



Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, May 12, 2025 @ 6:00 PM
Wooten Room, Town Hall, 111 E. Second Street

1. CALL TO ORDER

- a. Meeting Called to Order
Presenter: Greg Adamson, Board Chair

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

- a. Approval of March Board Meeting Minutes
Presenter: Greg Adamson, Board Chair
[DDA Board March 2025 Minutes](#)
- b. Approval of April Board Meeting Minutes
Presenter: Greg Adamson, Board Chair
[DDA Board April 2025 Minutes](#)

4. OLD BUSINESS

5. STAFF REPORTS

- a. Town Updates
Presenter: Amy Shearin, Community Development

6. COMMITTEE REPORTS

- a. Design Committee
- Facade Grant: 231 E. Second St. -Lee
 - Facade Grant: The Station - Thompson
- Presenter: Katie Spalding, Committee Chair*
- b. Economic Vitality Committee
Presenter: Paul Auclair, Committee Chair
- c. Organization Committee
Presenter: Corina Knott, Committee Chair
- d. Promotions Committee
Presenter: Erin Belcher, Davin Colclough, Stephanie Lanier, Committee Chairs
- e. 501c3 Update
Presenter: Jennifer Hamilton, President

7. NEW BUSINESS

8. PUBLIC COMMENTS

9. ADJOURN

**Town of Clayton
Downtown Development Advisory Board
Monday, March 10, 6pm
Wooten Room – Town Hall**

<p>Board Members Present: Valerie Mullins Christi Thompson, Chair Katie Spalding Jennifer Hamilton Stephanie Lanier Greg Adamson Erin Belcher David Millican Davin Colclough</p> <p>Board Members Absent: Marty Kornegay Andre Walden Paul Auclair Corina Knott</p>	<p>Staff Present: Amy Shearin Joe Stallings Porter Casey, Councilmember</p>
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1. Call to Order
 - a. Meeting called to order at 6:03pm by Christi Thompson.
2. Adjustment of Agenda
 - a. No adjustments
3. February Board Meeting Minutes approved
 - a. Minutes were approved as presented
Motion made by Stephanie Lanier
Seconded by Greg Adamson
Board was all in favor.
4. Old Business
 - a. Awards Night Recap: Christi Thompson stated that Awards Night was a great success, hopefully everyone was able to attend, it was a fantastic evening. Food was good, and lots of people were there. Councilmember Casey mentioned that recognizing Jones was a great addition. Greg Adamson will look at numbers to see how we did financially. Katie Spalding suggested adding a kids event at Fare Game.
5. Staff Reports
 - a. Town Updates:

- **Amy Shearin mentioned that the Library renovation** will start in June and should take 10 months. They will move to a temporary location still in Downtown.
- Due to an infrastructure updating project, **Second Street will be Closing** over the next four weeks from 9-5 between Lombard and Smith in small sections.
- Councilmember Casey mentioned that on April 26, he is hosting the Town-Wide Earth Day Clean up event.

6. New Business

a. Elections for Board positions

Board elections were held via ballots passed out with nominated board members names typed with each position. Nominees got a chance to speak on why they should be elected and board members passed in their ballots. Amy Shearin and Joe Stallings counted the ballots. The following people have been elected to serve for 2025:

- i. Board Chair Greg Adamson
- ii. Vice Chair Valerie Mullins
- iii. Promotions Chair: Erin Belcher will function as a co-chair while training and supporting co-chairs Davin & Stephanie
- iv. Organization Chair: Corina Knott
- v. Economic Vitality Chair: Paul Auclair
- vi. Design Chair Katie Spalding
- vii. 501c3 Officers:
 1. President: Jennifer Hamilton
 2. Vice President: Stephanie Lanier
 3. Secretary: Katie Spalding
 4. Treasurer: Erin Belcher
 5. Past President: Christi Thompson

b. Clayton Historic District-

David Millican Board member and Clayton Historical Society member gave us an overview of Claytons Historic District and a little history on how and why it was created. He discussed the historic tax credits available for the residential addresses and the commercial buildings that fall within the district. The Historical Society is restarting their plaque program that structures within the district can purchase to place on their building.

