



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

BOARD MEMBERS PRESENT:

Betsy Grannis
Erin Belcher
John Millican
Laura Johnson
Christie Thompson*
Judy Ryan
Heidi Peach
Bernice Lopes
Alison Kilpatrick*

STAFF PRESENT:

Patrick Pierce, Econ. Dev. Director
Jenn Gallimore, Econ. Dev. Specialist
Kimberly Moffett, Town Clerk & Clerk to the Board
Bobby Bunn, Council Member & Board Liaison

MEMBERS ABSENT:

Shannon Austin
Neal Stancil

1 CALL TO ORDER

- a) The meeting was called to order at 6:02 p.m. Roll call was complete, with the following members absent; Christi Thompson, Shannon Austin, Neal Stancil and Alison Kilpatrick.

Ms. Kilpatrick joined the meeting at 6:10 p.m. and Ms. Thompson joined the meeting at 6:35 p.m.

2 ADJUSTMENT OF THE AGENDA

- a) Mr. Pierce requested adjustment to the agenda. Item # 5a will be rescheduled for the January 2021 meeting.

3 APPROVAL OF MINUTES

- a) November 9, 2020 DRAFT Minutes

ACTION: Adoption of November 9, 2020 Minutes

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

4 OLD BUSINESS

5 STAFF REPORTS

a) ~~Growth Plan Update~~

~~Presenter: Samantha Wullenwaber, Planning Director~~

This item will be placed on a future agenda.

b) Street Tree Program

Presenter: Patrick Pierce, Economic Development Director

Mr. Pierce provided an update regarding the Street Tree Program. He advised several downtown businesses have inquired about having holly trees removed from in front of their location. These requests need to be brought to council. This was done at last council meeting and council requested that a full inventory be created. Mr. Pierce provided an overview of tree inventory. Trees were color coded to align with categories; those that pertain no issues, those that should be removed as well as those with whom we have not yet had contact with business owners. There is a total of 76 trees on downtown sidewalks with 14 trees suggested to be removed. Mr. Pierce stated the 14 scheduled to be removed would be filled with concrete, as these trees are directly on the sidewalk. We are trying to strike a balance with having trees but also removing those that need to be removed for various reasons. Council Member Bunn also added that council conversation continues to discuss possibility of waiving fees for removal.

Mr. Millican stated he had concerns about removal of trees since we are a Tree City. Mr. Pierce stated that we would be planting trees in other locations to compensate for those that are removed. Mr. Pierce will report back to council regarding agreement from the board. Ms. Belcher added she felt strongly that this is a safety issue.

c) July - December 2020 Achievements

Presenters: Patrick Pierce & Jennifer Gallimore, Economic Development

Mr. Pierce and Ms. Gallimore provided an overview regarding achievements over the past 6 months.

Design Committee - Facade Grants completed include Yellow House, 412-425 E. Main Street, Heart 2 Hands and Chefella's. Applications currently under construction include; 419 E. Main, 331 E. Main Entire Building & Queen's Court Storefront. Ms. Gallimore addressed the increased community education equates to greater interest and more applicants and a Facade Grant Underway Signage Program was initiated. Also discussed was the Historic District Signage to include installation and educational campaign.

Economic Vitality Committee - Successful relaunch of Advocates Program, re-education businesses on DDA mission and increased transparency through informational packets and recurring engagement, engaged 175 businesses for 2 Advocate Blitzes and 2 programming initiatives, re-established safe meet-up spot for eCommerce exchanges in downtown and created a joint greenway committee with recreation advisory board, and assistance with mural project and kiosk project.

Organization Committee - Successful leadership transition (during a pandemic) including transition of DDA Treasurer role, re-engaged and recruited transition of over 1/3 new DDA members, new organizational structure framework and revised committee functions, continued volunteer list engagement and recruitment, innovative ideas for fundraising and strengthened inter-committee relationships.

