



Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, June 14, 2021 @ 6:00 PM
BB&T Room – Town Hall

1. CALL TO ORDER

- a. Roll Call

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

- a. DRAFT Minutes
- May 10, 2021
- [May 10 2021 DRAFT Minutes](#)

POTENTIAL ACTION: Adoption of Minutes

4. OLD BUSINESS

5. STAFF REPORTS

- a. Town & DDA Partnership on Upcoming Town Events
Presenter: Amy Shearin
- b. Recommendation to Town Council for DDA Board Vacancy Appointments
Presenter: Patrick Pierce
- c. Barbour Building and Mural Update
Presenter: Patrick Pierce

6. NEW BUSINESS

- a. Façade Grant Review
- Bartex Business Center - 716 W. Main Street

POTENTIAL ACTION: Approval of Façade Grant

7. COMMITTEE REPORTS

- a. Design Committee Report
Presenter: David Millican
[Design Committee Report](#)
- b. Economic Vitality Committee Report
Presenter: Laura Johnson
[Economic Vitality Committee Report](#)
- c. Promotions Committee Report
Presenter: Erin Belcher
[Promotions Committee Report](#)

- d. Organization Committee Report
Presenter: Judy Ryan
[Organization Committee Report](#)

8. PUBLIC COMMENTS

9. ADJOURN

- a. Adjourn the Meeting
POTENTIAL ACTION: Motion to Adjourn



Town of Clayton
Downtown Development Association Advisory Board
Monday, May 10, 2021 @ 6:00 PM
BB&T Room – Town Hall

BOARD MEMBERS PRESENT:

Laura Johnson, chair
Bernice Lopes, vice chair
Christi Thompson
David Millican
Heidi Peach
Betsy Grannis
Erin Belcher

MEMBERS ABSENT:

Shannon Austin
Alison Kilpatrick
Neal Stancil
Judy Ryan

STAFF PRESENT:

Bobby Bunn, Council Liaison
Patrick Pierce, Town Staff

GUESTS PRESENT:

Jim Perricone, Partners Commercial Realty
Hubert Lee
Bonnie Lee
Kevin Lee

1. CALL TO ORDER

- a. Roll Call

The meeting was called to order by Chair Laura Johnson at 6:04 p.m. and a quorum was noted.

2. PUBLIC COMMENT

3. ADJUSTMENT OF THE AGENDA

4. APPROVAL OF MINUTES

- a. Review and approve April 12, 2021 meeting minutes

ACTION: Motion to Approve April 12, 2021 Draft Minutes

MOTION: Board Member Grannis

SECOND: Board Member Millican

VOTE: Unanimous

5. OLD BUSINESS

- a. Last Friday in Clayton - Review and Look Forward
Presenter: Christi Thompson

Christi Thompson shared that the reboot of in-person Last Friday in Clayton (LFIC) was a success. The plan is to continue these through the Thanksgiving holiday weekend.

DDA members reiterated their commitment to partnering with LFIC and the Night Market into the future.

6. STAFF REPORTS

a. Preparation for Events in FY21-22

Presenter: Patrick Pierce

Patrick Pierce shared that the Town is planning three concerts in Town Square for the upcoming fiscal year (July 1, 2021 – June 30, 2022). Two dates have been selected and artists booked:

August 19, 2021 – Aaron Hamm & Jonathan Parker

September 30, 2021 – The Embers

The third concert will be held in Spring 2022. The Christmas Tree Lighting is scheduled for December 2, 2021. Staff is also hopeful to have a couple of movie nights as the year progresses.

b. Open Positions for Downtown Development Advisory Board

Presenter: Patrick Pierce

Patrick Pierce reminded Board Members that the DDA Advisory Board will be accepting applications for open board positions until May 28 and encouraged them to solicit their friends, colleagues and neighbors to apply. Interviews will be held prior to the June 15 Advisory Board meeting and put on the agenda for recommendation to Council. Town Council will review the slate of candidates at the June 21 meeting.

Three Advisory Board members will roll off at the end of June, including Betsy Grannis, Alison Kilpatrick, and Neal Stancil. The Board thanked all three of the members for their service.

