



Town of Clayton
Downtown Development Association Advisory Board Minutes
Monday, May 11, 2020 @ 6:00 PM
Remote Meeting

BOARD MEMBERS PRESENT:

Tony Johnson
Jessica Lloyd
Erin Belcher
David Millican
Heidi Lee Peach
Betsy Grannis
Judy Ryan
James Lipscomb

STAFF PRESENT:

Patrick Pierce, Economic Development Director
Jennifer Gallimore, Economic Development Specialist
Bobby Bunn, Council Member
Stacy Beard, Public Information Officer

MEMBERS ABSENT:

Alison Kilpatrick
Laura Johnson
Neal Stancil

1. CALL TO ORDER

- a) The meeting was called to order 6:06 p.m. by Co-Chair Tony Johnson.

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

[April 28, 2020 DRAFT Minutes](#)

POTENTIAL ACTION: Adoption of Minutes

ACTION: Adoption of Minutes with correction to indicate Betsey Grannis in attendance

Motion: Board Member Lloyd
Second: Board Member Belcher
Vote: Unanimous

4. COMMITTEE REPORTS

- a) Design Committee Report
Presenters: Heidi Lee Peach & Jennifer Gallimore

- Yellow House - still completing application and staff have been in touch – Request was for \$5,000 - application will go to May 26 DDA Design Committee for review,

would go to June 8 full downtown advisory board for approval if recommended by committee

- Joco Holdings – 3 Façade grants APPROVED - \$7,500
- Tony Johnson Architect – Request for \$549 for signage – application will go to May 26 DDA Design Committee for review, would go to June 8 full downtown advisory board for approval if recommended by committee
- Heidi Lee Peach - has submitted the majority of information on her 3 Façade grants – staff will review to ensure completion

Economic Development Specialist Jennifer Gallimore reviewed process for façade grants for clarification. A downtown property owner expressed interest to staff to have staff go over process of filling out the application. Applicant submits application. Town staff, including Planning Department, review application. Once application is checked off by staff, application moves to the Design committee for recommendation of approval; they meet on the 4th Tuesday of every month at 6 p.m. If recommended for approval, grant application moves to full downtown advisory board for approval. She clarified buildings within the downtown district boundary are eligible. The façades must be public-facing, meaning facing the street or otherwise generally visible to the public and it's a case-by-case basis reviewed by Planning and other Town staff.

b) Joint Vitality & Promotions Committee Report

Presenters: Jessica Lloyd & Neal Stancil

- Advocate Visits to Re-Opening Businesses, Informational Handouts & Online Info on Phase 1
- Re-open Promotion - "DOWNTOWN DAYS"

Promotions committee met to brainstorm what could be done for downtown businesses as the COVID-19 restrictions are being lifted. First idea, advocates visit businesses as they open and offer to help in any way passable, recognizing that businesses may not know what they need having to operate in confusing times and may need some time to understand what they might need. In that case, the visits may primarily be simply letting the businesses know who and how to reach out. Second idea, Gabriella from Chefella's to help support businesses in safe and creative way – promote curbside, online and safe social distancing shopping. DDA will purchase gift cards from participating businesses, these gift cards will be marketed and sold to the public at a discount, other incentives like T-shirts may be offered. Program would be called Downtown Dollars, putting money into downtown businesses right away and incentive shoppers to go and spend their cards and perhaps buy more by July (over the next 10 weeks). If successful we'll purchase bundles of the gift cards and continue to promote selling them at a discount. Sale of cards would be online and promoted through social media. We'll start with opening this up to 20 businesses initially and reach out via email to find those businesses to start using the spreadsheet of contact info collected by the advocates. Would like to roll out ASAP but so much is going on. Canopy is working on design. No action needed at this time as the group reviews and finalizes plans.

c) Organization Committee Report

Presenter: Betsy Grannis

- Clerk sent letters to 4 expiring members, two of which hold co-chair positions
- Review attendance of 5th member

Four expiring terms, including two co-chairs and one 5th member who has not been attending. There's a need to promote the openings to encourage new applicants to fill these positions. There is typically no July meeting but July 6th would be the second Monday should the board decide to meet. Letters arrived late or had not arrived at all. The clerk had requested a response via email if possible. Judy Ryan stated she will re-apply but would like to be more active and involved. She stated the businesses expressed wanting to do online sales and she wondered if they needed assistance with a super-powerful website, especially if COVID-19 was going to come back in the fall. Erin Belcher stated that she spent seven weeks revamping her own business website and it's not a short-term task if you have lots of products that you'd like to build a website. Many businesses do not have time to update a website, let alone social media. Patrick Pierce suggested that these were good ideas and discussion points and that, just like downtown businesses, we need to think long-term and in this downtime of cancelled downtown events, we should use this time to focus on positioning ourselves for 2021 and how to be a better DDA. Staff stated that that would reach out to the DDA member who has recently been absent and gauge interest in continuing on the board.

5. NEW BUSINESS

- a) ElectriCities Grant Application
Presenters: Tony Johnson & Jennifer Gallimore

- \$10,000 Grant - need to discuss focus
- Deadline: May 14
- Possible Focus
 - Town Square Improvements
 - [Themed Art/Murals for Downtown](#)
 - Library expansion
 - Historic Signage/Tours/Preservation
 - DDA Re-visioning/Training/Strategic Planning

Tony Johnson had inquiries from downtown businesses about Phase I and Phase II – how rules are enforced and who enforced them. Staff updated the board that outdoor seating is not permitted in Phase I but that Phase II would allow limited indoor and outdoor seating. The police had received some 911 calls from concerned callers reporting businesses allowing outdoor dining. Officers, who are obligated to respond to all 911 calls, did visit several businesses to educate them on the restrictions. No one was cited and the intention of the Town and the police is only to educate about the ever-changing executive orders. The board asked that staff work to create some information emails and info sheets for downtown businesses and staff encouraged all board members to have businesses call town staff. Staff would provide emails and cell phones numbers.

8. PUBLIC COMMENTS

- a) Co-chair Jessica Lloyd asked the board to help promote Last Friday promotion efforts for their first virtual Last Friday event on May 29.

Committee meetings should be happening on May 26 as advertised and members can keep staff updated if they'd like to hold those meetings remotely and need staff to set up on-line meetings.

9. ADJOURN

- a) With there being nothing further the meeting was adjourned at 7:40 p.m.

ACTION: Motion to Adjourn

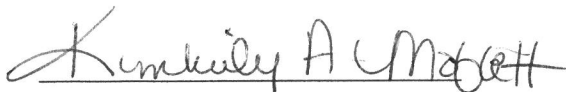
Motion: Board Member Grannis
Second: Board Member Belcher
Vote: Unanimous

Duly adopted this the 14th day of September, 2020.



Laura Johnson, Chair

ATTEST:



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

