**The Town of Clayton**
**Downtown Development Association Advisory Board Agenda**
**Monday, August 14, 2017 @ 6:30 PM**
**GS 223 - Clayton Town Hall**

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## 1. CALL TO ORDER

a. Roll Call

b. Introduction of New Board Members

## 2. ADJUSTMENT OF THE AGENDA

## 3. OLD BUSINESS

a. Volunteer Needs for Main Street 2018 Conference
*Presenter:* Kaitlin Russo, Downtown Development Coordinator

**POTENTIAL ACTION:** None - Informational Only

## 4. NEW BUSINESS

a. Review and Approval of DRAFT Minutes
DDA - June 12, 2017 - Minutes

**POTENTIAL ACTION:** Approval of June 12, 2017 Minutes

b. Advisory Boards Annual Update/Report to Town Council
*Presenter:* Kimberly Moffett, Town Clerk
ANNUAL REPORT Template
Annual Report Tentative Schedule

**POTENTIAL ACTION:** None - Informational Only

c. Election of Officers for Fiscal Year 2017-2018

**POTENTIAL ACTION:** Election of President & Vice President

## 5. REPORTS

a. Downtown Development Director
*Presenter:* Kaitlin Russo, Downtown Development Coordinator
- 2016-2017 Main Street Statistics

2016-2017 Statistics

**POTENTIAL ACTION:** None - Informational Only

b. Financial Report
*Presenter*: Jessica Lloyd

**POTENTIAL ACTION:** None- Informational Only

c. **Promotion Committee Chair**
*Presenter*: **Kim Lawter**

**POTENTIAL ACTION:** **None- Informational Only**

d. **Economic Committee Chair**
*Presenter:* **Besty Grannis**

**POTENTIAL ACTION:** **None- Informational Only**

e. **Design Committee Chair**
*Presenter*: **Heidi-Lee Peach**

**POTENTIAL ACTION:** **None- Informational Only**

## 6. OTHER BUSINESS

## 7. ADJOURN

**The Town of Clayton**
**Downtown Development Association Advisory Board**
**Minutes**
**Monday, June 12, 2017 @ 6:30 PM**
**GS 223 - Clayton Town Hall**

**BOARD MEMBERS PRESENT:**
Betsy Grannis
Kim Lawter
Laurie Partlo
Amanda Hilburn
James Lipscomb
Linda Edwards
Heidi Peach

**STAFF PRESENT:**
Michael Grannis, Mayor Pro-Tem
Kaitlin Russo, Downtown Development Coordinator
Brittany Parks, Administrative Support Specialist

**MEMBERS ABSENT:**
Jessica Lloyd
Donna Steele
Paul Black
Temple Phipps

**1 CALL TO ORDER**

a) James Lipscomb called the meeting to order at 6:36 p.m.

**2 ROLL CALL**

a) A quorum was noted as being present.

**3 ADJUSTMENT OF THE AGENDA**

**4 OLD BUSINESS**

a) 231 E. Second Street Discussion

This item was presented by Dave DeYoung, Planning Director, at the May CDDA Meeting. No additional discussion was necessary and the item was approved unanimously.

**ACTION:** Authorize Negotiation & Purchase of 231 E. Second Street.

Motion: Board Member Grannis

Second: Board Member Peach
Vote: Unanimous

b) Volunteer Needs for 2018 Main Street Conference

Kaitlin Russo, Downtown Development Coordinator discussed the needs for volunteers at the 2018 Main Street Conference. Kaitlin asked that each board member send their top three categories of interest to her by July 1, 2017.

**ACTION:** Received as Information

## 5 NEW BUSINESS

a) Review and Approval of Minutes - May 9, 2017.

**ACTION:** Approval of May 9, 2017 Minutes

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

## 6 REPORTS

a) Downtown Development Director

There was no report given by Kaitlin Russo, Downtown Development Coordinator.

b) Financial Report

In Jessica Lloyd's absence, Kaitlin Russo, Downtown Development Coordinator, reviewed the Financial Report and 2017 sponsorships. James Lipscomb recommended adding more general sponsors that are not specifically assigned to events.

c) Promotion Committee Chair

Kim Lawter recapped May concert and asked for comments. Kim listed the upcoming Promotions Planning Meetings and announced future events. There was discussion between the board on ideas of drawing more residents into downtown.

d) Economic Committee Chair

Betsy Grannis discussed the progress of the Economic Committee. She also mentioned discussion at the last committee meeting about marketing to surrounding neighborhoods. There was discussion within the board about using bags, maps, electric/water bills and other features.

e) Design Committee Chair

Heidi-Lee Peach updated the board on the Gallery Main Street Project. Heidi told the board that the next step is discussion with building and property owners. James Lipscomb asked for the board to think about what buildings could benefit from renderings, a free service through the University of North Carolina at Greensboro.

