



Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, October 12, 2020

Remote Meeting
Joint Meeting: 6:00 – 6:30* PM
Individual Board Meeting: 6:30 – 7:00* PM
***Times are approximate**

There will be a JOINT Meeting of the Parks & Recreation Advisory Board and the Downtown Development Association Advisory Board that will begin at 6:00 p.m. This meeting should last no longer than 30 minutes. Since this meeting is being held remotely, via Zoom, the first 30 minutes will be the joint meeting. When that meeting ends, each board will enter their assigned “break room” and continue their own monthly meeting. Should you have any questions or concerns, please contact your staff liaison.

1. CALL TO ORDER

- a. Roll Call
Presenter: Laura Johnson

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

- a. Draft Minutes
 - September 14, 2020

POTENTIAL ACTION: Adoption of September 14, 2020 Minutes

4. OLD BUSINESS

5. STAFF REPORTS

- a. Downtown Holiday Décor Update
Presenter: Jenn Gallimore, Economic Development Specialist

POTENTIAL ACTION: None - Informational Only

6. COMMITTEE REPORTS

- a. Design Committee

Committee Report
Presenter: David Millican

Façade Grant Update
Presenter: Jenn Gallimore
 - Process Tracking Review
Facade Grant Review
Presenters: Jenn Gallimore & David Millican
 - 331-335 E. Main Street

[Design Committee Report](#)

[DDA Facade Grant Process and Tracking Post-September 2020 Design Committee Update](#)

[331 E Main St. Application Staff Notes](#)

POTENTIAL ACTION: Approval of Façade Grant -331 E. Main Street

- b. Economic Vitality Committee

Presenter: Laura Johnson

[Economic Vitality Committee Report](#)

POTENTIAL ACTION: None - Informational Only

- c. Promotions Committee

Presenter: Erin Belcher

[Promotions Committee Report](#)

POTENTIAL ACTION: None - Informational Only

- d. Organization Committee

Presenter: Judy Ryan

[Organization Committee Report](#)

POTENTIAL ACTION: None - Informational Only

7. NEW BUSINESS

8. PUBLIC COMMENTS

9. ADJOURN

- a. Adjourn the Meeting

POTENTIAL ACTION: Motion to Adjourn



CDDA Agenda Item Cover Sheet

Committee Meeting Date

September 22nd, 2020

Committee Meeting Location

Virtual (Go-to-Meetings Platform)

Agenda Location

Committee Reports

Item Title

Design Committee Report

Presenters

J. David Millican, DDA Board Member & Design Committee Chair

Jenn Gallimore, Economic Development Specialist

Summary/Description**Façade Grant Review**

331-335 E. Main St. Property

-Applicant repainting entire exterior of building:

-Body of Building: SW Birdeye Maple

-Doors & Trim: BM Black Forest Green

-Window Sash: White

-Only one committee member present so David recommended approval then directed the other two members to review and make recommendation via email

-The two other members recommended approval in the full amount (50/50 < \$2,500) to full DDA Board via email

-Applicant only applied for one grant because Queen's Court tenant will be applying for one at 331 E Main St.

Façade Grant Update

-Jenn reviewed Façade Grant Process Tracking Sheet and will review with full DDA Board

FY20/21 Façade Grant Budget - \$25,000

FY20/21 Grant Funds Dispersed - \$7,500

FY20/21 Remaining Grant Funds - \$17,500

FY20/21 Grant Funds Intended/Expressed - \$30,000 **over current FY20/21 budget by \$12,500*

Historic National Register District Signage Presentation Discussion

-David and Jenn discussed revisions to consolidate presentation and will finalize for Town Council

Wayfinding Sign Project

-Committee would like to revisit this once the joint meeting with P&R takes place

Requested Action:

Funding Source (If Applicable):

Cost:

Additional Documents to be Included in Agenda Packet: Façade Grant Tracking Sheet; 331-335 E Main St. Façade Grant Application

Façade Grant Process and Pending Projects – September 22, 2020

Fiscal Year 2020/2021 in Green

FY20/21 Façade Grant Budget - \$25,000

FY20/21 Grant Funds Dispersed - \$7,500

FY20/21 Remaining Grant Funds - \$17,500

FY20/21 Grant Funds Intended - \$30,000 **over current FY20/21 budget by \$12,500*

