



Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, September 11, 2023 @ 6:00 PM
Wooten - Town Hall

1. CALL TO ORDER

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

- a. Approval of August 13, 2023 minutes
Presenter: Christi Thompson, Board Chair
[Downtown Development Association Advisory Board - Aug 14 2023 - Minutes - Pdf](#)

4. OLD BUSINESS

5. STAFF REPORTS

- a. Strategic Plan Implementation Year 2
Presenter: Lydia Davis, Economic Development Specialist
- b. Downtown Master Plan Input Session - [rescheduled to 10/10 4pm-6pm](#)
Presenter: Lydia Davis, Economic Development Specialist

6. NEW BUSINESS

- a. 2024 Concerts - Joint conversation with The Clayton Center Staff
Presenter: Lydia Davis, Economic Development Specialist
- b. Downtown Stakeholders Quarterly Mixer
Presenter: Christi Thompson, Chair
- c. Holiday Items - Downtown Awards, Storefront Decorating, Christmas Village
Presenter: Christi Thompson, Board Chair
- d. 2023 Board Retreat
Presenter: Christi Thompson, Board Chair

7. COMMITTEE REPORTS

- a. Design Committee
Presenter: David Millican, Committee Chair
- b. Economic Vitality Committee
 - BBQ Challenge Update*Presenter:* Paul Auclair, Committee Chair
- c. Promotions Committee
 - Small Business Saturday*Presenter:* Dan Barbour, Committee Chair
- d. Organization Committee

Presenter: Greg Adamson, Committee Chair

8. PUBLIC COMMENTS

9. ADJOURN



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

Board Members Present:

Christi Thompson
Matthew Kagel
Marty Kornegay
David Millican
Andre Walden (Alt)
Greg Adamson
Erin Belcher
Lila Reiber
Joel Tew

Board Members Absent:

Paul Auclair
Katie Spalding
Dan Barbour
Cam Coolidge (Alt)

Staff Present:

Patrick Pierce, Economic Development Director

1 CALL TO ORDER

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

Meeting was called to order at 6:04pm

2 ADJUSTMENT OF THE AGENDA**3 APPROVAL OF MINUTES**

- a) Approval of July 10, 2023 Minutes
Presenter: Patrick Pierce, Economic Development Director

July Minutes were approved as presented.
Motion made by: Lila Reiber
Seconded by: Greg Adamson
All approved.

4 OLD BUSINESS

5 STAFF REPORTS

- a) Property Owners Training - Aug 22
Presenter: Patrick Pierce, Economic Development Director

Pierce gave an update that the Downtown Strategic Plan consultant will be jumping into the first step of Year 2 implementation with a property owners training on August 22 at 9am. This customized training session is intended to empower and equip property and business owners with the tools needed to attract new businesses and tenants into Downtown Clayton.

- b) Crosswalk Materials Pilot Program Opportunity
Presenter: Patrick Pierce, Economic Development Director

Pierce gave a brief overview about a pilot program through NCDOT that allows communities to test out new materials and colors for crosswalks. Clayton has elected to utilizing the discounted pilot pricing to do the crosswalk at Lombard and Second, near the largest new public parking lot. Each side of the crosswalk will be painted in a color from the new downtown branding. An example was shown via a rendering.

- c) Social District Taskforce Update
Presenter: Patrick Pierce, Economic Development Director

Pierce gave an update that the Town Council requested Social District Taskforce has been assembled and had their first taskforce meeting on Aug 8th. The group is made up of an even mix of restaurant owners, bar owners, retail establishments, other community groups, and DDA members. The first meeting was mostly for background information and education. The next meeting in September will have guest speakers to dive deeper on some of the topics/questions in the first meeting.

- d) ITEM ADDED: Downtown Master Plan
Presenter: Patrick Pierce, Economic Development Director

An item was added to the agenda regarding the Downtown Master Plan. A first draft is almost complete, and a public input session to review the first draft is scheduled soon. More information to come.

- e) ITEM ADDED: Advisory Board Video Series
Presenter: Patrick Pierce, Economic Development Director

Pierce gave a brief overview about a Town initiative to market each of the advisory boards by putting together information videos about each board, their members and their missions. Filming for the Downtown Development Advisory Board will take place next month.

6 NEW BUSINESS

- a) Voting for Advisory Board Positions and Officers
Presenter: Patrick Pierce, Economic Development Director

Based on the nominations collected at the last meeting, Pierce passed out ballots for each board member to vote with for each board position and 501c3 board officer. Based on the votes, the following slate was presented:

Advisory Board:
Chair: Christi Thompson
Vice Chair: Greg Adamson
Design Committee Chair: David Millican
Economic Vitality Committee Chair: Paul Auclair
Promotions Committee Chair: Dan Barbour
Organization Committee Chair: Greg Adamson

501c3
President: Matthew Kagel
Vice President: Joel Tew
Secretary: Katie Spalding
Treasurer: Greg Adamson
Past President/Member at Large: Christi Thompson

A motion was made by Matthew Kagel to accept this slate.
The motion was seconded by: Joel Tew
This slate was unanimously accepted as presented.

- b) 2023 Clayton Community Annual Meeting Discussion
Presenter: Christi Thompson, Chair

There was a discussion regarding the 2023 Downtown Awards. For the past few years, the DDA has participated in the Clayton Chamber of Commerce's Annual Awards show to presented the Downtown Awards on the same night, along with other community partners WIN, Rotary, Women's Club, etc. To participate, each group contributes \$500 to support the event.

As chair and vice chair, Christi and Matt plan to connect with the Chamber to discuss the event for 2023 and moving forward and how to make the event more impactful for all groups.

- c) New Downtown Business Presentation: Fare Game
Presenter: Paul Auclair, Owner

In Paul Auclair's absence, his business partners Lynn Auclair and CJ Batista presented about this new project. Fare Game is a new concept going into the Carroll Building on Main Street, which will also have office space on the second floor. This building developer recently received an Economic Development Agreement from Council and a façade grant from the Economic Development Department. The Fare Game business model on the bottom floor will have a pizza oven with unique

offerings, an arcade, and a bar. Interior upfits for the bottom floor are expected to be completed by the beginning of 2024.

7 COMMITTEE REPORTS

- a) Design Committee
Presenter: David Millican, Committee Chair

No report due to time.

- b) Economic Vitality
1. BBQ and Brews Update
Presenter: Paul Auclair, Committee Chair

No report due to time

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

No report due to time

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

No report due to time

8 PUBLIC COMMENTS

9 ADJOURN

Motion to adjourn made by Erin Belcher
Motion to adjourn seconded by Greg Adamson
Meeting was adjourned at 7:25pm

