



Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, November 8, 2021 @ 6:00 PM
BB&T - Town Hall

1. CALL TO ORDER

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

- a. DRAFT Minutes
October 11, 2021

POTENTIAL ACTION: Adoption of Minutes

4. STAFF REPORTS

- a. Holiday Activities Summary
Presenter: Lydia Davis, Economic Development Specialist
[Upcoming Events](#)

POTENTIAL ACTION: Informational Only

- b. Parking Taskforce Update
Presenter: Patrick Pierce, Economic Development Director

POTENTIAL ACTION: Informational Only

5. OLD BUSINESS

6. NEW BUSINESS

- a. Potential New Downtown Development Presentation
Presenter: James Lipscomb, HTR

POTENTIAL ACTION: Authorize/Issue Letter of Support

- b. New DDA Chair Discussion/Election
Presenter: Patrick Pierce, Economic Development Director

POTENTIAL ACTION: Elect New Chair

- c. 2021 Downtown Awards
Presenter: Lydia Davis, Economic Development Specialist

POTENTIAL ACTION: Voting of Award Winners

- d. November 2021 Committee Meetings
Presenter: Lydia Davis, Economic Development Specialist

POTENTIAL ACTION: Amend Committee Meeting Dates

7. COMMITTEE REPORTS

- a. Design Committee Report
Presenter: David Millican
[Design Committee](#)
- b. Promotions Committee Report
Presenter: Erin Belcher
[Promotion Committee](#)
- c. Organization Committee Report
Presenter:
[Organization Committee](#)
- d. Economic Vitality Committee Report
Presenter: Christi Thompson

8. PUBLIC COMMENTS

9. ADJOURN

- a. Adjourn the Meeting
POTENTIAL ACTION: Motion to Adjourn

SMALL BUSINESS SATURDAY

SMALL BUSINESS SATURDAY IS NOVEMBER 27TH

The Town of Clayton, in partnership with the Downtown Development Association, want to make Small Business Saturday 2021 a huge success for our local businesses through fun activities and resources for local shoppers! We will be establishing a Downtown Shopping Guide and a Holiday Shopping Passport to incentivize consumers to shop. Learn more below:

DOWNTOWN SHOPPING GUIDE:

- Catalog style digital shopping guide featuring item(s) from local businesses that consumers can browse.
- Each business that would like to be featured in the shopping guide should:
 - **Submit 1 high quality image (be creative & include multiple items in your photo) by Nov 12**
 - Include an item(s) description and/or a description of your offerings
 - Paste a link to your website or online shopping page

Submit a photo for the Shopping Guide here:



<https://form.jotform.com/212906530669056>

HOLIDAY SHOPPING PASSPORT:

- In conjunction with shopping online, we want to encourage customers to come visit you in-person. The Holiday Shopping Passport will encourage them to do so because filling up their passport with stickers from local businesses means they win a limited edition Downtown Clayton T-shirt. An example of the passport is shown to the right.



STOREFRONT DECORATING

REGISTER BY NOVEMBER 12TH FOR A CHANCE TO WIN

The Downtown Development Association invites you to participate in making Downtown Clayton festive for the 2021 Holidays, and enter for a chance to be recognized for your beautiful decorations! Details below:

PEOPLE'S CHOICE CATEGORY

- The winner will be selected by the community, via Facebook "likes"
- **Storefront must be decorated by Nov. 22 at 6PM**
- Keep your storefront illuminated that day so our photographer can capture your design after dark

OTHER CATEGORIES;

Most Creative - Retail | Most Creative Non-Retail | Most Traditional | Best Restaurant and/or Café

- The winner will be selected by a panel of anonymous, impartial, volunteers
- **Storefront must be decorated by Nov. 26** in preparation for Small Business Saturday on Nov. 27
- **Keep your storefront illuminated the night of Nov. 29**

Winners will be announced at the tree lighting on Dec. 2 and featured online

Register by November 12:
<https://forms.gle/5li6SB5WxA58Wko46>
**or use your smartphones camera to
scan the QR Code to the right.**



CHRISTMAS VILLAGE & TREE LIGHTING AND DOWNTOWN BUSINESS OPEN HOUSE!

THURSDAY, DECEMBER 2, 5:30-8:30 PM

We are so excited to bring our community together for this beloved Clayton tradition once again in 2021. **Main Street will be closed from O'Neil to Smith and there will be performances near Town Square and near Smith Street.** We encourage you to stay open for the event and participate by offering some holiday cheer.

This is a great opportunity to promote your product lines and services by having plenty of brochures, coupons, and business cards on hand. We encourage you to welcome people in, in true open house form, i.e. festive in-store décor, free cookies, cider, hot cocoa, drink sampling, etc.. We would love for each stop on the open house tour to have some type of giveaway or fun activity for shoppers.

SIGN UP FOR THE BUSINESS OPEN HOUSE BY NOV 15:

- By signing up for the Business Open House, we will be able to promote your business and activities to the public.
- If you sign up, you must remain open from 5:30-7:30pm on December 2nd.



Use this link to register by November 15:
<https://docs.google.com/forms/d/e/1FAIpQLSfcKL4AuGeKzy9CaBlv9RdkQYj7y5bzZ6vcnGc2EsJlxYhpcQ/viewform>
or use your smartphones camera to scan the QR Code above.

Please display the provided flyer in your storefront to promote the event!

Thank you to our sponsors:

Clayton Blinds & Design
HomeTowne Realty
Conerstone Home Lending
Bexley House
True North Yoga
Barre3 White Oak
Main Street Jewelers
Clayton Steakhouse
Nina's Restaurant
Country Superstars 102.3



JOIN US AT THE 31ST ANNUAL

Christmas Village & Tree Lighting

PLUS DOWNTOWN BUSINESS OPEN HOUSE!

