



Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, October 13, 2025 @ 6:00 PM
Wooten Room, Town Hall, 111 E. Second Street

1. CALL TO ORDER

- a. Meeting called to order
Presenter: Greg Adamson, Board Chair

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

- a. Approval of September Minutes
Presenter: Greg Adamson, Board Chair
[September 2025 Minutes](#)

4. STAFF REPORTS

- a. Town of Clayton Updates
Presenter: Amy Shearin, Community Development

5. OLD BUSINESS

- a. Board Member Slides
Presenter: Greg Adamson, Board Chair
- b. Christmas Village Updates
Presenter: Amy Shearin, Community Development
- c. Pink Friday Update
Presenter: Katie Spalding, Board Member
- d. Small Business Saturday

6. COMMITTEE REPORTS

- a. Economic Vitality
Presenter: Paul Auclair, Committee Chair
- b. Promotions Committee
Presenter: Stephanie Lanier, Erin Belcher & Davin Colclough, Committee Chairs
- c. Design Committee
Presenter: Katie Spalding, Committee Chair
- d. Organization Committee
Presenter: Corina Knott, Committee Chair
- e. 501c3 Update
Presenter: Jenn Hamilton, 501c3 President
- f. Committee Structure for 2026

Presenter: Greg Adamson, Board Chair

7. NEW BUSINESS

8. PUBLIC COMMENTS

9. ADJOURN



Town of Clayton
Downtown Development Advisory Board Minutes
Monday, September 8, 2025 at 6:00 PM
Wooten - Town Hall

1 CALL TO ORDER

- a) Meeting was called to order at 6:05
Presenter: Greg Adamson, Board Chair

2 ADJUSTMENT OF THE AGENDA

No adjustments

3 APPROVAL OF MINUTES

- a) Approval July 2025 Minutes
Presenter: Greg Adamson, Board Chair
Motion made by: Corina Knott
Seconded by: Valerie Mullins
Board was all in favor of approval

4 STAFF REPORTS

- Concert Series wrapped up- still looking for suggestions for next summer, Looking at numbers from this past Friday night: we had 1600 people there- 11% of the people left and went to First St Tavern, 2.6% left and went to Church, 2.2% left and went to Revival.
 - Comparing that August 14 (Thursday night) – attendance was 1,000 with 5% of people going to First St after and 2% going to Vinsons.
 - July (Thursday) attendance was 1,400 with 10% going to First St after
 - June (Thursday) attendance was 1,100 no DT business in top 5 after destinations.
 - May (Friday) 1,900 attendance with 7.6% going to First St afterwards
- Advisory Board Applications are open for interested candidates. The application process closes on October 4 for seats that will start January 1.

5 OLD BUSINESS

6 COMMITTEE REPORTS

- a) **Economic Vitality-** Last meeting topic was about the noise ordinance, discussed the proposal and the different challenges with enforcement. Next step will be to sit down with the Police Chief and discuss.
- b) **Design Committee-** No report. Pizazz got a new sign.
- c) **Organization Committee-** Rubric and description for awards nomination and voting is being developed for Board to look over. New board member handbook is being constructed.
- d) **Promotions Committee-** Bar Crawl- October 24, Pretzel Necklace, scavenger Hunt, entries for prize pool, drink ticket.
 - Motion made to approve the first shirt design
- e) **501c3 Update-** no update



7 NEW BUSINESS

- a) **The First meeting of the** Christmas Committee is on Monday, Sept 15 12pm, if you would like the meeting invitation please let Amy know.
- b) **Pink Friday:** Pink Friday is the Friday before Thanksgiving- Horne Square Night Market event-giftable event.
- c) **Small Business Saturday-** We need to set up a committee for Small Business Saturday – if anyone is interested please let Amy know.
- d) **Board Retreat:** Board members Paul and Erin introduced themselves by going over their Member Slide with the whole committee. The Board then reviewed their mission statement and discussed whether they felt that it was accurate. This led to a conversation about different ways to promote Downtown and what it meant to ‘educate citizens... about the value of Downtown” A discussion about the multiple committees and their purpose lead to an idea of possibly reducing the total number of committees while adding to and better defining each ones purpose.
The Board discussed their current projects planned for the coming months and decided not to take on anything else until those projects are completed.

8 PUBLIC COMMENTS

9 ADJOURN

Meeting was adjourned at 7:40pm

Motion to adjourn made by: Corina Knott
Seconded by: Paul Auclair
Board was in favor of adjourning

