Town of Clayton
Downtown Development Association Advisory Board Agenda
Tuesday, November 12, 2019 @ 6:00 PM
Council Chambers - Clayton Town Hall

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1. CALL TO ORDER

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

a. October 14, 2019 DRAFT Minutes
[October 14 2019 DRAFT Minutes]

POTENTIAL ACTION: Adoption of Minutes

4. OLD BUSINESS

5. NEW BUSINESS

a. Discussion of Downtown Business Opportunities Related to Clayton Christmas Parade
Presenter: Jim Perricone, Clayton Rotary

6. STAFF REPORTS

7. COMMITTEE REPORTS

a. Design Committee Report
Presenter: David Millican
- Façade Grant Application for 402 East Main Street

[Design Committee Report]
[402 E Main St Facade Grant Application]

POTENTIAL ACTION: Approval/Denial of Façade Grant

b. Vitality Committee Report
Presenter: Laura Johnson
[Vitality Committee Report]

c. Promotion Committee Report
Presenter: Jessica Lloyd

d. Organization Committee Report
Presenter: Betsy Grannis

8. PUBLIC COMMENTS

9. ADJOURN

Town of Clayton
Downtown Development Association Advisory Board Minutes
Monday, October 14, 2019 @ 6:00 PM
Council Chambers - Clayton Town Hall

BOARD MEMBERS PRESENT:
Tony Johnson
Jessica Lloyd
Judy Ryan
Laura Johnson
John Millican
Erin Belcher
Alison Kilpatrick
Neal Stancil

STAFF PRESENT:
Bobby Bunn, Council Member
Dave DeYoung, Economic Development Director
Jenn Gallimore, Economic Development Specialist

MEMBERS ABSENT:
Heidi Lee Peach
James Lipscomb

1 CALL TO ORDER

a) Mr. Johnson called the meeting to order at 6:02 p.m.

2 ADJUSTMENT OF THE AGENDA

a) Addition to Old Business, 4.c.

David DeYoung requested the addition of the Rotary Park PowerPoint presentation.

b) Addition to New Business

David DeYoung requested the addition of two grant requests under New Business, Item 7a

3 APPROVAL OF MINUTES

a) September 9, 2019 DRAFT Minutes

Ms. Grannis stated that there was a minor typo in paragraph 6a of Johnston versus Johnson when referring to Board Chair.

ACTION: Adoption of Minutes

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

4 OLD BUSINESS

a) By-Laws Update as Adopted by Town Council
Presenter: David DeYoung, Economic Development Director

Mr. DeYoung reported that the DDA bylaws were presented at the last Town Council meeting and approved. He stated that this approval now allows the DDA to vote and approve the new co-chair structure to the board.

b) Co-Chair Discussion
Presenters: Tony Johnson and Jessica Lloyd

Mr. Johnson proposed that he and Ms. Lloyd be the DDA Co-Chairs. Mr. Johnson informed the group he and Ms. Lloyd discussed the structure and agreed that he would take the active role as the meeting moderator.

ACTION: Vote to Approve Co-Chairs

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

c) Presentation of Clayton Rotary Club Park
Presenter: Marty Bizzell, Principal Engineer & Vice President of Bass Nixon & Kennedy, Inc. Consulting Engineers

Mr. Bizzell presented a PowerPoint of Clayton Rotary Park plans. He stated that the Rotary is waiting on final funding a site plan approval but hope to have the park completed in the next few months. The project must be completed by Spring 2020 in order to receive matching grants. He also mentioned that they would one day hope to be a part of the sculpture trail and have public art in the park. A groundbreaking was held on October 5 and it was well attended.

Mr. Johnson offered gratitude on behalf of the DDA for excitement over having this park in Downtown Clayton.

5 STAFF REPORTS

a) Tactical Urbanism
Presenters: David DeYoung, Economic Development Director & Jenn Gallimore, Economic Development Specialist

Mr. DeYoung explained the bollards that have been placed on the corners of Fayetteville St. and Main St. as a mechanism for traffic calming. The bollards are used as a test project for a potential long-term solution to make the intersection safer. The bollards mimic what a permanent curbed bump-out would do for the intersection. Mr. DeYoung stated that the improvement would formalize the on-street parking, shorten the cross-walks, add additional landscaping, and slow traffic due to the narrowing of the street. Mr. DeYoung further explained "Tactical Urbanism" through a video presentation. The bollard test project will most likely be taken down by the 2019 Harvest Festival and hopefully, it will help staff develop a better long-term solution.