Promotions Committee - F.L.A.G partnered with grassroots to provide meals to front line workers, raised over \$17,000 funneled into 22 local small businesses donating more than 1,900 meals. Pumpkin Decorating Contest partnered with Cooper Elementary for student contest to take place inside of businesses (27 participating). It is intention to have this event increase in size and become an annual event. Downtown Days Promotion infused \$3,000.00 into downtown businesses and increased exposure for downtown and participating businesses.

Ms. Peach asked if we could partner with other elementary schools. Ms. Gallimore stated absolutely would love to partner with additional schools. Ms. Peach stated she would like to see some changes to the Scavenger Hunt next year. Ms. Gallimore stated there were just some changes made to the project this year due to COVID. Ms. Lopes shared her thoughts as well. There was discussion regarding a Chamber event that took place during the same time period and it was agreed that we partner and work together next year. Ms. Lopes stated that she has encouraged business owners to create their own events and attach them to the Small Business Saturday event.

With reference to the Christmas Tree Lighting and storefront decorating contest there were a total of 13 participants with a total vote count of 2,357. The event was live streamed.

With reference to Annual Awards there was revised criteria to include the process of nominations and voting. A total of 137 combined nominations were received from the community. We partnered with Clayton Chamber of Commerce to adapt for virtual recognition. The video of the awards presentation will air Thursday - December 17, 2020 at 7:00 p.m.

We are seeing a steady growth on social media, with 1-20 new likes per day. We have maintained 400 additional followers since July which have included

additional business advertising, highlights and educational posts including the 3 W's Campaign.

6 COMMITTEE REPORTS

a) Design Committee

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

Mr. Millican reports no meeting was held as there were no facade grants to be reviewed.

b) Economic Vitality Committee

- Committee Report - Laura Johnson

Ms. Johnson reported an opening for an advocate. She reports she feels every board member should serve as an advocate. Ms. Peach agreed this was a good idea.

c) Promotions Committee

- Committee Report - Erin Belcher

Provided overview of storefront winners: Mr. & Mrs. Christmas were Fire Chief and Mrs. Lee Barbee. Also shared was information regarding the partnership with the Fire Department and Santa, who will visit every street in Clayton. The last Santa visit will be held this upcoming weekend.

d) Organization Committee

- Committee Report - Judy Ryan

Ms. Ryan shared details regarding a suggestion for a new fundraiser where we would "kidnap" the Mayor and Fire Chief and they would go on top of building. This would take place in January, when it would most likely be cold. Folks could purchase items to help keep them warm including blankets or hot cocoa. They would be held "ransom" until a certain amount of funds were raised. Ms. Grannis stated she would speak with both the Mayor and Fire Chief.

The Main Street Conference will be virtual this year.

All financial documentation has been turned over to Ms. Ryan. There was brief discussion about sponsorships and future concerts. Ms. Belcher wanted to confirm that Promotions is still handling these events. Ms. Grannis stated the Organization Committee was discussing raising the funds versus planning the events, which belonged to the Promotions Committee. Ms. Lopes spoke about possibility of a 5K run and fundraising opportunities with regard to the Women's Health Event. She questioned if this was something that was done in the past. Ms. Peach asked about possibility of open air movie events. Ms. Belcher stated there

is not a space large enough to hold such an event due to governors' mandate on gathering size restrictions. Mr. Pierce stated numerous options were looked at and perhaps this could continue to be brainstormed in January as we moved into the first quarter of 2021. Ms. Thompson suggested perhaps create a SWAT Team to get information out to the public regarding any changes/rollbacks back regarding COVID mandates as we move forward.

7 NEW BUSINESS

8 PUBLIC COMMENTS

9 ADJOURN

- a) With there being nothing further, the meeting was adjourned at 7:05 p.m.

ACTION: Motion to Adjourn

Motion: Board Member Grannis

Second: Board Member Peach

Vote: Unanimous

Duly adopted the 11th day of January, 2021 while in regular session.

Laura Johnson
Chair

ATTEST:

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