



Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, July 14, 2025 @ 5:30 PM
Generation Church, 510 W Main St

1. CALL TO ORDER

- a. Meeting Called to Order
Presenter: Greg Adamson, Board Chair

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

- a. Approval of June Board Meeting Minutes
Presenter: Greg Adamson, Board Chair
[June 2025 DDA Minutes](#)

4. OLD BUSINESS

5. STAFF REPORTS

- a. Town Updates
Presenter: Amy Shearin, Community Development

6. COMMITTEE REPORTS

- a. Design Committee Update
Presenter: Katie Spalding, Committee Chair
- b. Economic Vitality Committee Update
Presenter: Paul Auclair, Committee Chair
- c. Promotions Committee Update
Presenter: Erin Belcher, Stephanie Lanier, Davin Colcough Committee Chairs
- d. Organization Committee Update
Presenter: Corina Knott, Committee Chair
- e. 501c3 Update
Presenter: Jennifer Hamilton, 501c3 President

7. NEW BUSINESS

- a. Board Retreat
Discussing the mission and setting priorities for 2025 and beyond.
Presenter: Melissa Overton

8. PUBLIC COMMENTS

9. ADJOURN

Town of Clayton
Downtown Development Advisory Board
Monday, June 9, 2025 6pm
Wooten Room - Town Hall

<p>Board Members Present: Greg Adamson, Board Chair Andre Walden Katie Spalding David Millican Marty Kornegay Erin Belcher Valerie Mullins Corina Knott</p> <p>Others Present: Bruce Naegelen</p>	<p>Board Members Absent: Jennifer Hamilton Paul Auclair Davin Colclough Stephanie Lanier</p> <p>Town Staff Present: Amy Shearin Courtney Tanner Joe Stallings</p>
---	---

1. Call to Order

- a. Meeting Called to Order by Greg Adamson at 6:05pm

2. Adjustment of the Agenda

- a. No adjustments

3. Approval of Minutes

- a. Approval of May 2025 Board Meeting Minutes
 - i. Motion made by Valerie Mullins
 - ii. Second Corina Knott
 - iii. Board was all in favor

4. Old Business

5. Staff Reports

Amy Shearin mentioned that the Town has contracted with a company to powerwash sidewalks throughout the Downtown Business Core over the next few weeks. The next concert is June 26 and the Square to Square July 4th event is happening on Friday, July 4.

It was also mentioned that with the construction of Clayton High School in the coming months, we are losing our launching location for Fireworks in 2026. A discussion has started and will continue about what that means for the future of this event.

6. Committee Reports:

- a. **Design Committee-** Committee Chair Katie Spalding mentioned providing lighting for dark spots in Horne Square around benches. And had a conversation about composting in coordination with the community garden on Main Street. Valerie mentioned that Novo is interested in getting involved with composting efforts and may be a good contact to help support the ideas.

b. **Economic Vitality Committee:** Committee member Katie Spalding mentioned that mixers are going great- with good turnout. Katie asked for help reaching out to businesses contacts and to be sure to invite those you know. The next mixer is July 8 at La Di Da.

c. **Organization Committee-** Corina, Committee Chair mentioned that she ordered nametags for Board members and lanyards for volunteers.

d. **Promotions Committee** – Hinnant Winery will be out there for the June 26th Concert and Deep River will be there for all the Concerts. Davin is working on a bar crawl. Photo Booth is back for the rest of the concerts.

e. **501c3 Update-** Greg stated that the 501c3 meet and discussed the budget for the 501c3 for the upcoming year.

7. New Business

Bruce Naegelen, with the North Carolina Main Street Program gave a presentation on the state-wide program, the history of it and the purpose and roles of the 4 point approach to Downtown Development.

8. Public Comment

9. Adjourn at 7:20pm