



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

**BOARD MEMBERS PRESENT:**

Christi Thompson  
Erin Belcher  
David Millican  
Jacob Parente  
Paul Auclair

**STAFF PRESENT:**

CM Bobby Bunn  
Patrick Pierce  
Lydia Davis

**MEMBERS ABSENT:**

Heidi Peach  
Jasmeen Calhoun  
Laura Johnson  
Matthew Kagel  
Shannon Austin

**Guests Present:**

Porter Casey  
James Lipscomb

**1 CALL TO ORDER**

Meeting was called to order at 6:04 PM

**2 ADJUSTMENT OF THE AGENDA**

**3 APPROVAL OF MINUTES**

- a) DRAFT Minutes  
October 11, 2021

**ACTION:** Adoption of Minutes

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

**4 STAFF REPORTS**

- a) Holiday Activities Summary  
*Presenter:* Lydia Davis, Economic Development Specialist

Davis summarized upcoming Holiday events including Storefront Decorating, Small Business Saturday and Christmas Village. Davis also opened the discussion for the 2021 Downtown Business Awards.

- b) Parking Taskforce Update

*Presenter:* Patrick Pierce, Economic Development Director

Pierce gave a short update on the Parking Taskforce. He detailed that meetings with local business owners related to the topic will begin next week.

**5 OLD BUSINESS**

**6 NEW BUSINESS**

**a) Potential New Downtown Development Presentation**

*Presenter:* James Lipscomb, HTR

Lipscomb gave a short presentation on potential new development on the 500 block of Main Street. With this being an infill development, the developer will be requesting two different variances - one related to landscaping buffer in back of property, and another related to the front of the developments setback.

**ACTION:** Motion was made to Authorize/Issue Letter of Support

**Motion:** Board Member Parente

**Second:** Board Member Auclair

**Vote:** Unanimous

**b) New DDA Chair Discussion/Election**

*Presenter:* Patrick Pierce, Economic Development Director

Pierce led discussion related to electing a new DDA Chair due to past Chair having to step down.

**ACTION:** Motion was made to elect Vice Chair Erin Belcher as the new chair and David Millican as Vice Chair.

**Motion:** Board Member Belcher

**Second:** Board Member Parente

**Vote:** Unanimous

**c) 2021 Downtown Awards**

*Presenter:* Lydia Davis, Economic Development Specialist

Davis began discussion during staff report which explained which eligible businesses were nominated for this award. During this agenda item, a voting sheet was passed around so each member of the Advisory Board could confidentially vote for finalists for each award. Final decision will be the responsibility of the Downtown Development 501c3 Executive Board, so no motion was needed.

**d) November 2021 Committee Meetings**

*Presenter:* Lydia Davis, Economic Development Specialist

Discussion was had regarding November DDA Committee meetings since they fell on the week of Thanksgiving. All committees decided to meet on an as

needed basis through the end of the year. All committees were canceled for November. Design committee will meet as needed based on Facade grants. Economic Vitality Committee will not meet again until January 2022.

## 7 COMMITTEE REPORTS

- a) Design Committee Report  
*Presenter: David Millican*

Board Member Millican had a short update related to the most recent façade grant being approved and fulfilled: First Street Tavern.

- b) Promotions Committee Report  
*Presenter: Erin Belcher*

Board member Belcher gave report reiterating the promotion committees work on Holiday Events as Davis mentioned earlier.

- c) Organization Committee Report  
*Presenter: n/a*

*Did not meet*

- d) Economic Vitality Committee Report  
*Presenter: Christi Thompson*

*Did not meet.*

## 8 PUBLIC COMMENTS

## 9 ADJOURN

- a) Meeting was adjourned at 7:12pm

**ACTION:** Motion to Adjourn

**Motion:** Board Member Millican

**Second:** Board Member Parente

**Vote:** Unanimous



Chair

ATTEST:



Clerk to the Board