



**The Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, September 11, 2017 @ 6:30 PM
GS 223 - Clayton Town Hall**

1. CALL TO ORDER

- a. Roll Call

2. ADJUSTMENT OF THE AGENDA

3. OLD BUSINESS

- a. 2018 Main Street Conference- Volunteer Assignments
Presenter: Kaitlin Russo, Downtown Development Coordinator
POTENTIAL ACTION: None- Information Only
- b. Annual Update to Council for Advisory Board- October 16th
Presenter: Kaitlin Russo, Downtown Development Coordinator
POTENTIAL ACTION: None- Informational Only

4. NEW BUSINESS

- a. Review and Approval of DRAFT Minutes
[DDA August 14, 2017 Minutes](#)
POTENTIAL ACTION: Approval of August 14, 2017 Minutes
- b. Sponsorship Request- The Shindig
Presenter: Dave Brown
[2017 Sponsorship Request - The Shindig](#)
POTENTIAL ACTION: Approval of Sponsorship and Dollar Amount
- c. Sponsorship Request- Last Friday
Presenter: Brad Stoneking
[2017 Sponsorship Request - Last Friday](#)
POTENTIAL ACTION: Approval of Sponsorship and Dollar Amount
- d. Orientation to 2018 Main Street Conference
Presenter: Kaitlin Russo, Downtown Development Coordinator
[2018 Main Street Conference Orientation to Board Agenda](#)
POTENTIAL ACTION: None- Informational Only

5. REPORTS

- a. Downtown Development Director

Presenter: Kaitlin Russo, Downtown Development Coordinator

b. Financial Report

Presenter: Jessica Lloyd, Treasurer

c. Promotion Committee Chair

Presenter: Kim Lawter, Vice-Chair

d. Economic Committee Chair

Presenter: Betsy Grannis

e. Design Committee Chair

Presenter: Heidi Lee-Peach, Secretary

6. OTHER BUSINESS

7. ADJOURN



**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 away 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 freindsly 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 Cascade 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

Chair

ATTEST:

Clerk to the Board

Clayton Downtown Development Association Sponsorship Request Form

Please type or print clearly. All information is subject to editing.

DEADLINE FOR SUBMISSION: 60 DAYS PRIOR TO START DATE

Please list below information for your upcoming event(s). If you are submitting more than one event, please make that clear on your request. All events must be open to the general public and target visitors to Downtown Clayton. Events are subject to editing due to budget constraints. All events must agree to include the provided Clayton Downtown Development Association logo on marketing materials.

EXACT DATE(S) OF EVENT: _____ November 4th _____
(Do not include general date reference, only events with specific dates will be included)

ANNUAL EVENT _____ **yes** _____ **MULTIPLE YEAR DATES** _____ **2011 - 2017** _____

EVENT SPONSOR _____ Clayton Mid Day Rotary _____

NAME OF EVENT: _____ THE SHINDIG _____

TIME OF EVENT: _____ NOV 4th 12pm – 10pm _____ **ADMISSION CHARGE** _____ YES _____ X NO _____

ESTIMATED ATTENDANCE: _____ 3,000 _____

LOCATION WITHIN DOWNTOWN CLAYTON OF EVENT: _____ Town Square and Adjacent Streets _____

BRIEF DESCRIPTION OF EVENT: The Shindig is an annual event that features multiple bands on two stages performing everything from Bluegrass to Americana Music. It contains everything from a Beard Competition to a Wing Competition and of course Beer.

PERSON/ORGANIZATION TO CONTACT FOR FURTHER INFORMATION:

(May be published) _____ Dave Brown - 9194388555 _____

CONTACT PHONE NUMBER(S): 9194388555

(All accepted events will be posted on our Website and Facebook page. A site plan and copy of the Special Events Application must be attached to be considered.)

THE INFORMATION ON THIS QUESTIONNAIRE IS CORRECT AND WAS COMPLETED BY:

NAME: _____ Dave Brown _____ **TITLE:** _____ Owner _____
COMPANY: _____ Earth Plow Productions _____ **PHONE:** _____ 919-438-8555 _____
E-MAIL ADDRESS _____ dave@earthplow.org _____ **FAX:** _____ — _____
ADDRESS: _____
SIGNATURE: _____ **DATE:** _____

ALL FORMS MUST BE SIGNED TO BE INCLUDED.

