



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

Board Members Present:

Lila Reiber
Marty Kornegay
David Millican
Cameron Collidge
Matthew Kagel
Katie Spalding
Greg Adamson
Paul Auclair
Christi Thompson - Joined virtually

Board Members Absent:

Dan Barbour
Erin Belcher
Joel Tew

Staff Present:

Lydia Davis, Economic Development Specialist
Patrick Pierce, Economic Development Director
Porter Casey, Town Council Liaison

1 CALL TO ORDER

Meeting was called to order at 6:04pm by Greg Adamson, Vice Chair, in the absence of Christi Thompson, Chair.

2 ADJUSTMENT OF THE AGENDA**3 APPROVAL OF MINUTES**

- a) Approval of November 13, 2023 Minutes
Presenter: Christi Thompson, Chair

The November 13 Minutes were approved as presented.

Motion made by: Lila Reiber
Seconded: David Millican
All Approved.

4 OLD BUSINESS

- a) 2024 Sponsorship Guide Development Update

Presenter: Greg Adamson/Matt Kagel

Greg Adamson, as chair of the Organization Committee + Matt Kagel, as president of the 501c3, open a conversation about the 2024 sponsorship guide:

- The committee was to get feedback from the promotions committee on this guide as it relates to events
- They are going to review numbers to make sure metrics, pricing, etc. are still good and relevant offerings.
- BBQ Challenge needs to be added to the guide
- Design should be reworked from last year to be better for digital/PDF attaching versus for print - goal is to do a one pager with all the high level information.

b) Volunteer Program Development Update

Presenter: Cam Coolidge

Cam led a conversation on what had been discussed related to a formalized volunteer program to this point:

- Having one basic list of event dates and volunteer slot descriptions
- Lydia will send the current list of Downtown Volunteers and the sign up genius link to Cam to view
- Finding a way to incentivize volunteers in an official program
- having an onboarding/upcoming event communication process
- Recruitment of local student organizations, groups etc.

c) Downtown Awards Night Event Update

Presenter: Katie Spalding

Katie gave an update that the Downtown Awards Night is scheduled for Feb 6th from 6pm-9pm. Cam has volunteered to serve as the DJ to provide music and entertainment for the night. Cost for Brick and Mortar is approximately \$38/pp + fees for bartenders so a small group will be working on developing an event description, ticket structure, etc.

5 NEW BUSINESS

a) Social District Taskforce Update

Presenter: Lynn Auclair, Taskforce Member

Lynn Auclair presented on behalf of the Social District Taskforce information on what a social district is and what that may look like in Clayton. Generally, all of the items in the presentation were supported by the Board. The Board ultimately decided to make a motion to recommend the creation of a social district to Town Council:

Motion made by: Paul Auclair

Seconded by: Cam Coolidge

All were in favor minus one board member (Lila Reiber) that chose to abstain from voting.

A few additional notes were provided from the board for consideration:

- Adding additional trash and recycling receptacles near the exits
- Using signage with QR codes to the website for more info both throughout the district and inside of establishments
- DDA would like to explore purchasing the door decals for businesses, while it is on the participating permittee's to purchase appropriate cups and stickers. The sticker will be a pre-designed template that can be printed through the permittees desired vendor.
- Writing the time should be strongly encouraged on the sticker
- DDA would also like to explore hosting a spring bar crawl as the official "launch" of the district.

- b) Façade Grant Application - Clayton Chamber of Commerce
Presenter: Lydia Davis, Economic Development Specialist

The Clayton Chamber of Commerce/clayton Banking Building facade grant (qualifying for up to \$7,500) was approved as presented.

Motion made by: Christi Thompson
Seconded by: Matt Kagel
All were in favor.

6 **STAFF REPORTS**

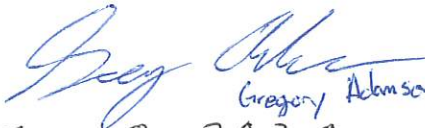
7 **COMMITTEE REPORTS**

8 **PUBLIC COMMENTS**

9 **ADJOURN**

Meeting was adjourned at 7:14pm

Motion made by: David Millican
Seconded by: Lila Reiber

Executed by: 
Executed on: Jan 8, 2024

Clerk to the Board: 
Lydia Davis