



**Town of Clayton
Downtown Development Association Advisory Board
Minutes
Monday, May 9, 2022 @ 6:00 PM
Wooten - Town Hall**

BOARD MEMBERS PRESENT:

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

STAFF PRESENT:

Patrick Pierce
Lydia Routhier

MEMBERS ABSENT:

Jasmeen Calhoun

1 CALL TO ORDER

- a) Meeting was called to order by Chair, Erin Belcher, at 6:03pm

2 ADJUSTMENT OF THE AGENDA

- a) 6a - Presentation on Tavern Taxi by Dave Shearer will be replaced by a presentation by Christi Thompson on the new Downtown Map concept.

3 APPROVAL OF MINUTES

- a) April 11 Draft Minutes were approved as is

Motion: Board Member David Millican
Second: Board Member Lila Reiber
Vote: Unanimous

4 OLD BUSINESS

- a) Economic Development Director, Patrick Pierce, gave an update on the Downtown Parking Taskforce progress and the Public/Private Partnerships.

5 STAFF REPORTS

- a) Downtown Master Plan & Downtown Strategies Strategic Plan
Presented by Patrick Pierce, Economic Development Director

Discussion was had on how the Downtown Master Plan and Downtown Strategic Plan would work together. Overall consensus was that the group likes what Retail Strategies provide and how deliverables can be used to be strategic and inform policies/decisions.

6 NEW BUSINESS

a) **Tavern Taxi**

~~Presented by Dave Shearer, Owner of First Street Tavern~~

Downtown Map Concept Presentation

Christi Thompson, Economic Vitality Committee Chair

Thompson briefly introduced an example of a new interactive Downtown Map concept through ArcGIS that creates "Storylines" based around themes. Example shown was Girls Night.

b) **SWOT/Review of Downtown Walk Audit from April**

Group quickly provided overarching themes and comments as related to strengths, weaknesses, opportunities and threats in Downtown Clayton. Full notes, comments, etc from the walk should be send (scanned or typed) to Lydia to compile.

7 COMMITTEE REPORTS

a) **Design Committee Report**

Presented by David Millican

No new façade grant applications. Currently 2 facade grants in the works and waiting for work to be finished. Likely will total around \$6,000, leaving around \$7,000 in the budget.

b) **Economic Vitality Committee Report**

Presented by Christi Thompson

Top 3 Economic Vitality focuses at the moment:

1. New downtown map concept - group loved the example that was shown; paid version provides more options
2. Advocates program revamp
3. DDA Bar Crawl

c) **Organization Committee Report**

Presented by Matthew Kagel

Mainly focusing on volunteer coordination. Need to have a conversation with 501c3 related to budget for new supplies such as tent, tablecloths, etc.

d) **Promotions Committee Report**

Presented by Eric Belcher

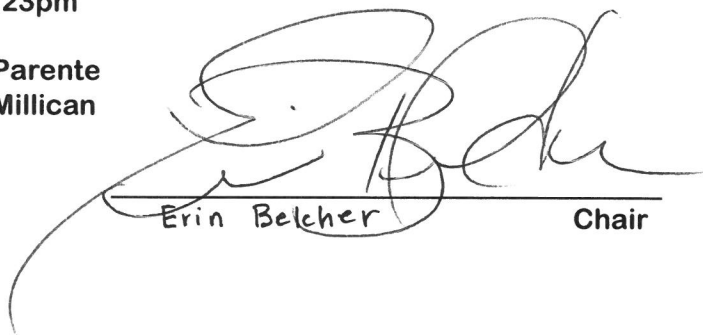
Gave overview of May 12th concert including Food Trucks, entertainments, etc. that promotions committee has been working on.

8 PUBLIC COMMENTS

9 ADJOURN

a) Meeting was adjourned at 7:23pm

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



Erin Belcher Chair

ATTEST:



Clerk to the Board