



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

Board Members Present: Christi Thompson - Chair Dan Barbour Greg Adamson David Millican Erin Belcher Paul Auclair Joel Tew Marty Kornegay Cameron Coolidge Andrew Walden Board Members Absent: Lila Reiber Katie Spalding Matt Kagel	Staff Present: Lydia Davis, Economic Development Specialist Patrick Pierce, Economic Development Director Porter Casey, Town Council Liason
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1 CALL TO ORDER

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

Meeting was called to order at 6:04pm

2 APPROVAL OF MINUTES

- a) Approval of June 12, 2023 minutes
Presenter: Christi Thompson, Chair

June 12, 2023 minutes were approved as presented.

Motion: Paul

Second: David

Motion passed.

3 ADJUSTMENT OF THE AGENDA

- a) Facade Grant re-approval
Presenter: Lydia Davis, Economic Development Specialist

The façade grant previously approved in May 2023 for 218 and 220 E Main Street needed to be re-approved due to work rolling over from the previous fiscal year and due to the requirements of the grant needing to be approved in the same fiscal year it is completed. No other changes were made to the grant application.

Motion was made was approve the grant as previously approved
Motion: Christi Thompson
Second: Greg Adamson
Motion passes

4 OLD BUSINESS

5 STAFF REPORTS

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

Davis gave the update that Downtown Clayton was not accepted into the NC Main Street program following this recent application period. The Main Street Program staff stated that only one community out of all applicants was accepted due to time and staff resources. The next application period will open again in 2025.

6 NEW BUSINESS

- a) Approval of 2024 Meeting Dates
Presenter: Lydia Davis, Economic Development Specialist

The meeting calendar was approved as presented.

Motion: Christi Thompson
Second: Erin Belcher
Motion passed

- b) September Movie Night
Presenter: Lydia Davis, Economic Development Specialist

Davis started a conversation related to the Town and DDA partnering with Last Friday in Clayton for the September Movie Night. DDA has a Movie Night scheduled at Municipal Park on September 29th. This evening is also the Last Friday in Clayton (LFIC). The LFIC group submitted an event application for a movie night in Town Square on the same night. The conversation started by seeing if their would be capacity for both movies at different locations and times, if promoted together or if partnering on one movie at the same time/place. General consensus was that doing

one movie together with both groups at Municipal Park would be the best route. Staff is going to chat with the LFIC group to determine plans and partnership agreements.

c) Board Orientation

Presenter: Lydia Davis, Economic Development Specialist & Christi Thompson, Chair

Since this was the first meeting with newly appointed board members, Davis and Thompson led the full group through an updated presentation related to board expectations and bylaws.

d) Officer Position Nominations

Presenter: Lydia Davis, Economic Development Specialist & Christi Thompson, Chair

Each eligible Board member was added to the ballot to be nominated for the following Advisory Board positions:

- Advisory Board Chair
- Advisory Board Vice-Chair
- Design Committee Chair
- Economic Vitality Committee Chair
- Promotions Committee Chair
- Organization Committee Chair

Per the bylaws, the Advisory Board also nominates the following Downtown Development Association (501c3) officer positions. These positions CAN but do not HAVE to be filled by Advisory Board members:

- President
- Vice President
- Treasurer
- Secretary
- Past President/Member at Large

All nominations will be compiled by staff and added to the ballot for next month. To make the official ballot, a person must be nominated more than once. Per the bylaws, voting must take place in the August meeting of each year.

e) Christmas in July for Sponsorships

Presenter: Matt Kagel, 501c3 Chair

Davis presented in Kagel's absence - She detailed a promotion that the Downtown Development Association 501c3 is running on sponsorships - Christmas in July offering 25% off all 2023 Christmas Village sponsorships through 7/30. Board members were asked to share with their connections and direct people to the associations website to purchase.

7 COMMITTEE REPORTS

a) Design Committee

Presenter: David Millican, Committee Chair

The Design Committee will be finalizing edits and bringing a suggestion to the board soon for a new façade grant application and guidelines.

- b) Economic Vitality
- BBQ and Brews Update
 - MapMe

Presenter: Paul Auclair, Committee Chair

Auclair gave the update that the "Clayton BBQ Challenge" (referred to as BBQ and Brews) is officially in the planning stages. Special Event permit has been submitted for 9/16 at Municipal Park. Event will feature a KCBS BBQ Cookoff, Breweries, Bands and more.

Auclair also updated the Board that the new interactive Downtown Map is live and ready to be used/shared: <https://viewer.mapme.com/downtownclayton>

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

New t-shirts will be ready for the August Concert - these will be a limited edition run of the t-shirt that was recently designed through a concert series t-shirt design competition at Clayton Middle School.

Belcher added that new cups for the concerts have been ordered as well to match the new branding.

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

Thompson gave the organization committee update in Kagel's absence:

- The organization committee would like to request that the 501c3 meeting weekly with Paul to discuss financials of the BBQ Challenge event and to assemble a BBQ Challenge Taskforce with members from every other committee to assist with logistics and promotions.
- The organization committee will be moving forward soon with a proposal from the 501c3 to "assign" each committee a budget for through the end of 2023
- Switching gears soon to focus on volunteer recruitment

8 PUBLIC COMMENTS

9 ADJOURN

Meeting was adjourned at 7:23pm

Motion: Greg Adamson
Second: Dan Barbour
Meeting adjourned.

Executed by:


Christi Thompson, Chair

Executed on: 8/14/23

Clerk to the board:


Patrick Pierce