*-Based off steps 1 – 6 in the Process Tracking Sheet *If all are approved and completed by July 2021 we'd need an additional \$12,500 in FY20/21 Façade Grant Budget. PJP asked for potential additional funding for FY20/21 Façade Grant Budget at the 9/8/20 Town Council meeting but is still waiting to hear back on final decision.*

- 1) Expressed interest to DDA Advisory Board member or Town Staff**
 - a. **472 E Second St. (\$7,500 estimated) – FY20/21** **Expressed intention of applying for another round of façade grants for prospective projects to be completed. PJP informed applicant that because she had just received \$7,500 for FY19/20, her application would be considered in May 2021 to ensure other establishments have the opportunity to apply. Needs to hold official Pre-App meeting with JAG.*
 - b. **408 E Second St. & 105 S Lombard St. (\$5,000 estimated) – FY20/21** **Expressed interest in applying for 2 grants (Lil' Hombre & The Cardinal). JAG sent façade grant application and info week of 8/24-29/20.*
- 2) Application pending staff approval**
 - a. **704 E Main St. (\$10,000 estimated) – FY20/21** **Held Pre-App meeting 7/6/20 – Waiting to receive application materials – Applicant hopes to have that submitted in time for October Design Committee review; must receive completed application materials by 10/21/20*
- 3) Staff Approved Application; Pending Design Committee review**
- 4) Design Committee Approved; Pending DDA Advisory Board Approval**
 - a. **331 E Main St. (\$2,500 estimated) – FY20/21** **Held Pre-App meeting 8/26/20. Recommended for approval on 9/22/20 by Design Committee, final full DDA Board approval/denial will take place 10/12/2020*
- 5) Under Construction**
 - a. **436 E Main St. (\$2,500 estimated) – FY20/21** **Approved by Design on 7/28/20 and DDA Board on 8/10/20. Allocation will be issued upon project completion should the work be done in accordance to the initial façade grant approval by Staff, Design, and DDA Board.*
 - b. **419 E Main Street (\$2,500 estimated) – FY20/21** **Approved by Design on 8/25/20 and DDA Board on 9/14/20. Allocation will be issued upon project completion should the work be done in accordance to the initial façade grant approval by Staff, Design, and DDA Board.*
- 6) Construction Complete; Pending Receipt of Project Receipts and Staff/CDDA approval**
- 7) Payment Pending**
- 8) Complete Projects**
 - a. **421, 423, 425 E. Main St. (\$7,500 issued) – FY20/21**



Town of Clayton
Planning Department
111 E. Second Street, Clayton, NC 27520
P.O. Box 879, Clayton, NC 27528
Phone: 919-553-5002
Fax: 919-553-1720

DOWNTOWN FAÇADE / SITE ELEMENT IMPROVEMENT GRANT

The objective of the Downtown Façade/Site Element Improvement Grant is to aesthetically improve the facades of downtown buildings and/or enhance the appearance of downtown properties.

Improvement should be limited to those that are permanent and part of the building or property. Funds will be made available on a first-come-first-serve basis to projects that meet eligibility requirements.

PROJECT INFORMATION:

Name of Project: Re-paint building
Building Address: 331 E Main St. Parcel Tag #: 05015087
Project Description (use additional sheets if needed): Re-paint exterior of building
335 E main - Painting Lombard street exposure as
well as main street exposure.
Body of building - SW Birdseye Maple
Doors & Trim - Bm Black Forest Green
Window Sash - white

APPLICANT INFORMATION

Applicant: Lyn Austin / Jesse Austin
I am the: ☒ Property Owner ☐ Tenant
Mailing Address: 6237 Cornwallis Rd, Garner, NC 27529
Phone Number: (919) 219-9442 Fax: _____
Contact Person: Lyn
Email Address: lyntaustin@aol.com
Length of Time at Address: 40 years Length of Time Remaining on Lease: _____

FOR OFFICE USE ONLY

Date Received: 9/15/2020 Amount Paid: (no fee required) File Number: _____

PROPERTY OWNER INFORMATION

Name: Lyn & Jesse Austin

Mailing Address: 6237 Cornwallis Rd. Garner NC 27529

Phone Number: 919-219-9442

Fax: _____

Email Address: lyn@austin.com

REQUIRED INFORMATION (to be submitted with the application)

The following items must accompany this application.

