



Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, October 9, 2023 @ 6:00 PM
Wooten - Town Hall

1. CALL TO ORDER

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

- a. Approval of Minutes from September 11, 2023
Presenter: Christi Thompson, Chair
[Downtown Development Association Advisory Board - Sep 11 2023 - Minutes - Pdf](#)

4. STAFF REPORTS

- a. Cancellation of 10/10 Master Plan Input Session
Presenter: Lydia Davis, Economic Development Specialist

- b. Social District Taskforce Update
Presenter: Lydia Davis, Economic Development Specialist

5. OLD BUSINESS

- a. Presentation of Committee Priorities from Strategic Plan + addition of any additional prior to retreat
Presenter: Lydia Davis, Economic Development Specialist
[Strategic Plan Comm Priorities as of 9.2023](#)

- b. Downtown Awards Planning
Presenter: Lydia Davis, Economic Development Specialist

6. NEW BUSINESS

- a. 2024 Sponsorships through the 501c3
Presenter: Lydia Davis, Economic Development Specialist

- b. Planning for Advisory Board Retreat - Nov 5 2pm-6pm
Presenter: Christi Thompson, Chair

7. COMMITTEE REPORTS

- a. Economic Vitality
Presenter: Paul Auclair, Chair

- b. Design
Presenter: David Millican, Chair
- c. Promotions
Presenter: Dan Barbour, Chair
- d. Organization
Presenter: Greg Adamson, Chair

8. PUBLIC COMMENTS

9. ADJOURN



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

Board Members Present:

Christi Thompson
Greg Adamson
Katie Spalding
Dan Barbour
David Millican
Marty Kornegay
Lila Reiber
Joel Tew
Erin Belcher
Matt Kagel
Andre Walden (alt)

Board Members Absent:

Cam Coolidge (alt)

Staff Present:

Lydia Davis, Economic Development Specialist
Patrick Pierce, Economic Development Director
Porter Casey, Council Liaison

1 CALL TO ORDER

- a) Meeting was called to order by the chair at 6:12pm
Presenter: Christi Thompson, Chair

2 ADJUSTMENT OF THE AGENDA

- a) One adjustment was added as 4a - discussion of the Downtown Awards
Presenter: Patrick Pierce, economic Development Director

3 APPROVAL OF MINUTES

- a) Approval of August 13, 2023 minutes
Presenter: Christi Thompson, Board Chair

August minutes were approved as presented

Motion made: Lila Reiber
Seconded by: Erin Belcher
All approved.

4 OLD BUSINESS

- a) Downtown Awards
Presenter: Patrick Pierce

Pierce added this item to old business so that DDA could have a follow up discussion related to the 2023 Downtown Awards. In the past few years, DDA has participated in the Clayton Chamber's Annual Meeting and community awards Ceremony. There has been a \$500 "partner fee" from the DDA 501c3 to participate in the event, plus any tickets that were purchased for award nominees and/or winners. There was a conversation about DDA pulling away from this event to do something specific to downtown businesses. IT was a general consensus that the decision should be made sooner rather than later so all parties can plan accordingly.

The board took a vote by general show of hands and it was decided that the advisory board would like to encourage the 501c3 to explore planning a separate event for the beginning of 2024.

5 STAFF REPORTS

- a) Strategic Plan Implementation Year 2
Presenter: Lydia Davis, Economic Development Specialist

Discussion of implementation priorities for the strategic plan year 2 was tabled until each committee could determine individual committee priorities and present those to the board next month. Each committee should identify 3-5 priorities and the board will pick 3-5 overall priorities, including some to request extra assistance on from the consultant.

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

Davis gave a note that the first draft of the Downtown Master Plan is scheduled to be presented at a 10/10 Master Plan input session at Town Hall

6 NEW BUSINESS

- a) 2024 Concerts - Joint conversation with The Clayton Center Staff
Presenter: Lydia Davis, Economic Development Specialist

Martha Vandergriff with The Clayton Center joined the board meeting to discuss ideas for the 2024 Concert Series (which splits the Town's 2024-2025 fiscal year).

Martha gave an overview of the genres presented in the concert series the past few years and collected recommendations for the next series. It was discussed to explore having less concerts but bigger acts. Martha will be doing some research and price checking with a new concert series format and coming back to the board to present ideas in October or November.

