



Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, August 14, 2023 @ 6:00 PM
Wooten - Town Hall

1. CALL TO ORDER

- a. Call to Order
Presenter: Christi Thompson, Chair

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

- a. Approval of July 10, 2023 Minutes
Presenter: Patrick Pierce, Economic Development Director
[Downtown Development Association Advisory Board - Jul 10 2023 - Minutes - Pdf](#)

4. OLD BUSINESS

5. STAFF REPORTS

- a. Property Owners Training - Aug 22
Presenter: Patrick Pierce, Economic Development Director
[Property Owner Training - Clayton, NC](#)
- b. Crosswalk Materials Pilot Program Opportunity
Presenter: Patrick Pierce, Economic Development Director
- c. Social District Taskforce Update
Presenter: Patrick Pierce, Economic Development Director

6. NEW BUSINESS

- a. Voting for Advisory Board Positions and Officers
Presenter: Patrick Pierce, Economic Development Director
[DDA Officer Positions Ballot](#)
- b. 2023 Clayton Community Annual Meeting Discussion
Presenter: Christi Thompson, Chair
- c. New Downtown Business Presentation: Fare Game
Presenter: Paul Auclair, Owner

7. COMMITTEE REPORTS

- a. Design Committee
Presenter: David Millican, Committee Chair
- b. Economic Vitality
 - 1. BBQ and Brews Update
Presenter: Paul Auclair, Committee Chair

- c. Promotions Committee
Presenter: Erin Belcher, Committee Chair
- d. Organization Committee
Presenter: Matt Kagel, Committee Chair

8. PUBLIC COMMENTS

9. ADJOURN



**Town of Clayton
Downtown Development Association Advisory
Board Minutes
Monday, July 10, 2023 at 6:00 PM
Wooten - Town Hall**

Board Members Present:

Christi Thompson - Chair
Dan Barbour
Greg Adamson
David Millican
Erin Belcher
Paul Auclair
Joel Tew
Marty Kornegay
Cameron Coolidge
Andrew Walden

Board Members Absent:

Lila Reiber
Katie Spalding
Matt Kagel

Staff Present:

Lydia Davis, Economic Development Specialist
Patrick Pierce, Economic Development Director
Porter Casey, Town Council Liason

1 CALL TO ORDER

- a) Call to Order & new member welcome
Presenter: Christi Thompson, Chair

Meeting was called to order at 6:04pm

2 APPROVAL OF MINUTES

- a) Approval of June 12, 2023 minutes
Presenter: Christi Thompson, Chair

June 12, 2023 minutes were approved as presented.

Motion: Paul

Second: David

Motion passed.

3 ADJUSTMENT OF THE AGENDA

- a) Facade Grant re-approval
Presenter: Lydia Davis, Economic Development Specialist

The façade grant previously approved in May 2023 for 218 and 220 E Main Street needed to be re-approved due to work rolling over from the previous fiscal year and due to the requirements of the grant needing to be approved in the same fiscal year it is completed. No other changes were made to the grant application.

Motion was made was approve the grant as previously approved
Motion: Christi Thompson
Second: Greg Adamson
Motion passes

4 OLD BUSINESS

5 STAFF REPORTS

- a) Update on NC Main Street Program Application
Presenter: Lydia Davis, Economic Development Specialist

Davis gave the update that Downtown Clayton was not accepted into the NC Main Street program following this recent application period. The Main Street Program staff stated that only one community out of all applicants was accepted due to time and staff resources. The next application period will open again in 2025.

6 NEW BUSINESS

- a) Approval of 2024 Meeting Dates
Presenter: Lydia Davis, Economic Development Specialist

The meeting calendar was approved as presented.

