



Town of Clayton
Downtown Development Association Advisory
Board Minutes
Monday, October 10, 2022 at 6:00 PM
Wooten - Town Hall

Board Members Present:

Christi Thompson - Chair
Greg Adamson
Erin Belcher
Jasmeen Calhoun
Katie Spalding
Lila Reiber
David Millican
Paul Auclair
Dan Barbour
Matt Kagel

Board Members Absent:

Stephanie Matos

Staff Present:

Lydia Davis, Economic Development Specialist
Patrick Pierce, Economic Development Director

1. CALL TO ORDER

- a) Call to Order

Presenter: Christi Thompson, Chair

Meeting was called to order at 6:07pm

2. ADJUSTMENT OF THE AGENDA

- a) Addition of 5a - Staff report on next steps for the Downtown Strategic Plan

3. APPROVAL OF MINUTES

- a) September 12, 2022 Minutes

Presenter: Christi Thompson, Chair

Meeting minutes from September 12, 2022 were approved.

Motion made by: Matt Kagel

Seconded by: Lila Reiber

4. OLD BUSINESS

- a) Committee Assignments

Presenter: Christi Thompson, Chair

The following changes were made to committees:
Dan Barbour added to promotions
Paul moving into Chair of Economic Vitality
Jasmeen wants to serve on Organization and Promotions
Katie moving to design

5. STAFF REPORTS

- a) Next Steps for Downtown Strategic Plan: The consultants, Jeremy and Elliot, have provided two dates on which they will each present their initial findings to "internal stakeholders" for initial feedback. Both meetings will be via Zoom and DDA is invited to attend. The dates are Nov 1 and 8. Lydia will be sending along the zoom information for those that can attend.

6. COMMITTEE REPORTS

- a) Economic Vitality
Presenter: Christi Thompson, Committee Chair

Christi presented on DDA's plans for Harvest Festival as Economic Vitality and Promotions Committee have been working together on this program - DDA will be doing mimosa's and seltzers with a fall decorated set up for the day.

Paul presented about the last bar crawl indicating it had less participation but was still successful. Next bar crawl tentatively around February.

- b) Design
 - Facade Grant Review: Make Life Special, 367 W Main*Presenter:* David Millican, Committee Chair

Façade Grant application was presented and approved for the building at 367 W Main - Future home to Make Life Special.

Motion was made to approve by Paul Auclair
Seconded by Jasmeen
Grant approved.

- c) Promotions
 - Harvest Festival Participation - Oct 29 and 30 Wine Sales, [Volunteers needed](#)
 - Saturday 10am to 5pm
 - Sunday 12pm to 5pm
 - New merch too - corkscrews, beanies, wine tumblers
 - Matthews Motors sponsoring "Wine Garden" for \$2,250
 - Small Business Saturday - Nov 26
 - DDA will be hosting an afternoon "Sidewalk party" encouraging businesses to open doors and set up small sidewalk sales plus adding in vendors, artisans, musicians, etc. along the sidewalk
 - Christmas Village - Dec 1, [Sponsorships Available](#)
 - Christmas Committee is meeting regularly - next meeting 10/13 at 8am

Presenter: Erin Belcher, Committee Chair

In conjunction with above notes related to upcoming events, a conversation was had related to attempting to create a one-day social district for Small Business Saturday. The timeline would be to have proposal presented to council by Nov 7th then ABC would have to approve before Nov 26th. Getting this ready in the next few weeks would entail creating signage, communicating with all downtown businesses, ordering and distributing cups, etc.

d) Organization

Presenter: Matthew Kagel, Committee Chair

Key focus is compiling notes and feedback from retreat and on keeping the 501c3 organized. Other initiatives include volunteer recruitment through the end of the year, a volunteer appreciation event, and an easy location for uploading and accessing files, photos, etc. (like a Google Drive) for all board members.

7. NEW BUSINESS

a) 501c3 Corporation Financial Update

Presenter: Greg Adamson, 501c3 Treasurer

Current balance around \$22,000, but more realistic is \$17,500 due to money being held for Valkyrie Campaign. Brought in \$3,094 in September. Main upcoming/planned expenses: Harvest Festival. Pending is past due fines to IRS.

b) Annual Awards Ceremony Participation

Presenter: Lydia Davis, Economic Development Specialist

Decision was made to participate in the event this year - Fee to participate is \$500 (paid through the DDA 501c3).

8. PUBLIC COMMENTS

9. ADJOURN

Motion was made to adjourn by at 7:11pm by Erin Belcher.
Seconded by David Millican.

Adopted by:



Christi Thompson, Chair

NOV. 14, 2022

Clerk to the Board:



Lydia Davis
Economic Dev. Spec.

