



**Town of Clayton**  
**Downtown Development Association Advisory Board Minutes**  
**Monday, September 14, 2020 @ 6:00 PM**  
**Remote Meeting**

**BOARD MEMBERS PRESENT:**

Betsy Grannis  
Neal Stancil  
Erin Belcher  
John David Millican  
Laura Johnson  
Christie Thompson  
Judy Ryan  
Heidi Peach  
Bernice Lopes  
Shannon Austin \*

*\*Late Arrival*

**MEMBERS ABSENT:**

Alison Kilpatrick

**STAFF PRESENT:**

Patrick Pierce, Economic Development Director  
Jenn Gallimore, Economic Development Specialist  
Kimberly Moffett, Town Clerk  
Bobby Bunn, Council Member

**1 CALL TO ORDER**

a) Ms. Johnson called the meeting to order at 6:03 p.m. Roll Call was completed.

**2 ADJUSTMENT OF THE AGENDA**

**3 APPROVAL OF MINUTES**

- a) DRAFT Minutes
- May 11, 2020
  - June 8, 2020
  - August 10, 2020

Board Member Grannis stated there were minor typos in all three sets of the minutes. There was a motion made to approve minutes with the discussed amendments.

**ACTION:** Adoption of Minutes with 1 amendments

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

**4 OLD BUSINESS**

- a) Historic Signage  
*Presenters:* John Millican & Jenn Gallimore

Mr. Millican provided an overview of the Historic Signage project. Ms. Gallimore provided information regarding purpose of the presentation to go before Town Council. Council approval is required to proceed. Included in the presentation would be Information regarding Downtown's Nationally Registered Historic District, examples of how and where Historic Districts have been used to drive economic development and reinvestment and to discuss specific ideas for Downtown Clayton. There was discussion regarding historic rehabilitation credit. Mr. Millican provided details on the count for the number of sign blades that would be required. Ms. Gallimore provided options for the sign blades. It was stated that the design which included the 150th logo was the favorite. There also was discussion regarding costs. Ms. Johnson offered her appreciation to Mr. Millican for all the hard work. Mr. Pierce stated it would be extremely helpful to provide a recommendation regarding specific sign designs. Ms. Grannis stated she preferred the Town Seal logo in burgundy. There was discussion on whether the sign would state Historic Clayton or Historic District. Mr. Millican stated it was preferred that it state Historic District, all board members agreed. Ms. Johnson would like to see this change prior to presentation to Town Council. Ms. Beard stated she had completed the renderings over a year ago and she would be happy to get the official mock up with changes.

**ACTION:** Recommend Town Council Approve the Historic Signage with changes as noted above

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

## 5 STAFF REPORTS

- a) Downtown Community Business Meetings  
*Presenter:* Jenn Gallimore

Both items 5a and 5b were presented together. Ms. Gallimore shared ideas regarding Community Business Meetings possibly being held quarterly. This would serve as a platform for business owners to share concerns, information etc. It was desired for this to be collaborative and options were discussed regarding the holding of these types of meetings. Ms. Johnson stated she would like to discuss this further prior to presenting to the entire board. Ms. Belcher asked if this was strictly to ensure downtown businesses were aware they could attend DDA meetings, or if this is the sharing of information between business owners, she was unclear of the direction. Ms. Lopes stated it definitely needed a structure and this should be discussed further. Ms. Johnson stated the meeting would take place off line to discuss details and the information could be shared out.

- b) Proposed Community Business Meetings & Town Clerk Check In  
*Presenter:* Patrick Pierce, Economic Development Specialist

## 6 COMMITTEE REPORTS

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

- Facade Grant Review - 419 E. Main Street

Mr. Millican stated the committee reviewed the application for 419 E. Main Street and it was recommendation of the committee to approve this grant in the amount of \$2,500.

Ms. Gallimore provided information regarding tracking. She stated if we approved everyone that was currently interested in receiving funding we would be over budget by \$10,000. Staff is looking into the possibility of additional funding. She provided information on those who are interested.

**ACTION:** Approval of Façade Grant for 419 E. Main Street

Motion: Board Member Belcher

Second: Board Member Grannis

Vote: Unanimous

b) Economic Vitality Committee

*Presenter:* Laura Johnson

- Committee Report

Ms. Johnson provided an overview of the recent committee meeting. She stated meetings are being rotated around town at different locations. Advocates would be heading to businesses on both Friday, September 18 and Saturday, September 19 and provide materials and information. All of this information is also provided on Facebook. She stated she feels this is a great launch for the Advocate Program. Also discussed was the Horne Square Kiosk. Mr. Pierce stated additional information is being gathered regarding installation costs and a presentation would be created and presented to the full DDA board soon. Ms. Johnson stated there was also discussion regarding Home Based Businesses and if they should be included in the Advocate Program. It was agreed that this would be reviewed on a case by case basis. Also discussed was brainstorming ideas about bringing attention to downtown regarding Greenway trails. Mr. Stancil stated they are still working on this project and a presentation would be available soon. Mr. Pierce stated that in a joint meeting would be held in October with the Parks & Recreation Advisory Board. He further stated it is hoped that the Greenway would be open by end of the year. Additional discussion on this item would take place at next Vitality Committee meeting.

c) Promotions Committee

*Presenter:* Eric Belcher

- Committee Report

Ms. Belcher provided an update on Downtown Days to include Phase 2 & Phase 3. She stated Phase 2 sold out within 7 days. She stated T-shirts should be available this week. Phase 3 would be rolled out on September 28 for customer purchase. Ms. Gallimore will send out a 'Keep an Eye Out for Downtown Days Phase 3 Call for Interest' in the Newsletter on September 11th. Ms. Belcher stated the purpose of this was to bring folks to downtown shops. She stated the tree lighting would not be the same this year as it would be virtual. She also discussed Small Business Saturday which would be held on November 28. As far as the tree lighting event, it would still include store front

decorating and Mr. & Mrs. Christmas. She asked for any recommendations and she stated information regarding criteria for the naming of Mr. & Mrs. Christmas would be sent out to board members this week. Ms. Belcher stated even with a virtual event, volunteers would still be needed.

- d) Organization Committee  
Presenter: Judy Ryan
- Committee Report

Ms. Ryan provided an update regarding volunteers for the Tree Lighting event. She stated she forwarded an email to the last year's volunteer list. She discussed possible funding issues with the Main Street Conference. She stated the budget would be presented next month and she advised it would not be as lucrative as it has been in the past due to COVID. Ms. Johnson stated she definitely wanted to attend the conference.

- 7 **NEW BUSINESS**  
8 **PUBLIC COMMENTS**  
9 **ADJOURN**

- a) Adjourn the Meeting

With there being nothing further, the meeting was adjourned at 7:25 p.m.

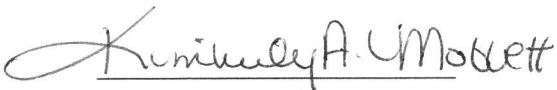
**ACTION:** Motion to Adjourn

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

Duly adopted this the 12<sup>th</sup> day of October, 2020.

  
\_\_\_\_\_  
Laura Johnson, Chair

ATTEST:

  
\_\_\_\_\_  
Clerk to the Board