To be completed by the applicant:	Provided?	
	Yes	N/A
1. A pre-application conference was held with Town of Clayton staff. Date: <u>8/26/2020</u>	X	
2. I understand before any work is begun on the project that this application must be reviewed and approved . Projects may not receive funding if the work was done before the application was approved.	X	
3. Project plans, specifications or other appropriate design information. A professional architectural plan is not required.	X	
4. I have read the attached information regarding purpose, eligibility, and process, and my project meets all criteria.	X	
5. Photograph(s) of existing conditions of the property. <u>Email to Jenn drawing attached</u>	X	
6. Samples of paint and material colors to be used on improvements or signage.	X	
7. Cost estimates for the project (minimum of two estimates are preferred).	X	
8. Owner's Consent Form (required if applicant is not the property owner).	N/A	N/A
9. I understand I must receive all applicable permits, such as Zoning Compliance Permit, Sign Permit, and Building Permit, prior to beginning work.	X	
10. I understand the work must be completed within the required timeframes specified and that all work is completed according to state and local building codes and ordinances, and approved, when necessary, by the proper authorities.	X	
11. I understand that I am responsible for the maintenance of improvements described here for a period of three (3) years from the date of project completion or until such time as the building is sold.	X	
12. I understand the improvement grant must be used for the project described in this application. I understand that failure to comply with the approved application may result in losing my eligibility to receive funds.	X	
13. I acknowledge that the Town and CDDA are obligated only to administer the grant procedures and are not liable to the applicant, owner or third parties for any obligations or claims of any nature growing out of, arising out of or otherwise related to the project or application undertaken by the applicant and/or owner. There is no principal/agent or employer/employee relationship between the Town, the CDDA, and the applicant and/or owner.	X	

APPLICANT / PROPERTY OWNER SIGNATURES

Lyn Austin
Applicant's Name (Print Name)

Lyn Austin
Signature of Applicant

9-9-20
Date

Current Condition



Estimate One

From: bsbunn@aol.com
 Subject: Estimate On Ext. Painting @ 333-335 E Mains St
 Date: Aug 28, 2020 at 11:30:40 AM
 To: lyntaustin@aol.com

2 nd time
 Thanks Barry

Bunn Boys Construction, LLC
 2007 Sterling Dr
 Clayton, NC 27520

Estimate

Date	Estimate #
8/28/2020	1

Name / Address
Lyn Austin 331-335 E Main St. Clayton, NC 919-219-9442 lyntaustin@aol.com

			Project
Description	Qty	Rate	Total
This price is for painting the front and left side of buildings 331-335		0.00	0.00
Price Includes all material and clean up		0.00	0.00
Total Price is		7,500.00	7,500.00
Total			

Estimate Two

ESTIMATE

Date 08-31-2020

Julio Cesar Sierra
116 Pebblestone Ct
Willow Spring, NC 27592
919-625-0591
worldofcolorspainting@gmail.com

TO

Austin Job
331-335 E> Main
Clayton
Lyn Austin
919-219-9442
lyntaustin@aol.com



JOB	DESCRIPTION	PAYMENT TERMS	DUE DATE
	Exterior Repaint		

QTY	DESCRIPTION	UNIT PRICE	LINE TOTAL
	Exterior building repaint brick walls, (birdseque Maple SW2834 Window Trim (white) Doors, lintel, above clockshop HC-187 Top inset, above door HC-187 We go use aura (Benjamin Moore paints) Middle grade. Include all materials. Preparation, pressure wash to prevent come off the new paint , From the chalk wall, add to the paint a harder solution. Cover areas and protect with plastic or drop clothes around the area where we are going to paint.	\$8200	

