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

BOARD MEMBERS PRESENT:
Tony Johnson
Jessica Lloyd
Betsy Grannis
John Millican
Erin Belcher
Neal Stancil
Heidi Lee Peach
James Lipscomb

STAFF PRESENT:
David DeYoung, Economic Development Director
Jenn Gallimore, Economic Development Specialist
Bobby Bunn, Council Member
Kimberly Moffett, Town Clerk / Clerk to the Board

MEMBERS ABSENT:
Judy Ryan
Laura Johnson
Alison Kilpatrick

1 CALL TO ORDER

a) Mr. Johnson called the meeting to order at 6:00 p.m. and Mr. DeYoung completed roll call.

2 ADJUSTMENT OF THE AGENDA

3 APPROVAL OF MINUTES

a) October 14, 2019 DRAFT Minutes

It was noted that Betsy Grannis was not listed as being present at the meeting. This change will be made.

ACTION: Adoption of Minutes with above addition

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

4 OLD BUSINESS

5 NEW BUSINESS

5 NEW BUSINESS

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

Mr. Perricone was present and shared the interest of the Rotary Club to be able to provide opportunities for downtown business owners during the Christmas Parade. He stated he was open to ideas and suggestions. It was stated this would be a great opportunity for businesses with as many as 7,000 people attending the parade. He stated he didn't believe there would time for anything to take place this year but looked forward to ideas for the future. Mr. Johnson confirmed the date and time of the parade would continue to be held on the second Saturday in December with a start time of 3:00 p.m. Ms. Lloyd asked for information regarding road closure times for parade. Mr. Perricone stated changing the staging and ending of the parade to the high school allowed for less of a road closure time. He stated he believed the road would close at 2:00 p.m. with rolling closures and openings. Ms. Lloyd spoke briefly about Small Business Saturday. Mr. Johnson stated this would be a good opportunity for downtown advocates to get feedback from business owners.

6 STAFF REPORTS

a) Mr. DeYoung reported that he has resigned from the town and his last date of work with the town would be December 20, 2019. He reports that Jenn Gallimore will serve as liaison.

Ms. Gallimore provided an updated on Small Business Saturday. She stated to date a total of 10 businesses had signed up to participate. She stated ads had been placed on Facebook. A map would be provided to include information about all local promotions. One of the promotions would give folks an opportunity to visit business participants, get their map stamped and be eligible to win prizes when they turned in completed maps

Mr. DeYoung requested that the December 9, 2019 meeting be cancelled. It was suggested that a survey be done to vote on awards.

ACTION: Cancel December 9, 2019 Meeting of DDA

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

7 COMMITTEE REPORTS

a) Design Committee Report
Presenter: David Millican

- Façade Grant Application for 402 East Main Street

Mr. Millican provided an update on the Facade Grant Application for 402 East Main Street. Committee requested approval of application. Total requested reimbursement would be $2500. Mr. Millican provided an update on the recently held Ghost Walk. He stated there were over 500 people in attendance who greatly enjoyed the event. It is anticipated this will become an annual event.

Ms. Peach confirmed that providing applications to various businesses was acceptable. She was requesting guidance as how to have applications returned. Ms. Peach stated she would provide a before picture with each application. She stated she would be visiting with The Yellow House shortly. Mr. Johnson offered his appreciation for the pro-activeness with this project.

ACTION: Approval of Façade Grant

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

b) Vitality Committee Report
Presenter: Tony Johnson

Mr. Johnson provided an update regarding possible location of an ATM machine being installed at Horne Square. Mr. DeYoung stated SECU was considering a location behind the HTR Building and conversation was held regarding having the ATM moved closer to the street. Rent would be paid to the town. Details on location and design would still need to be worked out. Mr. Johnson reports that SECU personnel are excited and willing to look at different design options. They stated if we provided them with a design they would bring it back to their board. Ms. Grannis asked if any consideration was given to the brick and mortar bank that is located right across the street. Mr. Johnson stated it was not. Mr. Johnson asked if there were any concerns. Brief discussion took place and Mr. Stancil stated he felt this would be a great location. Mr. Johnson suggested contact be made with other banks. Discussion continued regarding placement of an ATM at this location and it was likened to a new restaurant opening and checking with other restaurants.

Mr. Stancil provided details about experiences of the ambassador visits. He stated everyone seemed very pleased with the visits regarding Small Business Saturday. He stated he can see the impact beginning to grow and further stated business owners mentioned they are receiving the emails. Mr. Johnson reported the businesses were very enthusiastic.

ACTION: Mr. Johnson to write letter to Town Council indicating DDA support of ATM installation at Horne Square that would include design modifications.

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

c) Promotion Committee Report
Presenter: Jessica Lloyd

Ms. Lloyd and Ms. Belcher provided information as well as a map for the 2019 Tree Lighting Event. A map would be provided at the Information Tent as well as being provided by the "Ask Me" sign holders. A new attraction of a full size Gingerbread House would be added this year. Kids would be able to decorate gingerbread men and take them home with them. Goal is for tree lighting to take place at 8:00 p.m. Discussion was held regarding shuttles and multiple parking locations. A sign up genius had been sent out for volunteers. Anyone who wished to volunteer needed to report to the Volunteer Tent the night of the event. Volunteer t-shirts and training would be provided, so advance sign-up notice was required. The map is being updated, finalized and printed shortly.

d) Organization Committee Report
Presenter: Betsy Grannis

No report.

8 PUBLIC COMMENTS

9 ADJOURN

a) With there being nothing further the meeting was adjourned at 6:52 p.m.

ACTION: Motion to Adjourn

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

Duly adopted this the 14th day of January, 2020.

Tony Johnson
Co-Chair

ATTEST:

Kimberly A. Moffett

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