



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

BOARD MEMBERS PRESENT:

Tony Johnson
Jessica Lloyd
Heidi Peach
Judy Ryan
James Lipscomb
Laura Johnson
John Millican
Erin Belcher
Alison Kilpatrick
Neal Stancil

STAFF PRESENT:

Bobby Bunn, Council Member
Kimberly Moffett, Town Clerk
Dave DeYoung, Economic Development Director
Jenn Gallimore, Economic Development Specialist

MEMBERS ABSENT:

1 CALL TO ORDER

- a) Mr. Johnson called the meeting to order at 6:01 p.m.

2 ADJUSTMENT OF THE AGENDA

3 REPORTS

4 APPROVAL OF MINUTES

- a) Draft Minutes
• August 12, 2019

Ms. Grannis stated there was a minor typo on the last page of the minutes of Johnston versus Johnson when referring to Board Chair.

ACTION: Adoption of Minutes

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

5 OLD BUSINESS

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

Mr. DeYoung shared some suggested updated changes to include definite differential between advisory board and 501c3, changes to the interview process, changing the use of the word directors to board member, by-law approval changes, and presentation of an annual update to Town Council.

ACTION: Forward By-Laws to Town Council for Approval

Motion: Board Member Grannis

Second: Board Member Lloyd

Vote: Unanimous

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

This item was tabled and will be discussed at next meeting.

6 COMMITTEE REPORTS

- a) Design Committee
Presenters: Heidi Lee Peach and David Millican

Ms. Peach provided an update on the Design Committee and stated many new ideas and initiatives were discussed including having everyone invite one guest and creating subcommittees in regards to murals, art, and historical preservation. Also discussed was Streetscape design, the dumpster ordinance and UD rewrite. There was also discussion about working with other committees to assist downtown business owners in becoming more involved. There was one Façade Grant that has been tabled until more information is available. The location is 402 East Main Street, they will be replacing windows and doors and want to install a new awning. Mr. Johnson stated he spoke with applicant and owner, he was going to install an awning and hoped he would be approved for the façade grant. Mr. DeYoung stated he understood that he would be using the same design as Three Little Birds.

Mr. Millican shared information regarding historic preservation and shared background information regarding historic preservation design to include citizen education. He stated he would like to see some sort of street designation sign. He spoke about tax credits for those that are designated as historic and he discussed how to work with folks to get this designation. He stated he would like to discuss how modernistic structures co-exist alongside historic locations.

- b) Economic Vitality Committee
Presenter: Neal Stancil

Mr. Stancil reported this is a newly formed committee and they have met and are trying to decide on direction of this committee. The overall feeling is this committee will focus on communication and having face to face contact with folks. He discussed possibility of creating a Block Ambassador Program. Currently this is in the building blocks stages and desire is to keep it as simple relationship building. Mr. Johnson stated the Chamber of Commerce has an Ambassador Program and wanted to make sure the two don't get

confused. All agreed it was a great program and they do not want to get bogged down with naming it right now.

c) Promotions Committee
Presenter: Jessica Lloyd

Ms. Lloyd discussed the sub-committee chairs for this committee which include Jessica Lloyd serving as the chair, Alison Kilpatrick handling the concerts, Erin Belcher handling the Tree Lighting and the Clayton Jr. Women's Club handling the movie night, (they are currently shadowing with plans to take this event over next year). At the last concert there will be a survey asking for feedback on what everyone want to see, dates of concerts, etc. This survey will also help to provide information as to where receives their information about events. It is hoped this information will help determine where to focus efforts in planning for future events. She discussed the committee had started working on the tree lightning event and are working closely with the town. The event is scheduled for December 5, 2019 with times of 5:30-8:30 p.m. Volunteers are being contacted and everything is starting to come together. The concert in August had outstanding attendance. Beer and wine sales have gone well. In reference to the tree lighting, all of the sponsors have been confirmed. The sponsors from last year were all eager to help and there are sponsors waiting to hear how they can help with future events. The concert committee is starting to look at the line up for next years' concerts. Mr. Johnson offered his appreciation to the committee for all their hard work.

d) Organization Committee
Presenter: Betsy Grannis

Ms. Grannis stated a copy of the written report was previously provided. She stated a short survey was provided to everyone and asked that it be returned to her this evening. She is working on a draft calendar for the board and will begin working on the budget. She is looking for someone to be a communication and database volunteer (sign up genius experience etc.) She stated if anyone knows of someone to please let a member know. Mr. Johnson again offered his thanks and shared how much behind the scenes work takes place at the committee meetings.