Jessica Lloyd asked if there was a way to help educate the public on pedestrian right-of-way and safety. Mr. DeYoung responded by displaying signage that could be put in the middle of the intersection, before the cross-walk. Ms. Kilpatrick inquired about pedestrian safety and potential public involvement near Clayton High School to help fix some of the safety concerns. Mr. DeYoung discussed other cross-walk projects throughout town that have been identified as problematic and explained future plans for those areas.

b) Cycle NC Update
Presenter: David DeYoung, Economic Development Director

Mr. DeYoung explained staff involvement, preparation, and event info for the Cycle NC event that was held on October 2. He reported on the outcome of Cycle NC to Downtown Clayton. Downtown businesses had mixed reviews on patron ship but restaurants reported increased numbers the night of the event. The Town of Clayton hopes to be selected as an overnight stop in the future.

Mr. Stancil reported that many cyclists viewed the Clayton overnight stop as the best one along their route. He discussed that he, and other cyclists involved, thought Clayton was well prepared and overall a great success, he did not hear a bad review from a single cyclist.

6 COMMITTEE REPORTS

a) Design Committee
Presenters: Heidi Lee Peach, David Millican & Tony Johnson

- Façade, Grants & Murals
- Historic Preservation & Signage
- CDDA Awards

Mr. Johnson read a report from Heidi Lee Peach of the Design Committee regarding the Facade Grant Program. The committee plans to identify properties that could benefit from the Facade Grant Program and use the inventory to advertise the opportunity to the downtown property owners. He also stated that the Design Committee discussed murals and decided that Ms. Peach would be the DDA representative to work with the Public Arts Advisory Board on the program.

Mr. Millican reported on his progress with historic preservation signage and stated that he met with Public Information Officer, Stacy Beard, to discuss potential signage to coincide with the new branding initiative she is currently working on. Mr. Millican also discussed the success of a Historic Ghost Walk Tour that took place a few weeks prior and sent information to Ms. Beard about potential similar tours in Clayton.

Mr. Johnson presented a proposed new structure for the CDDA awards and opened the floor to any comments and/or suggestions. A copy of the proposed award categories and criteria were included in the packets. Ms. Belcher inquired about the timeline criteria of the "Best New Downtown Business 2019" award and recommended we clarify the calendar year. Mr. Johnson added the proposed suggestion to the CDDA award category and criteria document.

ACTION: Vote to Approve New CDDA Awards Criteria

Motion: Board Member Erin Belcher
Second: Board Member Betsy Grannis
Vote: Unanimous

b) Vitality Committee
Presenter: Laura Johnson

Ms. Johnson presented on the Economic Vitality Committee Report, which is attached in the packets for the meeting. The committee welcomed three new members, discussed the Cycle NC event and notification to downtown businesses, brainstormed ideas for Small Business Saturday and established a sub-committee to assist with planning the event, and came up with the name "Downtown Advocates" in place of "Block Ambassadors." The committee plans to work on documentation that will go into welcome packets to be distributed to downtown businesses. Mr. Johnson mentioned that the committee would like to create some sort of business card for advocates to give at when visiting business owners.

Ms. Gallimore discussed the ideas that the new Small Business Saturday sub-committee came up with. Downtown businesses will be given the opportunity to advertise on a promotional map that will be used by the community on the day of the event, November 30th. Event participants can use the maps to go store-to-store and collect stamps. Once their maps are completed, they will turn them in for a chance to win one of three gift baskets full of products donated by participating businesses.

Ms. Lloyd suggested that we somehow keep the promotions going beyond just the day of the event. Ms. Belcher made recommendations for promotions on the day of the event and noted that it is a national campaign. Ms. Gallimore noted that she has created and downloaded all Small Business Saturday promotional materials and put in an event application to American Express to receive Shop Small merchandise and advertising materials.

c) Organization Committee
Presenters: Betsy Grannis & Jessica Lloyd

- 2019-2020 Budget

Ms. Lloyd handed out an additional handout with details regarding the budget, sponsorships, and pricing. The 2019-2020 CDDA, Inc. Budget Summary was part of the agenda packet. A large portion of incoming revenue will come from downtown businesses as sponsors and two outside sponsors. She discussed the sponsorship pricing of sponsorships and projected goals.

