



Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, September 13, 2021 @ 6:00 PM
Clayton Community Center - Front Plaza

1. CALL TO ORDER

The first portion of this meeting will be a joint meeting between DDA and Parks & Recreation Advisory Board.

2. STAFF REPORTS - JOINT MEETING

- a. Parks & Recreation Department Update
Presenter: Scott Barnard, Parks & Recreation Director
- b. Downtown Parking Update
Presenter: Patrick Pierce, Economic Development Director

3. NEW BUSINESS - JOINT MEETING

- a. Cycle NC 2021

POTENTIAL ACTION: None - Informational Only

Following presentation of this item both boards will resume individual meetings.

4. ADJUSTMENT OF THE AGENDA

5. APPROVAL OF MINUTES

- a. Draft Minutes
 - January 11, 2021
 - July 26, 2021

[January 11, 2021 DRAFT Minutes](#)

[July 26, 2021 DRAFT Minutes](#)

POTENTIAL ACTION: Adoption of Minutes

6. OLD BUSINESS

7. NEW BUSINESS - DDA MEETING

- a. Facade Grant Review - 439 E. Second Street
POTENTIAL ACTION: Motion to Approve Grant
- b. Facade Grant Review - 115 E. First Street
POTENTIAL ACTION: Motion to Approve Grant

- c. Amend '21-'22 Meeting Schedule
[Amended DDA Meeting Schedule](#)

POTENTIAL ACTION: Adoption of Amended Meeting Schedule

- d. Clayton Growth Plan - Downtown Recommendations

POTENTIAL ACTION: None - Informational Only

8. COMMITTEE REPORTS

- a. Design Committee Report
Presenter: David Millican
[Cover - Design](#)
- b. Economic Vitality Committee Report
Presenter: Christi Thompson
[Cover - Economic Vitality](#)
- c. Promotions Committee Report
Presenter: Erin Belcher
- d. Organization Committee Report
Presenter: Judy Ryan
[Cover - Organization](#)

9. PUBLIC COMMENTS

10. ADJOURN

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



Town of Clayton
Downtown Development Association Advisory Board Minutes
Monday, January 11, 2021 @ 6:00 PM
Remote Meeting

1 CALL TO ORDER

- a) Roll Call
Presenter: Laura Johnson, Chair

2 ADJUSTMENT OF THE AGENDA

3 APPROVAL OF MINUTES

- a) Draft Minutes
- December 14, 2020 Minutes

ACTION: Adoption of Minutes

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

4 OLD BUSINESS

5 STAFF REPORTS

- a) Greenway Trails Downtown Connection Committee Update
Presenters: Patrick Pierce & Jenn Gallimore

Mr. Pierce & Ms. Gallimore provided an updated on developments from the joint Economic Development and Parks & Recreation Greenway Trails Committee. It was reported that significant progress has been made and will continue.

6 COMMITTEE REPORTS

- a) Design Committee
Presenters: David Millican & Jenn Gallimore
- Committee Report
 - Façade Grant Update
 - Process Tracking Review

Mr. Millican reports there were no pending façade grants so no meeting was held during the month of December. He also reported that "Façade Grant Underway" signage was provided to any property currently under construction or newly completely construction. All agreed this was a great addition to the program. It was stated that the Historic Blade

signs had been installed. It was further advised that staff would be looking at the possibility of a larger size replacement options.

b) Economic Vitality Committee

Presenter: Laura Johnson

- Committee Report

Ms. Johnson stated no meeting was held in December. She reminded there is still an opening for an additional advocate. Numerous advocates had collected contributions for gift baskets for both Downtown Days and Small Business Saturday. She stated this committee plans to continue assisting as needed with reference to the greenway trail connection in downtown. Finally, she stated the committee would be examining their goals for advocates for the remainder of this fiscal year.

c) Promotions Committee

Presenter: Erin Belcher

- Committee Report

Ms. Belcher advised awards for the Storefront Decorating Awards had been ordered and would be distributed shortly. She stated decision was made to use ten remaining bundles to use for future promotions and/or giveaways. Three of the bundles were broken down and used to create a prize for Downtown Days and seven bundles remain in reserve. She stated committee is starting to take a look at Spring events and considering alternatives and modifications. She also stated they are assisting the Organization Committee with the "Ransom on the Roof" fundraiser.

d) Organization Committee

Presenter: Judy Ryan

- Committee Report

Mr. Ryan advised the committee is constantly updating the volunteer list. She stated plans are underway for the "Ransom - Official on the Roof" fundraiser. She stated they are in conversation with numerous town leaders. Additional information will be provided shortly.