Thursday, December 2 - Downtown Clayton

THE DETAILS:

- **5:30** - Downtown Business Open House begins
- **6:00** - Santa Arrives to Horne square on a firetruck and performances start along Main Street
- **8:00** - Tree Lighting Ceremony will take place in Town Square

THROUGHOUT THE NIGHT:

- Photos and Letters to Santa in Horne Square
- Train and Carriage rides
- Storefront Decorating contest winners announced
- Performances by local schools, community groups, and entertainers
- Doggie Costume Parade by Roxie Daisy
- Live Nativity with Clayton First Baptist Church



CHRISTMAS PARADE

SATURDAY, DECEMBER 11 AT 3 PM

The Clayton Rotary Club and the Town of Clayton are proud to host the Clayton Christmas Parade during our 152th Anniversary year! The parade will take place on Saturday, December 11, 2021 at 3 p.m. in Downtown Clayton. The event features more than 100 colorful floats, booming marching bands and of course, Santa Claus! Join us along Main Street to grab a front row seat anywhere from Smith Street to Robertson Street.

Please note that those roads will be closed from 2pm to 6pm. Learn more at claytonchristmasparade.org

ANNUAL MEETING & COMMUNITY AWARDS

TUESDAY, DECEMBER 14 6PM TO 9PM

SAVE THE DATE for the 2021 Clayton Chamber of Commerce Annual Meeting and Community Awards Ceremony! Awards will be presented by the Clayton Chamber of Commerce (CCOC), Clayton Downtown Development Association (CDDA), Clayton Rotary, and Clayton WIN. Tickets will be available for purchase soon through the Clayton chamber so be sure to keep an eye out!

The Downtown Development Association will be awarding the following:

- Best New Downtown Business
- Best Downtown Design
- Downtown Contributor
- Downtown Business of the Year

Nominate a business here by Nov 8th at Noon:

<https://form.jotform.com/212945035140043> (or scan the QR Code to the right)



DDA Design Committee

Tue October 26, 2021 6:00pm (EDT)

Did not occur due to no new business, updated below

AGENDA**Façade Grants**

- No new Façade grants at this time, should be a couple that begin in November
- First Street Tavern Façade grant was completed and submitted for approval on Oct 21.

DDA Promotions Committee Meeting
Tuesday, Oct. 26, 2021 12:30 – 1:30 PM (EDT)

Microsoft Teams meeting

Join on your computer or mobile app

[Click here to join the meeting](#)

[Learn More](#) | [Meeting options](#)

Attendees:

- ☒ Erin Belcher, DDA Board & Promotions Committee Chair
- ☒ Sadie Brown, DDA Promotions
- ☐ Jasmeen Calhoun, DDA Board Member & Promotions Committee Member
- ☐ Gabriella Woodson, DDA Promotions Committee Member Volunteer
- ☐ Heather Madden, DDA Promotions Committee Member Volunteer
- ☐ Ana Garcia, DDA Promotions Committee Member Volunteer
- ☒ Patrick Pierce, Town of Clayton
- ☒ Lydia Davis, Town of Clayton

AGENDA

1. P&R Trick or Treat
 - a. Friday, Oct 29 12:30 - 2:30
 - b. Flyer went out to businesses at the beginning of the month
 - c. Also noted that HF Trunk or Treat is Thursday Evening, as well as Movie Night!
2. Need to come up with promo for Christmas businesses
 - a. Packet going out to businesses Nov 5
 - b. Downtown Business Open House Program – Business need to “register” by Nov 15 to be included in marketing, Sponsors Need by Nov 1 to add to flyer and program
 - c. Storefront Decorating - People’s Choice Photos taken Nov 22 and up on Facebook by Nov 24
3. Shop Small promotion (what should we do?)
 - a. Downtown Shopping Guide – updated quarterly, Send JotForm out to Business, deadline to submit is Nov 12
 - b. Downtown Shopping Passport/Sticker Book – promote to public starting Nov 20
4. Tree Lighting/next meeting - Dance performances – One School doing a 20-minute set for Jazz band, Piano Festival guy, Bells...Looking for more – Nick’s Flipping Kids, Clayton Dance Academy, Church Choirs, Carolina Youth Theatre
 - a. Sadie reaching out to other 3 schools

DDA Organization Committee

Tue October 26, 2021 4:00pm (EDT)

Microsoft Teams meeting

Join on your computer or mobile app

[Click here to join the meeting](#)

[Learn More](#) | [Meeting options](#)

Attendees:

_x_Judy Ryan, DDA Board Member & Committee Chair
__Laura Johnson, DDA Board Member
_x_Matt Kagel, DDA Board & Committee Member
_x_Betsy Grannis, DDA Committee Member
_x_Erin Belcher, DDA Board Vice-Chair*
_x_Patrick Pierce, Town of Clayton*
_x_Lydia Davis*

**Indicates Optional Attendance*

AGENDA

Christmas Village & Tree Lighting – December 2, 2021

- Sponsorships – **Need finalized by Nov 1**
 - Bexley House – Horse & Carriage (\$300.00)
 - Clayton Blinds & Design – Trackless Train (\$500.00)
 - **HTR and cornerstone – Photo Booth (Splitting \$500.00)**
 - Barre3 White Oak & True North Yoga – Santa photos w kids (**Splitting \$300.00**)
 - **Erin reached out to Clayton Steakhouse, Nina's, and Main Street Jewelers.**
 - **\$1,600 to play with**
- Opportunities to assist
 - **More info coming soon**

Next Steps

- Organization Chair
 - **Judy stepping down as DDA Board Member because of new part time position with Library but will still be involved**
- Volunteer List
 - **Need to beef this up**