



Town of Clayton
Downtown Development Association Advisory Board
Agenda
Monday, September 9, 2019 @ 6:00 PM
Council Chambers - Clayton Town Hall

1. CALL TO ORDER

2. ADJUSTMENT OF THE AGENDA

3. REPORTS

4. APPROVAL OF MINUTES

- a. Draft Minutes
 - August 12, 2019
[August 12 2019 DRAFT Minutes](#)

POTENTIAL ACTION: Adoption of Minutes

5. OLD BUSINESS

- a. Update on By-Laws Approval by Town Council
Presenter: David DeYoung, Economic Development Director

POTENTIAL ACTION: None - Informational Only

- b. Discussion on Board Co-Chairs
Presenters: Tony Johnson and Jessica Lloyd

POTENTIAL ACTION: Adoption of Board Co-Chairs

6. COMMITTEE REPORTS

- a. Design Committee
Presenters: Heidi Lee Peach and David Millican
[Design Committee Report](#)

- b. Economic Vitality Committee
Presenter: Neal Stancil
[Economic Vitality Committee Report](#)

- c. Promotions Committee
Presenter: Jessica Lloyd
[Promotions Committee Report](#)

- d. Organization Committee
Presenter: Betsy Grannis
[Cover](#)

Organization Committee Report

7. STAFF REPORTS

- a. Dumpster Amortization Ordinance Update
Presenter: Samantha Wullenwaber, Planning Director
[Cover](#)
POTENTIAL ACTION: None - Informational Only
- b. 220 East Main Street Upset Bid Process Update
Presenter: Dave DeYoung, Economic Development Director
[Cover](#)
POTENTIAL ACTION: None - Informational Only
- c. Downtown Mural Program
Presenter: Dave DeYoung Economic Development Director
[Cover](#)
POTENTIAL ACTION: None - Informational Only
- d. Cycle NC Event Impact on Downtown
• October 2, 2019
Presenter: Dave DeYoung, Economic Development Director
[Cover](#)
POTENTIAL ACTION: None - Informational Only

8. NEW BUSINESS

- a. 2020 Meeting Schedule
Presenter: Tony Johnson, Chair
[Cover](#)
[2020 DDA Meeting Schedule](#)
POTENTIAL ACTION: Adoption of Meeting Schedule

9. OTHER BUSINESS

10. PUBLIC COMMENTS

11. ADJOURN

- a. Adjourn the Meeting
POTENTIAL ACTION: Motion to Adjourn



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

August 12, 2019
Minutes



CDDA Agenda Item CoverSheet

Meeting Date

September 9, 2019

Agenda Location

Committee Reports

ItemTitle

Design Committee Report

Presenters

Heidi-Lee Peach and David Millikin

Summary/Description

We discussed new ideas and initiatives including the following:

1. We discussed each board member inviting one or two new members to join the design committee.
Creating subcommittees within design that work along individual member's passions and finding more like minded members to grow our committees.
2. Heidi will focus on Design issues and Murals and David will focus on Historic Preservation issues.
3. Specific discussions were held regarding the Main Street Streetscape Design, Dumpster Amortization Program and upcoming UDO rewrite. CDDA needs to have a seat at the table on these Town Initiatives.
4. Discussed working with other committees within CDDA to make a comprehensive questionnaire to get business owners more involved with downtown.
5. Being involved with other committees if we have a passion for their direction and always allowing an open forum to join in any other CDDA meetings at anytime
6. Being a block ambassador is open to all committees and encouraged-work Hand in hand
7. Attending town council meetings to represent our ideas when needed to present or support
8. Potential for fundraisers to better the community-brainstorming ideas
9. Discussed design awards. We'll bring a proposal to the October meeting.
10. Bringing in new ideas for historical preservations and working out details in our committee; ie, what should be protected. HAVE DAVID MILLIKIN SAY A FEW WORDS REGARDING THIS INITIATIVE.

