



Town of Clayton
Downtown Development Association Advisory
Board Minutes
Monday, May 13, 2024 at 6:00 PM
Wooten - Town Hall

Board Members Present:

Christi Thompson, Chair
Katie Spalding
Greg Adamson
Joel Tew
David Millican
Dan Barbour

Board Members Absent:

Paul Auclair
Lila Reiber
Erin Belcher
Marty Kornegay
Andre Walden

Staff Present:

Lydia Davis, Economic Development Specialist
Patrick Pierce, Economic Development Director
Porter Casey, Council Liasion

1 CALL TO ORDER

Meeting was called to order at 6:06pm

2 ADJUSTMENT OF THE AGENDA

a) Addition of 4C + 5A

Presenter: Patrick Pierce, Economic Development Director

3 APPROVAL OF MINUTES

a) Approval of April 8, 2024 Minutes

Presenter: Lydia Davis, Economic Development Specialist

April minutes were approved as presented.

Motion made by: Dan Barbour

Seconded by: Joel Tew

All approved

4 STAFF REPORTS

a) Social District Update

Presenter: Lydia Davis, Economic Development Specialist

Staff made an update that the social district ordinance with the Town was passed by council as of May 6. Next step is to get approval of our social district registration through ABC, which has been submitted. The taskforce is meeting next week to discuss a roll out and communications plan.

- b) Concert this Friday: Volunteers Needed

Presenter: Lydia Davis, Economic Development Specialist

Staff made a reminder that the first concert of the year is this Friday. Rain plan is to reschedule but all efforts will be made to keep it on schedule. Volunteers are still needed for DDA's tent. David stated that he was potentially able to join.

- c) Occupancy Tax Update

Presenter: Patrick Pierce, Economic Development Director

This staff report was added to the agenda to provide the board with an update on the Clayton Occupancy Tax, which is a 2% tax on overnight stays starting on August 1. This is collected by the Johnston County Visitors Bureau and used for marketing Clayton/tourism to the area.

5 OLD BUSINESS

- a) Downtown Master Plan Update

Presenter: Patrick Pierce, Economic Development Director

This old business follow up was added to give the board a note that the final draft of the Downtown Master Plan should be provided to staff by May 30th and then reviewed by council at work session on June 3rd. The board will receive a copy after that and then the next board meeting will be dedicated to discussing and potentially crafting a recommendation.

6 NEW BUSINESS

- a) MS&RP Small Scale Development & Historic Tax Credit Training

<https://www.ncmainstreetandplanning.com/public-event-series>

Presenter: Lydia Davis, Economic Development Specialist

Davis mentioned these trainings to the board to see if anyone was interested in registering to attend. If they are, they should let her know which location and staff can coordinate registration details.

- b) Facade Grant Edits Review and Feedback

Presenter: Lydia Davis, Economic Development Specialist & David Millican/Design Committee

The board took a look at the Design committee's proposed facade grant edits. There was much discussion regarding colors. Generally, the board was not in favor of automatically allowing the Downtown brand Colors. Although this idea was originally accepted to create consistency, the large range of colors in the palette may not be the best route. Instead, a neutral color wheel will be automatically approved and any other colors will need to be submitted for approval like the current process, and from there each project will be reviewed for consistency with neighboring building or accents.

The board felt that unpainted brick in the historic district should not be painted. And when it comes to getting quotes from vendors, applicants should be encouraged to get at least 1 local quote as well.

The Design committee will be taking the boards comments and making these updates to the application.

- c) Vibrancy Grant Recipients Review
Presenter: Lydia Davis, Economic Development Specialist

The board reviewed the list of applicants for the first round of vibrancy grants. All applicants are eligible for the a grant because the max number of available grants was not met.

A motion was made to approved this list.

motion made by: Christi Thompson

Seconded by: Greg Adamson

7 COMMITTEE REPORTS

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

Christi Thompson, Board Chair, made a report on behalf of Paul Auclair in his absense. Only update was that BBQ challenge planning for 2024 is in full swing. He made a request of the board to please save the date for volunteering.

- b) Design Committee
Presenter: David Millican, Committee Chair

No report.

- c) Promotions Committee
Presenter: Dan Barbour, Committee Chair

No report.

- d) Organization Committee
Presenter: Greg Adamson, Committee Chair

Adamson made the update on behalf of Organization committee that the volunteer toolkit project is well underway. With that, a new tent and table was ordered by the 501c3 for marketing at events.

- e) Downtown Development Association (501c3) Report
Presenter: Greg Adamson, 501c3 Treasurer

Adamson gave an update on behalf of the Downtown Development Association 501c3 that the Association is currently in good standing. The organization is well prepped for event season and the board will be getting a Q2 meeting on the calendar soon to review in more depth.

8 PUBLIC COMMENTS

9 ADJOURN

Meeting was adjourned at 7:10pm.

Motion to adjourn made by: Greg Adamson

Seconded by: Dan Barbour

Executed on: June 10, 2024

Executed by: 

Christi Thompson, Chair

Clerk to the Board: 

Lydia Davis, Econ. Dev. Spec.