



Town of Clayton
Downtown Development Association Advisory Board Minutes
Monday, July 13, 2020 @ 6:00 PM
Remote Meeting

BOARD MEMBERS PRESENT:

Betsy Grannis
Neal Stancil
Erin Belcher
John Millican
Laura Johnson
Judy Ryan

STAFF PRESENT:

Patrick Pierce, Economic Development Director
Jenn Gallimore, Economic Development Specialist
Bobby Bunn, Council Member
Kimberly Moffett, Town Clerk

MEMBERS ABSENT:

Alison Kilpatrick

1 CALL TO ORDER

- a) Roll Call

The meeting was called to order at 6:04 p.m. Jenn Gallimore explained this was a special meeting and only items noticed on the agenda could be discussed.

2 ADJUSTMENT OF THE AGENDA

3 APPROVAL OF MINUTES

4 OLD BUSINESS

- a) Economic Development Strategic Plan
Presenter: Patrick Pierce, Economic Development Director

Patrick presented this item and offered his appreciation for all the input that was provided to the proposed strategic plan. He stated it will be presented to Town Council for their adoption at the July 20, 2020 council meeting. He stated that he was happy to walk through the plan with anyone who had not seen it.

5 STAFF REPORTS

- a) DDA Transitions
Presenter: Jenn Gallimore, Economic Development Specialist

Jenn shared details about current departures from the Board. She stated candidates have been interviewed and recommendations for appointments to the board will be made to

council at the July 20, 2020 meeting. Additionally there are vacancies on the DDA 501c3 board. These vacancies can be discussed at the next regular August meeting of this board. Also discussed was clarification of roles and project initiatives. She shared a power point outlining the process. Staff liaison would be responsible for taking notes at committee meetings and providing to the Chair, who will then prepare a report for the board. This will help with continuity between committees and staff and allow committee members to focus on projects and advise. All agreed a bit of structure would be very helpful. Jennifer provided simplified details regarding the 501c3 structure. She stated the only change that was presented was taking away requirement of "immediate past president" to board member. There were no questions. Patrick reminded it is a stand-alone not for profit organization, however, there is a relationship as it is there to benefit the DDA. Ms. Beard stated there is a very similar relationships and partnerships with Parks & Recreation and the Clayton Center. Discussed were DDA Board and Committees. Proposed revision would be to include goal of each committee and signature program. Details were provided with current structure of current advisory board and proposals for moving forward to include; removal Parks & Recreation representative from interview committee, added additional content regarding board chair and vice-chair, retired members, new member recommendations and transition of leadership. Nominations for this would take place at August meeting.

Jenn provided a slide that showed the proposed changes. Patrick stated he understood this was a lot to take in and appreciated all the work that had gone into helping with structure simplicity and the understanding of roles and goals.

- b) Revisioning DDA Organizational Structure and Decision Making Processes
Presenters: Patrick Pierce, Economic Development Director & Jenn Gallimore, Economic Development Specialist

This item was discussed as noted in above; 5a - DDA Transitions.

- c) DDA Advisory Board Financial Update
Presenter: Patrick Pierce, Economic Development Director

Patrick provided an update to include that the town was able to provide financial support to 501c3 to work on promotions. This was accomplished with unspent facade grant money.

6 COMMITTEE REPORTS

- a) Design Committee
Facade Grants
Presenter: Jenn Gallimore, Economic Development Specialist
- FY 19/20 Update
 - Application Revisions
 - FY 20/21 Update

Historic Signage Update
Presenter: David Millican

Jenn provided brief breakdown of grants to include \$5,000 to DDA and \$5,000 to Chamber Foundation for small businesses that were experiencing economic hardship due to COVID-19 pandemic situation.

Application Revisions include a project tracking sheet; which will be provided at each meeting.

FY '20-21 - \$25,000 budget and there are already interest in 8 grants for a total of \$20,000. Provided was information regarding facade grant for 421 Main Street. This grant was previously approved last fiscal year, however, the work was not completed. The grant will need to be re-approved.

Mr. Millican planned to present at the August 17, 2020 council meeting regarding Historic Signage. Ms. Beard stated it is possible council meeting would be in-person during August, however, it may be pushed until September.

ACTION: Approve Grant for \$7500

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

- b) Economic Vitality Committee
Presenters: Neil Stancil and/or Laura Johnson
- Advocate Update

Mr. Stancil stated advocate visitation about to re-start. Stated that he has two items for advocates to deliver, these were provided to him by Stacy Beard. Business card is at printer. Process continues moving forward.

- c) Promotions Committee

Presenter: Erin Belcher

- Downtown Days Promotion

Presenter: Jenn Gallimore, Economic Development Specialist

- Last Friday Video Sponsorship

Ms. Belcher provided details about Downtown Days. She stated the promotion began on July 1 and was sold out by July 11. This promotion provided an opportunity for downtown business to showcase their business. There was a good amount of positive feedback. Brief discussion about emails and folks saying they did not know about promotion. It was agreed that should decision be made to run this promotion again, folks who reported not knowing about it would be first to have opportunity. Patrick said it was great and thinks we do need to repeat. Suggestion made that since gift cards are for \$10, each business should ensure they have something that could be purchased for that amount. Jenn stated they could circle back and discuss budget.

There was brief discussion regarding "Last Friday Video Sponsorship". The Promotions Committee will consider and come back with recommendation at August meeting. Canopy approached to inquire if DDA wanted to become a sponsor. The cost of the sponsorship would be approximately \$1,500; however they are willing to discuss the amount.

- d) Organization Committee
 - Updates

Ms. Grannis stated there were no updates at this time.

7 NEW BUSINESS

- a) Economic Development Newsletter
Presenter: Jenn Gallimore, Economic Development Specialist

Jenn stated newsletter/email would be sent out every two weeks. It will be sent out on Mondays.

- b) Parks and Recreation/DDA Joint Trail Meeting
Presenter: Patrick Pierce, Economic Development Director

Patrick asked that everyone start to think about ways to move forward and share any recommendations they may have. Both the Parks & Recreation Advisory Board and DDA meet on the same night and it is suggested that a joint meeting be held.

8 PUBLIC COMMENTS

9 ADJOURN

- a) Adjourn the Meeting

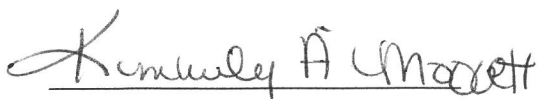
With there being nothing further the meeting was adjourned at 7:02 p.m.

ACTION: Motion to Adjourn

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

Duly adopted this the 10th day of August, 2020.

ATTEST:


Kimberly Moffett, CMC, NCCMC

