



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

Board Members Present:

Christi Thompson, Chair
Greg Adamson
Cam Coolidge
Joel Tew
Erin Belcher
Katie Spalding
Matt Kagel
Dan Barbour
Paul Auclair
David Millican
Andre Walden
Lila Reiber (Late)

Board Members Absent:

Marty Kornegay

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 6:03pm

2 ADJUSTMENT OF THE AGENDA

3 APPROVAL OF MINUTES

- a) Approval of October 9, 2023 Draft Minutes
Presenter: Lydia Davis, Economic Development Specialist

The October 9, 2023 Minutes were approved as presented.

Motion made by: Matthew Kagel, Board Member
Seconded by: Cam Coolidge, Board Member

4 STAFF REPORTS

- a) Social District Taskforce Update - Nov 15 Q&A
Presenter: Lydia Davis, Economic Development Specialist

Davis gave a quick update that the Social District Taskforce would be hosting an in-person info session/Q&A for Business Owners and stakeholders to attend on Nov 15th after the Taskforce meeting and encouraged DDA Board Members to attend and/or pass along the invite.

b) **Strategic Plan Update + Next Steps**

Presenter: Lydia Davis, Economic Development Specialist

Davis updated that she had been in contact with the Downtown Strategic Plan consultants and based on the priorities determined by the committees in the Board retreat, there was good feedback. Next steps will be for the consultant to join in on committee meetings one at a time after the beginning of the year to help facilitate project mapping and to provide "hands on" support for certain priority projects.

5 OLD BUSINESS

a) **2024 Concert Series Update**

Presenter: Lydia Davis, Economic Development Specialist

Davis provided an update that the 2024 Concerts series is most likely going to be 4 concerts (2 in the 2023 fiscal year - before July and 2 in the 2024 fiscal year - after July). The Clayton Center staff was recently at a conference where they were able to meet with multiple acts and talent agents. For June, there are conversations happening with an Earth, Wind and Fire Tribute band. Depending on final specs and budget, the May show will likely be a smaller show pricewise. The board gave feedback that they like the Earth, Wind and Fire Tribute band idea and that this may be a good fit for a way to work in a Juneteenth Tribute at one of the concerts. For May, the idea of keep costs lower by doing an "all locals night" or connecting with a music school to open the series was mentioned.

b) **Small Business Saturday Plans - Saturday, Nov 25**

- **Pop-up Vendor Market** - Update was given that there are 12 vendors signed up at this time. Intention is that pop up vendors will be used to "fill in blank spot" throughout Downtown to create a fuller shopping experience on this day. Pop up vendors pay a \$10 donation to the Downtown Development Association 501c3 to participate.
- **Mimosa Stops** - The Downtown Development Association 501c3 will provide Mimosa supplies to participating retailers. Instructions will be provided to businesses that all champagne should be 3oz pours, it is the retailers responsibility to ID participants, and all mimosas should be finished and discarded before leaving the establishment it was poured at.
- **Swag Bags**- The Town of Clayton Economic Development Budget has purchased 185 Shop Local Swag Bags that businesses have the opportunity to put a promotional item into. These will be given out to shoppers who stop by the DDA info booth on a first come first served basis starting at 10am.
- **Volunteers Needed for set up and DDA Booth** - Joel Volunteered for the first shift and Katie volunteered for the second shift.

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

An updated was provided that the dates being considered are now a Tuesday evening in late January/February, most likely Jan 6th. the price quoted for Brick and Mortar is \$38/per person with a 75 person minimum + bartenders hourly rate. A smaller "taskforce" will be working on the planning for this event so a follow up meeting will be set up.

6 NEW BUSINESS

- a) Board Retreat Recap
- 2024 Calendar - This calendar was attached to the agenda and distributed at the meeting based on the dates mentioned at the Retreat.
 - Assignment of Sponsorship Guide Development Project - It was discussed that this should be managed by the Organization committee with the point person(s) being Greg and Matt. (This is an oversight type of position where the development of the guide is done based on communication with the 501c3 and input from last year's process. From there it will be distributed to the full board and committees and will be everyone's responsibility to actually use the guide that organization committee develops to sell the sponsorships).
 - Assignment of Volunteer Program Development - Similar to the structure above, It was discussed that this should be managed by the Organization committee with the point person(s) being Cam. Again, the point persons role here is to be the "keeper of the noise" and facilitate the development of the program that can then be distributed board-wide as a Standard Operating Procedure that everyone is aware of and uses as needed. Updates to the procedure are made by communicating needs to the point person/committee. There are existing parts and pieces of a volunteer sign up process that need to be explored (like the website form).

Presenter: Christi Thompson, Chair + Lydia Davis, Economic Development Specialist

A Motion was made to approve the events calendar as presented:

Motion made by: Greg Adamson

Seconded by: Paul Auclair

All were in favor.

- 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

There was full support of this bylaw change.

Motion made by: Christi Thompson

Seconded by: Greg Adamson

Davis will communicate with the Town Clerk to get next steps in the works for council

approval of this bylaw change by the new year.

7 COMMITTEE REPORTS

Overall there were no committee reports because committee meetings were cancelled in October, however there was a conversation on the following items:

- Add Christi Thompson, chair, to invite for all Committees
- Add Matt Kagel to the Promotions Committee
- Add Erin Belcher to the Organization Committee
- Vitality and Organization on Oct 21st will be changed to Virtual via Teams.
- Organization committee had a note that a small group would be attending the CCOC Annual Awards Meeting to represent DDA. If anyone is interested they should reach out to Greg.

8 PUBLIC COMMENTS

9 ADJOURN

Motion to adjourn made by: Lila Reiber

Seconded by: Cam Coolidge

All were in favor and mMeeting was adjourned at 7:13pm

Executed by: Greg Adamson, vice chair

Executed on: Dec 11, 2023

Clerk to the Board: Lydia Davis
Economic Dev. specialist