



Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, July 8, 2024 @ 6:00 PM
Wooten - Town Hall

1. CALL TO ORDER

- a. Call to Order
Presenter: Christi Thompson, Board Chair

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

- a. Approval of June 10, 2023 Minutes
Presenter: Christi Thompson, Board Chair
[Downtown Development Association Advisory Board - Jun 10 2024 - Minutes - Pdf](#)

4. OLD BUSINESS

5. STAFF REPORTS

- a. 2024 Events Updates
Presenter: Lydia Davis, Economic Development Specialist
- b. Social District Update - Launching July 11, 2024
Presenter: Lydia Davis, Economic Development Specialist

6. COMMITTEE REPORTS

- a. Design Committee Update
- Vibrancy Grants
 - Mural Project
- Presenter:* Lydia Davis, Economic Development Specialist/David Millican, committee Chair
- b. Economic Vitality Committee Update
- BBQ Challenge
- Presenter:* Paul Auclair, Committee Chair
- c. Promotions Committee Update
- Chair
- Presenter:* Lydia Davis, Economic Development Specialist
- d. Organization Committee Update & 501c3 Treasurer Report
Presenter: Greg Adamson, Committee Chair & 501c3 Association Treasurer

7. NEW BUSINESS

- a. Downtown Master Plan Final Draft
[07-03-2024 Draft linked here](#)
Presenter: Patrick Pierce, Economic Development Director
- POTENTIAL ACTION:** Recommendation to Town Council

8. PUBLIC COMMENTS

9. ADJOURN



Town of Clayton
Downtown Development Association Advisory
Board Minutes
Monday, June 10, 2024 at 6:00 PM
Wooten - Town Hall

Board Members Present:

Christi Thompson, Chair
Katie Spalding
Paul Auclair
Lila Reiber
David Millican
Marty Kornegay
Andre Walden
Greg Adamson

Board Members Absent:

Erin Belcher
Joel Tew

Staff Present:

Lydia Davis, Economic Development Specialist
Patrick Pierce, Economic Development Director

1 CALL TO ORDER

- a) Meeting was called to order at 6:04pm
Presenter: Christi Thompson, chair

2 ADJUSTMENT OF THE AGENDA

- a) Agenda Item 6A was adjusted
Presenter: Lydia Davis, Economic Development Specailsit

Davis made the update that agenda Item 6A should be adjusted from a potential action of Recommendation of the Master Plan to Informational Only. This adjustment is due to a change in the overall plan adoption timeline. No recommendation is needed in this meeting, and a joint Downtown Development Advisory Board and Planning Board meeting will be added to calendar for June 24th. Following that joint board meeting and feedback, a final draft will be presented to both boards in July.

3 APPROVAL OF MINUTES

- a) Approval of May 13, 2024 Minutes
Presenter: Christi Thompson, Board Chair

May 13, 2024 minutes were approved as presented
Motion made by: Greg Adamson
Seconded by: Katie Spalding
Board was all in favor of approval

4 STAFF REPORTS

5 OLD BUSINESS

6 NEW BUSINESS

- a) Downtown Master Plan Final Draft Review - [LINKED HERE](#) & was also emailed to the board last week.
Presenter: Patrick Pierce, Economic Development Director

~~Recommendation to Council regarding the Plan~~ Informational Only

Group Discussion was had regarding the Master Plan Document:

- Reminder about different/interaction between Downtown Strategic Plan and Downtown Master Plan
- Discussion on the process and timeline moving forward - next meeting June 24
- Overall themes from the conversation was surrounding what type(s) of development do we want to encourage in Downtown and where do we want to encourage development in Downtown, while balancing the appetites of the development community for projects like this in out Downtown.
- Balancing the Historic Core/concave model with creating a denser, more walkable, and 18-hour vitality model in downtown
- This is intended to be a long term documents - what could these projects and growth in Downtown look like in 20 years - where do we want to steer the ship?
- Interplay on the orange and purple sections of the map on page 12 - should they be larger color sections?
- Other Master Plan examples that the board mentioned as good model documents include examples such as: Apex, Greenville (downtown is divided into districts which all feed clearly into the core)
- Connectivity of Municipal Park into Downtown - Notes on Events, Band Shell, etc.in the park
- Board was divided on feasibility of Commuter Rail and if that belongs in Downtown
- Parking was a significant conversation. Comments included: not removing from Main, adding additional color to where parking will be added other than front st, parking deck consideration, a more comprehensive parking plan is needed.
- Finally, overall feeling was that this is not a complete document yet. More spirit related to implementation needs to be added.

7 COMMITTEE REPORTS

8 PUBLIC COMMENTS

9 ADJOURN

Meeting was adjourned at 7:40pm

Motion to adjourn made by: Greg Adamson

Seconded by: Andre Walden

Board was in favor of adjourning