



**The Town Of Clayton
Downtown Development Association Advisory
Board Agenda
Monday, December 12, 2016 @ 6:30 PM
GS 223 - Clayton Town Hall**

1. CALL TO ORDER

2. ADJUSTMENT OF THE AGENDA

3. OLD BUSINESS

4. NEW BUSINESS

- a. Review and Approval of September DDA Minutes.
[September 12, 2016 Minutes](#)
- b. Review and Approval of Update to Downtown Overlay District.
[Downtown Overlay Map](#)
[Downtown Overlay](#)
- c. Review and Approval of Update to Downtown Overlay District Regulations.

Materials will be distributed at the meeting.
- d. Review of 2016 Sponsorship Brochure
[Sponsorship Brochure](#)

5. REPORTS

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

6. OTHER BUSINESS

7. ADJOURNMENT



Clayton Downtown Development Association
Monday September 12, 2016 / 6:30 PM
Town Hall - GS223

Minutes

1. Call to Order: James Lipscomb at 6:35 pm

- a. Roll Call: Betsy Grannis, James Lipscomb, Jessica Lloyd, Kim Lawter, Kaitlin Russo, Linda Edwards, Temple Phipps, Amanda Dew Hilburn, Laurie Partlo, Michael Grannis, Dave DeYoung, Donna Steele
- b. Mrs. Joyce Blackley, guest
Absent: Heidi Peach (excused), Paul Black(excused)

2. Adjustments to the Agenda: None

3. Old Business

a. Review Revisions to Bylaws

Requested Action: Recommend Approval of Revision to Bylaws to Council
After discussion of the bylaws by the board, Betsy Grannis moved to pass the changes recorded by Dave DeYoung and Laurie Partlo seconded the motion. Motion Passed.
Kaitlin Russo and Dave DeYoung will add the detailed agreed-upon changes to the minutes.

4. New Business

- a. Review and Approval of Minutes – June 13, 2016

Requested Action: Approval of June 13th Minutes with a note about excused and unexcused absences being added moving forward. Betsy Grannis moved to approve the minutes and Laurie Partlo seconded the motion. Motion Passed.

5. Reports

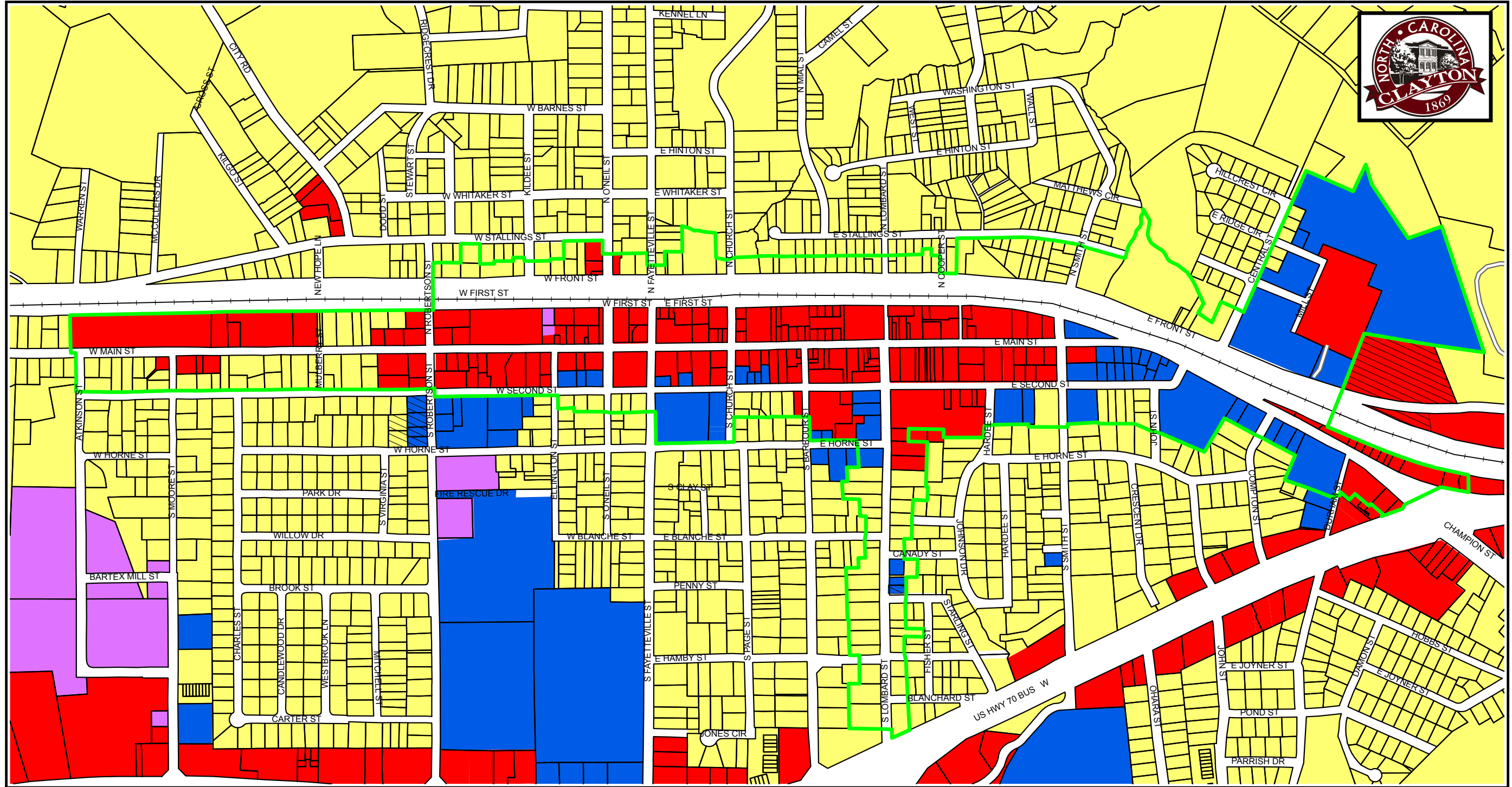
- a. **Downtown Development Director:** Kaitlin Russo: The Old Overlay Map and the Downtown Core Map will be sent to the board members to study. The Proposed Downtown Overlay (August 28, 2016) was presented to the board. Members discussed including in the new Overlay plan both sides of Front Street and extending farther on Lombard Street.
- b. **Financial Report:** Jessica Lloyd: No update
- c. **Promotion Committee** Chair: Kim Lawter: Data is being collected to determine the best day of the week for the concerts and movie nights next year.
- d. **Economic Revitalization Committee** Chair Betsy Grannis: The Downtown Building Assessment survey has been distributed and members have begun to distribute them to businesses. All board members are asked to complete the survey with the business owners by the next meeting, October 11, 2016.
- e. **Design committee:** Kaitlin Russo: Grants: Kaitlin explained that grants are available in the overlay district for sight elements and façade improvements up to \$5000 with a matching fund from the business. The grants are not limited to one \$5000 grant at a time. The businesses that receive the grants

are determined by the recommendations by the Design Committee and reviewed and approved by Dave DeYoung.

f.

6. Other Business: The next meeting will be on October 11, 2016 at 6:30 PM in the Clayton Center (room GS223).

7. Adjournment: The meeting was adjourned at 8:00pm. Motion by Betsy Grannis and seconded by Temple Phipps. Motion Passed.



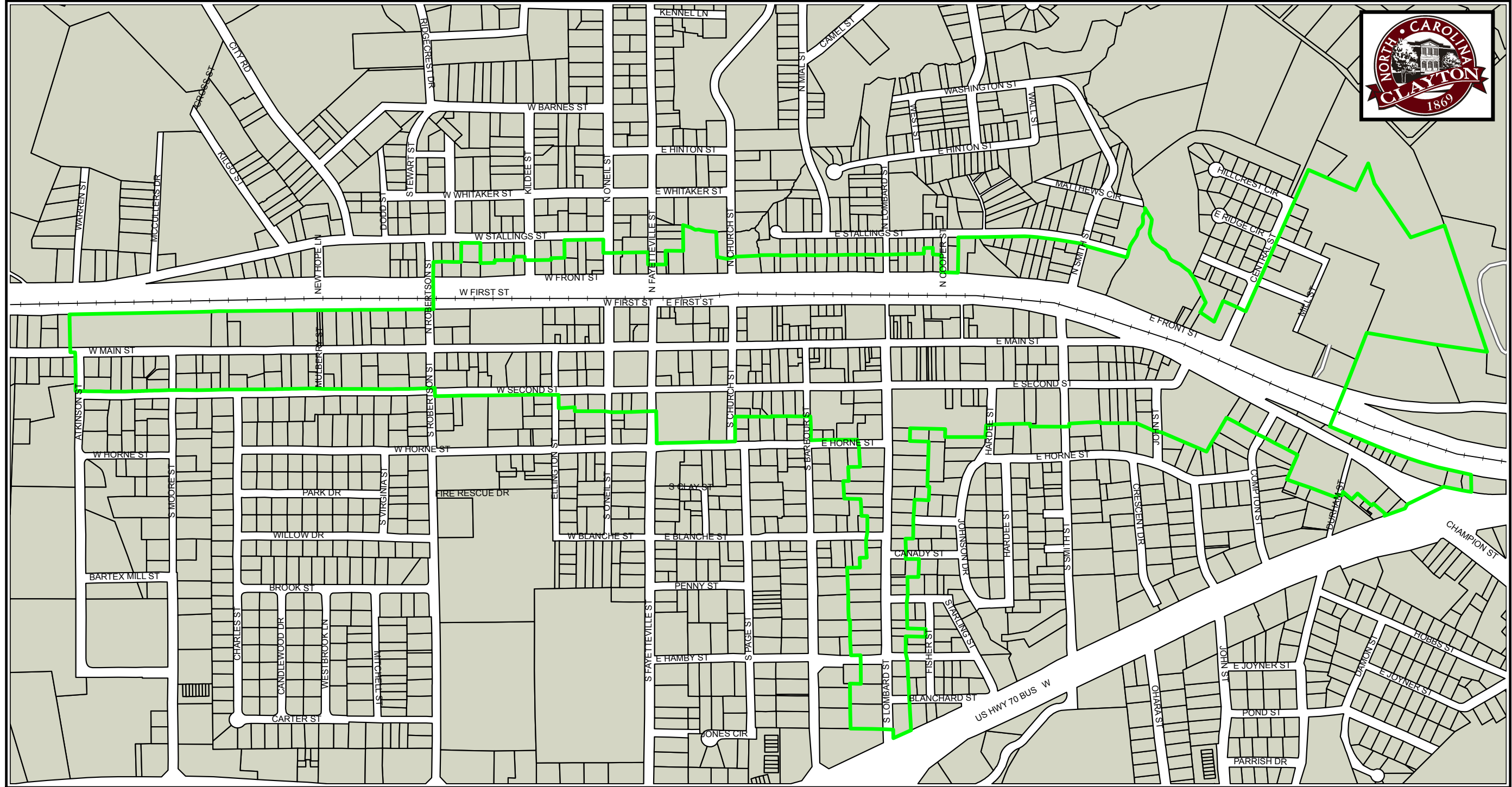
Proposed Downtown Overlay

Legend

- Residential
- Office, Public Facility
- Commercial
- Industrial
- Special Use District
- Parcels
- Railroad
- Proposed Downtown Overlay

1,000 500 0 1,000 Feet

The Town of Clayton Planning Department shall not be held liable for any errors concerning content or positional accuracy of this mapped information. Use of these data for any purpose should be with the acknowledgement of the limitations of the data, including the fact that the data changes regularly. Please contact the Town of Clayton Planning Department for the most current data.
Path: O:\PLANNING\GIS Maps\2016\Downtown Core To Be Adopted.mxd
Printed Date: October 7, 2016



Proposed Downtown Overlay

The Town of Clayton Planning Department shall not be held liable for any errors concerning content or positional accuracy of this mapped information. Use of these data for any purpose should be with the acknowledgement of the limitations of the data, including the fact that the data changes regularly. Please contact the Town of Clayton Planning Department for the most current data.
Path: O:\PLANNING\GIS Maps\2016\Downtown Core To Be Adopted.mxd
Printed Date: October 7, 2016

Legend

- Proposed Downtown Overlay
- Parcels
- Railroad

500 250 0 500 Feet

Premier Sponsorship Packages \$900

- All of the benefits provided to Annual and Downtown Sponsors.
- Acknowledgments during intermissions at downtown concerts.
- Two tickets to the Clayton Downtown Development Association's 2016 Annual Awards Dinner (held in January 2017).
- Free option for a business booth at Town Square Concert events. Booths are provided by the sponsor and may be up to 10 feet by 10 feet in dimension.
- A month of posts on our popular Downtown Clayton, NC Facebook page, which has more than 5,000 likes.

Movie Night Sponsorships \$750

The CDDA hosts three outdoor movie nights at Town Square. Movie Night Sponsors receive recognition as the primary sponsor of one event, along with the following benefits:

- Exclusive company event title banner (provided by sponsor) at your sponsored movie night.
- Company logo printed on event brochures, ads, posters and banners.
- Company logo on 2016 CDDA Event Sponsor Banner, displayed at most events.
- Company logo on the Downtown Clayton webpage — DowntownClayton.org.
- One ticket to the CDDA's 2016 Annual Awards Dinner (held in January 2017).

2016 Sponsorship Packages Order Form

Please mail your sponsorship choice to:
Clayton Downtown Development Association
P.O. Box 879
Clayton, NC 27528

Or email your response to:
info@townofclaytonnc.org

Contact Name _____
Company _____
Address _____
City _____ State _____ Zip _____
Day Phone _____ Eve. Phone _____
Email _____

My business has chosen the following sponsorship package:

- ☐ **Annual Sponsorship Package** at \$400
- ☐ **Downtown Business Sponsorship Package** at \$300
- ☐ **Movie Night Sponsorship Package** at \$750
- ☐ **Premier Sponsorship Package** at \$900
- ☐ **Exclusive Sponsorship Package** at \$1,500

If you have chosen an Exclusive Sponsorship, please rank your preference of events using 1, 2 & 3.

_____ **Annual Awards Dinner** January 2017
_____ **Downtown Concert Series Events**
_____ **May Concert**
_____ **June Concert**
_____ **July Concert**
_____ **August Concert**
_____ **September Concert**

We've made a check payable to:
Clayton Downtown Development Association

919-359-9349 DowntownClayton.org

2016 Downtown Clayton Sponsorship Packages



Clayton
Downtown
Development
Association Inc

Think CLAYTON. Think Downtown.

2016 Clayton Downtown Sponsorship Packages

Annual Sponsorship \$400

- Company logo printed on event brochures, ads, posters and banners.
- Company logo on 2016 CDDA Event Sponsor Banner, displayed at most events.
- Company logo on the Downtown Clayton webpage — DowntownClayton.org.
- Company acknowledgement on Facebook and Twitter.
- One ticket to the CDDA's 2016 Annual Awards Dinner (held in January 2017).

Downtown Business Sponsorship \$300

This package is only available to Downtown Businesses located within the Commercial Business District. This package provides the same benefits as the Annual Sponsor Package, and also includes:

- Business feature on Town of Clayton TV (Channel 11) and the Town of Clayton YouTube channel.



Exclusive Sponsorship Packages \$1,500

Exclusive sponsors stand out from other sponsors by being the sole sponsor of a particular event of their choice, on a first-come, first-serve basis.

Our Exclusive Sponsorships are limited!!!

Exclusive Sponsorships include special recognition, advertisements and perks. Exclusive Sponsorships are available for each Town Square Concert and the CDDA's Annual Awards Dinner. Any cash or in-kind contribution above the minimum is strictly at your discretion, and should be determined by your interest to have exclusive rights to the event of your choice.



Benefits for Exclusive Sponsors include:

- All of the benefits provided to Annual and Downtown Sponsors.
- Exclusive company event title banner (provided by sponsor) at your sponsored event.
- Logo on Concert Series beverage cups.
- Acknowledgments during intermissions at downtown concerts.
- Two tickets to the Clayton Downtown Development Association's 2016 Annual Awards Dinner (held in January 2017).
- Free option for a business booth at Town Square Concert events. Booths are provided by the sponsor and may be up to 10 feet by 10 feet in dimension.

In Addition:

- Front page exposure for the month of your sponsored event on DowntownClayton.org.
- A month of posts on our popular Downtown Clayton, NC Facebook page, which has more than 5,000 likes.