Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, April 12, 2021 @ 6:00 PM
Remote Meeting

1. CALL TO ORDER

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

a. DRAFT Minutes
- March 8, 2021

March 8 2021 DRAFT Minutes

POTENTIAL ACTION: Adoption of Minutes

4. OLD BUSINESS

a. DDA Booth at Clayton Farmer's Market
Presenter: Laura Johnson

5. STAFF REPORTS

a. Town Hall Update/Second Street Closure (April 16)
Presenter: Patrick Pierce

6. NEW BUSINESS

a. 401 E. Main Street - Barbour Building Update
Presenter: Gabe Guillois, Atlas Stark

7. COMMITTEE REPORTS

a. Design Committee Report
Presenter: David Millican
Cover

b. Economic Vitality Committee Report
Presenter: Laura Johnson
Cover

c. Promotions Committee Report
Presenter: Erin Belcher
Cover

d. Organization Committee Report
Presenter: Judy Ryan
Cover

8. PUBLIC COMMENTS

9. ADJOURN

a. Adjourn the Meeting

POTENTIAL ACTION: Motion to Adjourn

Town of Clayton
Downtown Development Association Advisory Board Minutes
Monday, March 8, 2021 @ 6PM
Remote Meeting

BOARD MEMBERS PRESENT:
Betsy Grannis
Neal Stancil
Erin Belcher
John David Millican
Christi Thompson
Judy Ryan
Heidi-Lee Peach
Shannon Austin
Bernice Lopes
Alison Kilpatrick

STAFF PRESENT:
Jenn Gallimore, Economic Development Specialist
Patrick Pierce, Economic Development Director
Bobby Bunn, Council Member

MEMBERS ABSENT:
Laura Johnson

OTHERS PRESENT:
Taylor Heeden
Monique Neville

1 CALL TO ORDER

a) Roll Call
Presenter: Laura Johnson, Chair

2 ADJUSTMENT OF THE AGENDA

a) Agenda Approved

There were no adjustments to the agenda

3 APPROVAL OF MINUTES

a) Draft Minutes
- February 8, 2021 Minutes

ACTION: Adoption of Minutes

Motion: Board Member Betsy Grannis
Second: Board Member David Millican
Vote: Unanimous

4 PUBLIC COMMENTS
**Limited to 10 minutes*

5 OLD BUSINESS

a) No old business

6 STAFF REPORTS

a) COVID-19 SWAT Team & Greenway Update
Presenters: Patrick Pierce & Jenn Gallimore

Patrick Pierce informed the group that the greenway completion has been postponed to 2023 due to the wastewater treatment facility construction overlapping with its completion. The Clayton Road Race will be virtual in the first part of May. Because the continuous link is temporarily shut down we are trying to find loops or routes into downtown to help promote the completion in the meantime. Patrick Pierce described what a "virtual road race" might look like.

Patrick explained to group that Barbour Shop Creative would be taking over the Shop Clayton NC website under the *Last Friday* name. Staff informed group that some developments occurred over the last week and staff/DDA will not be doing the website or trainings. The good vibes campaign will still be implemented and we will be pivoting the focus of the COVID SWAT based on response and developments. DDA and Advocates are asked to submit eCommerce site signups to Dan Barbour at Barbour Shop Creative or *Last Friday* representatives. There is no requirement for who businesses use to assist in developing and hosting. Any business with questions is encouraged to reach out to Dan Barbour at Barbour Shop Creative.

Erin Belcher inquired if there would be a price associated since the eCommerce site is now under the umbrella of the *Last Friday* team. Staff described that because this site will be housed outside of the staff purview all questions should be directed to Barbour Shop Creative.

b) Staff/Chair Meeting Update
Presenters: Patrick Pierce & Jenn Gallimore

Economic Development Staff held a meeting with the DDA Chair and Vice-Chair. DDA has excelled at partnership with events so we hope to gauge ways in which we can promote downtown and/or other ways the board can be most effective. The Board needs to think about ways in which we can execute events given COVID-19 safety and restrictions. Bernice Lopes stated that the group should consider potential options going into the remainder of this fiscal year because right now it does not seem likely that some of the restrictions that have hindered our events will be lifted by July 1. Staff and Chair/Vice-Chair would like to consider how to potentially do drive-in movies. The concern with this is that the cost is pricy to get the equipment for a drive-in movie. Erin Belcher reiterated that just renting the licensure rights to one movie is a lot and maybe too much for the Town or DDA 501c3 given that the DDA was not able to collect the typical annual funds.

7 COMMITTEE REPORTS

a) Design Committee
Presenters: David Millican & Jenn Gallimore

- Facade Grant Application for 468 E Second St. - Jenn
- Committee Report - David
- Facade Grant Update - Jenn

David Millican updated group on what the Design Committee discussed at their February meetings.

ACTION: Motion to approve a 50% facade grant (capping $2,500) for 468 E Second St. for exterior facade renovations.

