**Town of Clayton**
**Downtown Development Association Advisory Board Agenda**
**Tuesday, April 28, 2020 @ 6:00 PM**
**Special Meeting**

**THIS MEETING OF THE DDA WILL BE HELD REMOTELY VIA GO TO MEETINGS. IF ANYONE WISHES TO SHARE ANY PUBLIC COMMENTS, PLEASE EMAIL THE TOWN CLERK PRIOR TO 12:00 NOON ON THE DAY OF THE MEETING.**
**EMAIL: KMOFFETT@TOWNOFCLAYTONNC.ORG**

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## 1. CALL TO ORDER

## 2. ADJUSTMENT OF THE AGENDA

## 3. APPROVAL OF MINUTES

a. March 9, 2020 DRAFT Minutes
March 9 2020 Draft Minutes

**POTENTIAL ACTION:** Adoption of Minutes

## 4. STAFF REPORTS

a. Introduction of Economic Development Director - Patrick Pierce
*Presenter*: Tony Johnson, Co-Chair

## 5. COMMITTEE REPORTS

a. Design Committee Report
*Presenter*: Heidi Lee Peach
- Yellow House Façade Grant Application Update
- Remaining Façade Grant Money Update (COVID-19 related usage)

b. Vitality Committee Report
*Presenter:* Laura Johnson
- Downtown Advocates - updates on feedback/ideas advocates are hearing from their outreach

c. Promotion Committee Report
*Presenters:* Jessica Lloyd, Erin Belcher and Amy Shearin, Special Events Coordinator
- Promotions Committee held remote meeting April 9 to discuss events/sponsorships
- Decision on May 15 Town Square Concert Series Event
- Postponement of Movie Nights
- Discussion of how future events may look under COVID-19

d. Organization Committee Report
*Presenter:* Betsy Grannis
- Four board member terms, including two co-chairs, are expiring in June
- Future meeting adjustments due to COVID-19
- Potential Re-visioning/Re-organization Retreat

## 6. NEW BUSINESS

## 7. PUBLIC COMMENTS

## 8. ADJOURN

**Town of Clayton**
**Downtown Development Association Advisory Board Minutes**
**Monday, March 9, 2020 @ 6:00 PM**
**Wooten Room**

**BOARD MEMBERS PRESENT:**
Betsy Grannis
Neal Stancil
Alison Kilpatrick
Erin Belcher
John David Millican
Laura Johnson
James Lipscomb
Judy Ryan
Heidi Peach
Jessica Lloyd
Tony Johnson

**STAFF PRESENT:**
Council Member Bobby Bunn
Kimberly Moffett, Town Clerk
Stacy Beard, Communications Director
Jennifer Gallimore, Economic Development Specialist

**MEMBERS ABSENT:**

**1 CALL TO ORDER**

a) Roll Call

Tony Johnson called the meeting to order at 6:03 p.m. Roll call was completed. Noted as absent were Neal Stancil, Alison Kilpatrick and Jessica Lloyd.

Mr. Andrew Techet of JoCo Holdings was present.

**2 ADJUSTMENT OF THE AGENDA**

**3 APPROVAL OF MINUTES**

a) DRAFT Minutes
- January 13, 2020

**ACTION:** Adoption of Draft Minutes

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

**4 OLD BUSINESS**

**5 STAFF REPORTS**

a) Staff Report & Updates

*Presenter:* Jennifer Gallimore, Economic Development Specialist

- Information Regarding New Economic Development Director
- Installation of Horne Square Kiosk Update
- Horne Square ATM Update
- Future of Shopping Small Grant Program Update
- Online Voting for Downtown Awards Update

Ms. Gallimore shared information regarding hiring of new Development Director. His name is Patrick Pierce. He is from the state of Washington. He will begin with the town in the middle of April. His first meeting with the DDA will be May, 2020. This will be an opportunity to share vision of the board.

Ms. Gallimore stated there is not much to update regarding Horne Square Kiosk. Engineer had some concerns and has reached out for additional assistance. Additional information regarding board content, display, keeping up to date, etc. will be assigned to the Vitality Committee and they will begin developing some ideas and a plan of action to be brought back to the board.

There was discussion regarding ATM in Horne Square. Council has stated they would like a presentation with additional details. The concept is the feasibility of an ATM not strictly a SECU ATM. Ms. Johnson stated that the board had been approached by the credit union. Ms. Beard stated information is required to include is there need are downtown businesses requesting/supporting. Mr. Johnson stated he felt we needed to reconsider and asked if the board felt strongly enough to poll downtown businesses. Does the board feel the need is that great? Ms. Grannis stated that she did bring concern about Brick and Mortar across the street previously. There was consensus to withdraw from the project. Mr. Johnson stated he would reach out to SECU and advise of this decision. Ms. Gallimore reminded they always have an option to have an ATM within a business.

Information was shared regarding an American Express Small Grant Program that consists for a total of ten (10) - $10,000 grants for local small businesses. Vitality Committee will share information regarding this opportunity with downtown businesses. The deadline for application for program is March 31, 2020 or first 3,000 applicants. Since the next meeting of the Vitality Committee is not scheduled until after the above deadline, Ms. Gallimore suggested that members of the Vitality Committee email this information to folks.

A total vote count has been determined for the Downtown Development Award for "Best New Business" with a total of 1730 votes.

During the Memorial Day weekend, a college rugby team called DU Club will hold their National Championship at East Clayton Community Park. The actual date for this event will be May 23-24, 2020. A total of 750 players and spectators is expected. There was discussion on running this event the same way as the Cycle NC event that came through Clayton last year. Sponsorships will be available. No tobacco or alcohol vendors are eligible for sponsorship. Vitality Committee will handle this and share information.

A miniature version of the Vietnam Veterans Memorial will be passing through Clayton. It will be going to Garner but pass through Main Street In Clayton around 12:00 noon. Flags could be distributed. Tim Stevens from Garner will be the contact for this event. Ms. Beard asked if the board if they would like to be involved. Main Street will not be closed during this time. There will be a police escort with this exhibit.

**6 COMMITTEE REPORTS**

a) Design Committee Report
*Presenter:* Heidi Lee Peach

Ms. Peach reported the committee met and discussed façade grants. She stated Yellow House had not yet completed the application with supporting documents. It is still being worked on. Also discussed were three façade grants for 421,423 & 425 E. Main Street. Mr. Techet was present and provided information regarding the store fronts. He stated there are 3 separate entrances that currently have an awning that will be removed and the façade will be painted an off-white color with terracotta cap around the top with black accents. Store front will be dark bronze and doors will be replaced. Mr. Johnson asked for any details about the space. Discussion was on executive office suites at 421 (total of 8 flexible spaces). Retail element is still being worked on for two other locations perhaps food and retail aspect. The committee has approved the application. Each location got a separate application $40,898.07 $250 each for $7500 total

There was discussion regarding street blades for historic district. Staff has done research, reached out to Public Works, we have ability to add to the top of current street signs. Cost was researched and are $33.75 each plus hardware cost of $6.20 to attach. There are a total of 63 blades = $2500 approximately plus shipping & tax closer to $3000. Our staff would have to find time in install. Ms. Beard reported that the Planning Director reports that historic district is very defined by staff laws and have very specific guidelines. The town needs to have a historic commission to draw lines for district. Members stated report was completed about two years ago. Ms. Gallimore stated that national registry district is different than the town having a designated historic district with guidelines. Ms. Beard stated that she believed council would need to approve this project. Ms. Beard stated process for historic overlay was started but never completed. Staff wants to ensure that there are teeth for this project. There was discussion regarding tax credits for being in historic registry. Mr. Johnson shared his concerns that folks don't know there is a district. Ms. Beard asked if the board wants to champion this. Mr. Johnson stated it is very important to the board and it is their mission. Ms. Belcher asked that the Chamber know about this so they can share information during their 101 Tours. Mr. Johnson stated he hoped ignorance regarding this issue would not be continued. Ms. Beard suggested the board make a recommendation to council with a report. Council Member Bunn asked the board to provide an update with projects to council. Suggested to get them on the next possible agenda. It was stated it might be helpful to wait for the new Economic Development Director to come on board. Mr. Lipscomb suggested any additional monies from façade should be used for this project.

Discussion on getting designated bike routes and maps. Ms. Beard reported that Johnston County maps include the greenway. The Parks & Rec. Advisory board would have more knowledge about this project. Mr. Lipscomb asked about ETA for Sam's Branch. Ms.

beard stated it has been very wet but still hoping for late spring. A construction meeting on this project is coming up soon. There was discussion regarding having safe lanes on Stallings for bike riders.

**ACTION:** Approval of Façade Grants in Total of $7500

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

b) Vitality Committee Report
*Presenter:* Laura Johnson

Committee did not meet this past month. All business contacts have been split up among members and they are confirming and updating all business information.

c) Promotion Committee Report
*Presenters:* Jessica Lloyd & Erin Belcher

Ms. Belcher provided an update and stated the committee met at Yellow House on February 25. First movie will be Frozen 2. All logistics have been worked through and permits are in place. Vendors for this event are being confirmed. The Jr. Woman's Club will be selling popcorn and Nancy Jo's will be doing Dipping Dots. This movie will be held May 16, 2020.

In June the movie will be Top Gun and will be incorporated with Date Night. The committee is still working on logistics with local restaurants, etc. Alcohol will be served at this event. Due to new movie coming out from Tom Cruise, we can not show Top Gun until after the release of new movie.

The concert schedule is good to go and the committee is working on materials for advocates to hand out to businesses. The majority of major sponsorships have been confirmed. Ms. Gallimore shared some samples of brochures. The outside designer for this event has been working with Canopy.

d) Organization Committee Report
*Presenter:* Betsy Grannis

Ms. Grannis reports that Main Street Conference starts tomorrow and will be held in New Bern. Three folks have registered, one is unable to attend so if someone wished to attend, please let Ms. Grannis know. Mr. Johnson asked that Ms. Grannis send an email out to members. Ms. Peach is attending and Gabriella from Chafella's will also attend. Ms. Beard stated it is a very valuable meeting

Ms. Grannis discussed sponsorship brochures and available sponsors.

There was discussion on the terms of board members. Tony Johnson, Jessica Lloyd, Judy Ryan and James Lipscomb all have terms expiring at the end of June 2020. Applications, letters and advertising will be completed by the Town Clerk's office shortly.

**7 NEW BUSINESS**

a) There was discussion on the separation of the 501(c)3 and advisory board.

**8 PUBLIC COMMENTS**

**9 ADJOURNMENT**

a) Adjourn the Meeting

With there being nothing further, the meeting was adjourned at 7:12 p.m.

**ACTION:** Motion to Adjourn

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

Duly adopted this the 28th day of April, 2020.

Tony Johnson
Co-Chair

ATTEST:

Kimberly A. Moffett, CMC, NCCMC
Town Clerk / Clerk to the Board