



Town of Clayton
Downtown Development Association Advisory Board
Monday, May 10, 2021 @ 6:00 PM
BB&T Room – Town Hall

BOARD MEMBERS PRESENT:

Laura Johnson, chair
Bernice Lopes, vice chair
Christi Thompson
David Millican
Heidi Peach
Betsy Grannis
Erin Belcher

MEMBERS ABSENT:

Shannon Austin
Alison Kilpatrick
Neal Stancil
Judy Ryan

STAFF PRESENT:

Bobby Bunn, Council Liaison
Patrick Pierce, Town Staff

GUESTS PRESENT:

Jim Perricone, Partners Commercial Realty
Hubert Lee
Bonnie Lee
Kevin Lee

1. CALL TO ORDER

- a. Roll Call

The meeting was called to order by Chair Laura Johnson at 6:04 p.m. and a quorum was noted.

2. PUBLIC COMMENT

3. ADJUSTMENT OF THE AGENDA

4. APPROVAL OF MINUTES

- a. Review and approve April 12, 2021 meeting minutes

ACTION: Motion to Approve April 12, 2021 Draft Minutes

MOTION: Board Member Grannis

SECOND: Board Member Millican

VOTE: Unanimous

5. OLD BUSINESS

- a. Last Friday in Clayton - Review and Look Forward
Presenter: Christi Thompson

Christi Thompson shared that the reboot of in-person Last Friday in Clayton (LFIC) was a success. The plan is to continue these through the Thanksgiving holiday weekend.

DDA members reiterated their commitment to partnering with LFIC and the Night Market into the future.

6. STAFF REPORTS

a. Preparation for Events in FY21-22

Presenter: Patrick Pierce

Patrick Pierce shared that the Town is planning three concerts in Town Square for the upcoming fiscal year (July 1, 2021 – June 30, 2022). Two dates have been selected and artists booked:

August 19, 2021 – Aaron Hamm & Jonathan Parker

September 30, 2021 – The Embers

The third concert will be held in Spring 2022. The Christmas Tree Lighting is scheduled for December 2, 2021. Staff is also hopeful to have a couple of movie nights as the year progresses.

b. Open Positions for Downtown Development Advisory Board

Presenter: Patrick Pierce

Patrick Pierce reminded Board Members that the DDA Advisory Board will be accepting applications for open board positions until May 28 and encouraged them to solicit their friends, colleagues and neighbors to apply. Interviews will be held prior to the June 15 Advisory Board meeting and put on the agenda for recommendation to Council. Town Council will review the slate of candidates at the June 21 meeting.

Three Advisory Board members will roll off at the end of June, including Betsy Grannis, Alison Kilpatrick, and Neal Stancil. The Board thanked all three of the members for their service.

7. NEW BUSINESS

a. West End Development

Presenter: Jim Perricone, Partners Commercial Realty; Hubert & Bonnie Lee

Jim Perricone, the commercial real estate representative for the Lee Family and the West End Development, presented a slide deck on the project currently under construction. The development at the corner of Stallings & Main will have a combination of retail, restaurant and office. They are currently courting a high-profile chef to do a farm-to-table concept with the hope of securing them in the near future.

The Board discussed the need to expand sidewalks from Downtown to key destinations, such as Deep River Brewery, Instill Distillery and the West End Development. Staff encouraged all to get engaged with the recently launched Town of Clayton Bike & Pedestrian Study.

The Board thanked the Lees and Mr. Perricone for their time and their continued investment in Downtown Clayton.

- b. Façade Grant Review – Heart 2 Hands, 472 E Main Street

Board Member Peach recused herself from the vote.

ACTION: Motion to Approve

MOTION: Board Member Belcher

SECOND: Board Member Lopes

VOTE: Unanimous

- c. Façade Grant Review – Main Street Jewelers, 236 E Main Street

ACTION: Motion to Approve

MOTION: Board Member Peach

SECOND: Board Member Thompson

VOTE: Unanimous

8. COMMITTEE REPORTS

- a. Design Committee Report
Presenters: David Millican

David Millican briefly reviewed the work of the committee, most of which was covered in the two façade grants approved by the Board earlier in the meeting. He also mentioned that the Committee discussed the Dark Windows idea and provided staff some opinions.

- b. Economic Vitality Committee Report
Presenter: Laura Johnson

Laura Johnson shared that the Committee did not meet in April as most of the members were preoccupied with Ransom on the Roof and Last Friday in Clayton. They plan to meet at their normal time in May.

- c. Promotions Committee Report
Presenter: Erin Belcher

Erin Belcher briefly discussed the initial success of the Clayton Vibes merchandise sales at the Farmers' Market and Last Friday Night Market. She shared the Committees excitement about the return of events and the need to circle back with previous sponsors and vendors (including food trucks) to fulfill any previous obligations from 2019-2020 and secure new sponsors for 2021 events.

- d. Organization Committee Report
Presenter: Betsy Grannis

Betsy Grannis briefly shared information about Ransom on the Roof. In total, \$28,877 was raised (before processing fees). DDA should have all of the money from PayPal and Square later in the month and plans to distribute to the other participating organizations on May 25.

9. **ADJOURN**

- a. Adjourn the Meeting

With there being nothing further the meeting was adjourned at 7:03 p.m.

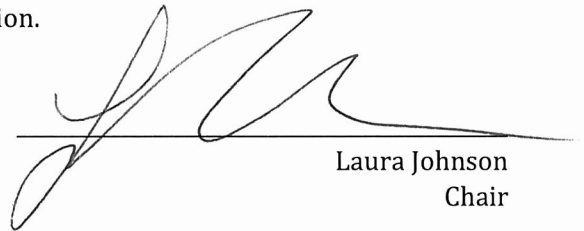
ACTION: Motion to Adjourn

MOTION: Board Member Grannis

SECOND: Board Member Johnson

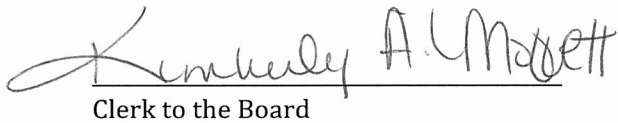
VOTE: Unanimous

Duly adopted this the 14th day of June, 2021 while in regular session.



Laura Johnson
Chair

ATTEST:



Clerk to the Board

