



The Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, November 13, 2017 @ 6:30 PM
GS 223 - Clayton Town Hall

1. CALL TO ORDER

2. ADJUSTMENT OF THE AGENDA

3. OLD BUSINESS

- a. 2018 Main Street Conference
Presenter: Kaitlin Russo, Downtown Development Coordinator
POTENTIAL ACTION: None- Informational Only

4. NEW BUSINESS

- a. Clayton Rotary Club- Charging Stations
Presenter: Ian Rumbles
POTENTIAL ACTION: None-Informational Only
- b. Guidebook to Downtown Development Association
Presenter: Dana Wooten
POTENTIAL ACTION: None-Informational Only
- c. Review and Approval of DRAFT Minutes

[DDA October 9, 2017 Minutes](#)
POTENTIAL ACTION: Approval of October 9, 2017 Minutes
- d. 2018 Clayton Downtown Development Meeting Schedule
Presenter: Kaitlin Russo, Downtown Development Coordinator
[Clayton Downtown Development 2018 Meeting Schedule](#)
POTENTIAL ACTION: Adoption of 2018 Clayton Downtown Development Meeting Schedule
- e. Volunteer Appreciation Sign Up
Presenter: Kaitlin Russo, Downtown Development Coordinator
POTENTIAL ACTION: None-Informational Only

5. REPORTS

- a. Downtown Development Director
Presenter: Kaitlin Russo, Downtown Development Coordinator

POTENTIAL ACTION: None- Informational Only

- b. Financial Report
 Presenter: Jessica Lloyd, Treasurer

POTENTIAL ACTION: None- Informational Only

- c. Promotion Committee Chair
 Presenter: Kim Lawter, Vice-Chair

POTENTIAL ACTION: None- Informational Only

- d. Economic Committee Chair
 Presenter: Betsy Grannis

POTENTIAL ACTION: None- Informational Only

- e. Design Committee Chair
 Presenter: Heidi Lee-Peach, Secretary

POTENTIAL ACTION: None- Informational Only

6. OTHER BUSINESS

7. ADJOURN



**The Town of Clayton
Downtown Development Association Advisory Board
Minutes
Monday, October 9, 2017 @ 6:30 PM
GS 223 - Clayton Town Hall**

BOARD MEMBERS PRESENT:

James Lipscomb
Kim Lawter
Jessica Lloyd
Heidi-Lee Peach
Amanda Hilburn
Tony Johnson
Scott Hadding
Betsy Grannis
Linda Edwards
Laurie Partlo
Temple Phipps

STAFF PRESENT:

Kaitlin Russo, Downtown Development
Coordinator
Brittany Parks, Administrative Support
Specialist

MEMBERS ABSENT:

1 CALL TO ORDER

a) Roll Call

James Lipscomb called the meeting to order at 6:30 p.m.

b) 2018 Main Street Conference

Presenter: Kaitlin Russo, Downtown Development Coordinator

Kaitlin went over the most recent updates in the planning process for the Main Street Conference. She noted that the google document links were sent out to each DDA member and showed an over view of how updates can be made to each document. The board had a view questions on volunteer signup.

ACTION: None- Informational Only

2 ADJUSTMENT OF THE AGENDA

3 OLD BUSINESS

4 NEW BUSINESS

a) Review and Approval of DRAFT Minutes

ACTION: Approval of September 11, 2017 Minutes

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

- b) Christmas Ornament Fundraiser
Presenter: Kaitlin Russo, Downtown Development Coordinator

Kaitlin presented the 2017 Christmas Ornament and noted that something significant to Clayton will be picked for the ornament each year. They should arrive on November 16 and will be sold for \$15 each.

ACTION: None- Informational Only

5 REPORTS

- a) Downtown Development Director
Presenter: Kaitlin Russo, Downtown Development Coordinator

Kaitlin gave an update on the awards submitted for the Main Street Conference. We submitted five which consisted of Revival for Best Historic Rehab, The Spring Art Walk for Best Retail Promotion, The Paper Company for Adaptive Reuse, Brick and Mortar for Best Facade over \$15,000, and Three Little Birds for Best Facade under \$15,000. She also noted that Hubert and Bonnie Lee are the Main Street Champions for 2017. Kaitlin also reminded everyone of the annual report to Town Council on October 16th.

ACTION: None- Informational Only

- b) Financial Report
Presenter: Jessica Lloyd, Treasurer

Jessica went over ornament sales and the need to sale in order to make the budget. Nothing further was reported.

ACTION: None- Informational Only

- c) Promotion Committee Chair
Presenter: Kim Lawter, Vice-Chair

Kim went over the Movie Night and noted it was larger than any concert we had all summer. All the vendors sold out and the only promotion was Facebook and Instagram. She mentioned the upcoming Tree Lighting on November 30th.

ACTION: None- Informational Only

- d) Economic Committee Chair
Presenter: Betsy Grannis

No report was given.

ACTION: None- Informational Only

- e) Design Committee Chair
Presenter: Heidi Lee-Peach, Secretary

Heidi noted the facades that had been approved within the Design Committee. These facades include Brick and Mortar, Tony Johnson Architect, Three Little Birds, and The Wagner House.

ACTION: None- Informational Only

6 OTHER BUSINESS

7 ADJOURN

- a) With there being nothing further, the meeting was adjourned at 7:15 p.m.

James Lipscomb, Chair

ATTEST:

Brittany Parks, Clerk to the Board

**TOWN OF CLAYTON
DOWNTOWN DEVELOPMENT
ADVISORY BOARD
2018 MEETINGS**



January 8, 2018

February 12, 2018

March 12, 2018

April 9, 2018

May 14, 2018

June 11, 2018

July 2018 – No Meeting*

August 13, 2018

September 10, 2018

October 8, 2018

November 13, 2018* (Tuesday)

December 10, 2018

Meetings are held on the SECOND Monday of the month 6:30 p.m. in GS223 Conference Room in Town Hall located at 111 East Second Street, unless otherwise noted.*

In accordance with NC GS 143-318.10, this is an official meeting of the board and is open to the public.

ADOPTED BY DOWNTOWN DEVELOPMENT ADVISORY BOARD:

WWW.TOWNOFCLAYTONNC.ORG