



Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, June 9, 2025 @ 6:00 PM
Wooten Room, Town Hall, 111 E. Second Street

1. CALL TO ORDER

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

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

4. OLD BUSINESS

5. STAFF REPORTS

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

6. COMMITTEE REPORTS

- a. Design Committee Update
Presenter: Katie Spalding, Committee Chair
- b. Economic Vitality Committee Update
Presenter: Paul Auclair, Committee Chair
- c. Promotions Committee Update
Presenter: Erin Belcher, Stephanie Lanier, Davin Colclough, Committee Chairs
- d. Organization Committee Update
Presenter: Corina Knott, Committee Chair
- e. 501c3 Update
Presenter: Jennifer Hamilton, President

7. NEW BUSINESS

- a. Main Street Program Overview
Presenter: Bruce Naegelen
Community Economic Development Planner, NC Main Street & Rural Planning Center

8. PUBLIC COMMENTS

9. ADJOURN

Town of Clayton
Downtown Development Advisory Board
Monday, May 12 , 2025 6pm
Wooten Room - Town Hall

Board Members Present: Greg Adamson, Board Chair Katie Spalding David Millican Marty Kornegay Christi Thompson Erin Belcher Jenn Hamilton Valorie Mullins Corina Knott Stephanie Lanier Paul Auclair	Board Members Absent: Andre Walden Davin Colclough Town Staff Present: Amy Shearin Courtney Tanner
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- 1. Call to Order**
 - a. Meeting Called to Order by Greg Adamson at 6:08pm
- 2. Adjustment of the Agenda**
 - a. No adjustments
- 3. Approval of Minutes**
 - a. Approval of March 2025 Board Meeting Minutes
 - i. Motion made by Corina Knott
 - ii. Second Valerie Mullins
 - iii. Board was all in favor
 - b. Approval of April 2025 Board Meeting Minutes
 - i. Motion by Valerie Mullins
 - ii. Second Corina Knott
 - iii. Board was all in favor
- 4. Old Business**
- 5. Staff Reports**

Amy Shearin mentioned that the first Concert of the season was on Friday night, we had over 1,000 people there and it was a great night. The next event is the Last Day of School Party in Town Square- the DDA is welcome to set up a tent if they would like. Christi Thompson brought up that the concert pulls alot of business from retailers during the concert that aren't near Town Square- a few ideas were brought up including have events before the concert or raffling off gift cards for proof of purchases or 'participating business A-frames'. The promotions committee will discuss.

Courtney Tanner discussed how the Town is looking at updating the bylaws for the advisory board. This may mean restructuring the committees or board meetings. At a

minimum it does mean that all meetings of committees and the board must be taking minutes as well as publishing locations and dates/times- particularly when there is a chance we may meet quorum.

6. **Committee Reports**

a. **Design Committee-** Committee Chair Katie Spalding discussed the two Facade Grants for consideration:

- (i) Christi Thompson Tennent of building at 231 E. Second St. 2 facades for signage at the corner of Barbour and Second St
Motion to approve made by: Stephanie Lanier
Seconded by: Jennifer Hamilton
All in Favor, as the building tenant Christi Thompson abstained from the vote.
- (ii) Kevin Lee, Owner of Building at 231 E. Second St. 3 facades for Front door, handrailing, garage doors, dumpster area Barbour St, Second Street, Horne St.
Motion to approve made by Valerie Mullins
Seconded by Corina Knott
All in Favor

b. **Economic Vitality Committee** Committee Chair Paul Auclair said that the committee did not meet this month. However they did host the Luna Pizza Business Mixer, which was well attended and very nice. The next one is at design haus, and Lil Hombre Business mixer for any business owner. Photographer Barbella Blue will be there taking headshots.

c. **Organization Committee-** Corina, Committee Chair, talked about what all falls under organization, Discussed getting name tags for everyone which should happen in the next 30 days. For the board retreat- we are hoping to add time to board meeting in July and August for strategic planning and committee structures.

d. **Promotions Committee** – Our first concert was this past Friday. We sold lots of shirts, prize wheel was great. Color changing cups were fun, all the sponsors were present. Davin is looking at planning a fall bar crawl. Not meeting in May

e. **501c3 Update-** Jennifer Hamilton said that she emailed committee chairs to forecast budget by beginning of June.

7. **New Business**

8. **Public Comment**

9. Adjourn at 7:03

Motion made by Jennifer Hamilton

Seconded Corina Knott