.

Michael Grannis questioned if Second Street would still be two-way and Mr. DeYoung stated it would remain two-way. There was lengthy discussion regarding private and public partnerships with regard to parking solutions. Numbers were provided regarding possible total parking space additions both with and without partnerships. Concern was raised about these partnerships and whether discussions had taken place with the owners of the proposed parking areas. Ms. Wullenwaber stated these renderings showed all possibilities to allow an idea of many different scenarios. There was discussion regarding the use of Horne Square and parking. There was also discussion regarding the proposed Town Hall Parking Lot expansion. This project would increase parking from 41 to 100 spaces and would include closing a portion of Horne Street. Mr. De Young advised a neighborhood meeting would be held on March 21, at which time the results of a traffic study would be presented.

Mr. Bobby Bunn asked if input from Main Street stakeholders had been sought. Courtney stated feedback had been received from previous DDA and Streetscape meetings. Mr. DeYoung stated following previous DDA meeting, it was clear that a full rendering would be needed to be able to see all possibilities. Concern was raised that many Main Street business owners had not had any input. Mr. DeYoung stated this was the very beginning of the process and several additional steps would need to take place as well. Mr. Bunn stated he wanted to ensure that business owners along Main Street had buy in. Mr. Tony Johnson stated he had concerns and frustration regarding the process and questioned where the stated goals came from. Mr. DeYoung stated we were at the very beginning of the process and further if the group was not happy with the design they would not present it to downtown business owners. He stated nothing would be taken to council, that this group and business owners were not behind. He further stated this process could take 5 years and it was very important to hear feedback from this group.

Discussion continued. Mr. James Lipscomb stated he felt this was a great plan but further didn't feel the town was in the financial position at this time. There was lengthy discussion regarding costs, design and construction, and availability of grants. Ms. Wullenwaber stated we could apply for a grant with what we have now and not have to spend additional funding for further design. Mr. Lipscomb stated he appreciated that information. Mr. Lipscomb discussed his frustration and stated he felt council needed to decide how much money they were willing to put into downtown and then decide on prioritizing projects.

Discussion continued regarding conversations with owners of private properties and parking partnerships. Mr. DeYoung stated that conversations had taken place with several property owners. There was also discussion regarding setbacks and current parking spaces being used by business owners.

Mr. Grannis shared concerns that should plan move forward with work along Main Street that business owners be communicated very well in advance. Ms. Wullenwaber discussed working with businesses to ensure that they all had access to a rear entrance during any work that would take place. Mr. Grannis discussed how vitally important the towns involvement with CAMPO has been with regard to grants, funding, etc. Ms. Lloyd shared her concerns about DDA volunteers spending multiple hours working on a project if it might not be going anywhere. Mr. DeYoung clarified it was vitally important to have DDA buy in on the project, not that he meant for DDA to take on the project. Ms. Lloyd appreciated the clarification.

Mr. Lipscomb discussed financial implications and Capital Improvement Projects. Mr. DeYoung stated this project is a Capital Improvement Project with a place holder for the years 2023 and 2024.

There was discussion regarding four way stops. Mr. DeYoung stated that since Main Street is a NCDOT street, that may not be able to happen.

Mr. Lipscomb stated he would like to see a roundtable discussion with business owners take place and would like to see this sooner versus later.

Mr. Lipscomb stated he remained frustrated at the process and direction. His concern is that we go after the low hanging fruit first by deciding the top 10 things that need to be done in downtown and get that done. He has serious concerns that money will spent on this project and it will just sit on a shelf. He further stated he did not feel there was a lot of focus on this project. Mr. DeYoung stated this project was council directed and if council directed staff to stop working on the project, that would be done. Mr. Lipscomb asked for additional financial details and Mr. DeYoung stated he believed the place holder was $4,000.000.

Ms. Landol stated she was very grateful for the feedback. She stated contract was to provide a master plan and feedback ensured they were on track.

6 OTHER BUSINESS

7 ADJOURN

a) With there being nothing further the meeting was adjourned at 7:06 p.m.

ACTION: Adjourn the Meeting

Motion: Board Member Grannis
Second: Board Member Lipscomb
Vote: Unanimous

Duly adopted this the 8th day of April, 2019.

Kimberly Lawter
Chair

ATTEST:

Kimberly A. Moffett, CMC, NCCMC
Town Clerk