Applicant Sketch - Mock Up

Body of Building

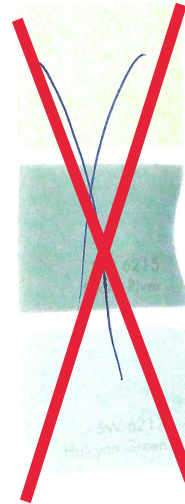
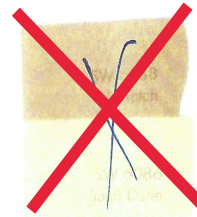
Window Sashes
(White)

Doors, Trim, & Brick Accents

HC-187

HC-187

*Black
Maple*
White Window trim
Black
Forest Green





CDDA Agenda Item Cover Sheet

Meeting Date

September 23rd, 2020

Meeting Location

Vinson's Restaurant Economic

Item Title

Vitality Committee Report

Presenters

Laura Johnson, DDA Board Chair & Economic Vitality Committee Chair

Summary/Description**Advocate Blitz Feedback/Update**

- On 9/18, the Advocates conducted a Blitz where we all went out with a packet of information in hand for each business and attempted to make in-person contact with all of them.
- This blitz was announced on the DDA social media page as well as an email out to all the businesses.
- We were disappointed to hear that most of them still didn't know we were coming.
- This sparked a larger discussion on how best to communicate and reinforced the need for the advocates and their ability to visit businesses in person to relay important information.

Kiosk Update

- Jenn putting together proposal based on research from similar towns and will bring back to vitality for decision and critique

Greenway Trail Extension Discussion

- DDA to discuss with Parks and Rec

Business Community Meetings

- Discussed the idea of having a meeting specifically for business owners since there is limited time for them to speak at our regular DDA meetings and many find it intimidating

"Meet Up" Signage

- Discussed the idea of having "safe place" signage at a few highly visible/safe locations around town for people buying/selling on Craigslist or Facebook Marketplace.
- We have learned, since this meeting that there is already a location like this at Police headquarters and town staff is determining how best to let the public know that it is available.

Requested Action: None

Funding Source (If Applicable):

Cost: None

Additional Documents to be Included in Agenda Packet: None



CDDA Agenda Item Cover Sheet

Committee Meeting Date

September 22nd, 2020

Committee Meeting Location

Go-to Meetings Video Platform

Agenda Location

Committee Reports

Item Title

Promotion Committee Report

Presenters

Erin Belcher, DDA Board Member & Promotions Committee Chair

Summary/Description

1) Downtown Days Promotion

a. Phase II Close Out Update

- Shirts are ready for pick-up and email has been sent out
- 2 people still need to pick-up for Phase I
- Phase II shirts were first printed incorrectly so a new order for the correct version was put in and has been completed

b. Phase III Update

- Letters went out to everyone who had a retail or restaurant in town
- 15 responses but only 1 restaurant (Clayton Steakhouse), since the meeting we have received all response with this Phase participants being: Noa's Bakery, Compare Foods, Glow Yoga, Chefella's, Dylan's, Clayton Steakhouse, Bexley House, The Design Haus, Main Street Jewelers, Puma Yoga, 3 Little Birds, Unique Gifts by Jackquiline, Queens Court, Nancy Jo's, Ninas/Primo, 1st Street Tavern, InStill, Pattycake Bakery, The Blvd and Exe Epic
- Only 5 spots left, need to seek out restaurants (since meeting no spots left with 4 restaurants and 2 bakeries)
- Shirt will be burgundy, we want to have the next shirts printed like the phase II misprints

c. Advocate Bundle Assistance

- Only had Compare Foods gift cards at time of meeting. All have since been received and will let advocates know if assistance is needed.

Fall/Winter & Holiday Events

1. SBS & Sub-Committee

- Chamber has App they are willing to let us use
- Sub-Committee will work together to set-up App, do marketing materials, distribute information, etc.
- Jenn will set up recurring meetings from volunteer sign-ups
- Sub-Committee will decide on when the 4 weeks 'Saturdays' will start and end (i.e. start on Nov. 28th or end on Nov. 28th)
- Idea was to hide something inside all the participating businesses (i.e. lion at Trader Joes) so that participants are actually going into the business and looking around -Make sure businesses stay open until the end of the 'scavenger hunt' time – If you commit to participate, you must commit to stay open the entire duration of the 'event' day

