



Town of Clayton
Downtown Development Association Advisory Board Minutes
Monday, August 10, 2020 @ 6:00 PM
Remote Meeting

BOARD MEMBERS PRESENT:

Betsy Grannis
Neal Stancil
Alison Kilpatrick
Erin Belcher
John David Millican
Laura Johnson
Christi Thompson
Judy Ryan
Heidi Peach
Shannon Austin
Bernice Lopes

STAFF PRESENT:

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

MEMBERS ABSENT:

1 CALL TO ORDER

- a) Roll Call

Ms. Johnson called the meeting to order at 6:02 p.m. Roll call was completed.

2 ADJUSTMENT OF THE AGENDA

3 APPROVAL OF MINUTES

- a) Draft Minutes
• July 13, 2020

ACTION: Adoption of July 13, 2020 Minutes

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

4 OLD BUSINESS

- a) Historic District Signage Update & Feedback
Presenter: David Millican

Mr. Millican provided update and stated this item would be brought before Town Council in September or October. There was brief discussion regarding purpose and desired

achievement from signage. Mr. Pierce provided detailed information regarding districts and proposed signage. It is important that we be able to answer any questions from residents once the signage beings to be installed.

5 STAFF REPORTS

a) DDA Advisory Board

Presenter: Jenn Gallimore

- Welcome New Members
- Vote on Chair & Vice Chair

ACTION: Nomination of Laura Johnson as Chair

Motion: Board Member Grannis

Second: Board Member Ryan

Vote: Unanimous

ACTION: Nomination of Bernice Lopes as Vice Chair

Motion: Board Member Grannis

Second: Board Member Ryan

Vote: Unanimous

b)

Ms. Gallimore introduced and welcomed all the newest members to the board.

c) 501c3 Executive Committee

Presenter: Jenn Gallimore

Ms. Gallimore provided details about appointments to the 501c3 Executive Board. The proposed slate is as follows:

- Laura Johnson - President
- Bernice Lopes - Vice President
- Heidi Lee Peach - Secretary
- Judy Ryan - Treasurer
- Jessica Lloyd - Officer at Large
- Jenn Gallimore - Staff Liaison

ACTION: Recommend Appointment of Slate as Listed Above

Motion: Board Member Grannis

Second: Board Member Ryan

Vote: Unanimous

d) DDA Committees

Presenter: Jenn Gallimore

Ms. Gallimore provided recommendation for Committee Chair and Vice Chairs as follows:

Promotion Committee

Erin Belcher - Chair

Allison Kilpatrick - Vice Chair

Economic Vitality Committee

Laura Johnson - Chair

Neal Stancil - Vice Chair

Design Committee

David Millican - Chair

Heidi Lee Peach - Vice Chair

Organization Committee

Judy Ryan - Chair

Alison Kilpatrick - Vice Chair

ACTION: Recommended Appointment of Committee Chair and Vice Chairs as listed

Motion: Board Member Grannis

Second: Board Member Stancil

Vote: Unanimous

6 COMMITTEE REPORTS

- a) Design Committee Report
Presenters: Jenn Gallimore & David Millican

- Committee Report
- Facade Grant Update
 - Process Tracking Review
- Facade Grant Review (436 E. Main St. - Chefella's)

Mr. Millican stated that grant for Chefella's was discussed at recent meeting. The application is complete and the proposed design appearance was shared with the board. A grant of \$2,500 has been requested. The Design Committee recommended approval of the grant. There were no questions.

ACTION: Approval of Façade Grant for Chefella's

Motion: Council Member Grannis

Second: Council Member Stancil

Vote: Unanimous

- b) Economic Vitality Committee Report
Presenter: Laura Johnson

Ms. Johnson stated several members of the committee visited numerous Main Street businesses and passed out fliers regarding Phase 2 of Downtown Days. An interim committee meeting will be held on August 12 from 6:30 - 7:30 p.m. at Vinson's. Mr. Pierce offered sincere appreciation to Ms. Belcher and everyone for the great promotion.

- c) Promotions Committee Report
Presenter: Erin Belcher

Ms. Belcher stated Downtown Days Phase 1 was complete and Phase 2 was about to begin. She stated a total of 15 businesses had already responded. Purchase of gift cards has started and should be up by the middle of the week. She stated she was waiting on confirmation from both Manning's and Jones Café with regard to participation. She stated she was extremely pleased with the interest and stated several new businesses expressed an interest and were excited to join the promotion. She provided brief update about T-shirts. An additional meeting will be held shortly to confirm all details. Ms. Gallimore stated that T-shirts would be distributed shortly.

- d) Organization Committee Report
Presenter: Judy Ryan

Ms. Ryan stated this committee had not yet met. She looked forward to meeting with everyone at various committee meetings and learning more about everyone's individual interest. She will be working on the budget and would be in touch with Ms. Lloyd shortly. Budget will be prepared and presented at the October meeting. She would also like to brainstorm about ideas and suggestions for fundraising options. The Main Street Conference will be held in Statesville, March 9-11, 2021. A questionnaire will be sent out shortly to determine interest in attendance for the conference.

7 NEW BUSINESS

- a) FY 20/21 Board Schedule
Presenter: Jenn Gallimore
- b) Committee Schedules
Presenters: Jenn Gallimore, David Millican, Laura Johnson, Eric Belcher and Judy Ryan
- Design Committee
 - 4th Tuesday, 6:00 p.m.
 - Economic Vitality Committee
 - 4th Wednesday, 6:30 p.m. (Rotating Monthly Rotation)
 - Promotions Committee
 - 4th Tuesday, 12:30 p.m.
 - Organization Committee
 - 4th Tuesday, 9:30 a.m.

There was discussion and request to change the time of the Organization Committee Meeting to 11:00 a.m.

ACTION: Adopt Amended Schedule with Noted Change

Motion: Board Member Ryan
Second: Board Member Stancil
Vote: Unanimous

8 PUBLIC COMMENTS

9 ADJOURN

- a) Adjourn the Meeting

With there being nothing further, the meeting was adjourned at 6:43 p.m.

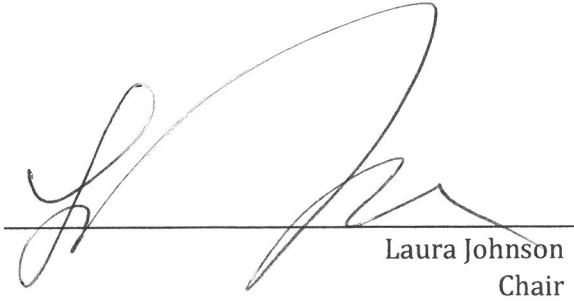
ACTION: Motion to Adjourn

Motion: Board Member Grannis

Second: Board Member Millican

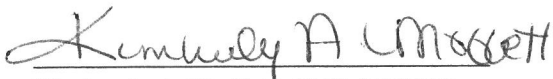
Vote: Unanimous

Duly adopted this the 14th day of September, 2020.



Laura Johnson
Chair

ATTEST:



Kimberly A. Moffett, CMC, NCCMC
Town Clerk
Clerk to the Board