Motion: Board Member Heidi-Lee Peach
Second: Board Member Betsy Grannis
Vote: Unanimously Approved

b) Economic Vitality Committee
Presenters: Laura Johnson

- Committee Report

Staff updated group on the status and current plan for what was going to be the Horne Square kiosk and the state of upcoming annual events to date. Staff also

c) Promotions Committee
Presenters: Erin Belcher

- Committee Report

Erin Belcher updated group on current projects the Promotions Committee was working on.: Partnership with Crazy for Clayton for Good Vibes

d) Organization Committee
Presenters: Judy Ryan

- Committee Report

Judy Ryan informed group that the "Ransom on the Roof" event would be held on April 24th from 9AM-2PM or 3PM. Officials on the roof will be the Clayton Mayor, Fire Chief, a Police Department Representative, and Clayton High Principal. The money that Police and Fire raise will be funneled into a memorial for the late Jason Dean. Money raised by Principal Bennett will be used for a commemorative piece for graduates amidst the times of COVID. The money raised for the Mayor will funnel into the DDA 501c3 to rebuild funds in order to continue Downtown growth initiatives.

8 NEW BUSINESS

a) DDA Business Meetings Discussion

- Economic Vitality Discussion Recap
- *Presenters*: Laura Johnson Chair & Bernice Lopes

The Board discussed necessity, potential program framework and meeting structure, and attendees' schedule. The Board inquired about the reason for these meetings. Vice-Chair Bernice Lopes expressed the reason for the meetings and the overall goal to increase transparency and add value to the relationship between the Town, DDA, and small business owners. The purpose is to add value and further the DDA's mission. If the Board thinks it isn't going to be valuable then we don't have to move forward with the idea. Christi Thompson reiterated that this offered a resource to business owners to have a sense of community. It offers an

opportunity for connection and inclusivity while also getting a better pulse of the small business community and needs. Neil Stancil asked if there were examples from other communities that were successful. The DDA wants to make sure that these are organized and there is a precedent framework for each meeting to where it is mutually beneficial and not a forum that may cause contention. The Board agrees that it needs to be well structured and focused. Jenn Gallimore asked the group to think on this idea and the potential recurrence as she will be bringing this topic up to each committee during the March committee meetings.

b) Farmers' Market DDA Booth
Presenters: Jenn Gallimore

- Committee Feedback
- Occurrence & Schedule

Judy Ryan stated that she felt this was a terrific idea because she has heard from many that they weren't familiar with the mission or programs of the DDA. Erin Belcher stated that she thought it would be more informative to do every other weekend. Christi Thompson brought the idea up to do one night market during *Last Friday* and one Farmer's Market each month and that it would be beneficial to leave general community instructions (i.e. bathroom location, etc.) to further engage the public and be informative.

9 ADJOURN

_____
Bernice Lopes
Chair

ATTEST:

_____
Clerk to the Board

CDDA Agenda Item Cover Sheet

Committee Meeting Date	Committee Meeting Location	Agenda Location
03/23/2021	Virtual	Committee

Reports

Item Title
Design Committee Report

Presenters
J. David Millican
Jenn Gallimore

Summary/Description

1) **Façade Grant Application and Award Update**
    a. FY20/21
    Jenn walked committee through the Post-March DDA Board meeting façade grant tracking sheet and informed group that there was currently $16,400 left in the budget, with $5,000 obligated to projects currently under construction

    It is unlikely that the Barbour building will be going through with an application this fiscal year

    Currently there is only 1 potential applicant pending staff approval as they expressed interest but due to economical impacts they have had to change their timeline – 704 E Main (formerly CAM) was intending to apply for 4 grants totally $10,000

    472 E Second St. (Heart2Hands) will be contacting Jenn to set up a pre-app to potentially get project completed by June 31st to be eligible for FY20/21 funds

2) **Good Vibes**
    a. Purna Yoga East – published March 12th
    b. Three Little Birds – published March 19th
    Jenn informed group of the current published blog posts and where to find posts on social media and online
    c. Pauper's Books – to be released March 26th
    Jenn informed group that the writer has submitted a draft of a story for Pauper's Books and when it would be released
    d. Leads Outside of Downtown District

e. Social Media Shares
Jenn asked group to check Downtown Clayton social media each Friday to find the newest Good Vibes post to share to applicable social media channels in which they have access to and to share with distribution lists they may have through the CHA or Heart2Hands

3) Dark Windows Initiative Update

Jenn informed group of the initiative, gave updates from meetings with the Mayor, PAAB and Jody and discussed the next steps that need to take place moving forward
The committee is prepared to be involved where needed in applicant process

4) Historic National Register District Signage Update

Error on Main & N O'Neil (sign on Compton is not correct across the street from Vinson's area), this sign should be moved to the corner of Main and N O'Neil near the Paper Company
Signs missing on N O'Neil, Kildee, and Stallings
Jenn will update group as soon as Public Works sends final timeline