Motion: Christi Thompson
Second: Erin Belcher
Motion passed

- b) September Movie Night
Presenter: Lydia Davis, Economic Development Specialist

Davis started a conversation related to the Town and DDA partnering with Last Friday in Clayton for the September Movie Night. DDA has a Movie Night scheduled at Municipal Park on September 29th. This evening is also the Last Friday in Clayton (LFIC). The LFIC group submitted an event application for a movie night in Town Square on the same night. The conversation started by seeing if their would be capacity for both movies at different locations and times, if promoted together or if partnering on one movie at the same time/place. General consensus was that doing

one movie together with both groups at Municipal Park would be the best route. Staff is going to chat with the LFIC group to determine plans and partnership agreements.

c) Board Orientation

Presenter: Lydia Davis, Economic Development Specialist & Christi Thompson, Chair

Since this was the first meeting with newly appointed board members, Davis and Thompson led the full group through an updated presentation related to board expectations and bylaws.

d) Officer Position Nominations

Presenter: Lydia Davis, Economic Development Specialist & Christi Thompson, Chair

Each eligible Board member was added to the ballot to be nominated for the following Advisory Board positions:

- Advisory Board Chair
- Advisory Board Vice-Chair
- Design Committee Chair
- Economic Vitality Committee Chair
- Promotions Committee Chair
- Organization Committee Chair

Per the bylaws, the Advisory Board also nominates the following Downtown Development Association (501c3) officer positions. These positions CAN but do not HAVE to be filled by Advisory Board members:

- President
- Vice President
- Treasurer
- Secretary
- Past President/Member at Large

All nominations will be compiled by staff and added to the ballot for next month. To make the official ballot, a person must be nominated more than once. Per the bylaws, voting must take place in the August meeting of each year.

e) Christmas in July for Sponsorships

Presenter: Matt Kagel, 501c3 Chair

Davis presented in Kagel's absence - She detailed a promotion that the Downtown Development Association 501c3 is running on sponsorships - Christmas in July offering 25% off all 2023 Christmas Village sponsorships through 7/30. Board members were asked to share with their connections and direct people to the associations website to purchase.

7 COMMITTEE REPORTS

a) Design Committee

Presenter: David Millican, Committee Chair

The Design Committee will be finalizing edits and bringing a suggestion to the board soon for a new façade grant application and guidelines.

- b) Economic Vitality
- BBQ and Brews Update
 - MapMe

Presenter: Paul Auclair, Committee Chair

Auclair gave the update that the "Clayton BBQ Challenge" (referred to as BBQ and Brews) is officially in the planning stages. Special Event permit has been submitted for 9/16 at Municipal Park. Event will feature a KCBS BBQ Cookoff, Breweries, Bands and more.

Auclair also updated the Board that the new interactive Downtown Map is live and ready to be used/shared: <https://viewer.mapme.com/downtownclayton>

- c) Promotions Committee
- Presenter:* Erin Belcher, Committee Chair

New t-shirts will be ready for the August Concert - these will be a limited edition run of the t-shirt that was recently designed through a concert series t-shirt design competition at Clayton Middle School.

Belcher added that new cups for the concerts have been ordered as well to match the new branding.

- d) Organization Committee
- Presenter:* Matt Kagel, Committee Chair

Thompson gave the organization committee update in Kagel's absence:

- The organization committee would like to request that the 501c3 meeting weekly with Paul to discuss financials of the BBQ Challenge event and to assemble a BBQ Challenge Taskforce with members from every other committee to assist with logistics and promotions.
- The organization committee will be moving forward soon with a proposal from the 501c3 to "assign" each committee a budget for through the end of 2023
- Switching gears soon to focus on volunteer recruitment

8 PUBLIC COMMENTS

9 ADJOURN

Meeting was adjourned at 7:23pm

Motion: Greg Adamson

Second: Dan Barbour

Meeting adjourned.



TOWN OF CLAYTON
Downtown Development Advisory Board
2023 – 2024 Meetings
6:00 p.m. in the Wooten Room
Board meetings – second Monday at 6:00pm in Wooten
Town Hall at 111 E. Second Street

July 10, 2023

August 7, 2023

September 11, 2023

October 9, 2023

November 13, 2023

December 11, 2023

January 8, 2024

February 12, 2024

March 11, 2024

April 8, 2024

May 13, 2024

June 10, 2024

Committee Meetings

*The following Committee meetings are held the **LAST Tuesday** of the month at the following times and locations:*

Organization Committee – 5:00 p.m. – Deep River Brewing Co
Economic Vitality Committee – 6:00 p.m. – Deep River Brewing Co

*The following Committee meetings are held the **LAST Wednesday** of the month at the following times and locations:*

Promotions Committee – 5:00 p.m. – Barbour Shop Creative
Design Committee – 6:00 p.m. – Barbour Shop Creative

Adopted by DDA at 6/13/22 Meeting

DOWNTOWN DEVELOPMENT ADVISORY BOARD

BOARD MEMBER ORIENTATION
July 2023



DDA 501(C)3

"THE CORPORATION"

CORE FUNCTIONS

01

Board Governance (executive board structure)

02

Fiduciary Duties (insurance, bills, invoices, tax fillings, etc.)