Clayton Downtown Development Association

Attn: Kaitlin Russo

P.O. Box 879, Clayton, NC 27528

919-359-9349

E-mail: krusso@townofclaytonnc.org



Kaitlin Russo

From: Dave Brown <dave@earthplow.org>
Sent: Tuesday, August 29, 2017 2:02 PM
To: Kaitlin Russo
Subject: Re: The Shindig
Attachments: CDDA Sponsorship Request Form.doc

I labeled the Clayton Mid Day Rotary as the Sponsor of the event, since we are. Currently our sponsor levels are fairly wide spread. This is a breakdown of our current sponsors, there is a package that I have structured around them.

\$5000 - Title Sponsor (Anonymous Donor took this spot this year)
\$3,000 - Gold Sponsor - Zaxbys and Smoky Mountain
\$1,500 - Deep River, Ballast Point, Foothills Brewing, CocaCola, etc.

Please let me know what else we can help you with to make this happen! Could really use as much as possible since this is a free even this year...

Dave Brown
9194388555
dave@earthplow.org
www.mondoroots.com
www.theshindig.net

"Effort only fully releases its reward after a person refuses to quit"

On Tue, Aug 29, 2017 at 12:59 PM, Kaitlin Russo <krusso@townofclaytonnc.org> wrote:

You will need to fill the attached out, then I will place you on the CDDA agenda for September. Dollar amounts/sponsorship levels would help!

From: Dave Brown [mailto:dave@earthplow.org]
Sent: Tuesday, August 29, 2017 11:45 AM
To: Kaitlin Russo <krusso@townofclaytonnc.org>
Subject: Re: The Shindig

Hey Kaitlin

Need to find out about that potential sponsor package please!! You had mentioned some sort of plan for festivals that do the work for you all to bolt on, just need that done please.

Clayton Downtown Development Association Sponsorship Request Form

Please type or print clearly. All information is subject to editing.

DEADLINE FOR SUBMISSION: 60 DAYS PRIOR TO START DATE

Please list below information for your upcoming event(s). If you are submitting more than one event, please make that clear on your request. All events must be open to the general public and target visitors to Downtown Clayton. Events are subject to editing due to budget constraints. All events must agree to include the provided Clayton Downtown Development Association logo on marketing materials.

EXACT DATE(S) OF EVENT: Last Friday of Every Month
(Do not include general date reference, only events with specific dates will be included)

ANNUAL EVENT _____ **MULTIPLE YEAR DATES** _____

EVENT SPONSOR Canopy

NAME OF EVENT: Last Friday in Clayton

TIME OF EVENT: 6pm - 12pm **ADMISSION CHARGE** ☐ YES ☒ NO

ESTIMATED ATTENDANCE: 2-300

LOCATION WITHIN DOWNTOWN CLAYTON OF EVENT: Entire Downtown

BRIEF DESCRIPTION OF EVENT: Last Friday is an event that celebrates the nightlife Clayton has to offer. Ideally we would also have retail & non-service industry related businesses involved.

PERSON/ORGANIZATION TO CONTACT FOR FURTHER INFORMATION:

(May be published) Brad Stoneking - 919-243-0899

CONTACT PHONE NUMBER(S): 919-243-0899

(All accepted events will be posted on our Website and Facebook page. A site plan and copy of the Special Events Application must be attached to be considered.)

THE INFORMATION ON THIS QUESTIONNAIRE IS CORRECT AND WAS COMPLETED BY:

NAME: Brad Stoneking **TITLE:** Owner / Creative Director
COMPANY: Canopy **PHONE:** 919-243-0899
E-MAIL ADDRESS Brad@canopythinks.com **FAX:** _____
ADDRESS: 400 E. Main St. Clayton
SIGNATURE: [Signature] **DATE:** 8/26/17

ALL FORMS MUST BE SIGNED TO BE INCLUDED.

Clayton Downtown Development Association

Attn: Kaitlin Russo

P.O. Box 879, Clayton, NC 27528

919-359-9349

E-mail: krusso@townofclaytonnc.org





2018 Main Street Conference – CDDA Orientation
Monday, September 11, 2017 / 6:30 PM
Town Hall - GS223

Agenda

- 1. What is the Main Street Conference?**
- 2. Overview of Tentative Schedule**
- 3. Committees & Contact Lists**
- 4. Meeting Calendar**
- 5. Invites & Attachments**
 - a. You will receive your attachments the Friday before your scheduled meeting**
- 6. Meeting Location -**
- 7. Committee To-Do Lists**
- 8. Volunteer Needs & Volunteer List**
- 9. Accessing G-Mail**
- 10. Questions?**