



Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, November 13, 2023 @ 6:00 PM
Wooten - Town Hall

1. CALL TO ORDER

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

- a. Approval of October 9, 2023 Draft Minutes
Presenter: Lydia Davis, Economic Development Specialist
[Downtown Development Association Advisory Board - Oct 09 2023 - Minutes - Pdf](#)

4. STAFF REPORTS

- a. Social District Taskforce Update - Nov 15 Q&A
Presenter: Lydia Davis, Economic Development Specialist
- b. Strategic Plan Update + Next Steps
Presenter: Lydia Davis, Economic Development Specialist

5. OLD BUSINESS

- a. 2024 Concert Series Update
Presenter: Lydia Davis, Economic Development Specialist
- b. Small Business Saturday Plans - Saturday, Nov 25
- Pop-up Vendor Market
 - Mimosa Stops
 - Swag Bags
 - Volunteers Needed for set up and DDA Booth
- Presenter:* Dan Barbour, Promotions Committee Chair + Lydia Davis, Economic Development Specialist
- c. Update on Downtown Awards Event Plans and Progress
Presenter: Katie Spalding, Board Member

6. NEW BUSINESS

- a. Board Retreat Recap
- 2024 Calendar
 - Assignment of Sponsorship Guide Development Project
 - Assignment of Volunteer Program Development
- Presenter:* Christi Thompson, Chair + Lydia Davis, Economic Development Specialist
[2024 DDA Events Calendar \(1\)](#)
- b. Potential Bylaw change to allow for new board member appointments to take place in Dec rather than July
Presenter: Lydia Davis, Economic Development Specialist

7. COMMITTEE REPORTS

No additional reports - October Committee Meetings were cancelled.

8. PUBLIC COMMENTS

9. ADJOURN



**Town of Clayton
Downtown Development Association Advisory
Board Minutes
Monday, October 9, 2023 at 6:00 PM
Wooten - Town Hall**

Board Members Present:

Christi Thompson
Greg Adamson
Dan Barbour
Katie Spalding
Marty Kornegay
Matthew Kagel
Erin Belcher
Joel Tew
Lila Rieber
Cam Coolidge
Andre Walden

Board Members Absent:

Paul Auclair
David Millican

Staff Present:

Lydia Davis, Economic Development Specialist
Patrick Pierce, Economic Development Director

1 CALL TO ORDER

Meet was called to order by the Chair at 6:07pm

2 ADJUSTMENT OF THE AGENDA

- a) One adjustment was made, the addition of 5C: Concert Update from Martha Vandergriff

3 APPROVAL OF MINUTES

- a) Approval of Minutes from September 11, 2023
Presenter: Christi Thompson, Chair

Minutes from September were approved as presented.

Motion: Dan Barbour
Second: Katie Spalding

4 STAFF REPORTS

- a) Cancellation of 10/10 Master Plan Input Session
Presenter: Lydia Davis, Economic Development Specialist

Davis gave an update that the 10/10 Downtown Master Plan Input session meeting is cancelled and will be rescheduled at the beginning of the year.

- b) Social District Taskforce Update
Presenter: Lydia Davis, Economic Development Specialist

Davis gave an update that the Social District taskforce has met twice and will be hosting an input session for business owners to come learn more about their research, recommendations and give input soon.

5 OLD BUSINESS

- a) Presentation of Committee Priorities from Strategic Plan + addition of any additional prior to retreat
Presenter: Lydia Davis, Economic Development Specialist

A full collection of priorities per committee was provided and reviewed by the board. The consensus was that next steps were to ask the consultant for additional support with expansion of the façade grant program and creation of the vibrancy grant program, plus assistance at a per-committee level for identifying and getting activated on projects. Other groups priorities were exploring gateway signage, wayfinding signage, a clayton themed mural and the feasibility of a Municipal Service District for Downtown.

- b) Downtown Awards Planning
Presenter: Lydia Davis, Economic Development Specialist

As decided previously, the Downtown Awards event will be held in January/early February of 2024. Katie Spalding, Board member that also serves on the 501c3 with the assistance of the Economic Vitality Committee will be organizing efforts to host this event at Brick and Mortar, securing a date, menu, etc. Davis is launching the Downtown Business Awards Nomination form through Dec 1. After that, winners can be chosen and awards ordered. Tickets for the event will need to go on sale in December as well.

Awards include (to be nominated by the public):

Best NEW Downtown Business
Best Downtown Design
Downtown Contributor
Downtown Business of the Year

Addition of a few awards were discussed, such as:

Volunteer of the Year (chosen by the board)
"People's Choice" type of award voted on by the community or fellow business owners

- Invite and recognize main sponsors + volunteers from the year
- c) 2024 Concert Series discussion
Presenter: Martha Vandergriff, The Clayton Center

A follow up discussion was had related to the Downtown Concert series that the Town hosts. Town Staff explained that the concert series splits 2 fiscal years, so the full concert budget for 1 year cannot be spent on one big concert. Some of the acts that were discussed at the last meeting, are not going to be feasible for the spring with what is remaining in the special event budget through July 2024. Key decisions to be made is how many concerts to host next year and what the main goal of the concert series is. General consensus was that 3-4 concerts would make sense (plan for two in each fiscal year to keep the year balanced) and establish a goal to increase the amount of diversity/variety in the genres.

6 NEW BUSINESS

- a) 2024 Sponsorships through the 501c3
Presenter: Lydia Davis, Economic Development Specialist

This conversation was tabled until after the 501c3 could meet and discussion was had at the retreat about the structure of sponsorships and what made the most sense for money raised through sponsorships.

- b) Planning for Advisory Board Retreat - Nov 5 2pm-6pm
Presenter: Christi Thompson, Chair

Thompson gave a reminder of the retreat on Sunday Nov 5th. The time was changed to 3pm-7pm. Board members and committees were instructed to email any suggestions for the retreat agenda. Main focus of the agenda is 2024 planning/priorities, events calendar and sponsors.

7 COMMITTEE REPORTS

No committee reports presented because each committee's agenda for September was to discuss the strategic plan priorities, so the outcomes of this has already been discussed.

- a) Economic Vitality
Presenter: Paul Auclair, Chair
- b) Design
Presenter: David Millican, Chair
- c) Promotions
Presenter: Dan Barbour, Chair
- d) Organization
Presenter: Greg Adamson, Chair

8 PUBLIC COMMENTS

9 ADJOURN

Meeting was adjourned at 7:30pm

Motion: Dan Barbour

Second: Marty Kornegay

2024 DDA EVENTS CALENDAR

NOT INLCUDED ARE MONTHLY BOARD MEETINGS, COMMITTEE MEETINGS, OR OTHER SPECIAL MEETINGS OR EVENTS

JAN

- NEW MEMBERS - BOARD ORIENTATION

FEB

- ANNUAL DOWNTOWN AWARDS

MAR

- QUARTERLY MIXER #1

APR

- MOVIE NIGHT #1

MAY

- CONCERT #1

JUN

- CONCERT #2
- QUARTERLY MIXER #2

JUL

- SQUARE TO SQUARE STREET FESTIVAL +
FOURTH OF JULY FIREWORKS

AUG

- CONCERT #3
- QUARTERLY MIXER #3
- ANNUAL OFFICER ELECTIONS

SEP

- MOVIE NIGHT #2
- BBQ CHALLENGE
- CONCERT #4

OCT

- HARVEST FESTIVAL
- QUARTERLY MIXER #4

NOV

- ANNUAL RETREAT
- BOARD MEMBER APPLICATION OPENS
- SMALL BUSINESS SATURDAY

DEC

- CHRISTMAS VILLAGE + TREE LIGHTING