Miscellaneous Discussion:

Jenn will update group as there are updates on the Pedestrian Plan as they are made and informed committee that the Pedestrian Plan Steering Committee would be meeting at the end of March and there is representation from DDA

Committee had various open discussions on concerns with sidewalk safety, businesses opening soon and the progress of current projects currently underway

Requested Action:
Funding Source (If Applicable):
Cost:
Additional Documents to be Included in Agenda Packet:

CDDA Agenda Item Cover Sheet

DDA Meeting Date	Committee Meeting Date & Location	Agenda Location
April 12, 2021	In-Person Council Chambers	Committee Reports

Item Title
Vitality Committee Report

Presenters
Laura Johnson, DDA Board Chair and Economic Vitality Chair

Summary/Description

1) Committee and advocates were updated on all the items that Promotions and Organization committees are working on and stand ready to help

2) Sign-up Genius created for volunteers needed to work the new DDA table at the Downtown Market and Night Market – Everyone should sign up for at least one spot!

Requested Action: None – Informational
Funding Source (If Applicable): N/A
Cost: N/A
Additional Documents to be Included in Agenda Packet:

CDDA Agenda Item Cover Sheet

Meeting Date	Committee Meeting Location	Agenda Location
March 23, 2021	Virtual - Teams	Committee Reports

Item Title
Promotion Committee Report

Presenters
Erin Belcher, DDA Board Member & Promotions Committee Chair

Summary/Description

Remaining Bundles
Tried for almost a year to contact and have customers pickup bundles. We have decided to do one more attempt plus a Facebook post. If no response, put everything back into rotation.

Clayton Good Vibes T-shirt & Merchandise
Settled on #ClaytonVibes
Obtained authorization through AJ to have a tent at the Farmer's Market, April selling the second Saturday of April and follow it up with a Last Friday of April 10 and April 30, which is the night market for Last Friday. Signup Genius went out to all DDA Members to signup for a shift.
We have obtained some merchandise for the tent:
T-Shirts (selling for $25, if bought in a shirt/hat combo, Save $5)
Hats (selling for $25, if bought in shirt/hat combo Save $5)
Insulated Wine Tumblers (selling for $22)
Insulated 16 oz. Tumblers (selling for $24)
Location Clayton Stickers (selling for $2)
(See samples) - Can also purchase online

Good Vibes Update
Purna Yoga East – published March 12th
Three Little Birds – published March 19th
Pauper's Books – published March 26th

Postcard Contest
Looking to get involvement from the town to design our very own postcards to sell as CDDA merchandise. Submissions would have to have a release signed for us to own the picture. We would announce on Facebook, if a professional photographer what's to enter they would be limited to 3 photos. Reviewed by the Committee and printed for us to sell.

Ransom on the Roof Assistance
Working together on this/Donation submissions are already available through our Square system.

Requested Action: None – Informational
Funding Source (If Applicable): N/A
Cost: N/A
Additional Documents to be Included in Agenda Packet:

CDDA Agenda Item CoverSheet

Meeting Date
April 12, 2021

Agenda Location
Committee Reports

ItemTitle
Organization Committee Report

Presenters
Judy Ryan, Organization Committee Chair

Summary/Description

1. "Ransom on the Roof" – a fundraising event for the 501c3.
   Date – April 24 from 9:00am till 2:00pm
   Location – RiverWild rooftop (114 W. Main St.)
   Participants – Mayor Jody McLeod, Fire Chief Lee Barbee, Clayton High Principal Bennett Jones, Police Captain Kenny Lunger.
   Description – The Officials will be held ransom on the roof and will use phones, social media, etc. to solicit funds for their release. All funds collected for Mayor will be donated to the 501c3. All funds collected by Fire Chief and Police Captain will go towards a Fallen Firefighters Memorial with the first honoree being Deputy Fire Chief, **Jason Dean**, who fought a hard battle with COVID-19 and was laid to rest in September of 2020. All funds collected by the Principal will go to the use of their choice. (discussed Principal doing a memorial 'piece' (maybe art) for graduating class of 2021.

   We will have 102.3 Country Superstars doing a live remote from the rooftop of RiverWild. Several food/beverage vendors will be available…Southern Snowball, Pablanos, Veneros, and Sherry's Cheesecake.

2. One of the duties of the Organization Committee is member succession. Judy will be sending an email out to all present CDDA members to (1) thank them for their dedication to the CDDA during the past year and to (2) verify their interest in continuing to serve on the same committee for the upcoming year or if they would prefer to contribute to different committee. "The happiest people are not those getting more but those giving more." – H Jackson Brown Jr.

Requested Action: None – Informational
Funding Source (If Applicable): N/A
Cost: N/A
Additional Documents to be Included in Agenda Packet: