



**Town of Clayton
Downtown Development Association Advisory Board
Minutes
Monday, December 13, 2021 @ 6:00 PM
BB&T - Town Hall**

BOARD MEMBERS PRESENT:

David Millican
Jasmeen Calhoun
Laura Johnson
Erin Belcher
Heidi Peach
Matthew Kagel
Paul Auclair

STAFF PRESENT:

Patrick Pierce
Lydia Davis

CM Porter Casey
CM Avery Everette

MEMBERS ABSENT:

Christi Thompson
Shannon Austin
Jacob Parente

1 CALL TO ORDER

Meeting was called to order by Chair, Erin Belcher, at 6:05pm

2 ADJUSTMENT OF THE AGENDA

3 APPROVAL OF MINUTES

- a) DRAFT MINUTES
November 8, 2021

ACTION: Adoption of Minutes
November 2021 Minutes were adopted

Motion: Board Member Laura Johnson
Second: Board Member Heidi Peach
Vote: Unanimous

4 STAFF REPORTS

- a) Community Awards Ceremony Update
Presenter: Lydia Davis, Economic Development Specialist

Davis discussed logistics of the Community Awards Ceremony, specifically the presentation of the 4 Downtown Awards being given this year. Went over script briefly and sent out link to register for the event.

5 OLD BUSINESS

6 NEW BUSINESS

a) Holiday Events Review/SWOT

Presenter: Lydia Davis, Economic Development Specialist

Discussion was opened by Davis regarding the recent Holiday events and the successes/areas of improvements.

Items mentioned include: Lighting was better this year, Santa's backdrop was great, continuing the Business Open House, potentially adding Food trucks next year, finding a way to spread activities closer to the performances at Smith Street.

b) New Council Liason and Future Goal Setting

Presenter: Patrick Pierce, Economic Development Director

Informational - Pierce introduced the new DDA Council liaison, Porter Casey and discussion was started by Pierce related to reflecting on what DDA has done, supported or encouraged in the past 6 months. Items that were mentioned included Square to Square, Façade Grants, Town Square Concerts, Movie Nights, etc.

Group conversation was then had surrounding DDA goals for the next 6 months and beyond.

Short term goals included: Ransom on the Roof Fundraiser, The Quarterly Shopping Guide being updated, Downtown Shopping Map being utilized, and continuing to set up info tent at the Farm and Community Market (potentially new merch soon).

Long Term Goals included: A downtown Master Plan, social district approval, improved cross walk signals/town owning Main Street.

c) Open Position Discussion

Presenter: Patrick Pierce, Economic Development Director

ACTION: Discussion on when to fill open position

Consensus was that position should be filled ASAP - hopefully by February Board Meeting.

Vote: Unanimous

d) 2022 Sponsorship Guide

Presenter: Lydia Davis, Economic Development Specialist

Davis started discussion about revamping and updating the DDA Sponsorship guide for 2022 Events. Most events will be structured the same, with some slight changes. Davis will be working on updating this document and presenting a draft at next meeting. Comments from Board included adding Square to Square to sponsorship guide, and listing the band that is performing at each concert in the document. it was also noted that

sponsorship guide will be for 2022 calendar year, so it will overlap two fiscal years.

7 COMMITTEE REPORTS

None for November

Committee Meetings will pick back up in January

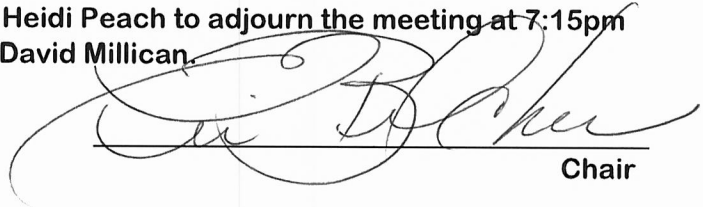
8 PUBLIC COMMENTS

9 ADJOURN

Motion was made by Board Member Heidi Peach to adjourn the meeting at 7:15pm

Motion seconded by Board Member David Millican.

Vote was unanimous.


Chair

ATTEST:


Clerk to the Board

