



Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, July 10, 2023 @ 6:00 PM
Wooten - Town Hall

1. CALL TO ORDER

- a. Call to Order & new member welcome
Presenter: Christi Thompson, Chair

2. APPROVAL OF MINUTES

- a. Approval of June 12, 2023 minutes
Presenter: Christi Thompson, Chair
[Downtown Development Association Advisory Board - Jun 12 2023 - Minutes - Pdf](#)

POTENTIAL ACTION: Approval

3. ADJUSTMENT OF THE AGENDA

4. OLD BUSINESS

5. STAFF REPORTS

- a. Update on NC Main Street Program Application
Presenter: Lydia Davis, Economic Development Specialist

6. NEW BUSINESS

- a. Approval of 2024 Meeting Dates
Presenter: Lydia Davis, Economic Development Specialist
[DDA 2023-2024 Meeting Schedule](#)
- b. September Movie Night
Presenter: Lydia Davis, Economic Development Specialist
- c. Board Orientation
Presenter: Lydia Davis, Economic Development Specialist & Christi Thompson, Chair
- d. Officer Position Nominations
Presenter: Lydia Davis, Economic Development Specialist & Christi Thompson, Chair
- e. Christmas in July for Sponsorships
Presenter: Matt Kagel, 501c3 Chair

7. COMMITTEE REPORTS

- a. Design Committee
Presenter: David Millican, Committee Chair
- b. Economic Vitality
- BBQ and Brews Update

- MapMe

Presenter: Paul Auclair, Committee Chair

- c. Promotions Committee

Presenter: Erin Belcher, Committee Chair

- d. Organization Committee

Presenter: Matt Kagel, Committee Chair

8. PUBLIC COMMENTS

9. ADJOURN



**Town of Clayton
Downtown Development Association Advisory
Board Minutes
Monday, June 12, 2023 at 6:00 PM
Wooten - Town Hall**

Board Members Present:

Christi Thompson, Chair
Paul Auclair
David Millican
Katie Spalding
Erin Belcher
Matthew Kagel
Greg Adamson
Dan Barbour

Board Members Absent:

Stephanie Matos
Lila Reiber

Staff Present:

Lydia Davis, Economic Development Specialist

1 CALL TO ORDER

- a) Call to Order
Presenter: Christi Thompson, Chair

Meeting was called to order at 6:08pm

2 ADJUSTMENT OF THE AGENDA**3 APPROVAL OF MINUTES**

- a) Approval of May 8, 2023 Minutes
Presenter: Christi Thompson, Chair

The minutes for May 8, 2023 were approved as presented.

Motion: Greg Adamson

Second: Matthew Kagel

Carried

4 OLD BUSINESS

- a) Branding Update - Street Banners and other next steps
Presenter: Lydia Davis, Economic Development Specialist

Davis gave the update that 150 new street banners have been ordered by staff with the new Downtown Destination brand guidelines. There are 8 versions - 2 of each primary brand color. These banners will be installed late summer after the American Flags comes down.

5 STAFF REPORTS

- a) Request from Council: Social District Research & Taskforce
Presenter: Lydia Davis, Economic Development Specialist

Davis explained the request from council that DDA support in the formation and leadership of a Downtown Social District Taskforce. The Taskforce, which will operate similarly to the precedent set by the Downtown Parking Taskforce, will be comprised of a variety of business owners including both ABC permit holders and non-ABC permit holders. The taskforce will be educated on the social district legislation, help educate the other businesses and public and then do research to determine a recommendation related to establishing a social district in Downtown Clayton.

The recommendation was made to be sure to include 2-3 of each "category" on the taskforce invite so that if any member is not able to attend, there is still a balanced variety of opinions in the room. Staff will be compiling an invite list and reaching out to these individuals next month.

6 NEW BUSINESS

- a) BBQ and Brews Fundraiser Event
Presenter: Paul Auclair, Economic Vitality Committee Chair

Paul Auclair gave an overview of the (to be renamed) BBQ cookoff event idea as a fundraiser for the DDA 501c3. The events intentions are to feature a BBQ cookoff with 25+ teams, 20 beer vendors doing sampling and bands on the stage at municipal park. Date is tentatively set for Sept 16, 2023 and Paul is working through more details with Town Staff and Parks and Rec department specifically.

Although this could be a great fundraiser for the 501c3, the budget implications are high so the board felt that a motion of support was needed and then the 501c3 should take time to do more due diligence related to the financial components of the event.

Motion was made by Dan Barbour

Seconded by Erin Belcher

Motion Carried for the 501c3 to explore the event and move forward if financially sensible.

- b) Remainder of 2023 needs - Budget request process through the 501c3
Presenter: Matt Kagel, 501c3 Chair and Greg Adamson, 501c3 Treasurer

Matt Kagel, as 501c3 President, gave an update that the 501c3 will be putting together a budget process for the remainder of the year - a form will be sent out to committee chairs to detail needs for the remainder of the year which will allow the 501c3 to identify gaps and make recommendations.

7 COMMITTEE REPORTS

- a) Design Committee
Presenter: David Millican, Committee Chair

The Design committee is working on updates to the façade grant application and beginning to explore a vibrancy grant application.

- b) Economic Vitality
Presenter: Paul Auclair, Committee Chair

Only update from Vitality is related to the BBQ and Brews event previously discussed in 6a.

- c) Promotions Committee
Presenter: Erin Belcher, Committee Chair

Promotions is wrapping up the Limited-Edition Concert Tshirt designed by a student at Clayton Middle School. These will be ready to sell beginning at the August Concert.

Discussion was also had related to other merch needing to be ordered including - generic t-shirt with the new logo, koozies, stickers, mugs, ornaments, hats, etc. were all ideas. It was discussed that ordering merch needs to be a full board approach because this is the first tangible deliverable of the new branding. Primarily needs to involve promotions and organization, as the conduit to the 501c3.

- d) Organization Committee
Presenter: Matt Kagel, Committee Chair

Organization is working on a "Christmas in July" push for sponsorships.

8 PUBLIC COMMENTS

9 ADJOURN

The meeting was adjourned at 8:09 PM

Motion: David Millican
Second: Dan Barbour
Meeting adjourned.



TOWN OF CLAYTON

Downtown Development Advisory Board

2023 – 2024 Meetings

6:00 p.m. in the Wooten Room

Board meetings – second Monday at 6:00pm in Wooten

Town Hall at 111 E. Second Street

July 10, 2023

August 7, 2023

September 11, 2023

October 9, 2023

November 13, 2023

December 11, 2023

January 8, 2024

February 12, 2024

March 11, 2024

April 8, 2024

May 13, 2024

June 10, 2024

Committee Meetings

*The following Committee meetings are held the **LAST Tuesday** of the month at the following times and locations:*

Organization Committee – 5:00 p.m. – Deep River Brewing Co

Economic Vitality Committee – 6:00 p.m. – Deep River Brewing Co

*The following Committee meetings are held the **LAST Wednesday** of the month at the following times and locations:*

Promotions Committee – 5:00 p.m. – Barbour Shop Creative

Design Committee – 6:00 p.m. – Barbour Shop Creative