



Town of Clayton
Downtown Development Association Advisory Board Minutes
Monday, November 9, 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
Alison Kilpatrick

STAFF PRESENT:

Patrick Pierce, Economic Development Director
Jenn Gallimore, Economic Development Specialist
Kimberly Moffett, Town Clerk

MEMBERS ABSENT:

Neal Stancil

1 CALL TO ORDER

- a) Roll Call
Presenter: Laura Johnson

2 ADJUSTMENT OF THE AGENDA

3 APPROVAL OF MINUTES

- a) DRAFT Minutes
• October 12, 2020 Minutes

ACTION: Adoption of Minutes

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

4 OLD BUSINESS

5 STAFF REPORTS

- a) Draft Mural Program
Presenter: Patrick Pierce

Mr. Pierce provided an update regarding the Mural Program, which the PAAB has been

working on for some time. This will allow buildings owners to work with artists to include murals on the side of their buildings. Guidelines have been drafted and are under final review by the Town Attorney. It is hoped to have this project underway by the end of the year. Mr. Pierce explained process. At the time a mural is being presented to PAAB all members of DDA will be notified so any member could join that meeting and offer input. Once approved by PAAB it would go to council for final approval.

b) Comprehensive Plan

Presenter: Patrick Pierce

1. Survey
2. Public Session
3. Downtown Walk

Growth plan must be done every 6 years. Wanted to make sure DDA was involved. There is a survey and all were encouraged to share input. Open house tomorrow night from 5-7 p.m. at the Clayton Community Center. A downtown walk is being considered. Feedback regarding potential dates and times was requested and folks were asked to share their availability with either Patrick or Jenn. Most likely a daytime would be preferable.

c) DDA Annual Awards Program

Presenter: Jenn Gallimore

1. Voting Completed - November 8, 2020
2. Executive Committee & Involved Committees Final Decision Meeting

Ms. Gallimore provided update and advised timeline has shrunk. Plan is to surprise winners next Tuesday. She stated voting closed last night and there was a very good amount of involvement. Meeting will be held next Monday to go over all final details with 501(c)(3) executive committee.

6 COMMITTEE REPORTS

a) Design Committee

- Committee Report

Presenter: David Millican

- Façade Grant Update - Process Tracking Review

Presenter: Jenn Gallimore

- Façade Grant Review - 331 E. Main Street

Presenters: Jenn Gallimore & David Millican

Mr. Millican provide a report and stated that 331 East Main was approved for façade. Historic blade presentation took place before town council. Spoke about sign for façade grant underway.

Ms. Gallimore provided an update on the process tracking of façade grants. Still quite a few interested with pending applications. There are still a few projects waiting on final

photos, etc.

Ms. Gallimore provided details about application for Queens Court at 331 E. Main Street. Ms. Gallimore provided information about plans for the building, colors, signage, materials and awning. Most likely full approval would not reach the \$2500 limit, final amount would be determined once decisions were made as far as vendor choices. Ms. Peach suggested that the signage be raised a bit. Ms. Gallimore stated she believed the sketch was improper and the signage would be raised. There was brief discussion regarding whether there would be red and white striped awnings on the windows above this new awning. Ms. Gallimore stated she believed those red and white awnings were no longer there and this was probably an older sketch. There was discussion regarding grant money being used for personalized signage. Ms. Gallimore stated allowing funds to be used is pretty standard. There was also discussion regarding looking at guidelines. Ms. Johnson stated right now it seems we have enough funding for all requests so perhaps if we started to run out of funds, this could be looked at.

Ms. Gallimore provided details about signage that will be included in properties that are being worked on with a façade grant. Ms. Peach asked the color burgundy be removed and replaced with gray. Ms. Gallimore reminded of importance of town branding and uniformity.

ACTION: Approval of Façade Grant

Motion: Board Member Johnson

Second: Board Member Peach

Vote: Unanimous

- b) Economic Vitality Committee
- Committee Report
Presenter: Laura Johnson
 - Kiosk Details
Presenter: Jenn Gallimore

Ms. Johnson stated last meeting was about getting updated about what other boards and committees were doing. Discussion continued regarding the advocate program. Christmas information will be shared with business owners shortly.

