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

**BOARD MEMBERS PRESENT:**
Kim Lawter
Jessica Lloyd
Amanda Hilburn
Linda Edwards
Heidi Lee-Peach
Temple Phipps
James Lipscomb
Tony Johnson
Scott Hadding

**STAFF PRESENT:**
Dave DeYoung, Planning Director
Kaitlin Russo, Downtown Development Coordinator
Brittany Parks, Administrative Support Specialist
Kimberly Moffett, Town Clerk

**MEMBERS ABSENT:**
Betsy Grannis
Laurie Partlo

## 1 CALL TO ORDER

**a)** Roll Call

James Lipscomb called the meeting to order at 6:31 pm.

**b)** Introduction of New Board Members

Scott Hadding and Tony Johnson were introduced as the newest members of the DDA Advisory Board. Scott grew up in Clayton, moved a way for a few years, recently moved back and is very passionate about being involved in downtown. Tony, an architect has been in Clayton for many years and has recently moved his office into downtown and is looking to become more involved. They were welcomed in by the board.

## 2 ADJUSTMENT OF THE AGENDA

## 3 OLD BUSINESS

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

Kaitlin mentioned that she is still in need of everyone's preference of volunteering for the conference as soon as possible.

## 4 NEW BUSINESS

**a) Review and Approval of DRAFT Minutes**

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

**Motion: Board Member Lawter**
**Second: Board Member Lloyd**
**Vote: Unanimous**

**b)** Advisory Boards Annual Update/Report to Town Council
*Presenter:* Kimberly Moffett, Town Clerk

Kimberly went over the request that each board come before Town Council during a work session and give an annual report. The scheduled Town Council session for this year will be October 16th and it will fall on the third Monday of each October. It is asked that the chair of each board show up and give a brief five to ten minute update of the board's accomplishments during the year and to be introduced. Kimberly also mentioned that there is a orientation packet for new members explaining the types of meetings and the statues. She also went over some of the advantages for board members such as being able to become apart of the State Employee's Credit Union and the yearly volunteer appreciation dinner.

**ACTION: None - Informational Only**

**Motion: Council Member**
**Second: Council Member**
**Vote: Unanimous**

**c)** Election of Officers for Fiscal Year 2017-2018

Dave DeYoung went over the current officers, James Lipscomb is the current Chair, Paul Black is the current Vice-Chair but has rolled off, Jessica Lloyd is the current treasurer, and Donna Steele is the current secretary but has rolled off. There were then nominations and discussion of the newest members to fill these positions.

**ACTION: Election of Chair: James Lipscomb**

**Motion: Board Member Phipps**
**Second: Board Member Lloyd**
**Vote: Unanimous**

**ACTION: Election of Vice Chair: Kim Lawter**

**Motion: Board Member Lloyd**
**Second: Board Member Phipps**
**Vote: Unanimous**

**ACTION: Election of Treasurer: Jessica Lloyd**

**Motion:** **Board Member Phipps**
**Second:** **Board Member Edwards**
**Vote:** **Unanimous**

**ACTION:** **Election of Secretary: Heidi Lee-Peach**

**Motion:** **Board Member Lee-Peach**
**Second:** **Board Member Johnson**
**Vote:** **Unanimous**

## 5 REPORTS

**a)** Downtown Development Director
*Presenter:* Kaitlin Russo, Downtown Development Coordinator

- 2016-2017 Main Street Statistics

Kaitlin briefly discussed the statistics that were included in the packets. She mentioned that these are submitted to the State Main Street Program and then to the National Main Street Program. These reports show what has happened in downtown over the last year. There has been 12 facades redone, 67 full time jobs gained, over 2 million private investments just in the downtown district and over 2.4 million overall investment. This includes buildings bought, up-fit buildings, grants, 828 volunteer hours which is $18,000, the annual rental rate in downtown is $13.93 per square foot. We are in the top 5 or 10 in the program and we are almost double from last year.

James mentioned all of the investments in the buildings.

Tony asked about how he tracking of businesses coming in and out of downtown worked.

Kaitlin mentioned that we do not have a way to find out when people are leaving because it is just not apart of our process and that we only see them in the beginning of the process for permitting.