Ms. Grannis stated that the committee is working on a "Downtown Happening" calendar of events. She also discussed the pricing for the North Carolina Main Street Conference in March of 2020. The committee hopes to send some DDA representatives to the conference and plan to try to budget for it.

d) Promotions Committee

Presenter: Jessica Lloyd

Ms. Lloyd reported on the event sub-committees, Christmas Village & Tree Lighting, Concert Series, and Movie Night committees meet on a frequent basis. A copy of the report is included in the agenda packet. The committee is currently working on preparations for the tree lighting event and the storefront decorating contest. Mr. Stancil inquired on if the contest was limited to windows and asked if there was a way to do decorating outside of just windows (i.e. alleys, outside of businesses, etc.) Ms. Belcher explained that it is not limited to just storefronts. Ms. Lloyd explained how the storefront decorating contest structure has changed to be more inclusive to all downtown establishments. She also reported that there should be more DDA education during events and the concert series sub-committee could use more volunteers. The committee plans to create a survey to get feedback from event attendees on their experience, likes, dislikes, and suggestions.

7 NEW BUSINESS

a) Grant Requests
Presenter: David DeYoung, Economic Development Director

Mr. DeYoung presented on two grant opportunities. Every year the DDA has money set aside to give to organizations that do things to help support downtown. Applications must be completed for consideration. Both the Morning Rotary for the Christmas Parade and the Afternoon Rotary for the Shindig are requesting $500 each as a donation/sponsorship to their upcoming events. Ms. Lloyd stated different requirements for organizations to be considered. She also stated that there is enough money in the budget to approve both grant requests. Mr. Stancil asked about ROTC and mentioned that they should be considered for one of these grants for all they do to support downtown events. Mr. DeYoung suggested that the Promotion Committee reach out to them about this grant opportunity and give them an application.

ACTION: Vote to Approve Grant for Afternoon Rotary - Shindig

Motion: Board Member Lloyd
Second: Board Member Stancil
Vote: Unanimous

ACTION: Vote to Approve Grant for Morning Rotary - Christmas Parade

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

8 PUBLIC COMMENTS

a) Ms. Ryan passed out a flyer and provided information regarding the upcoming Small Town Gala honoring Clayton's 150 Years hosted by the Woman's Club of Clayton. The event will be held on November 9 at 6 p.m. at The Farm at 42. Tickets and information can be found at TWCCNC.org

b) No public comment

9 ADJOURN

a) Adjourn the Meeting

ACTION: Motion to Adjourn at 7:15 p.m.

Motion: Board Member Alison Kilpatrick
Second: Board Member Erin Belcher
Vote: Unanimous

Duly adopted this the 12th day of November, 2019

____
Tony Johnson, Co-Chair

ATTEST:

____
Clerk to the Board

CDDA Agenda Item CoverSheet

Meeting Date
10/22/2019

Agenda Location
Committee Reports

ItemTitle
Design Committee Report

Presenter
David Millican

Summary/Description
Present: David Millican / Tony Johnson

David presented information regarding his census of historic downtown buildings. He has listed each building by address. There was a discussion about creating a map showing the historic buildings. There was also discussion regarding David doing a presentation in December on the location of the historic buildings with an emphasis on at risk structures.

David is continuing to work with Stacey Beard on the proposed signage for the historic building.

David gave a review of the Town Cemetery Ghost Walk event. He indicated the event was well attended and provided very interesting historical perspectives of former citizens.

The committee reviewed the Façade Grant application for 402 East Main Street and is recommending the CDDA Advisory Board approve the application.

RequestedAction
Vote of Façade Grant Application 402 East Main Street

Funding Source (If Applicable):
Town Allocated Façade Grant

Cost:

AdditionalDocumentstobeIncludedinAgendaPacket
Façade Grant Application

Town of Clayton
Planning Department
111 E. Second Street, Clayton, NC 27520
P.O. Box 879, Clayton, NC 27528
Phone: 919-553-5002
Fax: 919-553-1720

DOWNTOWN FAÇADE / SITE ELEMENT IMPROVEMENT GRANT

The objective of the Downtown Façade/Site Element Improvement Grant is to aesthetically improve the facades of downtown buildings and/or enhance the appearance of downtown properties.

Improvement should be limited to those that are permanent and part of the building or property. Funds will be made available on a first-come-first-serve basis to projects that meet eligibility requirements.

PROJECT INFORMATION:

Name of Project: Medlin's Facade Update

Building Address: 402 E. Main St. **Parcel Tag #:** 05011042A

Project Description (use additional sheets if needed):
Full replacement of Windows and Doors to match adjacent use (Mannings) Install new Black and White Awning.

APPLICANT INFORMATION

Applicant: Hubert Lee

I am the: ☒ **Property Owner** ☐ **Tenant**

Mailing Address: 2236 Shotwell Rd.

Phone Number: 919-369-6062 **Fax:**

Contact Person: Hubert Lee

Email Address: hubertbonnie56@yahoo.com

Length of Time at Address: ______ **Length of Time Remaining on Lease:** Owner

FOR OFFICE USE ONLY

Date Received: ______ Amount Paid: **(no fee required)** File Number: ______

PROPERTY OWNER INFORMATION

Name: Hubert Lee

Mailing Address: 2236 Shotwell Road Clayton NC 27520

Phone Number: 919-369-6062 **Fax:**

Email Address: hubertbonnie56@yahoo.com

REQUIRED INFORMATION (*to be submitted with the application*)

The following items must accompany this application.

To be completed by the applicant:	Provided?	
	Yes	N/A
1. A pre-application conference was held with Town of Clayton staff. Date: _______	X	
2. I understand ***before*** any work is begun on the project that this application **must** be reviewed and **approved**. ***Projects may not receive funding if the work was done before the application was approved.***	X	
3. Project plans, specifications or other appropriate design information. A professional architectural plan is not required.	X	
4. I have read the attached information regarding purpose, eligibility, and process, and my project meets all criteria.	X	
5. Photograph(s) of existing conditions of the property.		
6. Samples of paint and material colors to be used on improvements or signage.		
7. Cost estimates for the project (minimum of two estimates are preferred).	X	
8. Owner's Consent Form (*required if applicant is not the property owner).*		X
9. I understand I must receive all applicable permits, such as Zoning Compliance Permit, Sign Permit, and Building Permit, prior to beginning work.	X	
10. I understand the work must be completed within the required timeframes specified and that all work is completed according to state and local building codes and ordinances, and approved, when necessary, by the proper authorities.	X	
11. I understand that I am responsible for the maintenance of improvements described here for a period of three (3) years from the date of project completion or until such time as the building is sold.	X	
12. I understand the improvement grant must be used for the project described in this application. I understand that failure to comply with the approved application may result in losing my eligibility to receive funds.	X	
13. I acknowledge that the Town and CDDA are obligated only to administer the grant procedures and are not liable to the applicant, owner or third parties for any obligations or claims of any nature growing out of, arising out of or otherwise related to the project or application undertaken by the applicant and/or owner. There is no principal/agent or employer/employee relationship between the Town, the CDDA, and the applicant and/or owner.	X	

APPLICANT / PROPERTY OWNER SIGNATURES

Hubert Lee	[signature]	8-1-19
Applicant's Name (Print Name)	*Signature of Applicant*	*Date*

Property Owner's Name (Print) *Signature of Property Owner* *Date*

Please return completed application to the Town of Clayton, Attn. Economic Development, PO Box 879, Clayton, NC 27528, or in person at the Economic Development office at 111 E. 2nd St, Clayton NC 27520.

STAFF REVIEW ***(the applicant should leave this section blank)***

This application has been reviewed by the following:

Economic Development Staff:

Jenn Gallimore J. Gallimore 8/26/19

Name (print) *Signature* *Date*

Comments/Conditions:

Downtown Development Association (DDA) Design Committee:

Committee Review: ____________ ☐ Approved ☐ Denied

Date

DDA Design Committee Chair:

Name (print) *Signature* *Date*

Comments/Conditions:

CAROLINA GLASS & MIRROR INC.
P.O. Box 1439
Garner, N.C. 27529
Tel: 919-662-9050 Fax: 919-662-9083

Quote # 39984

Job Name :
Contact : HUBERT
Contact # : 919-369-6062

Billing Address:
HUBERT LEE
NC
Phone:
Fax:
Email:

Delivery Address:
HUBERT LEE
402 EAST MAIN ST
CLAYTON 27520

Entered By	Ship Via	Terms	Cust. #	Delivery Date	P.O. #
Mike House	Our Truck	COD	100128	4/24/2019	

#	Qty	Description	Width	Height	Sq.Ft.	UOM Price	Unit Price	Ext. Price
1	1	**Store Front Material** Labor Store Front					11,633.20	11,633.20

REMOVE & DISPOSE OF EXISTING STOREFRONT

INSTALL NEW STOREFRONT PER SHOP DRAWINGS

Receipt of a 50% deposit and signed copy of this proposal are necessary to begin production of the above items. Deposits may be paid using cash, check, VISA, MASTERCARD, DISCOVER or AMERICAN EXPRESS. The remaining balance is due at time of installation. Please call with any questions.

Total Items: 1

Sub Total	11633.20
Tax	552.58
County Tax	232.66
TOTAL	12418.44

VOID AFTER 60 DAYS
Thank You for the opportunity to quote this job.
We sincerely appreciate your business and want to serve you.

In accepting this order, Customer agrees to be bound by the terms and conditions printed on this page.

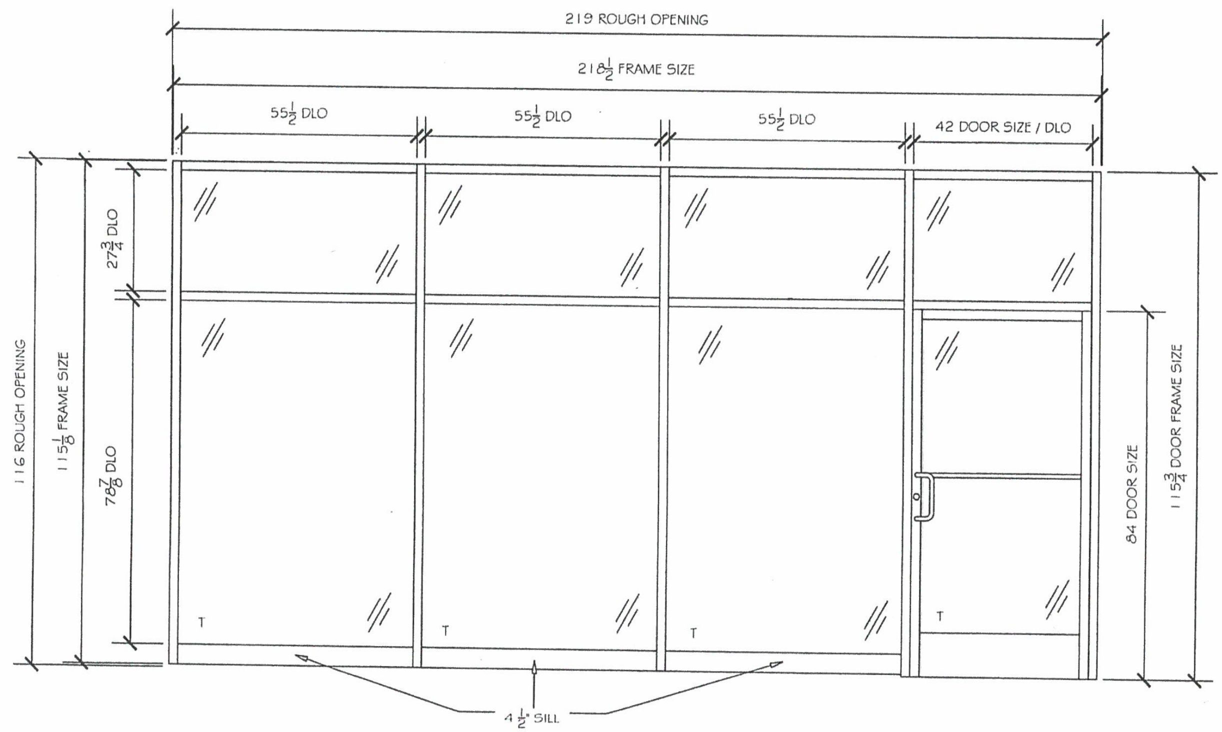
Signature:____________________ **Date:** ____________________

04/24/2019 02:15:00 PM

** NOTES

1. 2" X 4 $\frac{1}{2}$" BRONZE THERMAL STOREFRONT
2. 1" CLEAR, LOW-E GLAZING
3. 3'6" X 7'0" NARROW STILE DOOR WITH STANDARD HARDWARE

** FIELD VERIFY ALL DIMENSIONS **



CAROLINA Glass & Mirror

3501 INTEGRITY DR. GARNER, N.C. 27529
OFFICE: 919-662-9050 FAX: 919-662-9083
WWW.CAROLINAGLASS.COM

REVISION

△

PROJECT NAME

FILE NAME

DESCRIPTION

SCALE
$\frac{1}{2}$" = 1 FT

DRAWN BY: WC
CHECKED BY

SHEET
E1.1
ELEVATIONS

E-Z GLASS
503 W. GARNER RD.
GARNER, NC 27529

Proposal Number: 051519SG-1R1
Phone: (919) 661-5552
Fax: (919) 662-4713

Submitted To: Hubert Lee
Date of Bid: 6/26/19
Architect:

Project Name: Medlin Office Supply
Date of Plans: n/a – site visit
Revisions:

We hereby propose materials and labor for the following:

- 175 sq feet of new exterior storefront with one single door and four sidelites – 2" x 4 1/2" screw spline, center glazed, thermally broken framing system, dark bronze finish, glazed with 1" Clear/Standard Low-E Tempered Insulated Glass. Includes 8" header, full width of storefront. Includes (1) single left hand door, 3'0 x 7'0 with narrow stiles, 10" bottom rail, offset pivots, push/pull handles, deadlatch/thumbturn/key cylinder combo, door sweep and threshold, glazed with 1/4" clear tempered glass.
- Includes removal and disposal of existing storefront. Work to existing opening, if required, by others.

Notes: Carefully review all details above and exclusions below as items may or may not be per plans/specs. Project pricing based on our interpretation of drawings and/or information provided. Out of square/out of level conditions may incur additional charges.

All Materials and Labor shall be provided in a substantial workman-like manner for the sum of:

$7,665.00 (NC Sales Tax Included)

Respectfully submitted by: **Stacy Gonzalez**

Exclusions and Exceptions: **FIELD TESTING, MOCK UPS, STRUCTURAL CALCULATIONS, BONDS, ENGINEERS STAMP, SHOP DRAWINGS, CLEANING, DEMO, BLOCKING, BRACING, STEEL, PROTECTIONS, MDF, BRAKE METAL, FLASHING, COPING, APPLIED FILM, MANUFACTURERS FIELD SERVICES, SPECIAL WARRANTIES, CANOPIES, PATCHING, PAINTING, BARRICADES, AFTER HOURS/WEEKENDS, MISCELLANEOUS GLAZING, OUT OF SQUARE CONDITIONS, OR ANY ITEMS NOT SPECIFICALLY LISTED.**

Terms: We reserve the right to withdraw or change the price of this proposal due to price fluctuations from Manufacturers if not accepted within 30 days. E-Z GLASS reserves the right to withdraw this bid prior to any Signed contract. Insurance per E-Z Glass standard certificate.

Approval:
The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as stated in this proposal.

Signature: ______________________ **Date:** ______________________

Printed Name: ______________________ **Company:** ______________________

Google Maps Photo (July 2018)

Work in Progress (August 2019)


THE DES
HOME FURNISHIN

CDDA Agenda Item CoverSheet

Meeting Date

October 22, 2019

Agenda Location

Committee Reports

ItemTitle

Vitality Committee Report

Presenter

Laura Johnson

Summary/Description

Summary/Description:
Present - Laine Horton, Laura Johnson, Tony Johnson, Jennifer Quintero, Monica Mills, Neal Stancil

ATM Machine:
Morgan O'Meara from SECU came to discuss downtown ATM. SECU estimates that approximately 1/3 of all their Johnston County members live within a Clayton zip code and ~44% of the Clayton population are members. We explored the possibility of installing at Horne Square. We walked the proposed location and were all agreeable that 1) it made sense from a foot traffic and convenience standpoint and 2) it was out of the way enough to not impact the anesthetics of the square in a negative way. The typical cost for an ATM machine is $400k, which would be paid for by SECU. There would be a lease for the location of the machine with the town, typically ~$250/mth for 10 years. Mr. O'Meara is going to circle back with us with some design ideas as our main concern was having the machine "match" the surroundings.

Small Business Saturday:
Jennifer Gallimore has been hard at work:
-We were accepted as a Shop Small Community meaning we will receive the SBS merchandise (banners, balloons, buttons, stickers, posters, bags, etc.)
-Created and downloaded SBS promotional materials
-Created SBS Facebook event page (event plan and current details are in the “about” section): https://www.facebook.com/events/2687379811489325/
-A sign-up form was created on the google drive for businesses to sign-up: https://forms.gle/HEyuBmsMQyBMQksYA
-Email was sent to downtown businesses via the CDDA gmail inviting them to sign up
-Sign-up deadline is 11/2/19

Downtown Advocates:
Progress! We have divided up Main Street among 6 of the current committee members. Our hope is to have an "Event Card" to hand out to business by 10/31. This card would list all the downtown events for the remainder of the year and possibly a few main points of contact for town staff for each business owner. The purpose of the initial visit would be to introduce ourselves, let businesses know we are here to help them, and talk about SBS. We believe, through these conversations our committee can refine what our goals should be going forward.

RequestedAction by CDDA
None

Funding Source (If Applicable):

Cost (If Applicable):

Additional Documents to be Included in Agenda Packet (If Applicable)