



Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, December 8, 2025 @ 6:00 PM
Wooten Room, Town Hall, 111 E. Second Street

1. CALL TO ORDER

- a. Call to Order
Presenter: Greg Adamson, Board Chair

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

4. OLD BUSINESS

- a. Review of Events
- Small Business Saturday
 - Christmas Village and Tree Lighting
- Presenter:* Erin Belcher, Small Business Saturday
Stephanie Lanier, Tree Lighting
- b. Annual Awards
- Rubrics
 - Superlatives
 - Event
- Presenter:* Valerie Mullins, Organization Committee Member
[Downtown Awards 2025 Rubrics and Rules](#)

5. STAFF REPORTS

- a. Town Updates
Presenter: Amy Shearin

6. COMMITTEE REPORTS

- a. Committee Reports
Presenter: Committee Chairs

7. NEW BUSINESS

- a. New Members
Presenter: Amy Shearin, Community Development
- b. "Get Involved" Open House
- Tuesday, January 13 at Snacks
- Presenter:* Amy Shearin

8. PUBLIC COMMENTS

9. ADJOURN

Awards given out by the Downtown Development Advisory Board

- 1) Downtown Contributor
- 2) Rising Star
- 3) Business of the Year
- 4) Downtown Investment
- 5) Superlative/Peoples Choice
 - a. Best Adult Beverage
 - b. Best Event
 - c. Best Lunch Spot
 - d. Friendliest Staff
 - e. Best Window Display
 - f. Most Family Friendly Spot
 - g. Best Fitness/Self-care/Wellness Spot-
 - h. Most Instagrammable Spot
 - i. Best Date Night
 - j. Best Hot Drink
 - k. Best Professional Service Provider

The **Downtown Contributor Award** recognizes individuals or groups who have made **outstanding contributions** to the vitality, improvement, and spirit of downtown through **volunteerism, special initiatives, or ongoing dedication**.

Each nominee is evaluated across 5 criteria. Each criterion is scored on a **scale of 1 to 5**, where:

- **1 = Limited Impact**
- **2 = Emerging Contributor**
- **3 = Solid Contributor**
- **4 = Strong Impact**
- **5 = Exceptional Impact**

 **Evaluation Criteria:**

Criteria	Description	Score (1-5)
1. Consistency	Demonstrated commitment to downtown through donated time, skills, or service beyond a one-time event or project.	_____
2. Initiative & Innovation	Has taken initiative on special projects, new ideas, or unique efforts that enhance the downtown area.	_____
3. Community Impact	Clear, measurable or observable impact on the community (e.g. increased engagement, improvement in appearance, support for businesses, etc.).	_____
4. Spirit of Downtown	Embodies the values, pride, and collaborative spirit that define the downtown community. Inspires others through actions.	_____

 **Total Score:** _____ **out of a possible 20 points**

The Downtown Rising Star Award

This award goes to a business that shines as a Downtown Clayton Rising Star by blending creativity, community spirit, and visionary leadership—offering unique products and experiences that drive foot traffic, strengthen local connections, and inspire continued growth downtown

Each nominee is evaluated across 5 criteria. Each criterion is scored on a **scale of 1 to 5**, where:

- 1 = Limited Effort
- 2 = Emerging
- 3 = Solid
- 4 = Strong
- 5 = Exceptional Effort

 **Evaluation Criteria:**

Criteria	Description	Score (1-5)
1. Innovation & Creativity	Brought a unique offering to Downtown Clayton, increasing it's offerings and overall appeal. Because of this business Downtown Clayton has more foot traffic, more products/services and stand-out offerings.	_____
2. Community Engagement & Impact	Has made an effort to contribute to the local economy, community service and civic involvement. Growing in participation with community events, demonstrates values that support a better community and does their part to support other local businesses.	_____
3. Brand Presence & Customer Experience	Has a strong brand awareness, positive customer relationships and reputation, and has positive feedback and customer loyalty.	_____
4. Leadership & Vision	Demonstrates passion, clear mission and long term direction. Plans for continued growth and community impact.	_____

 **Total Score:** _____ **Out of a possible 20 points**

The **Downtown Business of the Year-**

Downtown Business who exemplifies innovation, community spirit, and visionary leadership—enhancing Downtown Clayton’s appeal through creative offerings, exceptional customer experiences, and a steadfast commitment to local growth and engagement.

Each nominee is evaluated across 5 criteria. Each criterion is scored on a **scale of 1 to 5**, where:

- **1 = Limited Effort**
- **2 = Emerging**
- **3 = Solid**
- **4 = Strong**
- **5 = Exceptional Effort**

 **Evaluation Criteria:**

Criteria	Description	Score (1-5)
1. Community Involvement	Actively supports local events, initiatives or causes. Demonstrates a commitment to giving back to the community through volunteerism, donations or partnerships.	_____
2. Downtown Engagement	Actively participates in downtown programs, promotions or in improvement efforts. contributes to making downtown a vibrant, welcoming destination.	_____
3. Visual Appeal & Pride of Place	Maintains an attractive storefront and enhances the aesthetic of downtown. Maintains high standards of customer service and satisfaction. Demonstrates pride in ownership and attention to detail.	_____
4. Positive Impact & Leadership	Serves as a role model for other businesses through professionalism and leadership. Encourages collaboration and embodies the spirit of the downtown community.	_____

 **Total Score: ____ out of a possible 20 points**

The Downtown Investment Award- For the love of Downtown – nominations, voted on by board/committee

This award recognizes a business that demonstrates outstanding commitment to Downtown Clayton’s revitalization through a thoughtfully designed façade improvement that enhances the streetscape, celebrates community pride, and inspires continued investment in our historic downtown.

Each nominee is evaluated across 5 criteria. Each criterion is scored on a **scale of 1 to 5**, where:

- **1 = Limited**
- **2 = Emerging**
- **3 = Solid**
- **4 = Strong**
- **5 = Exceptional**

 **Evaluation Criteria:**

Criteria	Description	Score (1–5)
1. Transformative Impact	The investment of the business/property owner significantly enhanced the property’s appearance or restored its original character or historical significance	_____
	The project contributes positively to the surrounding streetscape and overall downtown aesthetic.	
2. Alignment with Downtown Goals	The project supports the broader goals of the downtown revitalization and beautification.	_____
	The design complements neighboring buildings and enhances pedestrian appeal.	
3. Design Quality	Improvements reflect thoughtful design, attention to detail and compatibility with the areas architecture.	_____
	Use of quality materials and craftsmanship is evident.	
4. Community Pride	The improved façade inspired surrounding property owners to enhance their own buildings.	_____
	Reflects a string sense of pride and investment in the downtown community.	

 **Total Score: _____ Out of a possible 20 points**

Superlative Awards

1) People's Choice Categories

- **Best Adult Beverage**- Whether it's a beer on tap or a specialty cocktail, Downtown Clayton has some of the best drinks around- but which spot has THE best?
- **Best Event**- Burlesque shows, the Homecoming Parade, Snacks with Santa or The Harvest Festival- there is always a great reason to come to Downtown- what was your favorite event in 2025?
- **Best Lunch Spot**- Grabbing lunch in Downtown Clayton is a fun thing
- **Friendliest Staff**- Friendly staff is a southern tradition and what makes Downtown Clayton so special- whose staff puts a smile on your face every single time?
- **Best Window Display**- Who keeps it looking fresh and draws you inside with their window display?
- **Most Family Friendly Spot**
- **Best Fitness/Spa/Wellness Spot**
- **Most Instagrammable Spot**
- **Best Date Night** – Maybe its a competitive game of air hockey over a drink or dinner and a show, whatever your best date night was in Downtown Clayton we want to hear about it- nominate your favorite place (or places) to spend a Date Night!
- **Best Hot Drink**
- **Best Professional Service Provider** – example might be roofer, plumber, realtor, accountant, lawyer, dentist, bank, etc.

2. Eligibility & Nomination

- Entities (businesses, organizations, or individuals) must operate **within the defined Downtown Clayton boundaries** to be eligible.
- Self-nominations are allowed.
- During the nomination phase, nominators must provide **basic registration information** (name, email).

3. Nomination Process & Criteria

- A nomination period will run from **DATES 10 days**
- Nominations must be submitted via the official platform (website form).

- The Board reserve the right to reassign or move a nominee to a different but appropriate category if the initial nomination is unsuitable.
- Once nominations close, The Board will take the top 5 nominations as finalist to move to the ballot in each category for voting.

4. Voting Period & Process

- Voting opens on **DATES TEN DAYS TO TWO WEEKS.**
- Voting is done online via the official voting platform.
- Each voter may cast **one vote per category.**
- Use of bots, scripts, vote exchanges, or other automated or fraudulent voting behaviors is prohibited. Suspicious votes may be invalidated and may risk disqualification.
- Campaign incentives such as “vote for us and get a discount” or “vote for us and enter a raffle” are **not allowed**, as they give unfair advantage.
- If a tie occurs in any category, both will be given award.

6. Disqualification & Removal

- Any entrant found manipulating votes, using bots, soliciting mass fraudulent votes, or violating these rules may be disqualified at any time.
- The organizer reserves the right to remove or disqualify any nominee that engages in unfair behavior or violates the rules.
- Disqualified votes will not be counted.

7. Other

- Categories may change each year without warning or cause.
- Winners will be announced at the annual Downtown Clayton awards banquet.
- Winners will be given a window cling with “downtown clayton peoples choice YEAR category”