7. NEW BUSINESS

a. West End Development

Presenter: Jim Perricone, Partners Commercial Realty; Hubert & Bonnie Lee

Jim Perricone, the commercial real estate representative for the Lee Family and the West End Development, presented a slide deck on the project currently under construction. The development at the corner of Stallings & Main will have a combination of retail, restaurant and office. They are currently courting a high-profile chef to do a farm-to-table concept with the hope of securing them in the near future.

The Board discussed the need to expand sidewalks from Downtown to key destinations, such as Deep River Brewery, Instill Distillery and the West End Development. Staff encouraged all to get engaged with the recently launched Town of Clayton Bike & Pedestrian Study.

The Board thanked the Lees and Mr. Perricone for their time and their continued investment in Downtown Clayton.

- b. Façade Grant Review – Heart 2 Hands, 472 E Main Street

Board Member Peach recused herself from the vote.

ACTION: Motion to Approve

MOTION: Board Member Belcher

SECOND: Board Member Lopes

VOTE: Unanimous

- c. Façade Grant Review – Main Street Jewelers, 236 E Main Street

ACTION: Motion to Approve

MOTION: Board Member Peach

SECOND: Board Member Thompson

VOTE: Unanimous

8. COMMITTEE REPORTS

- a. Design Committee Report

Presenters: David Millican

David Millican briefly reviewed the work of the committee, most of which was covered in the two façade grants approved by the Board earlier in the meeting. He also mentioned that the Committee discussed the Dark Windows idea and provided staff some opinions.

- b. Economic Vitality Committee Report

Presenter: Laura Johnson

Laura Johnson shared that the Committee did not meet in April as most of the members were preoccupied with Ransom on the Roof and Last Friday in Clayton. They plan to meet at their normal time in May.

- c. Promotions Committee Report

Presenter: Erin Belcher

Erin Belcher briefly discussed the initial success of the Clayton Vibes merchandise sales at the Farmers' Market and Last Friday Night Market. She shared the Committees excitement about the return of events and the need to circle back with previous sponsors and vendors (including food trucks) to fulfill any previous obligations from 2019-2020 and secure new sponsors for 2021 events.

- d. Organization Committee Report

Presenter: Betsy Grannis

Betsy Grannis briefly shared information about Ransom on the Roof. In total, \$28,877 was raised (before processing fees). DDA should have all of the money from PayPal and Square later in the month and plans to distribute to the other participating organizations on May 25.

9. ADJOURN

- a. Adjourn the Meeting

With there being nothing further the meeting was adjourned at 7:03 p.m.

ACTION: Motion to Adjourn

MOTION: Board Member Grannis

SECOND: Board Member Johnson

VOTE: Unanimous

Duly adopted this the 14th day of June, 2021 while in regular session.

Laura Johnson
Chair

ATTEST:

Clerk to the Board



CDDA Agenda Item Cover Sheet

Committee Meeting Date

05/25/2021

Committee Meeting Location

Virtual

Agenda Location

Committee

Reports**Item Title**

Design Committee Report

Presenters

Patrick Pierce

J. David Millican

Summary/Description**1) Façade Grant Application and Award Update**

700 W. Main St.

Deep River Brewing Complex

Committee recommended approval

2) Mural application review

401 E. Main St.

Atlas Stark Project

Pending PAAB approval

3) Discussed amendments to the Façade Grant program for FY 2021 – 2022

a. Committee will research façade grant rules of other towns in the area and then pursue further discussion

b. Ongoing discussion within committee on murals and partnership with PAAB on future mural projects

4) Dark Windows Initiative Update

Patrick updated the committee that working on this initiative is still ongoing on his end

Requested Action:**Funding Source (If Applicable):****Cost:****Additional Documents to be Included in Agenda Packet:**

Economic Vitality Committee Meeting
Wednesday, May 26, 2021 6:30 PM - 7:30 PM (EDT)
Corked & Untapped

[Click here to join the meeting](#)

Attendees:

☒ Laura Johnson, DDA Board Chair & Economic Vitality Committee Chair
☐ Judy Ryan, DDA Board & Economic Vitality Committee Member
☒ Christi Thompson, DDA Board & Economic Vitality Committee Member
☐ Neal Stancil, DDA Board & Economic Vitality Committee Member
☐ Shannon Austin, DDA Board & Economic Vitality Committee Member
☐ Bernice Lopes, DDA Board & Economic Vitality Committee Member
☒ Jennifer Quintero, Economic Vitality Committee Member
☒ Kelly Phillips, Economic Vitality Committee Member
☒ Monica Mills, Economic Vitality Committee Member
☒ Timpla Stewart, Economic Vitality Committee Member
☒ Patrick Pierce, Town of Clayton

AGENDA

- 1) Discuss next Advocate Blitz
 - a. Square-To-Square – July 3rd Celebration
 - i. Committee was excited and would work with staff to get the word out to businesses and inquire about possible events or promotions they plan to do before or during the event.
 - b. Summer/Fall concerts
 - i. Committee with the advocates will do a blitz once flyer are ready
 - c. Last Friday in Clayton
 - i. Christi plans to follow up with Patrick to discuss ideas LFIC has about improving the event, including a once a year event where part of Main St is closed.
 - d. Bike/ped plan outreach
 - i. Patrick updated them on the plan and encouraged them to get engaged.
 - e. Street tree removal
 - i. Patrick updated them on targeted tree removals happening on Main Street.
- 2) Next development project update for DDA Board meeting agenda?
 - a. Previous presentations on the Wild District, Barbour Building, West End
 - i. The committee decided that an update on the Parks Bond Referendum and the planned improvements would be an awesome next presentation. Patrick agreed to set up for an upcoming meeting depending on schedules.
- 3) Key initiatives for committee moving forward
 - Downtown sidewalks
 - BRT and Commuter Rail

- Partnership with Chamber Foundation on Small Business Grant
 - i. The committee discussed all of these ideas and decided that more discussion was needed. However, the idea of ways to engage new residents physically and electronically was a popular idea.
- 4) Golf cart transportation in Downtown Clayton
 - a. More discussion necessary, but likely that this would be a difficult task for the DDA to take on. Could be cool if a private business wanted to do this.

Promotion Committee Meeting
Tuesday, May 25, 2021 12:30 – 1:30 PM (EDT)
Virtual – Teams Link in Calendar Invite and Below

[Click here to join the meeting](#)

Attendees:

☒ Erin Belcher, DDA Board & Promotions Committee Member
☐ Bernice Lopes, DDA Board & Promotions Committee Member
☒ Gabriella Woodson, DDA Promotions Committee Member Volunteer
☒ Heather Madden, DDA Promotions Committee Member Volunteer
☒ Patrick Pierce, Town of Clayton

AGENDA

- 1) Getting ready for FY21-22 events
 - a. Scheduled concerts – August 19 (Aaron Hamm), Sept 30 (The Embers)
 - b. Sponsorships
The 2018-2019 Sponsorship brochure is under review for corrections and re-evaluation of amounts. Will be able to roll out the new 2021-2022 guidelines in a few weeks.
- 2) July 3 preparation
In a partnership with the Chamber and Parks & Rec, the July 3rd event is in full swing. We are planning on having a DDA tent in the event with a Spin the Wheel for prize promotion.
- 3) Improving the DDA presence at the Farmer's Market
We are in the process of sprucing up our table, presentation and overall participation in the Market. As the DDA, we all agreed on staffing the tent the 2nd Saturday and Last Friday of every month. With only a few of us staffing the tent, it is becoming chore instead of informational. Do we need to keep this going?
- 4) Clayton Vibes Merchandise
At a stand still currently, with little participation to staff the tent on dates, We have not been able to get product out.
- 5) Good Vibes campaign update
Going well



CDDA Agenda Item CoverSheet

Meeting Date

June 14, 2021

Agenda Location

Committee Reports

ItemTitle

Organization Committee Report

Presenters

Judy Ryan, Organization Committee Chair

Summary/Description

1. Succession Planning
Report on member committee composition, chair placements, officers of 501c3.
2. New member orientation
3. Event Sponsorship
4. Fundraising (beer/wine sales) during concerts
5. Update volunteer list for upcoming events

Requested Action: None – Informational

Funding Source (If Applicable): N/A

Cost: N/A

Additional Documents to be Included in Agenda Packet: