



Town of Clayton
Downtown Development Association Advisory Board Minutes
Monday, October 12, 2020 @ 6:00 PM
Remote Meeting

BOARD MEMBERS PRESENT:

Betsy Grannis
Erin Belcher
John Millican
Laura Johnson
Christi Thompson
Judy Ryan
Heidi Peach
Shannon Austin
Bernice Lopes

STAFF PRESENT:

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

MEMBERS ABSENT:

Neal Stancil
Alison Kilpatrick

1 CALL TO ORDER

a) Roll Call

Presenter: Laura Johnson

The joint meeting of the DDA and the Parks & Recreation Advisory Board was called to order at 6:06 p.m.

Ms. Johnson completed Roll Call for the DDA>

2 JOINT MEETING WITH PARKS & RECREATION

a)

A joint meeting was held to discuss greenways. Mr. Pierce began his presentation and shared a PowerPoint presentation. He shared the missions of both advisory boards. He shared information regarding the purpose of the joint meeting. Discussion included the two trail systems; Mountains to Sea Trail and East Coast Greenway, and their convergence. He provided maps showing both trails in Johnston County. Information and details regarding Sam's Branch Greenway Extension was provided, which is 1.41 miles of a new trail into downtown and the official open date is estimated to be January 1, 2021. Shown were likely key crossings at City Road, Kilgo Street, O'Neil via Stalling and RR crossings at Fayetteville and Church Streets. Proposed signage and wayfinding was discussed and included "Clayton - A Trail Town". Information regarding Elkin NC was shared, which is a trail town. Urban signage options were discussed.

There was good discussion, suggestions and questions regarding possibility of wifi, a kiosk, consistent signage, a 5k bike ride that could end in downtown and provide for opportunities to visit downtown businesses. Another suggestion included areas along the trail with small exercise sites and rock climbing.

Laura Johnson asked about the completion date of January 1 and if would be Legend Park or Legend Park to Civitan. Mr. Pierce stated he believed that date would be for full completion with a safe way for folks to cross City Road. Mr. Barnard further stated that crosswalk meets all NC DOT criteria. He stated there would be flashing lights showing pedestrian crossing. There was discussion about options for warning and signals at this location. There was suggestion to ensure there were bike lanes included at Stallings. Mr. Barnard stated these ideas would be brought back to Planning Department, but noted it was important to keep in mind that NC DOT has final jurisdiction over their roads.

This portion of the meeting ended at 6:40 p.m. It was stated that chairs and staff liaisons of both advisory boards would get together to further discuss subcommittee details.

ACTION: Formation of Subcommittee

Motion: Board Member Johnson

Second: Board Member Grannis

Vote: Unanimous

3 ADJUSTMENT OF THE AGENDA

4 APPROVAL OF MINUTES

- a) Draft Minutes
 - September 14, 2020

ACTION: Adoption of September 14, 2020 Minutes

Motion: Board Member Grannis

Second: Board Member Millican

Vote: Unanimous

5 OLD BUSINESS

6 STAFF REPORTS

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

7 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

Reports were provided regarding the façade grant review for 331-335 E. Main Street. Applicant plans on repainting entire exterior of building, doors and trim will be in black forest green and the window sash will be white. Committee recommended approval in the full amount requested of \$2,500.

Façade Grant Update was provided. The '20-'21 façade grant budget is \$25,000 and of that amount \$,7500 has been dispersed, leaving a remaining balance of \$17,500.

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

Motion: Board Member Johnson

Second: Board Member Grannis

Vote: Unanimous

b) **Economic Vitality Committee**

Presenter: Laura Johnson

Ms. Johnson provided an update regarding information shared with downtown business members. Private advocate Facebook has been set up and committee is trying to discover other ways to correspond with business owners. Ms. Thompson stated she felt there was a lot of work to be done to ensure folks know about the committee. There was brief discussion regarding holding business owner meetings. Ms. Lopes asked if perhaps phone calls were made to try to set up one on one meetings. Ms. Johnson stated that had not been done, but that seems like a good idea. She further stated they have tried emails and phone calls, but not a phone call to set up one on one meetings. There was a question regarding whether advocates were broken down into locations. Ms. Johnson stated no it was broken up to ensure there was a good break up of various business types.

An update regarding the proposed kiosk was provided and included the background. The kiosk will be located at Horne Square and one side would be a directory of downtown locations. Ms. Gallimore stated she would do some additional research regarding what other municipalities are doing and bring 3 reviews/proposals to the Vitality Committee and then to the full board.

There was discussion regarding "Meet Up Signage", also known as "Safe Place Signage", which is a place that folks could meet up (i.e. selling of items) and it was discovered that we already have one at our Police Station. It was stated we just need to get the word out about it. Ms. Lopes stated if we were to add actual signage she was aware of folks who

would be willing to donate/sponsor the signage.

- c) Promotions Committee
Presenter: Erin Belcher

Ms. Belcher stated a meeting was held via Team on September 22. Downtown Days promotion we are currently in Phase 3 not moving as quickly as other two phases. Feels perhaps more promotion is needed. Stated there are some new participants. As of now only 6 been sold, and normally are sold out by now. Asked for assistance to help spread the word. believes this will be last round until next year. Shirts are in and ready for pick up. Small business Saturday is coming up as are Christmas activities. Small Business Saturday has some volunteers already signed up. Checking with businesses to check their preference of spreading out over 4 weeks with 4th week being kick off or ending date. This will be discussed further at next meeting and will move forward. discussions included possible scavenger hunt. Christmas tree lighting will be virtual and there will some activities that will filmed in advance. Still be store decorating - information will go out shortly. still will determine Mr. & Mrs. Christmas.

- d) Organization Committee
Presenter: Judy Ryan

Ms. Ryan reported that there was a face to face meeting recently at the Morning Glory Inn and that all social distancing protocol was practiced. Discussed were functions and duties of the committee. Ms. Austin has agreed to take on volunteer recruitment and contact list. She will reach out to several organizations to foster some interest. It was stated that not sure that a huge amount of hands on volunteers will be needed this year, however, once we are through COVID more volunteers will be needed. Ms. Ryan reported the committee did brainstorming about how to fundraise in a COVID environment. Ms. Gallimore is creating a training manual and the committee will be responsible for updating and providing it to new members. Possibility of a training retreat was discussed for possibly January or February. Ms. Grannis and Ms. Kilpatrick will be heading that up and information will be rolled out soon. It was announced The Main Street Conference will be virtual and cost will be less. Additional information will be provided shortly.

8 NEW BUSINESS

9 PUBLIC COMMENTS

10 ADJOURN

- a) Adjourn the Meeting

With there being nothing further, the meeting was adjourned at 7:17 p.m.

ACTION: Motion to Adjourn

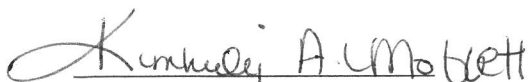
Motion: Board Member Grannis
Second: Board Member Millican
Vote: Unanimous

Duly adopted this the 9th day of November, 2020.



Laura Johnson
Chair

ATTEST:



Kimberly A. Moffett
Town Clerk
Clerk to the Board

