



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

BOARD MEMBERS PRESENT:

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

STAFF PRESENT:

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

MEMBERS ABSENT:

Amanda Hilburn

1 CALL TO ORDER

a)

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

2 ADJUSTMENT OF THE AGENDA

3 OLD BUSINESS

a) 2018 Main Street Conference

Presenter: Kaitlin Russo, Downtown Development Coordinator

Kaitlin gave an overview of the committee meetings that have been occurring on Tuesday nights. Kim is going to send out a list of the meetings for the rest of the year.

ACTION: None- Informational Only

4 NEW BUSINESS

a) Clayton Rotary Club- Charging Stations

Presenter: Eric Rabuse

Eric Rabuse introduced himself, that he is a current resident of Clayton, a member of the Rotary Club, and a plug-in vehicle owner. Eric gave a brief

overview of the plug-in vehicles sold in 2017 and showed a map of the charging stations around the area. He mentioned there are no charging stations between Raleigh and Smithfield. Eric discussed the benefits of charging stations such as educational material and another way to put Clayton on the map and mentioned the cost runs about \$5000 per charging station.

Board members Laurie Partlo and Tony Johnson had questions such as how do you keep regular cars from parking there and does it take up more space than a regular space?

Eric mentioned that it is up to courtesy keeping regular cars out and that the space is a little larger due to becoming a fueling station.

Michael Grannis asked about a recurring charge over the initial \$5,000.

Eric mentioned there could be extra charge with some circumstances but there are ways to minimize those fees.

James Lipscomb mentioned this item would have to be given over to Town Council and Michael Grannis confirmed he would discuss with his fellow councilmen.

ACTION: None-Informational Only

- b) Guidebook to Downtown Development Association
Presenter: Dana Wooten and Angela Hardison

Dana Wooten and Angela Hardison, both from the Clayton Chamber gave an overview of the re-branding the Chamber has gone through and gave an overview of the newest addition. the Clayton Connection App.

There was much discussion between the board members and the chamber. Temple Phipps asked how the users from the Harvest Festival find out about the app? Betsy Grannis asked the cost and commitment?

Angela mentioned that they used social media to promote the app, but there could be more effective ways to promote it. She also mentioned the cost is \$3000/year and it would be a three year commitment.

It was discussed that they are looking to sell 8 guidebooks and the members thus far are the Rotary Club and the Clayton Harvest Festival.

There was more discussion about the cost and time that would have to be put into the app.

James Lipscomb and Michael Grannis confirmed this is something that will have to be passed on to Town Council for decision.

- ACTION:** None-Informational Only
- c) Review and Approval of DRAFT Minutes

ACTION: Approval of October 9, 2017 Minutes

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

- d) 2018 Clayton Downtown Development Meeting Schedule
Presenter: Kaitlin Russo, Downtown Development Coordinator

ACTION: Adoption of 2018 Clayton Downtown Development Meeting Schedule

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

- e) Volunteer Appreciation Sign Up
Presenter: Kaitlin Russo, Downtown Development Coordinator

Kaitlin passed around the RSVP sheet for the Volunteer Appreciation Dinner.

ACTION: None-Informational Only

5 REPORTS

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

Kaitlin had nothing to report.

ACTION: None- Informational Only

- b) Financial Report
Presenter: Jessica Lloyd, Treasurer

Jessica mentioned there was not much activity this month. Ornament sales are key to us reaching our budget this year. We are selling them for \$15 each and they will be available in downtown businesses and at the tree lighting.

ACTION: None- Informational Only

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

Kim discussed the movie nights and concerts are over for the year. They are starting to think about dates for next year. She mentioned The Embers concert

was the highest turnout and the beer sales were the highest at the first concert. The final stages of the Christmas tree lighting are going on and almost everything was covered by sponsors. There is a volunteer social tomorrow night, November 14th at 6 p.m. at First Street Tavern. She also mentioned still needing Main Street Conference volunteers.

James asked the difference in costs for movies and concerts. Kim mentioned that movie nights are much cheaper but you are targeting a different audience. The movie rights run about \$600 but she mentioned the DDA spends more on the movies, because the town and sponsors cover more of the concerts.

ACTION: None- Informational Only

- d) Economic Committee Chair
Presenter: Betsy Grannis

Betsy Grannis had nothing to report.

ACTION: None- Informational Only

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

Heidi mentioned that at the last meeting they approved the facade grant for the Clayton Chamber.

ACTION: None- Informational Only

6 OTHER BUSINESS

- a) The mail kiosk that was in progress was mentioned and they are hoping to revisit the topic at a later date.

7 ADJOURN

James, Lipscomb, Chair

ATTEST:

Brittany Parks, Clerk to the Board