



**Town of Clayton
Downtown Development Association Advisory Board
Minutes
Monday, April 11, 2022 @ 6:00 PM
BB&T - Town Hall**

BOARD MEMBERS PRESENT:

Paul Auclair
Christi Thompson
Erin Belcher - Chair
Jasmeen Calhoun
Heidi Peach
David Millican
Matthew Kagel
Jacob Parente
Lila Reiber
Stephanie Matos

STAFF PRESENT:

Lydia Davis
Justin Doan
Martha Vandergriff

MEMBERS ABSENT:

1 CALL TO ORDER

- a) Meeting was called to order at 6:04 by Chair, Erin Belcher

2 ADJUSTMENT OF THE AGENDA

3 APPROVAL OF MINUTES

- a) March 14 Minutes

ACTION: March 14 minutes were approved

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

4 OLD BUSINESS

5 STAFF REPORTS

- a) Downtown Parking Taskforce Update
Presented by Lydia Davis Economic Development Specialist

Updated given by Davis was that there had been continued conversations with property owners in relation to public private partnerships for parking in

Downtown. Money has been requested in the budget to go towards the initiative and Town staff is working on a draft master agreement that can be customized to an extent for each situation.

- b) Upcoming Community Events:
- Platforms at the Podium political forum for NC House, NC Senate and Johnston County School Board - April 19th
 - TBJ Corridors of Opportunity - April 26th
- Presented by Lydia Davis, Economic Development Specialist

6 NEW BUSINESS

- a) 2023 Concert Series Brainstorm
Presented by Martha Vandergriff & Justin Doan, Clayton Center

Open conversation was had between The Clayton Center Staff and DDA Board members related to challenges, goals, ideas, etc. for the 2023 Downtown Concert Series. Some ideas for new bands or ideas were given. A public survey was suggested to raise ideas for who the community would like to see, while still being able to keep concerts free to the community. A follow up was suggested in July once special events budget for the next year is finalized.

- b) Beer and Wine at Family Night
Presented by Christi Thompson

The board discussed adding beer and wine sells to family night, but decided it may not be worth it for these events but instead, unique "kids related" merchandise should be added.

7 COMMITTEE REPORTS

- a) Design Committee
Presented by David Millican, Committee Chair

No report - no new facade grant applications

- b) TEconomic Vitality Committee
Presented by Christi Thompson, Committee Chair

Board Member Thompson led this report by stating that all Q1 goals the committee but forward were almost at a close. EV committee will be presenting new "Downtown Map" concepts at next Board meeting/ Q2 goal is to kick off the advocates program again.

- c) Organization Committee
Presented by Matthew Kagel, Committee Chair

Board member Kagel stated in the committee report that the committee has made a lot of good headway with restructuring, volunteer recruitment, and overall organization of volunteer efforts. Needing more members for this committee was mentioned.

- d) Promotions Committee

Presented by Erin Belcher, Committee Chair

Board Member Belcher mentioned that promotions committee has reviewed all logistics for upcoming events such as merch, food trucks, etc.

8 PUBLIC COMMENTS

9 ADJOURN

a) Meeting was Adjourned at 6:59pm

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

Chair

ATTEST:

Clerk to the Board