7 NEW BUSINESS

a) January - July 2021 Goals

- Design Committee
- Economic Vitality Committee
- Promotions Committee
- Organization Committee

There was brief open discussion about upcoming goals for each committee.

b) Advocate Discussion

Presenter: Jenn Gallimore

Ms. Gallimore stated suggestion had been made to have additional board members become advocates. She stated this idea was generated from the Economic Vitality Committee.

8 PUBLIC COMMENTS

9 ADJOURN

a) Adjournment

With there being nothing further, the meeting was adjourned at 7:00 p.m.

ACTION: Adjourn the Meeting

Motion: Board Member Belcher

Second: Council Member Ryan

Vote: Unanimous

Duly adopted this the 13th day of September, 2021.

Judy Ryan, Chair

ATTEST:

Clerk to the Board

January 11, 2021
Minutes



Town of Clayton
Downtown Development Association Advisory Board
Monday, July 26, 2021 @ 6:00 PM
Rotary Room – Town Hall

1. CALL TO ORDER

- a. Roll Call

Chairwoman Laura Johnson called the meeting to order at 6:03 p.m. All members were present except for Ms. Thompson and Ms. Austin.

The committee went around the room and introduced themselves and gave a brief overview of their background, including their job, interest in Clayton and favorite ice cream flavor.

2. PUBLIC COMMENT

There were no public comments.

3. ADJUSTMENT OF THE AGENDA

There were no adjustments to the agenda

4. APPROVAL OF MINUTES

- a. Review and approve June 14, 2021 meeting minutes

POTENTIAL ACTION: Motion to Approve

Moved to approve by Erin Belcher; second by Heidi Peach. Motion passed unanimously.

5. OLD BUSINESS

6. STAFF REPORTS

- a. 2021-22 Events Update
Presenters: Patrick Pierce

Patrick Pierce, Economic Development Director, shared with the group some additional dates for concerts, movies and events for the coming fiscal year including:

Sept 17 – Shrek (movie)
Oct 15 – Nightmare Before Christmas (movie)
Dec 2 – Christmas Tree Lighting (event)
April 7 – Cascada de Flores (concert)
May 12 – The Breakfast Club (concert)
June 9 – The British Invaders (concert)

Mr. Pierce agreed to send a digital copy of the current concert flyer to all members to assist with marketing.

Mr. Pierce also shared with the group that Economic Development Specialist, Jenn Gallimore, had resigned from her position effective July 23 and that department would be soliciting applications to fill the position in the coming weeks.

- b. Town Council Downtown Parking Special Meeting
Presenters: Patrick Pierce

Mr. Pierce briefly reviewed the slides presented at the July 14 Special Town Council meeting with the Advisory Board members to assure they were up to speed with the current data and conversation around downtown parking.

7. NEW BUSINESS

- a. Façade Grant Review – 111 W Main St – Paper Company Building

The Advisory Board reviewed the application and materials and did not have any questions

ACTION: Motion to Approve

Motion: Board Member Belcher

Second: Board Member Auclair

Vote: Unanimous

- b. Nominate and approve 2021-22 Downtown Development Advisory Board Chair and Vice Chair.

Chairwoman Laura Johnson indicated that she would not be able to chair the Advisory Board again in FY21-22 and nominated Judy Ryan for the seat. The Vice Chair position has been vacant since Ms. Lopes resigned from the board earlier this year. After some brief discussion, Judy Ryan accepted the nomination and asked Erin Belcher to be her Vice Chair.

ACTION: Motion to Approve

Motion: Board Member Millican

Second: Board Member Peach

Vote: Unanimous

- c. Nominate and approve 2021-22 Committee Chairs

Organization Chair Judy Ryan nominated the following Advisory Board members to chair and vice chair committees. Nominees has agreed prior to the meeting to hold these positions if approved by the Advisory Board.

Organization – Judy Ryan (chair), Laura Johnson (vice chair)

Economic Vitality – Christi Thompson (chair), Shannon Austin (vice chair)

Promotions – Erin Belcher (chair), Jasmeen Calhoun (vice chair)

Design – David Millican (chair), Heidi Lee Peach (vice chair)

ACTION: Motion to Approve

Motion: Board Member Ryan
Second: Board Member Johnson
Vote: Unanimous

- d. Recommendations for the 2021-22 DDA Board of Directors

Organization Chair Judy Ryan nominated the following people to be recommended by the Advisory Board to sit on the CDDA Board. Nominees has agreed prior to the meeting to hold these positions if recommended by the Advisory Board and approved by the CDDA Board.