Requested Action

None

Funding Source (If Applicable):

Cost:

Additional Documents to be Included in Agenda Packet



CDDA Agenda Item CoverSheet

Meeting Date

September 9, 2019

Agenda Location

Committee Reports

ItemTitle

Vitality Committee Report

Presenter

Neal Stancil

Summary/Description

1. Discussions involved the Cycle NC Mountains to Coast stop in Clayton on Oct 2. There is a need to coordinate information to all Downtown Clayton businesses to make them aware of this event. We also discussed the lack of connectivity between the Neuse River Trail and downtown.
2. Block Ambassador Program- Neal will create an organizational program defining the areas to be targeted, number of ambassadors and a basic "script" to use when visiting each business. We discussed having business cards printed that will have the CDDA email address so we can be contacted.
3. Business Assistance Program- Tony discussed creating a team that will reach out to new businesses to help them negotiate the intricacies of dealing with the Town's development departments.
4. Discussed gathering demographics information on Downtown businesses.
5. Discussed possibly having a Downtown Business "get together" with food and drink in Nov or Dec. at the HTR offices.
6. Discussed promoting Last Friday, Farmers Market and other Downtown initiatives to Downtown businesses.
7. Discussed determining the percentage of salaries and time that are devoted to CDDA activities by the Town staff.
8. Discussed promoting some sort of tie-in with Cooper Academy.
9. Discussed having presentations about the Clayton Historic Society, Last Friday, etc as informational features during CDDA meetings.

RequestedAction by CDDA

None

Funding Source (If Applicable):

Cost (If Applicable):

Additional Documents to be Included in Agenda Packet (If Applicable)



CDDA Agenda Item CoverSheet

Meeting Date

September 9, 2019

Agenda Location

Committee Reports

ItemTitle

Promotions Committee Report

Presenter

Jessica Lloyd

Summary/Description

- Committee & Subcommittee Chairs were determined and are as follows:
 - Promotions Chair – Jessica Lloyd
 - Subcommittee Chair
 - Concert – Alison Kilpatrick
 - Tree Lighting – Erin Belcher
 - Movie Nights – Clayton Jr Womens' Club
- Promotions committee will be holding a survey with the public about our downtown events at the next concert and movie night to get feedback as we plan for 2020.
- Tree Lighting Committee Highlights
 - Event Date is Thursday, December 5th (5:30-8pm)
 - Committee has been formed & had our 1st meeting on 8/27, along with Town Staff (P&Rec and Econ Team).
 - Special Event Permit has been turned in for approval.
 - All sponsorships have been confirmed. There may be more attractions and we already have sponsors ready for those if they are approved.
 - Volunteer emails will be sent out in the next month so please let me know of where you can help.
 - The Town of Clayton will be selling 150th ornaments this year instead of the DDA.
- Concert Committee Highlights
 - August concert was another high attendance concert. We estimate about 1800-2200 in attendance.
 - CDDA sold beer and wine and had a net profit of about \$1,000 with wine inventory left over to sell at the next concert.
 - The committee is looking at bands and schedule for next year.
- Movie Committee Highlights
 - August's movie was Bumblebee. Due to the threat of bad weather, the attendance was low. We estimated 200-250 people.
 - Jr Womens' Club will be running the September and October movie nights and adding more exciting things to do at each one. It is a great partnership.

RequestedAction by CDDA

None.

Funding Source (If Applicable):

None.

Cost (If Applicable):

Additional Documents to be Included in Agenda Packet (If Applicable)



CDDA Agenda Item CoverSheet

Meeting Date

09/09/2019

Agenda Location

Committee Reports

ItemTitle

Organization Committee Report

Presenter

Betsy Grannis

Summary/Description

Please see attached report

RequestedAction by CDDA

Funding Source (If Applicable):

Cost (If Applicable):

Additional Documents to be Included in Agenda Packet (If Applicable)



CDDA Agenda Item

Organization Committee Report

Budget – Jessica is working on the budget and will present the proposed budget at our October meeting

Fundraising – Our sponsorship packages will remain the same for 2020. Jessica is working with Jenn to update our Fundraising Brochure for 2020

Board Training – Our committee has put together a short survey on training opportunities. Please take the time to fill them out and return them to me before the end of this meeting. We would like feedback on these issues so that we can move forward on planning.
As you can see, the NC Main Street Conference will be held in New Bern this coming March 10th -12th. There is currently not reimbursement from the town, but we are willing to see if we can request money if there is a strong interest from the board.

Calendar – We have drafted a preliminary calendar/schedule for DDA and have also tried to include some of the other civic events happening in town that may be good for us to know about. With this tool we hope to stay on top of our planning for all that DDA needs to accomplish.