- b) Downtown Stakeholders Quarterly Mixer
Presenter: Christi Thompson, Chair

Starting up a quarterly mixer for downtown business owners was a recommendation of the strategic plan. The advisory board would like to support the 501c3 in setting up an event like this in October (with a full slate of these events in 2024). Due to the many upcoming events and obligations, there was agreement that this could be a good fit to pair with the 10/10 Downtown Master Plan session by inviting business owners to attend the input session then hang out afterwards to network. Regardless of when and where, these meetings are intended to be very casual and in the nature of relationship building and fun, rather than having a full agenda of content,

- c) Holiday Items - Downtown Awards, Storefront Decorating, Christmas Village
Presenter: Christi Thompson, Board Chair

The following "end of year" items were discussed:

- Downtown Awards: (typically) Nominations should open in Oct, be presented to board in Nov to determine top 3, then go to the 501c3 to determine winner and be finalized by Nov 30th or beginning of December before awards show.
- Christmas Village is Nov 30th - this is when storefront decorating winners are announced too

- d) 2023 Board Retreat
Presenter: Christi Thompson, Board Chair

Thompson requested Lydia Davis, Economic Development Specialist, send out some dates in October or November for the board to vote on as potential retreat options. Plan is to stick to a Sunday mid-afternoon for 3-4 hours like last year.

7 COMMITTEE REPORTS

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

No report other than requesting discussion on Vitality Grants at the retreat.

- b) Economic Vitality Committee
• BBQ Challenge Update
Presenter: Paul Auclair, Committee Chair

Auclair's update on the upcoming event was that the ticket sales are looking okay, but they expect a influx of day-of sales. The 501c3 will be selling tickets at the door. Volunteers are still needed for the event. The 501c3 will present a full financial update and complete a SWOT following the event.

- c) Promotions Committee
• Small Business Saturday
Presenter: Dan Barbour, Committee Chair

The promotions committee is planning on doing the Artisan's and Crafter Sidewalk Market again this year. Last Friday in Clayton will be partnering by providing mimosa's for patrons to sip and shop will inside our local, permanent retailers.

- d) Organization Committee
Presenter: Greg Adamson, Committee Chair

No report other than organizing the retreat following poll for dates.

8 PUBLIC COMMENTS

9 ADJOURN

Committee Priorities – Sept 2023

Economic Vitality

- Relationship building with Business owners to encourage highest and best use.
 - “Encourage development of entrepreneur ready shell space.”
 - “Explore creative strategies for filling vacancies AND/OR encouraging highest and best use.”
- Quarterly Mixers and/or group messaging platform with downtown retailers/restaurants/bars for quick notice of upcoming things or need to know info (event, road closures, etc.)
- Storytelling and placemaking
 - expansion of map as a resource
 - storyboards such as specific ideas to spend a day in downtown clayton, for example
- Mural, gateway and wayfinding signage *Supporting design on this as a facet of placemaking*

Organization

- Enhanced communication with other advisory boards and committees
- Explore options for Town to take control of Main Street
- Explore special taxing district for Downtown (MSD) *Teaming up with Vitality on this*
- Vacant storefront registry (have it hosted on webpage somewhere even if it is just 1-2 spaces at a time. If there are no vacancies, the website can state that too)
- + serve as support for other committees and be a conduit for other committees to the 501c3

Design

- Upgrading streetscape
 - Creating clean and safe atmosphere
 - Power washing
 - Ambient lighting (see below)
 - Reducing clutter
 - Adding curb Extensions
 - Replace inappropriate street tree species.
- Install Seasonal or permanent ambient lighting.
- Create Vibrancy grant program.
 - Instead of businesses applying for individual projects like the façade grant, do bulk projects and 50/50 match businesses that want to participate (ex: DDA will purchase up to 150 new mailboxes for businesses, they are typically \$70/piece, but DDA can get a bulk order for \$60/piece + a 50/50 match = \$30 per businesses for new mailbox on storefront)
- Expand Wayfinding and gateway signage
- Expand Façade Grant program.
 - Update
 - Including interior renovations?
- Explore opportunities to update codes to remove barriers for residential development of upper floor or infill development

- Codify Clayton update coming soon!!

Promotions

- Clayton themed selfie wall or welcome mural
- Pilot small scale retail promotions for linking customers with downtown shops and restaurants
 - Tied to marketing of downtown in general and events
 - Especially evening retail promotion
 - Recommendation was 4/quarterly (Ex: small business Saturday)
- Promote “sidewalk zones” to encourage all 3 activity zones in areas where there is adequate sidewalk width
- Highlight the presence of greenways and trails into downtown + expand bicycle network throughout downtown
- Concerted implementation next steps for new brand