President – Christi Thompson
Vice President – Erin Belcher
Secretary – Heidi Lee Peach
Treasurer – Judy Ryan
Past President – Laura Johnson

ACTION: Motion to Approve

Motion: Board Member Ryan
Second: Board Member Johnson
Vote: Unanimous

- e. Review and approve 2021-22 Meeting Schedule

The Advisory Board agreed to the meeting schedule as written with the following amendments to the committee meeting schedules:

Organization and Promotions Committees would continue to meet virtually. Design Committee will meet in person at Heart 2 Hand Art Gallery and Studio. Economic Vitality will meet on the Third Tuesday at 6pm at Corked & Untapped, unless specified otherwise.

ACTION: Motion to Approve

Motion: Board Member Ryan
Second: Board Member Johnson
Vote: Unanimous

8. COMMITTEE REPORTS

- a. Design Committee Report
Presenters: David Millican

There was no report as the committee only met to discuss the façade grant approved earlier in the meeting.

- b. Economic Vitality Committee Report
Presenter: Laura Johnson

There was no report because Christi Thompson was unable to attend the meeting and Laura Johnson was unable to make the last committee meeting.

- c. Promotions Committee Report
Presenter: Erin Belcher

Erin briefly reviewed progress on preparation for the upcoming concerts. She also solicited help for the Last Friday Night market later in the week.

- d. Organization Committee Report
Presenter: Judy Ryan

Judy gave a brief summary of the Organization Committees work, including the need for volunteers to pour beer at the upcoming Aug 19 concert.

9. ADJOURN

- a. Adjourn the Meeting

With there being nothing further, the meeting was adjourned at 7:07 p.m.

ACTION: Motion to Adjourn

Motion: Board Member Millican

Second: Board Member Peach

Vote: Unanimous

Duly adopted this the 13th day of September, 2021.

Judy Ryan
Chair

Clerk to the Board



TOWN OF CLAYTON
DOWNTOWN DEVELOPMENT
ADVISORY BOARD
2021 – 2022 MEETINGS

July 26, 2021

September 13, 2021

October 11, 2021

November 8, 2021

December 13, 2021

January 10, 2022

February 14, 2022

March 14, 2022

April 11, 2022

May 9, 2022

June 13, 2022

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

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

Organization Committee – 9:30 a.m. – Virtual Meetings

Promotions Committee – 12:30 p.m. – Virtual Meetings

Design Committee – 6:00 p.m. – Heart 2 Hand Gallery & Studio

The following Committee Meeting will be held the THIRD Tuesday of the month at the following time and location:

Economic Vitality Committee – 6:30 p.m. – Corked & Untapped

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



CDDA Agenda Item Cover Sheet

Committee Meeting Date

08/24/21

Committee Meeting Location

Virtual

Agenda Location

Committee

Reports

Item Title

Design Committee Report

Presenters

Patrick Pierce

J. David Millican

Summary/Description

Façade Grant Application and Award Update

- 1) 439 E Second St
Cleanrite Cleaners
Committee recommended approval
- 2) 115 First St
First Street Tavern
Committee recommended approval

Requested Action:

Funding Source (If Applicable):

Cost:

Additional Documents to be Included in Agenda Packet:

DDA Vitality, August 25th

Open Discussion/Review:

- Vitality Group Mission
- Definition of Advocate Program
- Open Projects/Town Objectives
- Group Meeting Date/Location needs to be reviewed with group and confirmed.

Vitality Group Mission: Definition of the group's purpose and structure. Reviewed TOC feedback and choose projects/objectives based off community/business feedback.

- Discussion: Should Vitality Group launch a Social Media site highlighting businesses, promotions, events and town happenings? This would be managed outside of TOC. Example: DallasLoveList on Instagram.
- Include Digital Map and use data from Advocate Group to house the business details

Advocate Group: Redefinition and purpose. Suggested that we focus on the core group of businesses. Start with the retail, restaurant and bars and then branch out to other commercial/service industries.

- Use the business data collected by the Advocate Program to keep an updated listing of all businesses within Town of Clayton.
 - Discussion: Can we use this data to create a digital or paper map to be distributed by CCOC and Town?
 - Discussion: How to maintain accurate business information to ensure that the details (point of contact, contact method, etc)
 - Discussion: Can we have a DDA form provided by TOC when a new business applies for permit at TOC?



CDDA Agenda Item CoverSheet

Meeting Date

September 13, 2021

Agenda Location

Committee Reports

Item Title

Organization Committee Report

Presenters

Judy Ryan, Organization Committee Chair

Summary/Description

1. New member orientation – July 20th
2. Concert Series (next is September 30 with The Embers)
 - Beer/Wine Income
 - SWAG Income
 - Sign-up for Beer/Wine tent
3. Movie Night (September 17)

Requested Action: None – Informational

Funding Source (If Applicable): N/A

Cost: N/A

Additional Documents to be Included in Agenda Packet: