



Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, December 14, 2020 @ 6:00 PM
Remote Meeting

1. CALL TO ORDER

2. ADJUSTMENT OF THE AGENDA

3. APPROVAL OF MINUTES

- a. November 9, 2020 DRAFT Minutes

[November 9 2020 DRAFT Minutes](#)

POTENTIAL ACTION: Adoption of November 9, 2020 Minutes

4. OLD BUSINESS

5. STAFF REPORTS

- a. Growth Plan Update

Presenter: Samantha Wullenwaber, Planning Director

- b. Street Tree Program

Presenter: Patrick Pierce, Economic Development Director

[Cover](#)

- c. July - December 2020 Achievements

Presenters: Patrick Pierce & Jennifer Gallimore, Economic Development

[Cover](#)

6. COMMITTEE REPORTS

- a. Design Committee

- Committee Report - David Millican
- Façade Grant Update - Jennifer Gallimore

[Design Committee Report](#)

[Façade Grant Update](#)

- b. Economic Vitality Committee

- Committee Report - Laura Johnson

[Economic Vitality Committee Report](#)

- c. Promotions Committee

- Committee Report - Erin Belcher

[Promotions Committee Report](#)

- d. Organization Committee

- Committee Report - Judy Ryan

[Organization Committee Report](#)

7. NEW BUSINESS

8. PUBLIC COMMENTS

9. ADJOURN



Town of Clayton
Downtown Development Association Advisory Board Minutes
Monday, November 9, 2020 @ 6:00 PM
Remote Meeting

BOARD MEMBERS PRESENT:

Betsy Grannis
Erin Belcher
John Millican
Laura Johnson
Christi Thompson
Judy Ryan
Heidi Peach
Shannon Austin
Bernice Lopes
Alison Kilpatrick

STAFF PRESENT:

Patrick Pierce, Economic Development Director
Jenn Gallimore, Economic Development Specialist
Kimberly Moffett, Town Clerk

MEMBERS ABSENT:

Neal Stancil

1 CALL TO ORDER

- a) Roll Call
Presenter: Laura Johnson

2 ADJUSTMENT OF THE AGENDA

3 APPROVAL OF MINUTES

- a) DRAFT Minutes
• October 12, 2020 Minutes

ACTION: Adoption of Minutes

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

4 OLD BUSINESS

5 STAFF REPORTS

- a) Draft Mural Program
Presenter: Patrick Pierce

Mr. Pierce provided an update regarding the Mural Program, which the PAAB has been

working on for some time. This will allow buildings owners to work with artists to include murals on the side of their buildings. Guidelines have been drafted and are under final review by the Town Attorney. It is hoped to have this project underway by the end of the year. Mr. Pierce explained process. At the time a mural is being presented to PAAB all members of DDA will be notified so any member could join that meeting and offer input. Once approved by PAAB it would go to council for final approval.

- b) Comprehensive Plan
Presenter: Patrick Pierce
1. Survey
 2. Public Session
 3. Downtown Walk

Growth plan must be done every 6 years. Wanted to make sure DDA was involved. There is a survey and all were encouraged to share input. Open house tomorrow night from 5-7 p.m. at the Clayton Community Center. A downtown walk is being considered. Feedback regarding potential dates and times was requested and folks were asked to share their availability with either Patrick or Jenn. Most likely a daytime would be preferable.

- c) DDA Annual Awards Program
Presenter: Jenn Gallimore
1. Voting Completed - November 8, 2020
 2. Executive Committee & Involved Committees Final Decision Meeting

Ms. Gallimore provided update and advised timeline has shrunk. Plan is to surprise winners next Tuesday. She stated voting closed last night and there was a very good amount of involvement. Meeting will be held next Monday to go over all final details with 501(c)(3) executive committee.

6 COMMITTEE REPORTS

- a) Design Committee
- Committee Report
Presenter: David Millican
 - Façade Grant Update - Process Tracking Review
Presenter: Jenn Gallimore
 - Façade Grant Review - 331 E. Main Street
Presenters: Jenn Gallimore & David Millican

Mr. Millican provide a report and stated that 331 East Main was approved for façade. Historic blade presentation took place before town council. Spoke about sign for façade grant underway.

Ms. Gallimore provided an update on the process tracking of façade grants. Still quite a few interested with pending applications. There are still a few projects waiting on final

photos, etc.