## 7 OTHER BUSINESS

## 8 ADJOURN

a)

With there being nothing further, the meeting was adjourned at 7:38 p.m.

**ACTION:** Motion to Adjourn

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

_____
Chair

ATTEST:

_____
Clerk to the Board

# ANNUAL REPORT

## *Insert Name of Advisory Board*

*Insert blurb regarding highlight/accomplishment, etc. of Board during the past year.*

*Example: Clayton of Caterpillar announced at primary and naming sponsor of the Universal Playground at East Clayton Community Park.*

TEMPLATE

*Insert Name of Advisory Board*_____

## Background

- Purpose/Duties of Board
- Current Membership
- Meeting Information (When & Where)
- Sub-Committee Information

## Accomplishments/Milestones/Highlights

- Training Received
- Projects Completed
- Collaborations
- Donations

## Looking Ahead

- Future Goals
- Upcoming Projects
- Suggestions

TEMPLATE

Volunteer Advisory Board

Annual Report to Town Council

*Tentative Schedule*

| Meeting | Advisory Board |
|---|---|
| January Work Session | Parks & Recreation |
| March Work Session | Public Arts Advisory |
| May Work Session | Library Advisory |
| August Work Session | Fire Advisory* |
| October Work Session | DDA Advisory |

**To begin with August 21, 2017 Work Session (Fire Advisory)*

# 2016 Main Street and Small Town Main Street Reinvestment Stats

Reporting Period: **July 1, 2016-June 30, 2017**

*Please only include statistics that occurred in the defined downtown district and projects that were completed.*

| | *Please type all answers in this column below (PLEASE DO NOT DELETE FORMULAS IN SPREADSHEET BELOW)* |
|---|---|
| **Write Name of Main Street/Small Town Main Street *Community:*** | |
| Reporting Date *(Deadline is July 31, 2017)* | *7/31/2017* |
| *First & Last Name* of Person Reporting Statistics | Kaitlin Russo |
| *Telephone* # | 919-359-9349 |
| *Email* Address | krusso@townofclaytonnc.org |
| | |
| **Annual Statistics Report** | |
| **Buildings & Property** | |
| # of *Facades* Redone | 12 |
| # of *Building Rehabilitation Projects* Completed | 2 |
| # *Public Improvement Projects* Completed | 7 |
| # New *Construction Projects* Completed (In-Fill) | 0 |
| | |
| **Jobs** | |
| # New Full Time Jobs *Created* in Downtown | 75 |
| # Full Time Jobs *Lost* in Downtown | 8 |
| # Net Full Time *Gain (+/-)* Jobs in Downtown | 67 |
| | |
| # New Part Time Jobs *Created* in Downtown | 14 |
| # Part Time Jobs *Lost* in Downtown | 3 |
| # Net Part Time *Gain (+/-)* Jobs in Downtown | 11 |
| | |
| **Businesses** | |
| # Businesses *Opened* in Downtown | 25 |
| # Businesses *Closed* in Downtown | 5 |
| # Net *Gain (+/-)* Businesses in Downtown | 20 |
| | |
| # Businesses *Expanded* in Downtown | 4 |
| | |
| **Investment** | |
| $ of New *PUBLIC* investment | $225,085 |
| $ of New *PRIVATE* Investment | $2,124,276 |
| $ of New *TOTAL* Investment | $2,349,361 |
| | |
| **Volunteer Hours** | |
| # of *Volunteer Hours* contributed to Downtown | 828 |
| # of Volunteer Hours X $21.88 *(Value of N.C.Volunteer Hour)* | $18,117 |
| | |
| Total # of *Downtown Housing Units* | 113 |
| Total # of *Commercial Spaces* /# of *Vacant Spaces* | 124/20 |

| | | |
|---|---|---|
| Total # of Square Feet of Downtown Property | | 763,104 Sq. FT. |
| **ANNUAL** Average Rental Rate in $/sq. ft | $13.93 | /Sq. FT. |