



Town of Clayton
Downtown Development Association Advisory
Board Minutes
Monday, May 8, 2023 at 6:00 PM
Wooten - Town Hall

Board Members Present:

Christi Thompson
Dan Barbour
Lila Reiber
Matthew Kagel
Greg Adamson
Erin Belcher
Katie Spalding
David Millican

Board Members Absent:

Paul Auclair
Stephanie Matos

Staff Present:

Lydia Davis, Economic Development Specialist
Porter Casey, Council Liason

1 CALL TO ORDER

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

Meeting was called to order at 6:11pm

2 ADJUSTMENT OF THE AGENDA

3 APPROVAL OF MINUTES

- a) April 10, 2023 Draft Minutes
Presenter: Christi Thompson, Chair

The minutes from the April 10, 2023 meeting were approved as presented.

RESULT:	CARRIED
MOVER:	Greg Adamson
SECONDER:	John David Millican
YES:	Bobby Bunn, Erin Belcher, John David Millican, Katie Spalding, Greg Adamson, Stephanie Matos, Paul Auclair, Christi Thompson, Lila Rieber, Matthew Kagel, Porter Casey, and Dan Barbour
NO:	None

4 OLD BUSINESS

- a) Final Sponsorships Recap for the 501c3
Presenter: Lydia Davis, Staff and Greg Adamson, Association Treasurer

The Downtown Development 501c3 Treasurer, Greg Adamson, gave an update that there was a little over \$10,000 in sponsorships sold for the 2023 event season so far. Food Truck vendor fees for events has totaled around \$6,500. There is potential for more sponsorships sold with event later in the year, notable Christmas Village. An idea was doing a "Christmas in July" promotion for these remaining sponsorships and 2024 sponsorships.

5 STAFF REPORTS

6 COMMITTEE REPORTS

- a) Design Committee
Presenter: David Millican, Chair

No report other than façade grant application under 7a.

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

In Paul's absence, Christi Thompson gave the report that the committee was doing a demo at the next meeting with the Map.me Company to get the process for the new, interactive downtown map started. They are also planning another bar crawl for this summer.

- c) Organization Committee
Presenter: Matthew Kagel, Chair

Organization committee report included the need for volunteers. This recruitment could be in conjunction with the "Christmas in July" promotion for sponsorships. This committee is also waiting until the new brand is launch to begin ordering new tents and tablecloths for events.

- d) Promotions Committee
Presenter: Erin Belcher, Chair

Committee Chair, Erin Belcher, passed the update off to committee member Dan Barbour to discuss the art contest that just kicked off at Clayton Middle School. The contest is going through May 12 then the promotions committee can help decide a winner before the 501c3 orders and sells the tshirts for the remainder of the concert series. Plan would be to get a photo with the kid whose design wins and invite them to be recognized at a concert and/or council meeting.

7 NEW BUSINESS

- a) Façade Grant Review: Carroll Building
Presenter: Lydia Davis, Economic Development Specialist

Approval of Façade Grant as presented for new windows on all sides of the Carroll Building in Downtown.

RESULT:	CARRIED
MOVER:	Matthew Kagel
SECONDER:	John David Millican
YES:	Bobby Bunn, Erin Belcher, John David Millican, Katie Spalding, Greg Adamson, Stephanie Matos, Paul Auclair, Christi Thompson, Lila Rieber, Matthew Kagel, Porter Casey, and Dan Barbour
NO:	None

- b) Branding Next Steps: Implementation
Presenter: Lydia Davis, Staff, and Christi Thompson, Chair

Updated branding options were presented. The consultant prepared 8 new script options based on feedback from the initial logo reveal. General consensus was that none of the 8 new options were the right fit. The board requested that staff asked the consultant to provide new font options that were a combination of a few presented, plus to try to invert the logo to see if it was a better fit. Ultimate goal is to have a script font in the design that feels connected cohesive with the reminder of the logo. The board would like to see something that fits "vibe" better and seems custom, fun, and sophisticated.

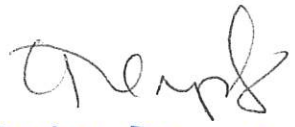
A follow up meeting may need to be scheduled once new options are presented in order to have a decision by the end of this fiscal year.

8 PUBLIC COMMENTS

9 ADJOURN

Motion to adjourn: Dan Barbour
Seconded: David Millican

Meeting was adjourned at 7:40pm

Executed By: 
Christi Thompson, Board Chair
on June 12, 2023

Clerk to the Board: 
LYDIA DAVIS
Econ. Dev. specialist