



**The Town of Clayton
Downtown Development Association Advisory Board
Minutes
Monday, June 12, 2017 @ 6:30 PM
GS 223 - Clayton Town Hall**

BOARD MEMBERS PRESENT:

Betsy Grannis
Kim Lawter
Laurie Partlo
Amanda Hilburn
James Lipscomb
Linda Edwards
Heidi Peach

STAFF PRESENT:

Michael Grannis, Mayor Pro-Tem
Kaitlin Russo, Downtown Development
Coordinator
Brittany Parks, Administrative Support
Specialist

MEMBERS ABSENT:

Jessica Lloyd
Donna Steele
Paul Black
Temple Phipps

1 CALL TO ORDER

- a) James Lipscomb called the meeting to order at 6:36 p.m.

2 ROLL CALL

- a) A quorum was noted as being present.

3 ADJUSTMENT OF THE AGENDA

4 OLD BUSINESS

- a) 231 E. Second Street Discussion

This item was presented by Dave DeYoung, Planning Director, at the May CDDA Meeting. No additional discussion was necessary and the item was approved unanimously.

ACTION: Authorize Negotiation & Purchase of 231 E. Second Street.

Motion: Board Member Grannis

Second: Board Member Peach
Vote: Unanimous

b) Volunteer Needs for 2018 Main Street Conference

Kaitlin Russo, Downtown Development Coordinator discussed the needs for volunteers at the 2018 Main Street Conference. Kaitlin asked that each board member send their top three categories of interest to her by July 1, 2017.

ACTION: Received as Information

5 NEW BUSINESS

a) Review and Approval of Minutes - May 9, 2017.

ACTION: Approval of May 9, 2017 Minutes

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

6 REPORTS

a) Downtown Development Director

There was no report given by Kaitlin Russo, Downtown Development Coordinator.

b) Financial Report

In Jessica Lloyd's absence, Kaitlin Russo, Downtown Development Coordinator, reviewed the Financial Report and 2017 sponsorships. James Lipscomb recommended adding more general sponsors that are not specifically assigned to events.

c) Promotion Committee Chair

Kim Lawter recapped May concert and asked for comments. Kim listed the upcoming Promotions Planning Meetings and announced future events. There was discussion between the board on ideas of drawing more residents into downtown.

d) Economic Committee Chair

Betsy Grannis discussed the progress of the Economic Committee. She also mentioned discussion at the last committee meeting about marketing to surrounding neighborhoods. There was discussion within the board about using bags, maps, electric/water bills and other features.

e) **Design Committee Chair**

Heidi-Lee Peach updated the board on the Gallery Main Street Project. Heidi told the board that the next step is discussion with building and property owners. James Lipscomb asked for the board to think about what buildings could benefit from renderings, a free service through the University of North Carolina at Greensboro.

7 OTHER BUSINESS

8 ADJOURN

- a) With there being nothing further, the meeting was adjourned at 7:38 p.m.

ACTION: Motion to Adjourn

Motion: Board Member Grannis

Second: Board Member Lawter

Vote: Unanimous

Chair

ATTEST:

Clerk to the Board