



Town of Clayton
Downtown Development Association Advisory Board - Minutes
Monday, October 11, 2021 @ 6:00 PM
Town Hall – BB&T Room

1. CALL TO ORDER

Members in Attendance:

Judy Ryan – Chair
Erin Belcher – Vice Chair
Heidi Peach
Christi Thompson
David Millican
Matthew Kagel (late – missed minutes vote)
Jasmeen Calhoon

Town Council & Staff in Attendance:

CM Bobby Bunn
Patrick Pierce
Lydia Davis

Members Absent:

Jacob Parente
Paul Auclair
Laura Johnson
Shannon Austin

The meeting was called to order at 6:03 p.m.

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

- a. Draft Minutes
 • September 13, 2021

ACTION:

Adoption of Minutes

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

4. STAFF REPORT

- a. Introduction of New Staff – Lydia Davis, Economic Development Specialist
Presenter: Patrick Pierce, Economic Development Director

Pierce introduced the new Economic Development Specialist, Lydia Davis. A significant function of her position will be supporting the Downtown Development Advisory Board, DDA and Downtown Development.

- b. Downtown Parking Update & Map
Presenter: Patrick Pierce, Economic Development Director

Town staff (Economic Development and Public Information) did a significant update to the Downtown Parking and Business Map in for Cycle NC, upcoming major events and the downtown parking conversation. Moving forward, the Vitality Committee has offered to help maintain the business list and build out a more comprehensive business contact list.

5. OLD BUSINESS

6. NEW BUSINESS

- a. Duke Hometown Revitalization Grant
Presenter: Patrick Pierce, Lydia Davis

ACTION: None – Information Only

The Clayton Chamber of Commerce applied and won a \$25,000 grant from Duke Energy. The grant will fund a small business grant program similar to the COVID emergency grant program the Clayton Chamber Foundation ran last year. As part of the application, the Chamber created a seat for the DDA on the selection committee. Judy Ryan will serve as the DDA representative.

- b. Harvest Fest 2021

ACTION: None – Information Only

Pierce and Davis walked through the latest details and schedule for Harvest Fest 2021, many of which were on the Clayton Harvest Fest website. There was a question about where the Night Market and Farmers Market would be located. The Night Market will be in Town Square and the Farmers Market decided to take the week off.

7. COMMITTEE REPORTS

- a. Design Committee Report
Presenter: David Millican

Committee did not meet and no new façade grants were submitted. Three grants are in construction.

- b. Economic Vitality Committee Report
Presenter: Christi Thompson

Thompson reported the Advocates plan to focus initially on just the restaurants, retail and bars in downtown and will move along to others as the program matures.

- c. Promotions Committee Report
Presenter: Erin Belcher

Updates on tree lighting, store decorating and holiday promotions. David gave an update on Shop Small.

- d. Organization Committee Report
Presenter: Judy Ryan

Reviewed report and discussed concert and movie calendar for CY 2022. CM Bobby Bunn strongly encouraged DDA and others to book higher quality bands moving forward and that it's likely that Town Council would support additional funding required.

Each presenter provided a quick update on their committee based upon the reports in the agenda packet.

8. PUBLIC COMMENTS

9. ADJOURN

- a. Adjourn the Meeting

With there being nothing further, the meeting was adjourned at 7:09 p.m.

ACTION: Motion to Adjourn

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

Duly adopted this the 8th day of November 2021.


Erin Belcher Chair

