



Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, September 8, 2025 @ 6:00 PM
Wooten Room, Town Hall, 111 E. Second Street

1. CALL TO ORDER

- a. Call to Order
Presenter: Greg Adamson, Board Chair

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

- a. Approval of July 2025 Minutes
[July 2025 DDA Board meetings](#)

4. OLD BUSINESS

5. STAFF REPORTS

- a. Town of Clayton Updates
Presenter: Amy Shearin, Community Development

6. COMMITTEE REPORTS

- a. Economic Vitality Committee
Presenter: Paul Auclair, Committee Head
- b. Design Committee
Presenter: Katie Spalding, Committee Chair
- c. Organization Committee
Presenter: Corina Knott, Committee Chair
- d. Promotions Committee
Presenter: Stephanie Lanier, Erin Belcher, Davin Colclough Committee Chairs
- e. 501c3 Update
Presenter: Jenn Hamilton, President

7. NEW BUSINESS

- a. Christmas Committee Planning Meeting- Monday, Sept 15 12pm
Presenter: Amy Shearin, Community Development
- b. Pink Friday Update
Presenter: Katie Spalding
- c. Small Business Saturday
• Sub-Committee Needed
Presenter: Greg Adamson, Board Chair

- d. Board Retreat
- Intro & Ice Breaker
 - Mission Statement & Structure
 - Setting Priorities
- Presenter:* Greg Adamson, Board Chair

8. PUBLIC COMMENTS

9. ADJOURN

Town of Clayton
Downtown Development Advisory Board
Monday, July 17, 2025 6pm
Generation Church

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| <p>Board Members Present: Greg Adamson, Board Chair Andre Walden Katie Spalding David Millican Erin Belcher Valerie Mullins Corina Knott Jennifer Hamilton Paul Auclair Stephanie Lanier</p> <p>Others Present: Melissa Overton</p> | <p>Board Members Absent: Davin Colclough Marty Kornegay</p> <p>Town Staff Present: Amy Shearin, Community Development Joe Stallings, Economic Development Porter Casey, Councilmember</p> |
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1. Call to Order

- a. Meeting Called to Order by Greg Adamson at 5:45pm

2. Adjustment of the Agenda

- a. No adjustments

3. Approval of Minutes

- a. Approval of June 2025 Board Meeting Minutes
 - i. Motion made by Corina Knott
 - ii. Second Jenn Hamilton
 - iii. Board was all in favor

4. Old Business

5. Staff Reports

Amy Shearin mentioned that the next concert is this Thursday, July 17. The Square to Square July 4th event was a huge success with 10,000 people on Main St. Thank you to everyone who was there and helped make it happen.

Committee Reports:

- a. **Design Committee-** Committee Chair Katie Spalding went over the Façade Grant application received from the Woman's Club for repainting and replacing the rotten hardiplank siding. Paul brought up that they could actually get 3 façade grants because you can also see the Main St side. And would like to propose that we vote to approve the grant at 2 facades and at 3 should they choose to apply for a third façade.
 - i. **Motion Made by:** Valerie Mullins
 - ii. **Seconded by:** Stephanie Lanier

iii. **Board all in favor**

b. **Economic Vitality Committee:** Committee Chair Paul Auclair said that we had a great business mixer at La Di Da. At the last committee we brought up the noise ordinance change- discussed that the EV committee would like to bring a proposal to the full board to vote on to write a proposal to Town Council. It was mentioned that many towns have an 11pm cut off, most towns the ordinance is town wide not specific to a district, and was 7 days a week. EV committee will workshop different ideas and bring research and a proposal.

c. **Organization Committee-** Corina: nametags are here.

d. **Promotions Committee** – Meeting is next Monday.

e. **501c3 Update-** No update

7. New Business

Melissa Overton: Introduced herself, lead the group in an ice breaker and started the discussion on what the board training is; developing Boards best practices and the storming forming norming performing model of groups.

8. Public Comment

9. Adjourn

The meeting was adjourned at 8:20am.