2. Christmas Activities & Sub-Committee

- Jenn and Amy will work together to organize the Sub-Committee from the list of interested volunteers and set up recurring planning meetings leading up to the event -Still doing Storefront Decorating contest, Mr. & Ms. Christmas, and Tree Lighting (of sorts) – Jenn will invite prior Christmas Village & Tree Lighting volunteers to the Sub Committee meetings
- Winners will have to be announced virtually
- Tree Lighting will be pre-recorded, we will market and promote the video for people to tune into the release date/time in an attempt to try and control individuals from showing up to the Tree Lighting. The pre-recorded event will air the original date, December 3rd
- Amy will have the tree put up and film the Mayor lighting tree. Need to figure out a way to still include businesses (i.e. ways to incentivize shoppers). Clips of storefront decoration with blurb about it, minute long stories of interesting things going on inside of stores (virtual open house – much like the Canopy 'Last Friday' video are some of the ideals we are working with.
- Ideas: Bell group, Local Church choirs (distanced), Singers on corners, Visuals of socially distanced people in stores, eating, etc.
- Want to do the flash mob again for Halloween (Jenn will contact Tony to see if he is interested in coordinating). Maybe do something Christmas themed too? During Farmers Market? Grinch that stole Christmas
- Misc. street entertainment if it can be done safely (i.e. guitar, carolers, plain air art on corners)
- An additional idea brought to the table from Jenn was a Giant Christmas Card. Town Hall was given a huge piece of plywood with a stand so it can stand straight up like a real card. Each department decorated their cards to somehow represent their department while being festive. This can also be converted for businesses downtown with a panel of judges that consisted of our Mayor, some Town Council Members, some business owners (small & large corporations), etc. Here are examples from my previous Town – She did the skinny Santa and whimsical tree one: We can also have some with a head cutout for pictures.





CDDA Agenda Item CoverSheet

Meeting Date

October 12, 2020

Agenda Location

Committee Reports

Item Title

Organization Committee Report

Presenters

Judy Ryan, DDA Board Member & Organization Committee Chair

Summary/Description**Discussed Function of Committee:**

Its purpose is to foster Downtown as the Town's center of activity & ensure its economic stability through historic preservation, communication, education, promotion & economic revitalization. It provides the stability necessary to build and maintain a downtown program that is well structured, well-funded and committed to the future of the heart of Clayton. It is also responsible for managing the financial and logistical aspects of the 501c3.

Duties:

- Member Engagement- being the face of DDA for members
- Succession & Transitional Planning – Organization committee is the primary committee. All other committees fall under the Organization umbrella.
- Volunteer Recruitment & Contact List – New volunteer list is being updated. Shannon Austin will reach out to Rotary and Junior Woman's Club for interest. The Junior ROTC is still interested in assisting. Ms. Austin will champion the volunteer list.
- DDA 501c3 Oversight – Regular meetings will be setup for the Executive Board
- Fundraising – Need to brainstorm of innovative fundraising efforts (COVID)
- New Member Training – Org. Committee is responsible for amending and updating the New Member Orientation PowerPoint and will train and foster new members and member turnover.
- Retreat/Training Planning – Judy Ryan, Betsy Grannis, and Alison Kilpatrick will assist in planning a training retreat and seek possible guest speakers for monthly meeting. Discussed were to hold a retreat for members possibly on a Friday evening in January or February as an ice breaker for the following day planning. The planning day will be 4-5 hours. Topics are still under consideration.
Main Street Conference - March 9-11 in Statesville (as of now) is still planned for in-person. The cost is \$185.00pp but cost will be adjusted if virtual is held. The 501c3

budget is still being finalized. Unsure if funds will be available. Possibly seek sponsorships or self pay.

Budget Update

The Town budget was reviewed for concert talent, stage/sound setups, port-o-lets, movie nights, and tree lighting. All have been 'COVIDed' (canceled) for 2020.

-The Town's budget runs through June 30, 2021 with apparent funds necessary for concerts in May and June and possibly April.

-No planning or discussion was made on 2021 events.

Requested Action:

Funding Source (If Applicable):

Cost:

Additional Documents to be Included in Agenda Packet: