



Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, December 11, 2023 @ 6:00 PM
Wooten - Town Hall

1. CALL TO ORDER

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

- a. Approval of November 13, 2023 Minutes

Presenter: Christi Thompson, Chair

[Downtown Development Association Advisory Board - Nov 13 2023 - Minutes - Pdf](#)

4. OLD BUSINESS

- a. 2024 Sponsorship Guide Development Update

Presenter: Greg Adamson/Matt Kagel

- b. Volunteer Program Development Update

Presenter: Cam Coolidge

- c. Downtown Awards Night Event Update

Presenter: Katie Spalding

5. NEW BUSINESS

- a. Social District Taskforce Update

Presenter: Lynn Auclair, Taskforce Member

[Social District Taskforce Update](#)

- b. Façade Grant Application - Clayton Chamber of Commerce

Presenter: Lydia Davis, Economic Development Specialist

[CCOC Façade Grant Application](#)

6. STAFF REPORTS

7. COMMITTEE REPORTS

8. PUBLIC COMMENTS

9. ADJOURN



**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 were 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

SOCIAL DISTRICT TASKFORCE UPDATE

SOCIAL DISTRICT TASKFORCE MEMBERS:

Bars

- Mike Stojic- Revival 1869
- Crystal Roberts - First Street Tavern
- Lynn Auclair - Deep River Brewing Co/Fare Game

Restaurants

- Howard Manning – Manning's Restaurant
- Bobbi Buckler - Clayton Steakhouse

Retail

- Jess Stambaugh - Right Angles Framing
- Debbie Godbout - Bexley House
- Dan Barbour - Barbour Shop Creative/Odd One Out

Other Community Organizations

- Maria Smith – CCOC/Harvest Festival
- Jim Perricone – Rotary/Christmas Parade
- Ruth Anderson – Parking Taskforce

DDA Board Members

- Christi Thompson (DDA Chair) – TLB/LaDiDa
- David Millican
- Katie Spalding

Residents

- Kisch Konold
- Emily Beddingfield

FEEDBACK FROM WEBINAR (NOV 8) AND Q&A (NOV 15):

- Overall support and good feedback
- Group liked Monday-Sunday 10am-10pm
- Feedback leaned toward more condensed boundary in the core of downtown for now due to lack of sidewalks, public safety, etc.
- Good comments made about doing due diligence on educating the public and providing signage for inside permittees locations with the rules/information as a resource for bartenders and patron to refer to.

SPECIAL EVENTS/ONE TIME USE PERMIT UPDATE:

- Special event permits/one time use permits can interact and co-exist in a social district, but this does NOT mean that those with those permits can serve into a social district cup
- Legislation is written to say that one can serve at their permits location, so even with an off-premise permit, if the brick and mortar location is not within the district, drink from that permittee cannot go into a social district cup.

SOCIAL DISTRICT TASKFORCE RECOMMENDATIONS:

TIMES AND DATES:

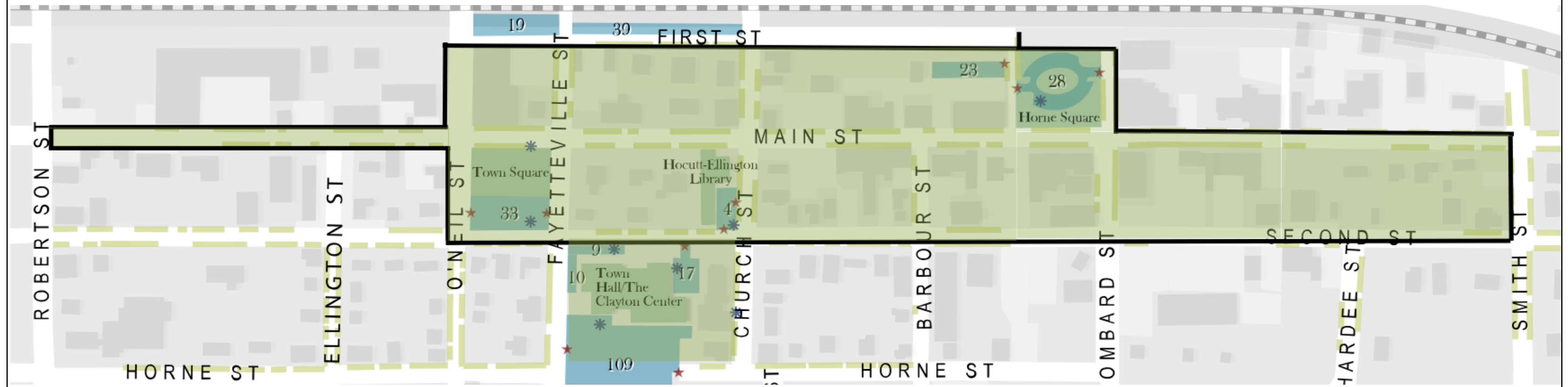
MONDAY THROUGH SUNDAY (7 DAYS A WEEK)
10AM TO 10PM

LOCATION:

THROUGHOUT THE DOWNTOWN CORE
(GENERAL METRIC: WHERE EACH SOCIAL DISTRICT
LOCATION IS LESS THAN 0.5MI FROM THE NEXT LOCATION)

ROBERTSON TO SMITH ON FIRST, SECOND AND MAIN

SOCIAL DISTRICT MAP: INCLUDED ON ALL SIGNAGE



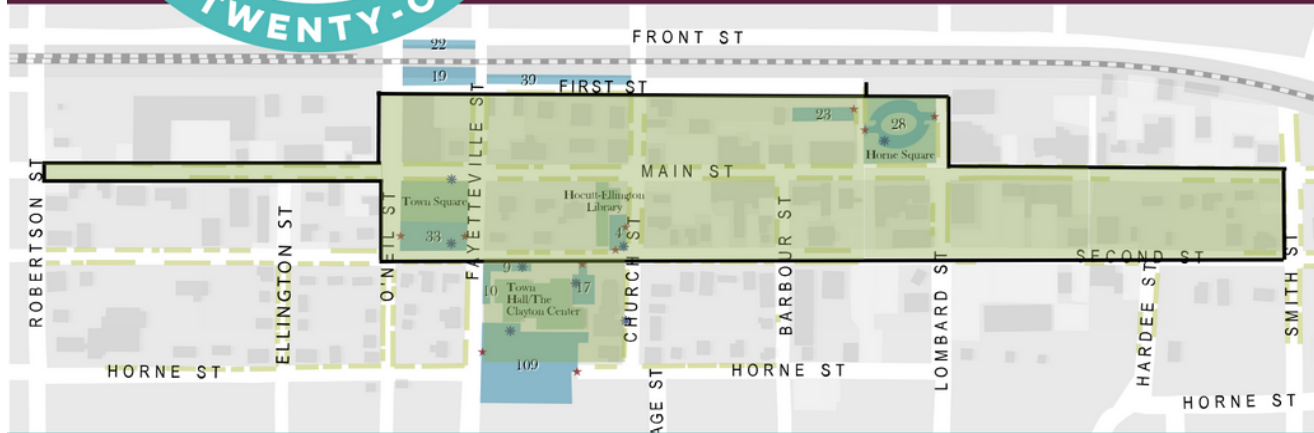
LOGO





THE SOCIAL DISTRICT ALLOWS THOSE OF LEGAL DRINKING AGE TO CONSUME AN ALCOHOLIC BEVERAGE WITHIN THE BOUNDARIES BELOW ONLY DURING THE FOLLOWING DAYS AND TIMES:

**7 DAYS A WEEK
10 AM TO 10 PM ONLY**



**BEVERAGES NOT PURCHASED IN THE SOCIAL DISTRICT
CANNOT BE CONSUMED IN THE SOCIAL DISTRICT.**

An alcoholic beverage purchased for consumption in a social district shall:

- only be consumed in the social district inside of the approved cup
- be disposed of before the person in possession of the alcoholic beverage exits the social district unless the person is reentering the licensed premises where the alcoholic beverage was purchased
- only be taken into a participating businesses as indicated by signage that says "Welcomed Here"

ALE Division IV

(919) 779-8188

Clayton Police Department

(919) 553-4611

For more information visit
ClaytonNC.org/SocialDistrict

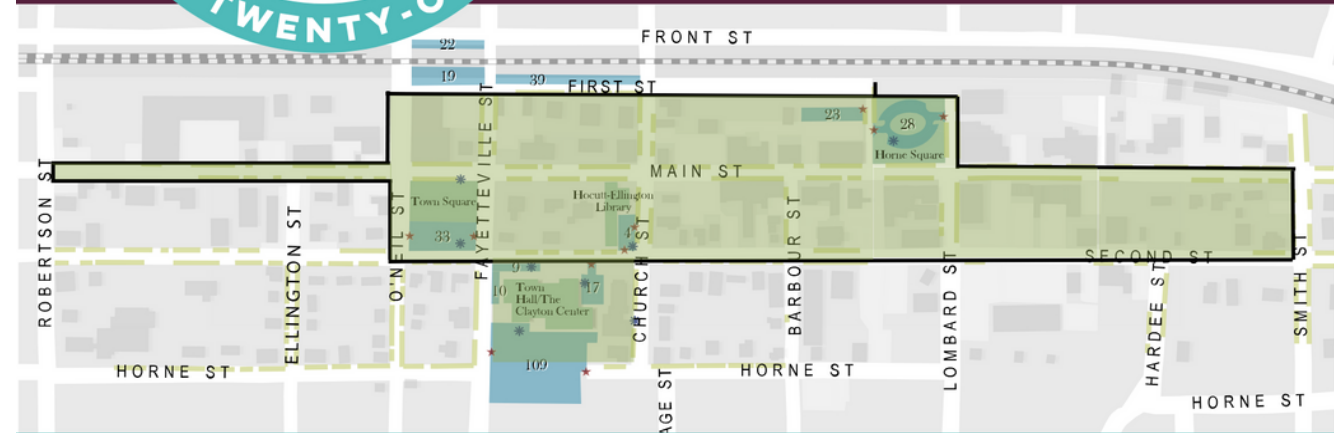
ENTER

SIGNS



THE SOCIAL DISTRICT ALLOWS THOSE OF LEGAL DRINKING AGE TO CONSUME AN ALCOHOLIC BEVERAGE WITHIN THE BOUNDARIES BELOW ONLY DURING THE FOLLOWING DAYS AND TIMES:

**7 DAYS A WEEK
10 AM TO 10 PM ONLY**



NO ALCOHOL BEYOND THIS POINT

An alcoholic beverage purchased for consumption in a social district shall:

- only be consumed in the social district inside of the approved cup
- be disposed of before the person in possession of the alcoholic beverage exits the social district unless the person is reentering the licensed premises where the alcoholic beverage was purchased
- only be taken into a participating businesses as indicated by signage that says "Welcomed Here"

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For more information visit
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EXIT

DOOR DECALS FOR ALL BUSINESSES



Social District Beverages
SOLD HERE



Social District Beverages
WELCOMED HERE



Social District Beverages
NOT PERMITTED HERE

COULD BE POSSIBLE FOR A
BUSINESS TO DISPLAY BOTH

STICKER FOR CUPS



NEXT STEPS:

- Presentation at DDA Board Meeting to finalize recommendations (December 11)
- Discuss at Council Work Session (January 2)
- Taskforce meeting 5 to finalize draft ordinance and prepare for council presentation
- Draft ordinance and put on Council agenda for approval (February 5)
- Staff request funding in mid-year budget request (est. \$5,000-\$10,000)
- Develop website (hidden page until final approval)
- Submit ordinance to ABC for final approval (End of February)
- Order signage, window clings, stickers, finalize website (End of March)
- Taskforce meeting 6 to discuss communication/rollout plan (March)
- Roll-out/Debut:
 - Target - First concert of 2024 (May)
 - Taskforce meeting 7 to review first few months of rollout (mid-late summer 2024)



Town of Clayton
Planning Department
111 E. Second Street, Clayton, NC 27520
P.O. Box 879, Clayton, NC 27528
Phone: 919-553-5002
Fax: 919-553-1720

DOWNTOWN FAÇADE / SITE ELEMENT IMPROVEMENT GRANT

The objective of the Downtown Façade/Site Element Improvement Grant is to aesthetically improve the facades of downtown buildings and/or enhance the appearance of downtown properties.

Improvement should be limited to those that are permanent and part of the building or property. Funds will be made available on a first-come-first-serve basis to projects that meet eligibility requirements.

PROJECT INFORMATION:

Name of Project: The Clayton Banking Company Building Window Project
Building Address: 301 E. Main St. Clayton, NC Parcel Tag #: 05015035
Project Description (use additional sheets if needed): The Clayton Chamber of Commerce is requesting \$7,500 (three facade grants: Main, Barbours, and Second St.) for the restoration/repair of windows. Project description on attached sheet.

APPLICANT INFORMATION

Applicant: Clayton Chamber of Commerce Foundation
I am the: ☒ Property Owner ☐ Tenant
Mailing Address: 301 E. Main Street, Clayton, NC 27520
Phone Number: 919-553-6352 Fax: _____
Contact Person: Dana Wooten
Email Address: dana@claytonchamber.com
Length of Time at Address: 28 years Length of Time Remaining on Lease: _____

FOR OFFICE USE ONLY

Date Received: _____ Amount Paid: (no fee required) _____ File Number: _____

PROPERTY OWNER INFORMATION

Name: Dana Wooten / CCOC President / CEO
 Mailing Address: 301 E. Main St. Clayton, NC 27520
 Phone Number: 919-553-6352 Fax: _____
 Email Address: dana@claytonchamber.com

REQUIRED INFORMATION (to be submitted with the application)

The following items must accompany this application.

To be completed by the applicant:	Provided?	
	Yes	N/A
1. A pre-application conference was held with Town of Clayton staff. Date: <u>10/27/23</u>	X	
2. I understand before any work is begun on the project that this application must be reviewed and approved . Projects may not receive funding if the work was done before the application was approved.	X	
3. Project plans, specifications or other appropriate design information. A professional architectural plan is not required.	X	
4. I have read the attached information regarding purpose, eligibility, and process, and my project meets all criteria.	X	
5. Photograph(s) of existing conditions of the property.	X	
6. Samples of paint and material colors to be used on improvements or signage.		X
7. Cost estimates for the project (minimum of two estimates are preferred).	X	
8. Owner's Consent Form (required if applicant is not the property owner).		X
9. I understand I must receive all applicable permits, such as Zoning Compliance Permit, Sign Permit, and Building Permit, prior to beginning work.	X	
10. I understand the work must be completed within the required timeframes specified and that all work is completed according to state and local building codes and ordinances, and approved, when necessary, by the proper authorities.	X	
11. I understand that I am responsible for the maintenance of improvements described here for a period of three (3) years from the date of project completion or until such time as the building is sold.	X	
12. I understand the improvement grant must be used for the project described in this application. I understand that failure to comply with the approved application may result in losing my eligibility to receive funds.	X	
13. I acknowledge that the Town and CDDA are obligated only to administer the grant procedures and are not liable to the applicant, owner or third parties for any obligations or claims of any nature growing out of, arising out of or otherwise related to the project or application undertaken by the applicant and/or owner. There is no principal/agent or employer/employee relationship between the Town, the CDDA, and the applicant and/or owner.	X	

APPLICANT / PROPERTY OWNER SIGNATURES

Dana Wooten
 Applicant's Name (Print Name)

Dana Wooten
 Signature of Applicant

11/28/2023
 Date

Dana Wooten

Dana Wooten

11/28/2023

Property Owner's Name (Print)

Signature of Property Owner

Date

Please return completed application to the Town of Clayton, Attn. Economic Development, PO Box 879, Clayton, NC 27528, or in person at the Economic Development office at 111 E. 2nd St, Clayton NC 27520.

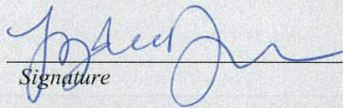
STAFF REVIEW (the applicant should leave this section blank)

This application has been reviewed by the following:

Economic Development Staff:

Lydia Davis

Name (print)



Signature

11/29/2023

Date

Comments/Conditions:

Downtown Development Association (DDA) Design Committee:

Committee Review: 11/29/23

Date



Approved

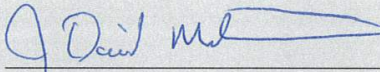


Denied

DDA Design Committee Chair:

J. David Miller

Name (print)



Signature

11/29/23

Date

Comments/Conditions:



DOWNTOWN FAÇADE IMPROVEMENT GRANT APPLICATION

PROJECT DESCRIPTION

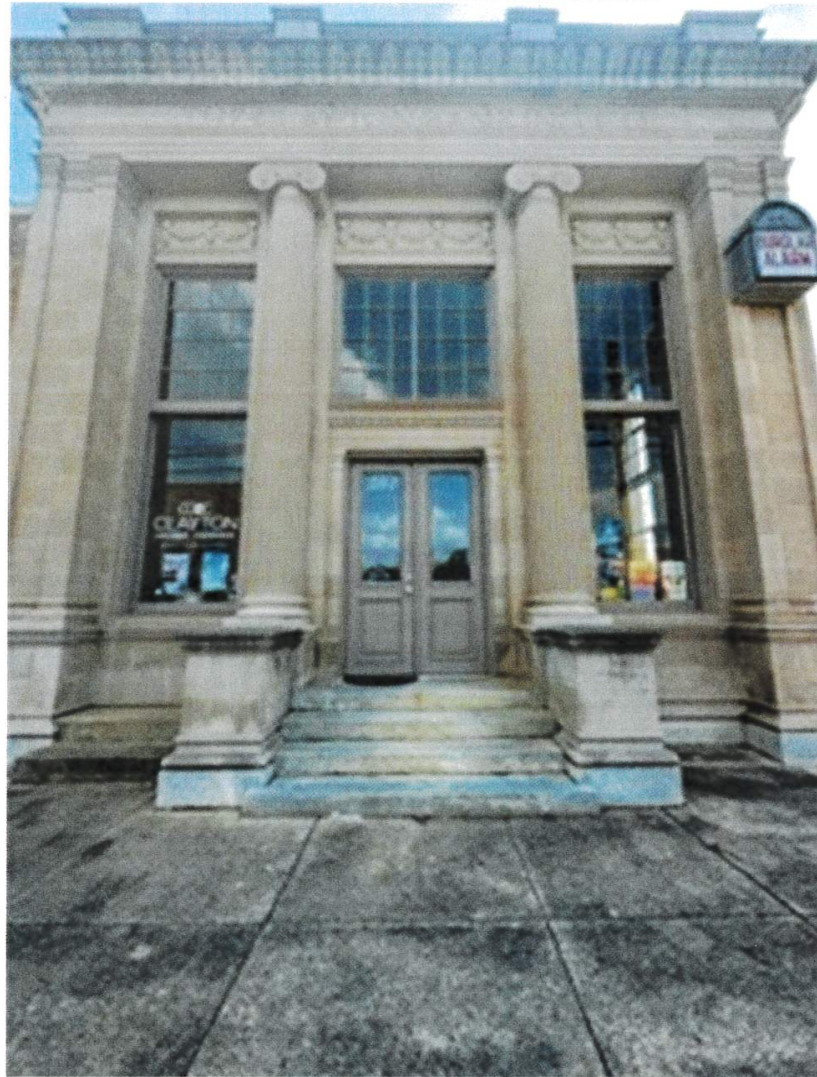
The Clayton Chamber of Commerce (CCOC) and the Clayton Chamber Foundation (CCF) are housed in the historic Clayton Banking Company building located in downtown Clayton's Main Street district. Originally a bank constructed in 1919, the building is listed on the National Register of Historic Places and is a stunning example of America's historic Beaux Arts Classical style architecture. The building rests on a granite foundation with Indiana limestone exterior walls and original 8, 12, 16, and 24 pane windows.

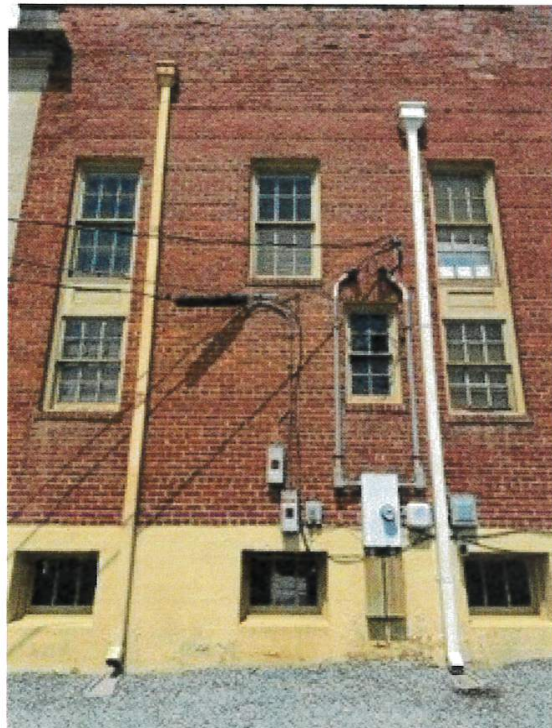
To maintain the historic integrity of this remarkable building, we are committed to protecting these unique features and are seeking funds to preserve and maintain the interior and exterior façade. Grant funds will be utilized for the most immediate need of restoring the beautiful windows.

Lined with small businesses, Clayton's Main Street preserves the charm and history of the town, attracting numerous visitors to the area. The Clayton Banking Company building houses the Visitors Center Area sponsored by the Johnston County Visitors Bureau. Each year, visitors, citizens, and newcomers stop by to learn about the building, its history, and Johnston County. People are drawn to the stunning architecture, massive vault, burglar alarm, and large windows. The 1996 National Register stated, "As it stands today The Clayton Banking Building is the most recognizable landmark on Main Street in Clayton." This remains true to this day.

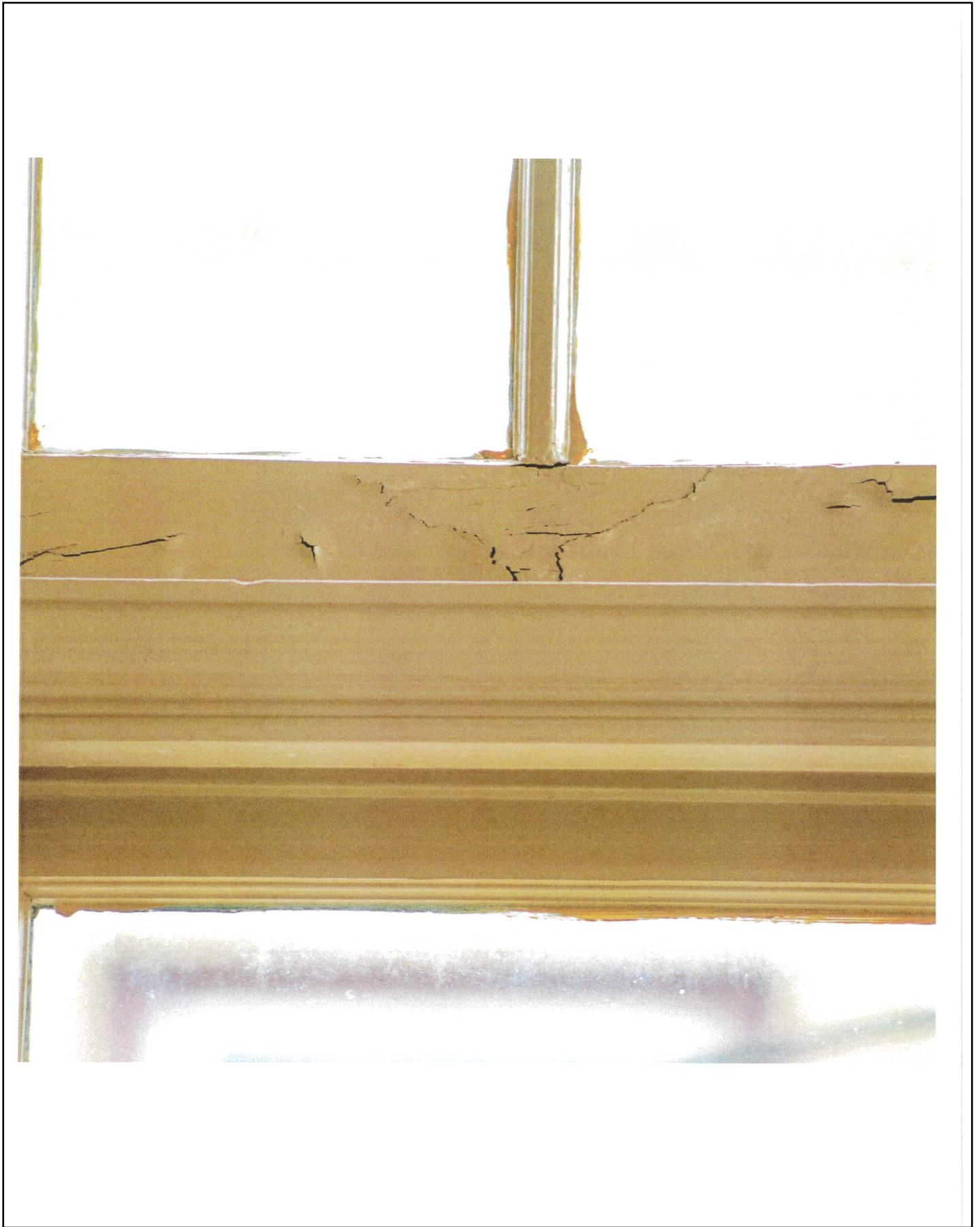
During CCOC's annual Harvest Festival, approximately 35,000 people attend the four-day event located on Main Street. The building serves as headquarters for this festival and is extremely busy throughout the four days with visitors, vendors, and local residents. In 2021, the total economic impact of the Harvest Festival was \$423,082 with \$7,969 in local hotel/motel revenue (study conducted by NC State University). We know our Festival and our community are growing. We also know it takes an enormous amount of care and diligence to preserve the past while embracing the future. As we continue to grow and attract tourists and new residents, we must ensure that the Clayton Banking Company building receives the preservation and maintenance required of a 100+ year old building.

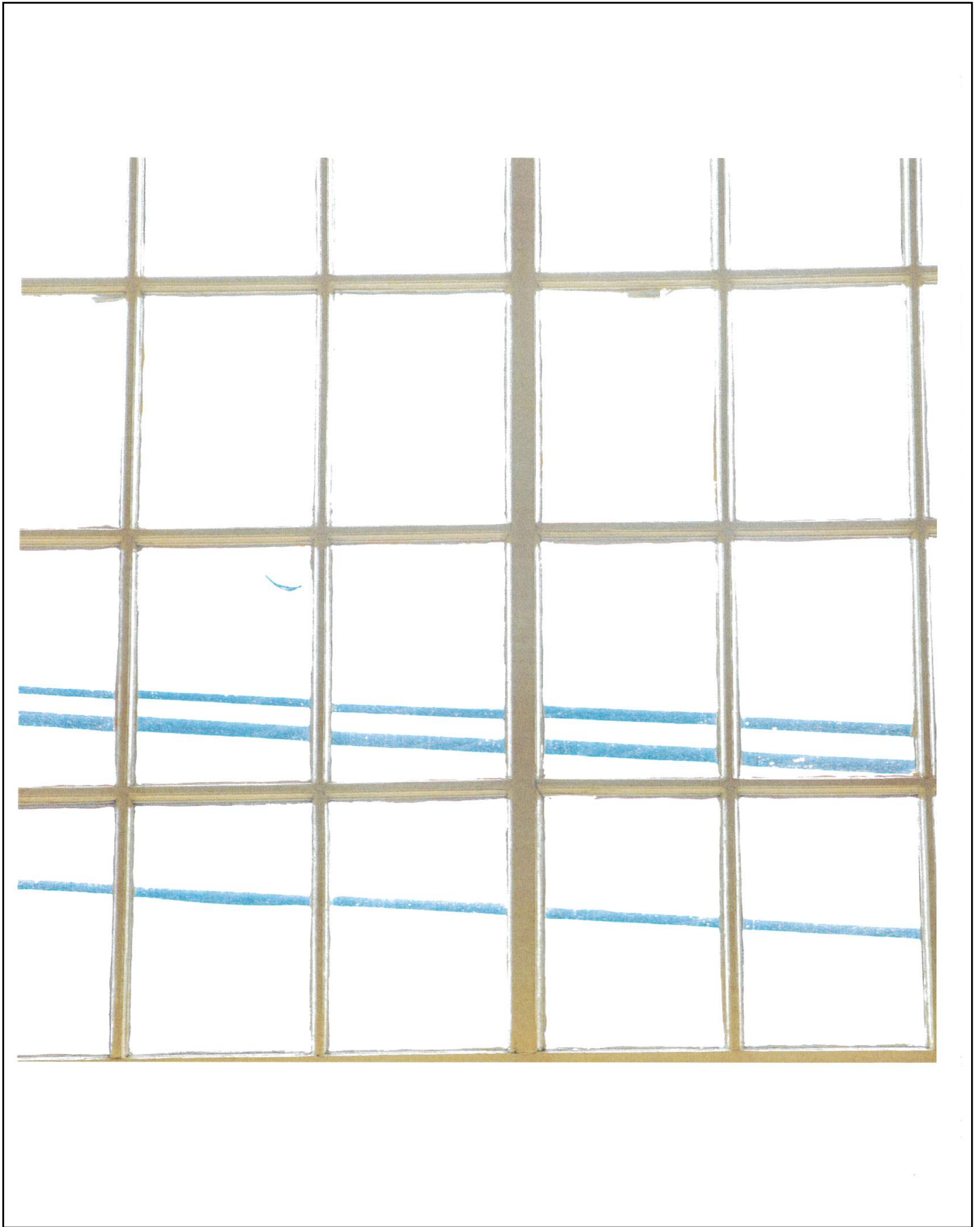
THE CLAYTON BANKING COMPANY BUILDING















DOUBLE HUNG, LLC

HISTORIC WINDOW RESTORATION

2801 PATTERSON STREET

GREENSBORO, NC 27407

888.235.8956

WWW.DOUBLE-HUNG.COM

9.14.2023

Clayton Chamber of Commerce

Ann Buskirk

ann@claytonchamber.com | 919.553.6352

**RE: Clayton Chamber of Commerce – Clayton, NC
Opinion of Cost – Window Restoration**

Full Restoration

(1) 4/4 double-hung windows
(5) 6/6 double-hung windows
(5) 8/8 double-hung windows
(5) 1/1 double-hung windows
(3) 3-lite fixed
(1) 1-lite fixed
(23 openings, 39 sash)

On-Site Restoration

(2) 16-lite transoms
(1) 24-lite transom
(3 openings, 3 sash)

Full Restoration Scope of Work Summary

- Set up protection and containment
- Remove sash to shop
- Select wood repairs to frames, jambs & sills
- Install temporary infill panels
- Remove and clean hardware
 - Broken/missing lock sets will be replaced in kind
- Paint and glazing removal
- Wood damage repair to the sash
- Prime sash
- Re-glaze sash
 - Broken/missing glass will be replaced with 1/8" flat DSB glass
- Finish paint sash
- Return completed sash to the property
- Reinstall sash and hardware
- Install new zinc t-track weatherstripping to top and bottom double-hung sash
- Final clean up and demobilization

"DON'T REPLACE... REPAIR"

On-site Restoration Scope of Work Summary

- Set up protection, containment & access
- Remove failing & deteriorated glaze putty
- Select wood repairs to frames, jambs & sills
- Paint will be scraped and sanded to a sound substrate
- Wood damage repair to the sash
- Prime sash
- Re-glaze sash
 - Broken/missing glass will be replaced with 1/8" flat DSB glass
- On-site finish painting by others
- Final clean up and demobilization

Total Materials, Labor & Travel.....\$93,142.00 (Plus applicable taxes)

Scope of Work Inclusions

- Scope of Work above as agreed
- Coordination of schedule and sequencing
- Lead-Safe practices
- Daily clean-up of work areas
- Shop finish painting of sash
- One Year Warranty on materials and workmanship.

Scope of Work Exclusions

- Masonry or rough framing
- Unforeseen/hidden conditions
- Moving of furniture or other intrusive detritus.
- Removing or reinstalling window treatments (blinds, curtains, etc.)
- Interior or exterior trim
- Wholesale on-site paint removal
- On-site finish painting
- On site Abatement of hazardous materials
- Historic District design review or Permit fees
- Other processes not included in scope



2315 Myron Drive, Suite 200
Raleigh, NC 27607
ph: (919)787-7045
fx: (919)787-7045

BUDGET

Date 4/03/23

To: Clayton Chamber of Commerce
Reference: Clayton Chamber of Commerce Windows

Below, please find a budget cost breakdown and budget pricing notes.

Cost Breakdown

• General Conditions	\$19,323.74
• General Trades	\$2,470.00
• Dumpster and Debris Removal	\$3,050.00
• Finish Protection	\$4,225.00
• Safety	\$391.79
• Concrete	\$0.00
• Masonry	\$0.00
• Metals	\$0.00
• Carpentry	\$3,800.00
• Millwork / Trims & Moldings	\$31,500.00
• Roofing / Water Proofing	\$0.00
• Doors and Hardware	\$0.00
• Windows / Glass	\$118,275.00
• Drywall	\$22,500.00
• Ceramic Tile	\$0.00
• Acoustical Ceilings	\$2,750.00
• Flooring	\$0.00
• Paint / VWC	\$9,900.00
• Scaffolding / Traffic Control	\$19,500.00
• Appliances	\$0.00
• Plumbing	\$0.00
• Fire Sprinkler	\$0.00
• HVAC	\$0.00
• Electrical	\$0.00
• Fire Alarm	\$0.00
• Permit Allowance	\$0.00
• Overhead and Burden	\$12,317.98
• Contractor Fee	\$24,996.49
Total	\$275,000.00



Date 4/03/23
Clayton Chamber of Commerce Windows

Pricing Notes:

- This is for budgetary purposes only, access to interior areas was not available during walk through
- Client is responsible for overhead power lines to be isolated and protected for the safety of workers.
- Scaffolding assumed to be up throughout the duration of the project.
- New windows are budgeted to best represent the existing sizes and colors
- Blinds, Signage & Window Film are not included
- Architectural and Permit fees are not included
- This budget is presented in good faith and believed to be correct at the time of pricing. However, due to the volatility of material costs, pricing is subject to change upon award. Pricing is valid for 30 days from date of proposal
- Project completion date is subject to material procurement contingencies beyond the contractor's control and conditions imposed by any governmental agency, suppliers and/or carriers. Lead times may be significantly impacted by a global material shortage. Lead times are estimates for manufacturer ship dates, are subject to change at any time, and may impact contract completion dates.

We appreciate the opportunity to submit this budget proposal. Please call with any questions or comments you may have.

Jason Ganes
Vision Contractors Incorporated