7 STAFF REPORTS

a) Dumpster Amortization Ordinance Update
Presenter: Samantha Wullenwaber, Planning Director

Ms. Wullenwaber provided an update on the Dumpster Ordinance. She provided background information on this issue. She stated a committee had been established to discuss this item. She shared information regarding current code and proposed changes. She shared information about what amortization means and stated some of these changes could be costly. The plan is to allow folks 5 years to get in compliance once the ordinance is adopted. She shared photos of some current dumpsters, etc. and shared the amount of illegal dumping when enclosures are not in place. She shared preliminary discussion regarding controlling the number of dumpsters in downtown. She stated a drawing would be provided. She was happy to hear any ideas and suggestions. Also shared were some ideas about incentives. Mr. Johnson asked how business owners would be notified. She stated a GIS spreadsheet exists and they would work through that. She stated we do have active code enforcement in the field. Mr. Stancil suggested the material list needs to

be looked at again, there are concerns seeing just brick boxes, perhaps a design contest, etc. Members of the dumpster ordinance group include, Mayor Pro Tem Grannis, James Lipscomb, Main Street Jewelers Owners, and a few town staff.

ACTION: None - Informational Only

b) 220 East Main Street Upset Bid Process Update

Presenter: Dave DeYoung, Economic Development Director

Mr. DeYoung provided an update and stated the current bid stands at \$99,800. Mr. Johnson asked Mr. DeYoung to address the concerns to maintain any historic portions of the building. Mr. DeYoung stated there are 2 special conditions on the sale of the property, the first is the bidder has 90 days to get the building in a safe condition and the second is the façade is required to keep its historic character.

ACTION: None - Informational Only

c) Downtown Mural Program

Presenter: Dave DeYoung Economic Development Director

Ms. Beard provided a mural update. She spoke about the mission of PAAB and art around town. She also provided details about the Sculpture Trail and further that several sculptures are now moving onto private property to include Revival and the Hospital. She stated staff is leaning toward permanent murals versus temporary. She spoke about Rising Tide and the mural on the side of that building. She asked members for any details to include how we ensure murals are lasting and taken care of. She stated details are being drafted and will be shared with the committee once complete, a draft would be shared with this committee. Ms. Peach asked if there would be an opportunity to work with PAAB with the murals. Ms. Beard spoke about one member of DDA being part of the sculpture trail selection process and believed the thought was to structure this program in the same way. Ms. Peach stated she would like to be part of the designing program. Details are being worked out the best way for folks to begin, if they have interest to go through Dave DeYoung and Jen Gallimore. Ms. Beard shared additional information about some of the difficulties and the need to ensure there are no sign issues. The plan is to model other mural programs. She shared additional information about costs and artists. Ms. Beard stated she will attend the next design committee meeting. Ms. Peach asked for a time frame and Ms. Beard stated the goal is to come back with additional information at the next board meeting.

ACTION: None - Informational Only

d) Cycle NC Event Impact on Downtown

- October 2, 2019

Presenter: Dave DeYoung, Economic Development Director

Ms. Shearin spoke about this event Cycle NC has statewide participants who pay for an arranged trip from the mountains to the coast with stops along the way and the route is changed every year. This year Clayton is the Wednesday night stop and it is expected that between 1,000 and 1,200 cyclists would be camping at the Community Center and be shuttled into downtown for restaurants, shopping and the concert. Downtown businesses have been contacted so they could begin to offer specials. Shuttles are paid for

until 10 p.m. Ms. Shearin showed a map showing different shuttle drop off locations. Mr. Stancil asked about the set up at the community center. Ms. Shearin stated the set up will include Red Neck BBQ, Deep River, music and food trucks, all of this will end at 4:30 p.m. He asked if all attendees will be provided a handout, she stated they would. She shared information regarding the businesses that are offering discounts. He wanted to ensure we were proactive in contacting businesses. Mr. Stancil stated it is important that restaurants know that folks will be in town. He stated he would be happy to pass out handouts to downtown businesses.

ACTION: None - Informational Only

8 NEW BUSINESS

- a) 2020 Meeting Schedule

ACTION: Adoption of Meeting Schedule

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

9 OTHER BUSINESS

- a) The Civitan BBQ tickets are for sale at 3 for \$27, they can be purchased through Ms. Grannis.

10 PUBLIC COMMENTS

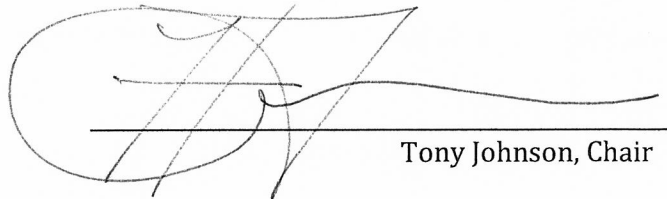
11 ADJOURN

- a) Adjourn the Meeting

ACTION: Motion to Adjourn at 7:13 p.m.

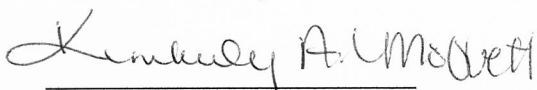
Motion: Board Member Grannis
Second: Board Member Peach
Vote: Unanimous

Duly adopted this the 14th day of October, 2019.



Tony Johnson, Chair

ATTEST:



Kimberly A. McQueth
Clerk to the Board