Kiosk proposal was presented. Once sketch turns into a more formal layout, full approval process will begin.

DDA will get back together with chair of Parks and Recreation Advisory Board to continue discussion regarding the greenways.

Our safe place at the Clayton Police Department has been registered with the proper app system.

- c) Promotions Committee
- Committee Report

Presenter: Erin Belcher

Ms. Belcher reported that bundles are still being worked on for 2020. This would make great holidays gifts. Fall, winter and holiday events were discussed. A scavenger hunt will be held for Small Business Saturday. The Chamber of Commerce will also be running a concurrent event. Christmas Tree Lighting will be a virtual event and there will be many different options to keep folks interested. Santa will be on a fire truck and all required social distancing will be followed. Storefront decorating contest is taking place and information is being sent out. Judges are ready and in place. People's Choice will be following week. Mr. and Mrs. Christmas and the Mayor will be in place. Volunteers will be needed to help hand out candy. Parks and Recreation will be decorating the truck. Awards Ceremony is being worked on. Drive-in movie idea has been cancelled due to uncertainty with COVID numbers. This will be tabled until sometime in the Spring.

- d) Organization Committee
 - Committee Report

Presenter: Judy Ryan

Ms. Ryan reported Main Street Conference will be a virtual event. Discussion was held to have folks attend as part of a DDA Board Retreat. There will be further discussion. NC Main Street and Rural Center recently sent out a survey asking for participation from 2000 businesses. Ms. Ryan has sent that survey out. She will share results of survey once completed. Also discussed were ideas for fundraising during a COVID environment. Suggestion was a mini golf tournament. "Play the Clay", more discussion will follow. There was brief discussion regarding upcoming business sponsorships opportunities. Also suggested was a Friends of the Downtown, much like the Friends of the Library. Another idea was "On the Roof", perhaps Mayor or Council Member as a fundraiser. Sip & Shop idea was discussed perhaps "Strolling Spirits". The downtown community garden has been turned into a virtual Candyland game. This is being offered free. Also discussed was possibility of a downtown game day. Lots of great ideas and discussion continue to take place. Discussion regarding dark stores, empty stores, thought it would be cool to do something to make them more appealing. Does not feel there would be much cost involved, perhaps false walls and lighting or holiday décor. Kiosk was also discussed regarding having a QR code that would change each month to include discounts at various downtown stores.

7 NEW BUSINESS

8 PUBLIC COMMENTS

- a) Mr. Pierce provided additional details regarding the awards and stated conversations have been had with the Chamber. Decision was made to go with contracted videographer as town staff time is very limited. Mr. Pierce stated that Chamber has asked for a \$500 donation from either the 501(c)(3) or the town. Mr. Pierce stated when additional information was available, it would be provided.

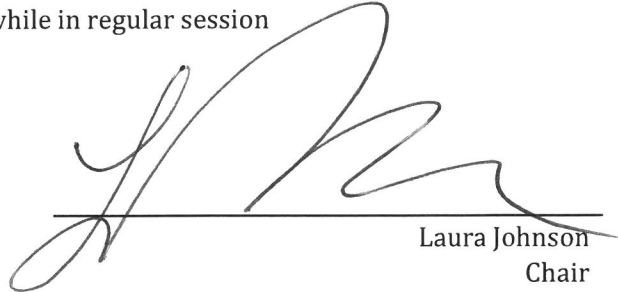
9 ADJOURN

- a) With there being nothing further, the meeting was adjourned at 6:54 p.m.

ACTION: Motion to Adjourn

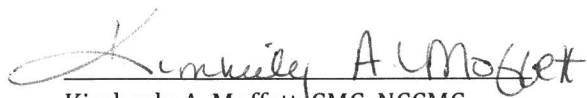
Motion: Board Member Grannis
Second: Board Member Ryan
Vote: Unanimous

Duly adopted this the 15th day of December, 2020 while in regular session



Laura Johnson
Chair

ATTEST:



Kimberly A. Moffett, CMC, NCCMC
Town Clerk & Clerk to the Board

