



Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, December 10, 2018 @ 6:00 PM
Wooten Room- Clayton Town Hall

1. CALL TO ORDER

2. ADJUSTMENT OF THE AGENDA

3. OLD BUSINESS

- a. Sesquicentennial Celebration Update
POTENTIAL ACTION: Information Only

4. NEW BUSINESS

- a. Approval of Draft Minutes - November 13, 2018

[November 13 2018 DRAFT Minutes](#)
- b. Horne Square Kiosk
Presenter: Tony Johnson
POTENTIAL ACTION: Information Only
- c. Clayton Chamber of Commerce Annual Meeting
POTENTIAL ACTION: Information Only

5. REPORTS

- a. Economic Development Specialist
- b. Financial Report
- c. Promotion Committee Chair
- d. Economic Committee Chair
- e. Design Committee Chair

6. OTHER BUSINESS

7. ADJOURN



Town of Clayton
Downtown Development Association Advisory Board Minutes
Tuesday, November 13, 2018 @ 6:00 PM
Wooten Room - Clayton Town Hall

BOARD MEMBERS PRESENT:

Kim Lawter, Chair
Neal Stancil
Betsy Grannis
Linda Edwards
Laurie Partlo
James Lipscomb
Scott Hadding, Jr.
Heidi Peach
Tony Johnson
Alison Kilpatrick * Arrived at 6:15 p.m.

STAFF PRESENT:

Kaitlin Russo, Economic Development Specialist
Kimberly Moffett, Town Clerk
Bobby Bunn, Council Member/Board Liaison

MEMBERS ABSENT:

1 CALL TO ORDER

a) Roll Call

Kim Lawter, Board Chair, called the meeting to order at 6:06 p.m. Roll call was completed.

b) Introductions

Kim Lawter introduced Angela Meare who is a resident of Downtown Clayton and works at 4042 Motors. Ms. Meare may be interested in joining one of the town advisory boards.

2 ADJUSTMENT OF THE AGENDA

3 OLD BUSINESS

a) Sesquicentennial Celebration Update

Presenter: Kaitlin Crocker

Ms. Crocker provided update. The committee met last week with Michelle Bonham, who is the event planner hired for the event. The discussion at the meeting included overall theme of the event. Based on the feedback decisions would be made as to what the schedule of events for April 12 - 13, 2019 would look like. All community events held throughout the year will be themed to include the 150th celebration. Michelle will work with all civic organizations to share branding and ideas for inclusion of the 150th celebration. Ms. Bonham will be officially introduced at the November 19, 2018 Town Council meeting and at that time will share additional information about the event. Ms. Lawter stated she would like to see this as a fundraiser event for the DDA.

ACTION: None - Informational Only

4 NEW BUSINESS

- a) Approval of Draft Minutes - October 8, 2018

ACTION: Approval of October 8, 2018 Draft Minutes

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

- b) Sponsorship Request - The Shindig
Presenter: Kaitlin Crocker

Ms. Crocker stated this sponsorship was retroactive. She stated this sponsorship would help to offset law enforcement fees/expenses; five police officers were at the event for a total of 5 hours per officer.

ACTION: Approval of \$500 Sponsorship

Motion: Board Member Lloyd
Second: Board Member Partlo
Vote: Unanimous

- c) Sponsorship Request - Clayton Rotary Christmas Parade
Presenter: Kaitlin Crocker

Ms. Crocker provided information about the Christmas parade. She stated this event had been adopted by the town as a legacy event, so there are no fees applied to this event. A parade float would be provided at no cost for council members. It was stated the cost of the float rental to the Rotary would be \$550 and initial thought was the sponsorship was being requested to cover that cost. A discussion was held regarding the fact there were no out of pocket expenses to Clayton Rotary, as this event was considered a legacy event and all expenses were waived/absorbed by the town. Total expenses would have been several thousand dollars. Consensus was that Rotary should cover the cost of the float, as there were no town fees charged. Ms. Lloyd stated if request was for a sponsorship of the parade, she was in favor of that, but not in favor of a sponsorship to reimburse the cost of the float. Ms. Crocker stated she would get clarification regarding the sponsorship request. Mr. Johnson made a phone call to a member of Clayton Rotary, who confirmed request was for a true sponsorship, there was no charge for any elected officials and further that Rotary would be constructing a float for Council Members.

ACTION: Approval of \$500 Sponsorship

Motion: Board Member Johnson
Second: Board Member Lipscomb
Vote: Unanimous

- d) Sponsorship Request - Clayton Farm & Community Market

Kaitlin stated this request was a late arrival for 2018 and it is the same sponsorship as previously awarded.

ACTION: Approval of \$500 Sponsorship

Motion: Board Member Grannis

Second: Board Member Peach

Vote: Unanimous

5 **REPORTS**

a) Downtown Development Director

No Report

b) Financial Report

Presenter: Jessica Lloyd

Ms. Lloyd stated the budget had not yet been approved; it is still being worked on. She stated that ornaments would be sold on a two-year rotation. She stated a budget update would be provided at the December 2018 meeting.

c) Promotion Committee Chair

Presenter: Kaitlin Crocker

Ms. Crocker stated there had been a good turnout for movie nights. She stated the October movie date that needed to be cancelled due to weather, would be rolled into the 2019 schedule. She further stated this movie had already been paid for. The Concert Series saw an excellent turn out in attendance. Currently the Tree Lighting Event is being worked on and will be held on November 29. It was stated several more volunteers were needed for the shuttle, "ask me" sign holders, photo booth and handicap parking lot attendant. Ms. Crocker stated promotion for the tree lighting would be distributed shortly. Small Business Saturday will be held on Saturday, November 24, 2018. The 2019 Concert Series schedule is currently being worked on.

d) Economic Committee Chair

No Report

e) Design Committee Chair

No Report

6 **OTHER BUSINESS**

a) Miscellaneous

- Tony Johnson will present idea for directional kiosk at Horne Square at next DDA meeting.
- Council Member Bunn spoke about a possible collaboration with both American Legion posts and the town to honor veterans on a year round basis. He suggested the town donate space on poles where banners/flags could be placed that honored veterans. Flags/banners could be changed out on a quarterly basis. Discussion was held and it was agreed that details could be worked out. Ideas

included that civic organizations sponsor the flags/banners; town would donate space and staff to hang banners. It was agreed that all flags/banners be of a uniform size, etc.

- Ms. Lawter suggested calendar of events being placed on a building, perhaps as a mural. She further stated the 2019 Promotion Calendar would be available shortly.

7 ADJOURN

a) Adjourn the Meeting

With there being nothing further, the meeting was adjourned at 6:39 p.m.

ACTION: Motion to Adjourn

Motion: Board Member Grannis

Second: Board Member Lloyd

Vote: Unanimous

Kimberly Lawter
Chair

ATTEST:

Kimberly A. Moffett, CMC, NCCMC
Town Clerk / Clerk to the Board