

**Town of Clayton
Downtown Development Advisory Board
Monday, April 14, 6pm
Wooten Room – Town Hall**

<p>Board Members Present: Valerie Mullins Christi Thompson Katie Spalding Jennifer Hamilton Stephanie Lanier Greg Adamson, Chair Erin Belcher David Millican Davin Colclough Paul Auclair Corina Knott</p> <p>Board Members Absent: Marty Kornegay Andre Walden David Millican</p>	<p>Staff Present: Courtney Tanner Joe Stallings Rich Cappola</p>
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1. Call to Order
 - a. Meeting called to order at 6:03pm by Greg Adamson.
2. Adjustment of Agenda
 - a. No adjustments
3. Approval of March Minutes
 - a. Paul motioned to table the approval of minutes until additional discussion about what was said during the Election for Board positions portion of the meeting could occur in the coming week between Councilmember Casey, Town staff and Board members Auclair, Thompson and Adamson. Motion was seconded and passed with a majority.
 - b. Greg motioned to correct item 3 to say “February Board Meeting Minutes approved”
 - Motion was approved anonymously.
4. Old Business
5. Staff Reports
 - a. Town Updates:
 - Courtney Tanner discussed the upcoming Noelle Franklin Homecoming Parade that is occurring on Saturday April 19 and the Second Street infrastructure improvement project.

6. Committee Reports

a. Design Committee

Committee Chair Katie Spalding presented two façade grants. The first was for Triangle Coffee Shop located at 102 E. Second St. Quotes were provided for building repair, painting and signage on two sides of the building. Total for grant: 2 façade: \$5,000.

- Motion to approve- Corina Knott
- Seconded: Valerie Mullins
- Board was all in favor

Second Grant was for Downtown Development LLC's building at 106 N. Lombard St. Quotes were provided for Garage Door replacement on the Main St façade and retail style glass front on the Lombard St façade. Total for grant: 2 façade: \$5,000.

- Motion to approve- Valerie Mullins
- Seconded: Corina Knott
- Board was all in favor

b. Economic Vitality Committee

EV Committee chair Paul Auclair gave an update on a few projects:

- Mapme software: Updates have recently been made. a discussion was had about who would be updating moving forward. Amy and Jenn have access and will be making a valid effort at updating and putting it out there more to push its use.
- Employee Parking is still being talked about- encouraging businesses to not have their employees park in high dollar spots to have customers utilize these spots. Instead having employees utilize railroad corridor, second street lots or other areas.
- Noise Ordinance: Discussing the possibility of proposing an ordinance change on Friday and Saturday nights for the noise ordinance to change from 10pm to 11pm. Researching other small towns and talking to businesses to get data.
- Business Mixers- Host one a month for the rest of the year. Katie is spearheading April will be at Luna Pizza on April 23 from 5-7pm.

c. Promotions Committee

- Concerts: Erin mentioned that all concert series sponsorships are sold, the first concert is themed: Boots & Bows. Some others have a theme as well. Corina mentioned that she is still waiting for a response from Hinnant Winery. Move forward with the plan for DDA to

handle- need to get ABC permits, purchase through La Di Da. Amy will update volunteer sign up form to reflect additional volunteer needs and send out.

- No additional Shirts/swag right now – will try and clean out what we currently have first. Will be buying branded rubber duckys.

d. Organization Committee

Corina, Organization Committee Chair gave a few updates:

- Completed the volunteer handbook- need to get packet of information printed.
- Board retreat: need to schedule or add to regular board meeting for strategic planning & include succession planning.

e. 501c3 Update

Jenn Hamilton 501c3 President stated that there is \$63,000 in the account, they are adjusting the budget to invest more into the business mixers and encouraged each committee to think of future annual expenditures.

7. New Business

8. Comments

- a. Greg presented a basket to show the board appreciation for the years of service for outgoing Board Chair Christi Thompson.
- b. It was mentioned that Board Members would like a tour of The Station prior to the next meeting at 5:30pm.

9. Motion to Adjourn

- Motion to adjourn
Motedioned by Erin Belcher
Second by Corina Knott
Board was all in favor



Gregory Adamson