03

Contracts and Sponsorships (alcohol & merch sales, events sponsors, vendors, etc.)

The purpose of the corporation is to operate exclusively for charitable and educational purposes that relate to the purpose or issues identified by the board.

Executive Committee Officer Positions:

1. President: Matt Kagel
2. Vice President: open
3. Treasurer: Greg Adamson
4. Secretary: Katie Spalding
5. Past President/Officer at Large: Christi Thompson

[Comprised of board members OR those that would have board eligibility]

[One year Terms - Nominated & approved each year by majority vote of the DDA Advisory Board]



**OFFICER POSITIONS VOTED
ON AT AUGUST MEETING**

DDA ADVISORY BOARD

The **purpose** of the Board is to support the corporation (501c3) and advise Town Council on issues which impact the Downtown District, including:

01 Preserving and enhancing the character of the Clayton's Downtown District;

02 Protecting the historic significance of the buildings, facilities, and spaces within the Downtown District;

03 Educating citizens and business stakeholders about the value of the Downtown District;

04 Promoting the Downtown District as a place to invest;

05 Serving as a review and advisory committee to the Town of Clayton Town Council;

06 And implementing projects that enhance and protect the Downtown District.

ADVISORY BOARD MEMBERS

An 11-member Town Council appointed advisory board that includes:

- Town residents (inside town limits)
- Business persons with interests in the Downtown District
- Property owners within the Downtown District
- Or other persons with knowledge or abilities deemed beneficial to the purpose of the board by Town Council

2022-2023 Members:

Ex-Officio Member:
Porter Casey, Council Member

Staff Liaisons:
Lydia Davis, Economic Development Specialist
Patrick Pierce, Economic Development Director

DDA1 - Dan Barbour, term ends June 2024

DDA2 - Joel Tew, term ends June 2024

DDA3 - Paul Auclair, term ends June 2024

DDA4 - Erin Belcher, term ends June 2025

DDA5 - John David Millican, term ends June 2025

DDA6 - Greg Adamson, term ends June 2025

DDA7 - Christi Thompson, term ends June 2026

DDA8 - Lila Reiber, term ends June 2026

DDA9 - Katie Spalding, term ends June 2025

DDA10 - Marty Kornegay, term ends June 2026

DDA11 - Matthew Kagel, term ends June 2026

DDA12 (ALT) - Cameron Coolidge, term ends June 2026

DDA13 (ALT) - Andre Walden, term ends June 2026

ADVISORY BOARD

CORE FUNCTIONS

- 01** Advocate and Promote Programs
- 02** Work with Town Staff to Solidify Ideas
- 03** Review project proposals from committees (ex: facade grants)
- 04** Recommend proposals to Town Council for review/approval
- 05** Keep Town Council apprised of happenings in Downtown

Advisory Board members are appointed for 3 year terms.

Each year, a Chair and Vice Chair should be voted on, as well as 4 committee chairs. Each board member should serve on at least 1 committee. Committees can also have members that are not board members.

ORGANIZATION

ECONOMIC VITALITY

PROMOTIONS

DESIGN

**CHAIR, VICE CHAIR AND
COMMITTEE POSITIONS VOTED
ON AT AUGUST MEETING**

DDA COMMITTEES

Organization

Functions:

- Member Engagement
- Succession & Transitional Planning
- Volunteer Recruitment & Outreach
- DDA 501(c)3 Corporation Oversight

Members:

1. Matthew Kagel - CHAIR
2. Greg Adamson
3. Christi Thompson
4. Paul Auclair
5. Andre Walden
6. Joel Tew

Economic Vitality

Functions:

- Develop Economic Partnerships
- Manage Advocate Program & Initiatives
- Work with Town Staff to coordinate business outreach & education

Members:

1. Paul Auclair - CHAIR
2. Christi Thompson
3. Timpla Stewart
4. Katie Spalding
5. Greg Adamson
6. Amber Batista
7. Marty Kornegay

Promotions

Functions:

- Event creation, Planning, and Implementation in Partnership with Special Events Coordinator
- Promote Downtown as Destination
- Social media content creation

Members:

1. Erin Belcher - CHAIR
2. Heather Madden
3. Dan Barbour
4. Laura Johnson
5. Amy Read
6. Aimee Sue Radic
7. Cameron Coolidge

Design

Functions:

- Educate downtown on facade grant program and historic downtown initiatives + encourage other creative design element
- Initial review of facade grant applications and recommendations

Members:

1. David Millican - CHAIR
2. Heidi Peach
3. Lila Reiber
4. Katie Spalding
5. Michael Strauss
6. Tammy Alridge

Appointments voted
on at August
Meeting

COMMITTEE MEETINGS

Last week of every month

ORGANIZATION

Last Tuesday 5pm-6pm at Deep River

ECONOMIC VITALITY

Last Tuesday of every month 6pm-7pm at Deep River

DESIGN

Last Wednesday of every month 6pm-7pm at Barbour Shop Creative

PROMOTION

Last Wednesday of every month 5pm-6pm at Barbour Shop Creative



ADVISORY BOARD MEETINGS

Second Monday of Every Month 6pm-7:30pm

DDA Advisory Board meetings run in like other boards and committees in the Town.

Meetings are led by the Advisory Board Chair (or Vice Chair, if necessary) with Town staff present to provide technical information, as necessary. Alternatives are active members of the board, but only vote in the occasion that another board member is not present.

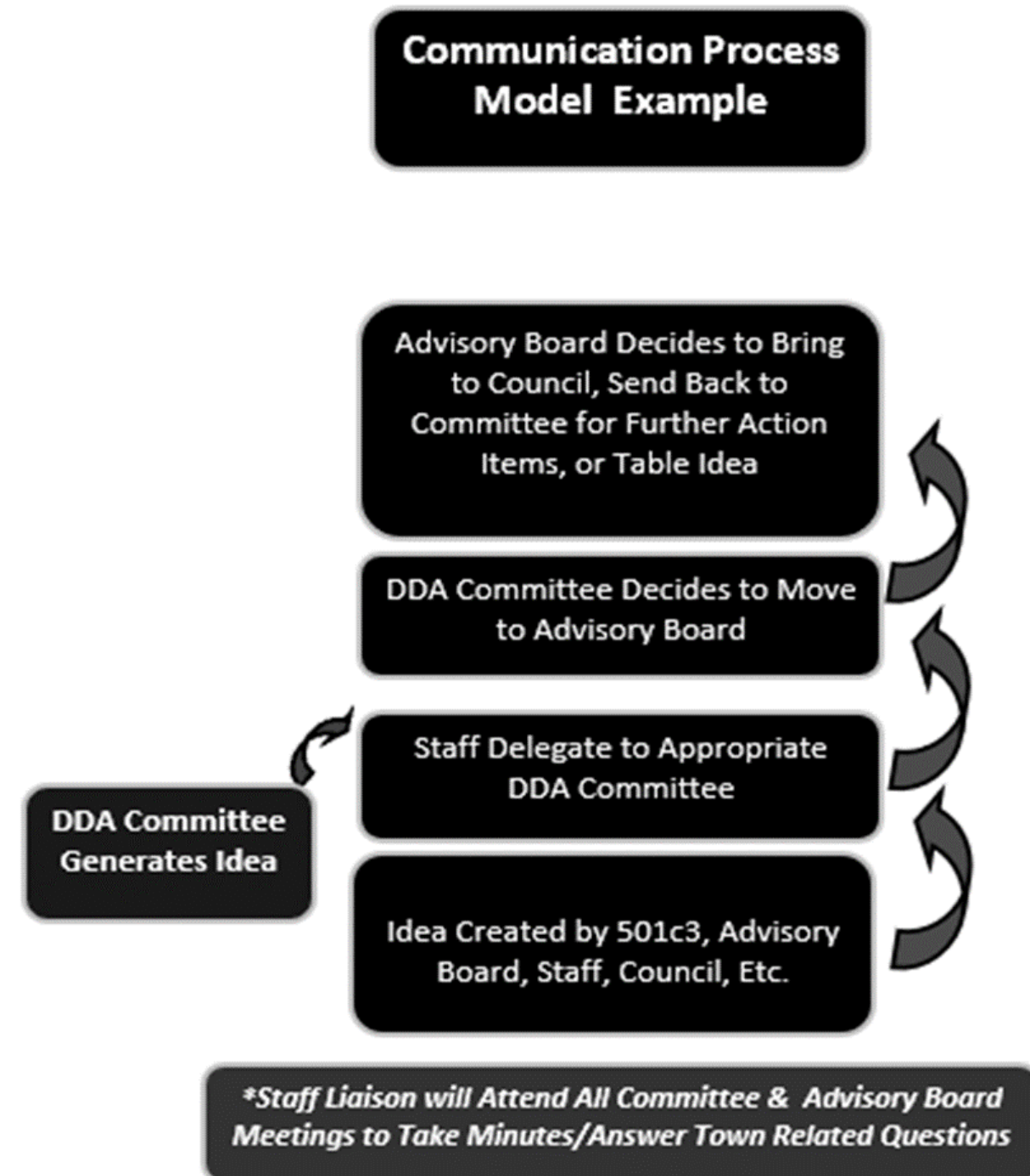
The operational goals of the meeting are to:

- receive updates on committee activity and provide direction for future work, if necessary;
- review and approve committee recommendations from the previous month (e.g. façade grants, promotions or event proposals, presentations, and actions for potential Council consideration);
- provide Town staff an opportunity to share information and receive feedback on issues specific to Downtown.

These meeting are open to the public, recorded and subject to public records requests.



COMMUNICATION MODEL



ADVISORY BOARD EXPECTATIONS

A few reminders for Advisory Board members:

- All board members are expected to attend regular and special called meetings. Failure to attend three consecutive meetings without notice of absence shall result in removal from the Board and shall require no action beyond notification to Town Council of the need for appointment of a new board member to an unexpired term.
- Each board member must serve on at least one DDA committee, which meets monthly separate from the DDA Advisory Board meeting
- The chair of each committee should be a board member
- One board member must be present at all times during events at which the DDA booth is set up due to the transactional nature of the events (Important to understand that money collected is going to the DDA 501c3 corporation)
- Each board member should be prepared to volunteer at a minimum of one event per month, when applicable. For example, during the main event season (April-September) there are an average of 4 events a month. Each volunteer shift is typically 2 hours.

BOARD & 501C3 BYLAWS



DOWNTOWN DEVELOPMENT ADVISORY BOARD "BOARD"	DOWNTOWN DEVELOPMENT ASSOCIATION, INC - 501(C)3 "CORPORATION"
MISSION: The purpose of the Board is to support the corporation and advise Town Council on issues which impact the Downtown District including matters related to historic preservation, promotion and investment, and education of businesses and citizens on the value of downtown and its unique features. [Supports DDA 501c3 & advises council; the operational unit of the corporation] MEMBERS: Must be town residents, business persons with downtown interests, downtown property owners or others with beneficial abilities, skills, etc. Annual Member Applications are vetted by town staff then approved by Town Council each fiscal year (by July). OFFICER SELECTION: The Board should have a Chair and Vice Chair (or two Co-Chairs) which are appointed by majority vote of board at August meeting. MEETINGS: Regular meeting schedule should be adopted at the beginning of the fiscal year (by July). Historically, meetings of the board are held monthly. COMMITTEES: Four standing committees (Organization, Economic Vitality, Promotions, and Design). Each board member must serve on at least 1 committee. Each committee may also welcome members not on the board, but committee chair must be a board member. QUORUM: Simple majority of members TOWN LIASON: Economic Development Department Staff and Council Liaison	MISSION: The purpose of the corporation is to operate exclusively for charitable and educational purposes that relate to the purpose or issues identified by the board. [Financially supports the ideas, events, etc. proposed by the board; The board is appointed to assist the corporation] POSITIONS: No members; Officers only. Positions include President, Vice President, Treasurer, Secretary and Past President. Positions are Filled by those on the board or anyone with board eligibility. OFFICER SELECTION: Nominated by Board at August meeting and approved by Majority vote of the board and Corporation. MEETINGS: No les than quarterly COMMITTEES: No committees QUORUM: Simple majority of officers TOWN LIASON: Economic Development Director and/or their designee. DOWNTOWN Clayton