Ms. Gallimore provided details about application for Queens Court at 331 E. Main Street. Ms. Gallimore provided information about plans for the building, colors, signage, materials and awning. Most likely full approval would not reach the \$2500 limit, final amount would be determined once decisions were made as far as vendor choices. Ms. Peach suggested that the signage be raised a bit. Ms. Gallimore stated she believed the sketch was improper and the signage would be raised. There was brief discussion regarding whether there would be red and white striped awnings on the windows above this new awning. Ms. Gallimore stated she believed those red and white awnings were no longer there and this was probably an older sketch. There was discussion regarding grant money being used for personalized signage. Ms. Gallimore stated allowing funds to be used is pretty standard. There was also discussion regarding looking at guidelines. Ms. Johnson stated right now it seems we have enough funding for all requests so perhaps if we started to run out of funds, this could be looked at.

Ms. Gallimore provided details about signage that will be included in properties that are being worked on with a façade grant. Ms. Peach asked the color burgundy be removed and replaced with gray. Ms. Gallimore reminded of importance of town branding and uniformity.

ACTION: Approval of Façade Grant

Motion: Board Member Johnson

Second: Board Member Peach

Vote: Unanimous

- b) Economic Vitality Committee
- Committee Report
Presenter: Laura Johnson
 - Kiosk Details
Presenter: Jenn Gallimore

Ms. Johnson stated last meeting was about getting updated about what other boards and committees were doing. Discussion continued regarding the advocate program. Christmas information will be shared with business owners shortly.

Kiosk proposal was presented. Once sketch turns into a more formal layout, full approval process will begin.

DDA will get back together with chair of Parks and Recreation Advisory Board to continue discussion regarding the greenways.

Our safe place at the Clayton Police Department has been registered with the proper app system.

- c) Promotions Committee
- Committee Report

Presenter: Erin Belcher

Ms. Belcher reported that bundles are still being worked on for 2020. This would make great holidays gifts. Fall, winter and holiday events were discussed. A scavenger hunt will be held for Small Business Saturday. The Chamber of Commerce will also be running a concurrent event. Christmas Tree Lighting will be a virtual event and there will be many different options to keep folks interested. Santa will be on a fire truck and all required social distancing will be followed. Storefront decorating contest is taking place and information is being sent out. Judges are ready and in place. People's Choice will be following week. Mr. and Mrs. Christmas and the Mayor will be in place. Volunteers will be needed to help hand out candy. Parks and Recreation will be decorating the truck. Awards Ceremony is being worked on. Drive-in movie idea has been cancelled due to uncertainty with COVID numbers. This will be tabled until sometime in the Spring.

- d) Organization Committee
- Committee Report
- Presenter: Judy Ryan*

Ms. Ryan reported Main Street Conference will be a virtual event. Discussion was held to have folks attend as part of a DDA Board Retreat. There will be further discussion. NC Main Street and Rural Center recently sent out a survey asking for participation from 2000 businesses. Ms. Ryan has sent that survey out. She will share results of survey once completed. Also discussed were ideas for fundraising during a COVID environment. Suggestion was a mini golf tournament. "Play the Clay", more discussion will follow. There was brief discussion regarding upcoming business sponsorships opportunities. Also suggested was a Friends of the Downtown, much like the Friends of the Library. Another idea was "On the Roof", perhaps Mayor or Council Member as a fundraiser. Sip & Shop idea was discussed perhaps "Strolling Spirits". The downtown community garden has been turned into a virtual Candyland game. This is being offered free. Also discussed was possibility of a downtown game day. Lots of great ideas and discussion continue to take place. Discussion regarding dark stores, empty stores, thought it would be cool to do something to make them more appealing. Does not feel there would be much cost involved, perhaps false walls and lighting or holiday décor. Kiosk was also discussed regarding having a QR code that would change each month to include discounts at various downtown stores.

7 NEW BUSINESS

8 PUBLIC COMMENTS

- a) Mr. Pierce provided additional details regarding the awards and stated conversations have been had with the Chamber. Decision was made to go with contracted videographer as town staff time is very limited. Mr. Pierce stated that Chamber has asked for a \$500 donation from either the 501(c)(3) or the town. Mr. Pierce stated when additional information was available, it would be provided.

9 ADJOURN

- a) With there being nothing further, the meeting was adjourned at 6:54 p.m.

