



**Town of Clayton**  
**Downtown Development Association Advisory Board Minutes**  
**Monday, June 8, 2020 @ 6:00 PM**  
**Remote Meeting**

**BOARD MEMBERS PRESENT:**

Tony Johnson  
Jessica Lloyd  
Betsy Grannis  
James Lipscomb  
John Millican  
Neal Stancil  
Heidi Lee Peach  
Erin Belcher  
Laura Johnson

**STAFF PRESENT:**

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

**MEMBERS ABSENT:**

Judy Ryan  
Alison Kilpatrick  
Jennifer Gallimore, Economic Development  
Specialist

**1 CALL TO ORDER**

- a) The meeting was called or order at 6:05 p.n. by Tony Johnson.

**2 ADJUSTMENT OF THE AGENDA**

**3 APPROVAL OF MINUTES**

**4 OLD BUSINESS**

- a) Discussion of New Officers and New Member Process  
*Presenter:* Patrick Pierce, Economic Development Director

Tony Johnson welcomed everyone and introduced Christi Burwell who has applied to be a volunteer board member and wanted to listen in. Tony asked Patrick Pierce to provide a rundown of process for expiring terms. There are a total of 4 expiring terms, three, e Tony Johnson, Jessica Lloyd and James Lipscomb, are letting their terms expire and the fourth term, Judy Ryan, is re-applying. Several people have applied. They will be interviewed by Economic Development staff, DDA members and the Council liaison in the coming weeks and their recommendations will move forward to the Town Council for approval at the July 20th meeting. All agree we were looking forward to having a full board. Patrick Pierce took time to sincerely thank all outgoing members for their years of service to the board and the long volunteer hours they have put in. He said there will be a special recognition of these long-time outgoing members at the first Town Council meeting that is held in person in Town Hall.

## 5 STAFF REPORTS

## 6 COMMITTEE REPORTS

### a) Design Committee

*Presenters:* Heidi Peach & John Millican

- Façade Grant - 472 E. Second Street
- Update on Façade Grants - Yellow House & Bexley House
- Historic Sign Update
- Spinning Mill Property Archaeological Site

Patrick Pierce reviewed the process for Façade Grants – a building owner applies, Town staff reviews, the application moves to the Design Committee which recommends approval, it then moves to the full downtown advisory board for approval and once the project is complete, the grant money is dispersed to the applicant. Tony outlined the three façade grants for an art business opening soon in a residential home on Smith Street owned by board member Heidi Peach. The board voted unanimously to approve with Heidi recusing herself and Betsy Grannis motioning with David Millican seconding.

James Lipscomb mentioned one of his Main Street buildings, the former Clayton Area Ministries on E. Main Street, may apply for a façade grant in the next year, and completion of work on 421-425 E. Main Street (three façade grants) was delayed but would be complete in August and façade grant funds could be dispersed then. The status of Yellow House application would be followed up on by staff.

**ACTION:** Recuse Heidi Peach from Voting on Façade Grant

Motion: Board Member Grannis

Second: Board Member Millican

Vote: Unanimous

### b) Vitality Committee

*Presenters:* Neal Stancil & Patrick Pierce

- Update of Advocate Program
- Communications Guidelines Between Advocates & Staff

Neal Stancil and Tony Johnson reviewed draft guidelines for communication between the town, downtown board and the volunteer advocates. Neal Stancil stated that he had asked for some revisions to the guidelines with Patrick Pierce, asking for assurances that the list of contact information gathered by staff not be dispersed and be protected – he understood the list was public but was assured it would only be used for communication to businesses on downtown alerts or promotions by the advocates working in conjunction with the board and staff. Neal stated the advocates would be getting back out and that while some members had announced they no longer had time or interest in helping, there were new volunteers looking to become active with the advocate program.

### c) Promotions Committee

*Presenter:* Jessica Lloyd

- Discussion Regarding Pedestrian Right of Way in Downtown

- Promotion for After COVID19 Business Support

Promotions committee discussed upcoming effort to promote downtown businesses with gift card bundles purchased a full price from downtown businesses and then sold at a discount to encourage the public to come back out to downtown. Jessica stated that Canopy was finishing up with designs for T-shirts that would be part of the promotion. Staff asked for feedback on officially canceling the July Town Square Concert, after performer Aaron Hamm requested a decision on whether the concert would be cancelled. Staff will follow up with Aaron.

## 7 NEW BUSINESS

- a) Recognition of Outgoing DDA Members  
*Presenter:* Patrick Pierce, Economic Development Director
- Tony Johnson
  - Jessica Lloyd
  - James Lipscomb

## 8 PUBLIC COMMENTS

- a) Outgoing co-chair Jessica Lloyd mentioned some dangerous crossing on Main Street, especially near Fayetteville street and requested that Town staff look into doing a safety and education video about cars needing to stop for crosswalks. This, she said, was her parting request as a board member!

Betsy Grannis and Tony Johnson reminded the group about the June committee meetings and that these committees should gather to keep momentum going and would be the last meeting for some of the outgoing members to get plans in place for continuing work.

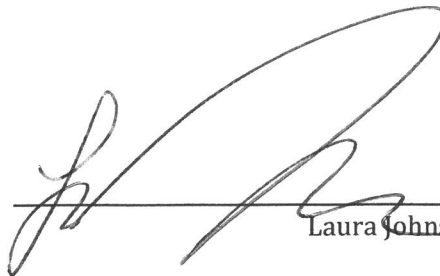
## 9 ADJOURN

- a) With nothing further, the meeting was adjourned at 7:20 p.m.

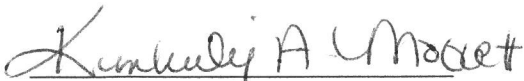
**ACTION:** Motion to Adjourn

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

Duly adopted this the 14<sup>th</sup> day of September, 2020.

  
 Laura Johnson, Chair

ATTEST:

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