July 2023 DDA Officer Positions Ballot – NOMINATIONS, Official Voting is next month

Advisory Board Chair

Christi Thompson*	Dan Barbour	Joel Tew	Paul Auclair	Erin Belcher
John David Millican	Greg Adamson	Lila Reiber	Katie Spalding	Marty Kornegay
Matthew Kagel				

Advisory Board Vice-Chair

Christi Thompson	Dan Barbour	Joel Tew	Paul Auclair	Erin Belcher
John David Millican	Greg Adamson	Lila Reiber	Katie Spalding	Marty Kornegay
Matthew Kagel*				

Design Committee Chair

Christi Thompson	Dan Barbour	Joel Tew	Paul Auclair	Erin Belcher
John David Millican*	Greg Adamson	Lila Reiber	Katie Spalding	Marty Kornegay
Matthew Kagel	Cameron Coolidge (Alt)		Andre Walden (Alt)	

Economic Vitality Committee Chair

Christi Thompson	Dan Barbour	Joel Tew	Paul Auclair*	Erin Belcher
John David Millican	Greg Adamson	Lila Reiber	Katie Spalding	Marty Kornegay
Matthew Kagel	Cameron Coolidge (Alt)		Andre Walden (Alt)	

Promotions Committee Chair

Christi Thompson	Dan Barbour	Joel Tew	Paul Auclair	Erin Belcher*
John David Millican	Greg Adamson	Lila Reiber	Katie Spalding	Marty Kornegay
Matthew Kagel	Cameron Coolidge (Alt)		Andre Walden (Alt)	

Organization Committee Chair

Christi Thompson	Dan Barbour	Joel Tew	Paul Auclair	Erin Belcher
John David Millican	Greg Adamson	Lila Reiber	Katie Spalding	Marty Kornegay
Matthew Kagel*	Cameron Coolidge (Alt)		Andre Walden (Alt)	

501c3 Officer Positions – Does NOT have to be a Board member; write in your answer below

501c3 President (currently Matt Kagel)

501c3 Vice President (currently Open)

501c3 Secretary (Currently Katie Spalding)

501c3 Treasurer (Currently Greg Adamson)

501c3 Past President/Member at Large (Currently Christi Thompson, Will become Matt Kagel if no longer president)



retail strategies



Real Estate & Market Analysis Training

WEBINAR

Our customized training will empower and equip you with the tools needed to attract new retail and restaurants.

Who should attend? real estate agents, property owners, and local business owners



DATE

Tuesday, August 22nd



TIME

9:00 AM ET



LOCATION

Zoom

register here



Can't attend live?

Don't worry – register anyway! We'll record the session and send a follow-up email.

2023-2024 Downtown Development Advisory Board Positions Ballot

Eligible board members that received more than 1 nomination in the July meeting are listed below. Vote for ONE in each category. Do not vote for the same person in the Chair and Vice Chair category.

Advisory Board Chair

Christi Thompson Matt Kagel Paul Auclair

Advisory Board Vice Chair

Christi Thompson Paul Auclair Matt Kagel Greg Adamson
Katie Spalding

Design Committee Chair

David Millican Katie Spalding Lila Reiber

Vitality Committee Chair

Paul Auclair Katie Spalding Greg Adamson

Promotions Committee Chair

Dan Barbour Erin Belcher

Organization Committee Chair

Greg Adamson Matt Kagel Christi Thompson

2023-2024 Downtown Development Association (501c3) Officers Ballot

Eligible nominees that received more than 1 nomination in the July meeting are listed below. Only the Vice President position had more than one eligible nominee.

Based on the nominations, other categories are tentatively proposed as:

President – Matt Kagel

Secretary – Katie Spalding

Treasurer – Greg Adamson

Past President – Christi Thompson

Vice President (SELECT ONE)

Joel Tew

Dan Barbour