Town of Clayton
Downtown Development Association Advisory Board Minutes
Monday, August 12, 2019 @ 6:00 PM
Council Chambers

BOARD MEMBERS PRESENT:
Tony Johnson, Chair
Jessica Lloyd, Co-Chair
Neal Stancil
Erin Belcher
John Millican
Laura Johnson *
James Lipscomb *
Judy Ryan
* *Arrived Late*

STAFF PRESENT:
Jenn Gallimore, Economic Dev. Specialist
David DeYoung, Economic Dev. Director
Bobby Bunn, Council Member
Kimberly Moffett, Town Clerk

MEMBERS ABSENT:
Betsy Grannis
Heidi Peach
Alison Kilpatrick

1 CALL TO ORDER

a) Mr. Johnson called the meeting to order at 6:00 p.m. and roll call was completed by Mr. DeYoung.

2 ADJUSTMENT OF THE AGENDA

a) Mr. Johnston stated there would be an addition of Introductions to the agenda. He further stated that the Potential Action for Item 6e would be to review the bylaws.

3 INTRODUCTIONS

a) Council Member Bunn welcomed everyone to the meeting and made staff introductions to include Kimberly Moffett - Town Clerk, Dave DeYoung - Economic Development Director and Jenn Gallimore - Economic Development Specialist.

All members of the board provided a brief self-introduction. Mr. Millican stated he was a long time resident of Clayton, Mr. Stancil stated this was his second year on the board and is a 12 year resident of Clayton, Ms. Belcher stated she is new to the board and is a downtown business owner, Ms. Lloyd stated this is her sixth year on the board, has served as treasurer and is a downtown business owner and downtown resident, Mr. Johnson stated he is an architect with an office downtown and Ms. Ryan stated she is excited to be a new member of the board and is a four year resident of Clayton.

Mr. Johnston stated all new board members were provided with an Orientation Packet and to feel free to contact the Town Clerk with any questions or concerns. All members were provided with name tags as well as a Town of Clayton 150th Anniversary lapel pin.

4 REPORTS

a) Promotions Committee

Ms. Lloyd provided an update on the many upcoming events, to include movie nights and concerts. She stated some minor changes were made to the sale of alcohol at the events. She stated Deep River Brewery would still be present for beer sales. Wine sales would be handled by the board and volunteers. She stated volunteers are needed and provided additional information about the times and number of volunteers needed. She also stated partnering with the Junior Woman's Club for movie nights was being looked into.

5 APPROVAL OF MINUTES

a) Draft Minutes

- May 13, 2019

ACTION: Adoption of Minutes

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

6 OLD BUSINESS

7 NEW BUSINESS

a) Presentation of Information Regarding the CDDA and the CDDA 501(c)3
Presenter: Jessica Lloyd

Ms. Lloyd provided an overview of both the Advisory Board and the CDDA 501(c)3. Informational handouts were provided in the agenda packet as well.

ACTION: None - Informational Only

Motion: Board Member
Second: Board Member

Vote: Unanimous

b) Nomination / Election of CDDA Officers
Presenter: Tony Johnson
- Chair
- Vice Chair

Mr. Stancil nominated Tony Johnson as Chair of the Board. There were no further nominations.

Ms. Ryan nominated Jessica Lloyd as Vice Chair of the Board. There were no further nominations.

ACTION: Election of Tony Johnson a Chair

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

ACTION: Election of Jessica Lloyd as Vice Chair

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

c) Nomination / Election of CDDA 501(c)3 Officers
Presenter: Tony Johnson
- President
- Vice President

Ms. Lloyd nominated Tony Johnson as the CDDA 501(c)3 President. There were no further nominations.

Ms. Lloyd nominated Betsy Grannis as the CDDA 501(c)3 Vice President. There were no further nominations.

ACTION: Election of Tony Johnson as President of CDDA 501(c)3

Motion: Board Member Lloyd
Second: Board Member Belcher
Vote: Unanimous

ACTION: Election of Betty Grannis as Vice President of CDDA 501(c)3

Motion: Board Member Lloyd
Second: Board Member Stancil

Vote: Unanimous

d) Review of Proposed/Updated CDDA By-Laws
Presenter: Tony Johnson

Mr. Lipscomb arrived at 6:21 p.m. and introduced himself. Mr. Lipscomb is a lifelong Clayton resident, business owner and also served on both the town council and planning board. Ms. Johnson arrived at 6:22 p.m. and introduced herself. She works for a property management company and lives in downtown Clayton.

Mr. Johnson shared information regarding proposed amendments to the by-laws. He stated some of the changes included having DDA Board members as part of the interview process for new board members. Also he would like to see co-chairs for the board. There was further discussion regarding any additional changes. It was stated that item 3c needed to be changed to reflect Economic Development Director versus Planning Director.

ACTION: Recommend Updated By-Laws to Town Council for Final Approval with Correction to Minor Typos and Change regarding Economic Development Director

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

e) Review of Proposed/Updated CDDA 501(c)3 By-Laws
Presenter: Tony Johnson

ACTION: Review Updated 501(c)3 By-Laws

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

f) Re-Defining "Downtown Clayton"
Presenter: Dave DeYoung, Economic Development Director

Mr. DeYoung provided additional information about the downtown district map. He stated this map will allow for historic preservation. Mr. Johnson asked for further details regarding municipal service district. Mr. DeYoung provided information to include incentives. He stated this is something that needed to be established to allow incentives as well as allowing for additional taxes to owners of property, however, this could be accomplished without a tax. He stated this would bring us in compliance with reference to Façade Grants and requirements.

Ms. Belcher confirmed downtown overlay is shown as the purple area on the map. Mr. DeYoung confirmed that and stated this area would remain as it currently is. He further stated that this board would have the ability to recommend an extension, however, council would have final approval on any changes.

Mr. Johnson stated it is the desire to expand influence of this board beyond Main Street.

ACTION: Adoption of New "Downtown District" Map

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

g) Committee Review and Director Assignments
Presenter: Jessica Lloyd

Mr. Johnson stated he felt committee assignments are the backbone of this board. Ms. Lloyd stated she was happy she was able to meet one on one with all members over the past month. She stated it was important that over the next year committees take the opportunity to refine their visions. Committees include; Organization Committee, Design Committee, Promotions Committee and Economic Vitality Committee. The first meeting for each committee will be August 27 and it is asked they work on vision as well as setting two goals. A handout was provided of committee assignments in the agenda packet.

There were no questions or concerns about assignments. Mr. Johnson stated there would be a report format provided for each committee. He asked that everyone start thinking about any suggestions and or initiatives as well as thinking about other folks who are like minded to help beef up each committee. Any committees name could be brought for approval. Mr. Lipscomb asked that Laine Horton be included in the Economic Vitality Committee.

Ms. Lloyd spoke about gmail account that was created; *claytondowntowndevelopment @gmail.com*. It was stated this email account would be used to provide information about events. There was discussion and reminder regarding open meeting laws and to ensure the email was not used in place of an established meeting.

There was discussion regarding the DDA Facebook Page. Ms. Gallimore is handling the social media *thinkclaytonnc.org* for Economic Development.

It was agreed the next meeting would include adoption of 2020 meeting schedule which would include committee meeting schedule.

ACTION: None - Informational Only

8 OTHER BUSINESS

a) Dumpster Amortization

Mr. DeYoung provided information regarding code and dumpster enclosure requirements. He shared information about people who are dumping trash next to a dumpster when dumpsters are not enclosed. Planning Staff is working on an ordinance modification proposal. Staff continues to work on this and have formed a steering committee. Mr. Johnston stated that DDA members can help to make sure business owners are aware of changes that maybe coming; as this will have a financial impact. It was stated the board hoped to have additional attendees at future meetings and possibly include networking events. Mr. DeYoung provided update regarding the current upset bid process taking place with reference to 220 East Main Street. He shared information regarding the building as well as the process. Mr. Lipscomb asked about full disclosure and Mr. DeYoung stated that anyone who had an interest in the building was provided with the structural report.

9 ADJOURN

a) Adjourn the Meeting

With there being nothing further, the meeting was adjourned at 7:14 p.m.

ACTION: Motion to Adjourn

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

Duly adopted this the 9th day of September, 2019.

Tony Johnson
Chair

ATTEST:

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

TOWN OF CLAYTON
INCORPORATED APRIL 1869
CLAYTON, N.C.