7. Comments

8. Motion to Adjourn

- i. Motion to adjourn at 7:16

Motioned by Valerie Mullins
Second by Erin Belcher
Board was all in favor

**Town of Clayton
Downtown Development Advisory Board
Monday, April 14, 6pm
Wooten Room – Town Hall**

<p>Board Members Present: Valerie Mullins Christi Thompson Katie Spalding Jennifer Hamilton Stephanie Lanier Greg Adamson, Chair Erin Belcher David Millican Davin Colclough Paul Auclair Corina Knott</p> <p>Board Members Absent: Marty Kornegay Andre Walden David Millican</p>	<p>Staff Present: Courtney Tanner Joe Stallings Rich Cappola</p>
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1. Call to Order
 - a. Meeting called to order at 6:03pm by Greg Adamson.
2. Adjustment of Agenda
 - a. No adjustments
3. Approval of March Minutes
 - a. Paul motioned to table the approval of minutes until additional discussion about what was said during the Election for Board positions portion of the meeting could occur in the coming week between Councilmember Casey, Town staff and Board members Auclair, Thompson and Adamson. Motion was seconded and passed with a majority.
 - b. Greg motioned to correct item 3 to say “February Board Meeting Minutes approved”
 - Motion was approved anonymously.
4. Old Business
5. Staff Reports
 - a. Town Updates:
 - Courtney Tanner discussed the upcoming Noelle Franklin Homecoming Parade that is occurring on Saturday April 19 and the Second Street infrastructure improvement project.

6. Committee Reports

a. Design Committee

Committee Chair Katie Spalding presented two façade grants. The first was for Triangle Coffee Shop located at 102 E. Second St. Quotes were provided for building repair, painting and signage on two sides of the building. Total for grant: 2 façade: \$5,000.

- Motion to approve- Corina Knott
- Seconded: Valerie Mullins
- Board was all in favor

Second Grant was for Downtown Development LLC's building at 106 N. Lombard St. Quotes were provided for Garage Door replacement on the Main St façade and retail style glass front on the Lombard St façade. Total for grant: 2 façade: \$5,000.

- Motion to approve- Valerie Mullins
- Seconded: Corina Knott
- Board was all in favor

b. Economic Vitality Committee

EV Committee chair Paul Auclair gave an update on a few projects:

- Mapme software: Updates have recently been made. a discussion was had about who would be updating moving forward. Amy and Jenn have access and will be making a valid effort at updating and putting it out there more to push its use.
- Employee Parking is still being talked about- encouraging businesses to not have their employees park in high dollar spots to have customers utilize these spots. Instead having employees utilize railroad corridor, second street lots or other areas.
- Noise Ordinance: Discussing the possibility of proposing an ordinance change on Friday and Saturday nights for the noise ordinance to change from 10pm to 11pm. Researching other small towns and talking to businesses to get data.
- Business Mixers- Host one a month for the rest of the year. Katie is spearheading April will be at Luna Pizza on April 23 from 5-7pm.

c. Promotions Committee

- Concerts: Erin mentioned that all concert series sponsorships are sold, the first concert is themed: Boots & Bows. Some others have a theme as well. Corina mentioned that she is still waiting for a response from Hinnant Winery. Move forward with the plan for DDA to

handle- need to get ABC permits, purchase through La Di Da. Amy will update volunteer sign up form to reflect additional volunteer needs and send out.

- No additional Shirts/swag right now – will try and clean out what we currently have first. Will be buying branded rubber duckys.

d. Organization Committee

Corina, Organization Committee Chair gave a few updates:

- Completed the volunteer handbook- need to get packet of information printed.
- Board retreat: need to schedule or add to regular board meeting for strategic planning & include succession planning.

e. 501c3 Update

Jenn Hamilton 501c3 President stated that there is \$63,000 in the account, they are adjusting the budget to invest more into the business mixers and encouraged each committee to think of future annual expenditures.

7. New Business

8. Comments

- a. Greg presented a basket to show the board appreciation for the years of service for outgoing Board Chair Christi Thompson.
- b. It was mentioned that Board Members would like a tour of The Station prior to the next meeting at 5:30pm.

9. Motion to Adjourn

- Motion to adjourn
Moted by Erin Belcher
Second by Corina Knott
Board was all in favor