Communication – Along these lines, our committee needs someone who can be the communications and database person for the DDA. We are looking for someone who is detail oriented and has some experience with creative, mass email writing and is familiar with Mail Chimp or Constant Contact or Sign Up Genius. We have someone in mind and hope to have them in place soon.



CDDA Agenda Item Cover Sheet

Meeting Date

September 9, 2019

Agenda Location

Staff Reports

Item Title

Dumpster Amortization Ordinance

Presenter

Samantha Wullenwaber, Planning Director

Summary/Description

In an effort to enhance the aesthetics of our wonderful community, the Town of Clayton is working on a dumpster amortization ordinance. This ordinance (if adopted by Town Council) will bring dumpsters and the enclosures which surround them into compliance with current code requirements over a period of time.

Requested Action

Receive as Information

Funding Source (If Applicable):

N/A

Cost:

N/A

Additional Documents to be Included in Agenda Packet

Copy of Draft Ordinance



CDDA Agenda Item Cover Sheet

Meeting Date

September 9, 2019

Agenda Location

Staff Reports

Item Title

220 E Main St.

Presenter

Dave DeYoung, Economic Development Director

Summary/Description

Report on status of upset bid process for 220 E Main St.

Requested Action

Receive as Information

Funding Source (If Applicable):

N/A

Cost:

N/A

Additional Documents to be Included in Agenda Packet

N/A



CDDA Agenda Item Cover Sheet

Meeting Date

September 9, 2019

Agenda Location

Staff Reports

Item Title

Downtown Mural Program

Presenter

Dave DeYoung, Economic Development Director

Summary/Description

Update on mural program application, process and procedure.

Requested Action

Receive as Information

Funding Source (If Applicable):

N/A

Cost:

N/A

Additional Documents to be Included in Agenda Packet

N/A



CDDA Agenda Item Cover Sheet

Meeting Date

September 9, 2019

Agenda Location

Staff Reports

Item Title

Cycle NC Special Event

Presenter

Scott Barnard, Parks and Recreation Director

Summary/Description

The Cycle NC - Cycle North Carolina Mountains to Coast Ride is a 7 day, fully supported bicycle tour that allows participants to explore the state in a unique way by traveling along the scenic back roads as you make your way from the mountains to the coast. This ride showcases many of the sites, sounds and smells that North Carolina has to offer along with some true southern hospitality and the opportunity to experience some great North Carolina food. Our overnight stop will keep the riders entertained with unique downtown shopping, delicious restaurant options, live entertainment (Concert in Town Square) and more.

This event allows us to showcase our community to over 1,000 bikers. This will have a positive economic impact on our community estimated between \$50,000 and \$100,000 in the one day they are here!

Requested Action

Receive as Information

Funding Source (If Applicable):

Support funding will come from the Town and Johnston County Visitors Bureau

Cost:

N/A

Additional Documents to be Included in Agenda Packet

N/A



CDDA Agenda Item Cover Sheet

Meeting Date

September 9, 2019

Agenda Location

Staff Reports

Item Title

CDDA 2020 Meeting Schedule

Presenter

Dave DeYoung, Economic Development Director

Summary/Description

Presentation, review, and approval of CDDA 2020 Meeting Schedule.

Requested Action

Approval of Meeting Dates

Funding Source (If Applicable):

N/A

Cost:

N/A

Additional Documents to be Included in Agenda Packet

Copy of CDDA 2020 Meeting Schedule



TOWN OF CLAYTON
DOWNTOWN DEVELOPMENT
ADVISORY BOARD
2020 MEETINGS

January 13, 2020

February 10, 2020

March 9, 2020

April 13, 2020

May 11, 2020

June 8, 2020

July 2020 – No Meeting*

August 10, 2020

September 14, 2020

October 12, 2020

November 9, 2020

December 14, 2020

Meetings are held on the SECOND Monday of the month 6:00 p.m. in the Council Chambers located in Town Hall located at 111 East Second Street, unless otherwise noted.*

Committee Meetings are held the FOURTH Tuesday of the month at the following times and locations:

Organization Committee – 9-10 a.m. – Morning Glory Inn
Promotions Committee – 10-11 a.m. - Boulevard Coffee Shop
Design Committee – 6-7 p.m. – Tony Johnson Office
Economic Vitality Committee – 7-8 p.m. - Tony Johnson Office

In accordance with NC GS 143-318.10, these are official meetings of the board and are open to the public.