Kaitlin then mentioned the volunteer needs for the Main Street Conference. This is the time to look at the new committees and decide what you are interested in and if you want to change committees. She referred back to everyone filling it out and getting them back to her as soon as possible. She also noted the other upcoming events that may need volunteers.

Tony asked what volunteering consisted of at an event.

Kaitlin mentioned the varying volunteer opportunities such as selling t-shirts at a concert, set up and break down, vendor contact, etc.

Finally, Kaitlin went over the Sponsorship forms which is an application and request for money for an event downtown. Jessica mentioned she would like them to come present before the board like Mondo Roots had done in the past with what they are going to use the money for and how much they need. This will allow us to vote

together as a board.

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

**Motion:** **Council Member**
**Second:** **Council Member**
**Vote:** **Unanimous**

**b)** Financial Report
*Presenter*: Jessica Lloyd

Jessica went over the budget handouts including a bank balance and mentioned the fiscal year is July through June. She mentioned that half the concerts fall in one fiscal year while the other half is in the next fiscal year so it can get a bit confusing. She mentioned needing to vote to recommend the budget to 501c3. She briefly discussed the two new items in the budget which are the nominations and the CDDA promotions. The nomination is for other downtown event sponsorship such as the farmer's market. The CDDA promotion is not for an event but things to help bring awareness to downtown.

Jessica mentioned that the Chamber is organizing a Clayton app for your phone and then played a video with more details and information. The Chamber is using the app for the Harvest Festival including a schedule, map, upcoming events and this could be a great opportunity for us to get out our DDA information as well instead of using flyers.

Tony asked if there was an interface?

Jessica mentioned there was not but it is very user freiendsly and it will have all Clayton information in one place. She also mentioned the annual fee of $3000 a year for 3 years for the DDA.

There was then some discussion on how often the app can be used and promoting the app.

Jessica mentioned we are currently able to piggy back the larger events such as the Harvest Festival and the Christmas parade for the Chamber and it allows us to promote from their platform while also promoting like we currently do with our other outlets.

Linda asked when a decision has to be made and if the option is available to wait and see how the app works for the Chamber.

Jessica mentioned we currently have the money in the budget but we can wait to make a decision.

James and Kim discussed jumping in head first and then re-evaluating its effectiveness after a certain period of time.

Jessica then also mentioned that the Balloon Festival in Fuquay used an app similar the past 2 years and were pleased with it.

The question of who was regulate the app was mentioned and if conflicting interests such as Flowers Plantation would be allowed on the same app.

Jessica mentioned that we could do a 1 year trial for $3450.

It was then decided to discuss the app further at another meeting.

**ACTION:** **Recommend Budget to 501c3 with one change, combining all promotion tabs**

**Motion:** **Board Member Lloyd**
**Second:** **Board Member Phipps**
**Vote:** **Unanimous**

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

Kim went over the previous concert in the Summer Concert Series and noted that it went smooth. She mentioned that the next concert will be on Thursday, August 17th. She then mentioned the fast upcoming movie nights and that the board now has their own equipment. She informed everyone that the first meeting for the tree lighting was the week prior. Ornament sales were mentioned briefly and the sidewalk sale is also coming soon this fall. Finally, she mentioned the voting of Mr. and Mrs. Christmas, these should be people who contribute a lot to the area and to downtown. The nominations for this year are Hubert and Bonnie Lee or James and Valerie Lipscomb. A survey monkey will be sent out for this vote, and make sure to please respond.

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

**Motion:** **Council Member**
**Second:** **Council Member**
**Vote:** **Unanimous**

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

There was no Economic Committee information presented due to Betsy Grannis' absence.

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

**Motion:** **Council Member**
**Second:** **Council Member**
**Vote:** **Unanimous**

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

Heidi noted that there were several applicants for the Fascade grants coming in. She mentioned a few that have been submitted such as Three Little Birds, Tony Johnson, and The Wagner House. She noted that all had been approved except one that more information was needed.

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

**Motion:** **Council Member**
**Second:** **Council Member**
**Vote:** **Unanimous**

## 6 OTHER BUSINESS

## 7 ADJOURN

**a)** With there being nothing further, the meeting was adjourned at 8:05 pm

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**Chair**

**ATTEST:**

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**Clerk to the Board**