

Thompson



Town of Clayton
Downtown Development Association Advisory
Board Minutes
Monday, April 10, 2023 at 6:00 PM
Wooten - Town Hall

Board Members Present: Christi Thompson, Chair Lila Reiber Katie Spalding Erin Belcher Paul Auclair Matt Kagel Greg Adamson David Millican Dan Barbour Stephanie Matos Board Members Absent: None	Staff Present: Lydia Davis, Economic Development Specialist
---	---

1 CALL TO ORDER

- a) Call to Order
Presenter: Christi Thompson, Chair

Meeting was called to order at 6:04pm

2 ADJUSTMENT OF THE AGENDA

3 APPROVAL OF MINUTES

- a) Approval of March 13, 2023 minutes
Presenter: Christi Thompson, Chair

Minutes were approved as presented
Motion: Lila
Second: Greg

4 STAFF REPORTS

- a) Recap of NC Main Street Conference
Presenter: Lydia Davis, Economic Development Specialist
Katie Spalding & Greg Adamson, Board Members

Katie, Greg and Lydia gave a short recap of the sessions they attended at the NC Main Street Conference which included topics such as: social districts, outdoor recreation opportunities, mapping your downtown, volunteer engagement, Storytelling/social media, event best practices and information on the NC Main Street Program. Lydia informed the board that the Town has decided to move forward with re-applying for the NC Main Street Downtown Associate Community Program.

- b) Public-Private Parking Lots update
Presenter: Lydia Davis, Economic Development Specialist

Lydia gave an update that 3 parking leases were fully executed and a public roll-out of the initial phase of the program is set for the beginning on may following the filming of an informational video about the project on 4/15/2023.

5 OLD BUSINESS

- a) [Sponsorships](#) (4/21 deadline), Food Trucks, [Volunteers](#)
Presenter: Lydia Davis, Economic Development Specialist

Lydia gave an updated that sponsorships were closing soon. All food truck spots for 2023 events are filled, but volunteers are still needed for all events.

6 NEW BUSINESS

- a) Facade Grant Approval - Queen's Court Awning
Presenter: David Millican, Design Committee Chair

Following discussion of the intention of the façade grant program, the boards consensus was that they did want to award this grant, however based on the façade of the building and surrounding suites, in order to encourage "aesthetic compatibility" would suggest that the applicant consider a awning fabric that matched the trim of the building and neighboring suites, such as black, black and white thick stripes, etc. because the grants investment is supposed to be a long-term investment into downtown that is cohesive with the exterior of the building and not tied to any particular branding so that the investment has longevity regardless of the tenant. The applicant will have the opportunity to amend their application, if desired.

7 COMMITTEE REPORTS

- a) Design Committee
Presenter: David Millican, Committee Chair

None outside of the façade grant. Edits and improvement of the façade grant application was mentioned as an action item of the committee.

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

The main update from this committee was the scheduling of the 3rd Downtown Bar Crawl tentatively planned for May 28th.

- c) Organization Committee
Presenter: Matt Kagel, Committee Chair

The organizations committee main focus is currently sponsorships and volunteers.

- d) Promotions Committee
Presenter: Erin Belcher, Committee Chair

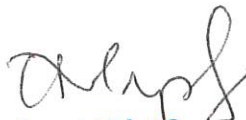
Erin gave the update that the promotions committee has 2 new members. Other updates were related to events and merch - old merch will be discounted to clear out inventory. an idea out of the last committee meeting is a design competition from Clayton Middle School for a 2023 limited edition concert series t-shirt. Students will design by the beginning of May and the board/council will chose a winner which will be printed on the 2023 t-shirts and sold at downtown events. An idea was mentioned that a portion of T-shirt proceeds be donated to the art program at CMS.

8 PUBLIC COMMENTS

9 ADJOURN

Meeting was adjourned at 7:23pm
Motion: Lila
Second: David

Executed by:


Christi Thompson, Board chair
on May 8, 2023

Clerk to the Board: 
Lydia Davis
Econ. Dev. specialist