ACTION: Motion to Adjourn

November 9, 2020
Minutes

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

Duly adopted this the 15th day of December, 2020 while in regular session

Laura Johnson
Chair

ATTEST:

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

November 9, 2020
Minutes



CDDA Agenda Item Cover Sheet

Meeting Date

December 14th, 2020

Agenda Location

Staff Reports

Item Title

Downtown Tree Removal

Presenters

Patrick Pierce, Economic Development Director

Summary/Description

- 1) Downtown tree removal presentation for feedback before considering a larger scale tree removal program

Requested Action: Informational, Feedback

Funding Source (If Applicable): N/A

Cost: N/A

Additional Documents to be Included in Agenda Packet: Street Tree Removal Presentation



CDDA Agenda Item Cover Sheet

Meeting Date

December 14th, 2020

Agenda Location

Staff Reports

Item Title

2020 Achievements

Presenters

Jenn Gallimore, Economic Development Specialist

Patrick Pierce, Economic Development Director

Summary/Description

- 1) Review of July-December 2020 Achievements

Requested Action: Informational

Funding Source (If Applicable): N/A

Cost: N/A

Additional Documents to be Included in Agenda Packet:



CDDA Agenda Item Cover Sheet

Meeting Date

December 14th, 2020

Agenda Location

Committee Reports

Item Title

Design Committee Report

Presenters

David Millican, DDA Board & Design Committee Member

Summary/Description

- 1) No pending façade grant applications so November meeting was not held
- 2) 'Façade Grant Underway' signage has been completed and will be passed out to façade grant projects under construction
- 3) July – December 2020 Achievements

Requested Action: None – Informational

Funding Source (If Applicable):

Cost:

Additional Documents to be Included in Agenda Packet: Façade Grant Process and Tracking Sheet

Façade Grant Process and Pending Projects – December 14, 2020

FY20/21 Façade Grant Budget - \$25,000

FY20/21 Grant Funds Dispersed - \$2,500

FY20/21 Grant Funds Obligated - \$6,100 (projects have been approved and are under construction)

FY20/21 Remaining Grant Funds - \$16,400

FY20/21 Grant Funds Intended - \$36,100 **over current FY20/21 budget by \$16,100 if estimates reflect projects completed in FY20/21*

- 1) **Expressed interest to DDA Advisory Board member or Town Staff**
 - a. 401 E Main St. (\$10,000 estimated) – FY20/21 **Expressed interest in applying for 4 grants (Barbour Building – Atlas Stark). PJP and JAG sent façade grant application and info week of 11/30-12/5.*
- 2) **Application pending staff approval**
 - a. 704 E Main St. (\$10,000 estimated) – FY20/21 **Held Pre-App meeting 7/6/20 – Waiting to receive application materials – Applicant hopes to have that submitted in time for October Design Committee review; must receive completed application materials by 10/21/20*
 - b. 472 E Second St. (\$7,500 estimated) – FY20/21 **Expressed intention of applying for another round of façade grants for prospective projects to be completed. PJP informed applicant that because she had just received \$7,500 for FY19/20, her application would be considered in Spring 2021 to ensure other establishments have the opportunity to apply. Needs to hold official Pre-App meeting with JAG.*
- 3) **Staff Approved Application; Pending Design Committee review**
- 4) **Design Committee Approved; Pending DDA Advisory Board Approval**
- 5) **Under Construction**
 - a. 419 E Main Street (\$2,500 estimated) – FY20/21 **Approved by Design on 8/25/20 and DDA Board on 9/14/20. Allocation will be issued upon project completion should the work be done in accordance to the initial façade grant approval by Staff, Design, and DDA Board.*
 - a. 331 E Main St. 'Lyn Austin' (\$2,500 estimated) – FY20/21 **Approved by Design on 9/22/20 and DDA Board on 10/12/20. Allocation will be issued upon project completion should the work be done in accordance to the initial façade grant approval by Staff, Design, and DDA Board.*
 - b. 331 E Main St. 'Queens Court' (\$1,100 estimated) – FY20/21 **Approved by Design on 10/27/20 and DDA Board 11/9/20. Allocation will be issued upon project completion should the work be done in accordance to the initial façade grant approval by Staff, Design, and DDA Board.*
- 2) **Construction Complete; Pending Receipt of Project Receipts and Staff/CDDA approval**
- 3) **Payment Pending**
- 4) **Complete Projects**
 - a. 436 E Main St. (\$2,500 issued) – FY20/21 **Put in Requisition Request on 12/3/20*



CDDA Agenda Item Cover Sheet

Meeting Date

December 14th, 2020

Committee Meeting Location

Virtual

Agenda Location

Committee Reports

Item Title

Vitality Committee Report

Presenters

Laura Johnson, DDA Board Chair and Economic Vitality Chair

Summary/Description

- 1) Committee has opening for an Advocate
- 2) Jenn highlighted what the other committees and/or subcommittees are currently working on for the holiday season (i.e. Tree Lighting, Awards, Small Business Saturday, Santa on Fire Truck, etc.) and how Advocates could be of assistance
- 3) Advocates assisted in passing out Storefront Decorating Contest and Small Business Saturday Information and sign-up form
- 4) Economic Vitality Committee July-December Achievements

Requested Action: None – Informational

Funding Source (If Applicable): N/A

Cost: N/A

Additional Documents to be Included in Agenda Packet:



CDDA Agenda Item Cover Sheet

Meeting Date

December 14th, 2020

Committee Meeting Location

Virtual

Agenda Location

Committee Reports

Item Title

Promotion Committee Report

Presenters

Erin Belcher, DDA Board Member & Promotions Committee Chair

Summary/Description

- 1) Committee is going to continue to push remaining phase III bundles on social media and close out 2020
 - a. Decided to table phase IV until next year
 - b. Unsold bundles will be separated and inserted into SBS prize gift baskets
- 2) Worked with Next Generation Apparel to distribute information and gauge interest in participating in 60/40 Support Local T-shirt fundraiser
- 3) Small Business Saturday(s) started Nov. 28th and held the second and third Saturday festivities on Dec. 5th & 12th
 - a. Received feedback that the Nov. 28th kick-off was successful and beneficial to downtown businesses
 - b. Foot-traffic was less congested on Dec. 5th & 12th but received feedback that those days had a steadier flow of customers than in previous Saturdays
- 4) Annual Award winners were selected by 501c3 Executive Committee (People's Choice decided by community)
 - a. Staff and DDA liaison filmed surprising award recipients
 - b. Winners were notified and asked to sign NDA so selections are not revealed until Annual Awards Ceremony video
 - c. Video will be aired on Dec. 17th at 7PM along with announcements of award winners for WIN, Rotary, and CCOC
 - i. DDA Board and volunteer members encouraged to share information about air date of Annual awards video
 - d. Trophies are complete and will be delivered to award recipients following

the release of the video

- e. Nomination recognition letters will be given to final 3 nominees in each category

5) Christmas/Holiday Activities

- a. Partnered with Parks & Recreation for virtual tree lighting on Dec. 3rd at 7PM and Santa coming through downtown on a firetruck (Fridays 6-7PM | Saturdays 2-3PM) Dec. 4th through Christmas
- b. Storefront Decorating Contest
 - 1. 'People's Choice' category participants had photographs taken on Nov. 23rd and placed online for the community to vote by Nov. 30
 - a. Winner: Bexley House
 - 2. Storefront Decorating judges reviewed participating businesses in remaining categories and selected winners
 - a. Winners were recognized by Mayor at virtual tree
 - b. Awards are ordered and will be delivered to winners upon completion
 - i. Winners:
 - *Most Traditional – Auntie's Cottage
 - *Most Creative Retail – The Queen's Court
 - * Most Creative Non-Retail – Main Street Community Garden
 - * Best Restaurant/Café – The Yellow House the Community Place
 - c. Plaques have been ordered and will be delivered to winners
 - d. Appreciation letter will be sent to remaining participating businesses
 - 3. Mr. & Ms. Claus
 - a. Christmas Sub-Committee selected winner that was announced at virtual tree lighting
 - i. Winner: Mr. & Ms. Barbee

6) July – December 2020 Committee Achievements

Requested Action: None – Informational

Funding Source (If Applicable): N/A

Cost: N/A

Additional Documents to be Included in Agenda Packet:



CDDA Organization Agenda Item Cover Sheet

Meeting Date

December 14th, 2020

Agenda Location

Committee Reports

Item Title

Organization Committee Report

Presenters

Judy Ryan, Organization Committee Chair

Summary/Description

1. Continually updating volunteer list *(need to get with Shannon A. for updates)*
2. Inquiring with Town leadership on potential to 'Ransom – Official on the Roof' fundraising virtual event. This event is still in the planning stage.
3. Plan to work with other DDA committees to complete a review of July – December 2020 and determine tangible goals for the second half of this fiscal year
 - Committee has been in contact with organizers of NC Main Street Conference. The meetings will be virtual in March 2021. Org. Committee is planning on using this meeting to engage in a CDDA Member Retreat
4. 501c3 Executive Committee meetings updates
 - a. Previous Treasurer close out/transitional meeting to be held with current Treasurer
 - b. Work with 501c3 to set schedule and format for meetings
5. Organization Committee July-December Achievements
 - a. Updated Community Volunteer List
 - b. Chair affiliated with other DDA committee meetings to better affiliate with committee members and committee goals for member succession
 - c. Brainstorm fundraising options
 - "Official on the Roof"
 - It is assumed that once governmental mandates on gathering are relaxed that past patrons will be eager to purchase sponsorship packets as many have expressed interest

- Once governmental mandates on gatherings are relaxed we will again be able to open the “Beverage Tent”. This has been very successful in the past.

Requested Action: None – Informational

Funding Source (If Applicable): N/A

Cost: N/A

Additional Documents to be Included in Agenda Packet: