



The Town of Clayton
Downtown Development Association Advisory Board Agenda
Monday, October 9, 2017 @ 6:30 PM
GS 223 - Clayton Town Hall

1. CALL TO ORDER

- a. Roll Call

2. ADJUSTMENT OF THE AGENDA

3. OLD BUSINESS

- a. 2018 Main Street Conference
Presenter: Kaitlin Russo, Downtown Development Coordinator
POTENTIAL ACTION: None- Informational Only

4. NEW BUSINESS

- a. Review and Approval of DRAFT Minutes
[DDA September 11, 2017 Minutes](#)
POTENTIAL ACTION: Approval of September 11, 2017 Minutes
- b. Christmas Ornament Fundraiser
Presenter: Kaitlin Russo, Downtown Development Coordinator
[2017 Christmas Ornament](#)

5. REPORTS

- a. Downtown Development Director
Presenter: Kaitlin Russo, Downtown Development Coordinator
- b. Financial Report
Presenter: Jessica Lloyd, Treasurer
- c. Promotion Committee Chair
Presenter: Kim Lawter, Vice-Chair
- d. Economic Committee Chair
Presenter: Betsy Grannis
- e. Design Committee Chair
Presenter: Heidi Lee-Peach, Secretary

6. OTHER BUSINESS

7. ADJOURN



**The Town of Clayton
Downtown Development Association Advisory Board
Minutes
Monday, September 11, 2017 @ 6:30 PM
GS 223 - Clayton Town Hall**

BOARD MEMBERS PRESENT:

James Lipscomb
Tony Johnson
Kim Lawter
Jessica Lloyd
Betsy Grannis
Amanda Hilburn
Scott Hadding
Temple Phipps

STAFF PRESENT:

Kaitlin Russo, Downtown Development
Coordinator
Brittany Parks, Administrative Support
Specialist
Michael Grannis, Mayor Pro-Tem

MEMBERS ABSENT:

Laurie Partlo
Heidi Lee-Peach
Linda Edwards

1 CALL TO ORDER

- a) Roll Call

James Lipscomb called the meeting to order at 6:31 p.m.

2 ADJUSTMENT OF THE AGENDA

3 OLD BUSINESS

- a) 2018 Main Street Conference- Volunteer Assignments
Presenter: Kaitlin Russo, Downtown Development Coordinator

Ms. Russo informed the board that volunteer assignments have already been made and if anyone wishes to change their assignment please let her know after the meeting.

ACTION: None- Information Only

- b) Annual Update to Council for Advisory Board- October 16th
Presenter: Kaitlin Russo, Downtown Development Coordinator

Ms. Russo reminded the board to mark their calendars for October 16th, when DDA reports to Town Council. James will be presenting but it would be great to have more DDA presence.

ACTION: None- Informational Only

4 NEW BUSINESS

- a) Review and Approval of DRAFT Minutes

ACTION: Approval of August 14, 2017 Minutes

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

- b) Sponsorship Request- The Shindig
Presenter: Dave Brown

Mr. Brown gave a brief description of The Shindig, a music festival done once a year that is driven by the Rotary Club. Every year it consists of several different bands and brings a unique opportunity to the town. In the past the event has had an entry fee, but this year it will be a free event. Due to having to reschedule the event last year with Hurricane Matthew coming through, the event did not do as well as hoped. This year we are hoping to have the event bigger and better than ever. Mr. Brown also mentioned that special event fees went up and it has added a huge burden. With all the factors of more fees, the event losing money last year, and making it a free event, The Shindig is looking for sponsorship from the Downtown Development Association.

Mr. Grannis asked what the total budget was for The Shindig.

Mr. Brown mentioned that last year was at \$42,000 while this year it fell to \$30,000.

There were no further questions from the board.

During discussion of the board it was mentioned that the sponsorship budget is \$2000 a year. It was voted by the board for a \$500 sponsorship for The Shindig to come out of the sponsorship line item in the DDA budget.

ACTION: Approval of Sponsorship and Dollar Amount

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

- c) Sponsorship Request- Last Friday
Presenter: Brad Stoneking

Mr. Stoneking gave a presentation of how Last Friday began and what it has become. It started within a local branding design agency, Canopy. They began to notice that there was a lack of local art galleries and everyone would leave town on Friday night. The idea came to get people more involved in their

community. Over time, Last Friday has grown up to eight local businesses and each puts their own unique touch on it, as creativity is encouraged. This gives the community a chance to stay in their own town on a Friday night, and for local businesses to showcase their passion. Mr. Stoneking mentioned that right now the cost is about \$100 a month and a Downtown Development Association Sponsorship would help it to grow through more advertising and cross promoting.

The Board voted for Last Friday to be added as a subcommittee under the DDA's promotion committee and \$500 was moved from the sponsorship budget to the promotion budget. This transfer will take place pending approval of the current Last Friday committee, made up by downtown business owners.

ACTION: Approval of Sponsorship and Dollar Amount

Motion: Board Member Johnson

Second: Board Member Grannis

Vote: Unanimous

- d) Orientation to 2018 Main Street Conference
Presenter: Kaitlin Russo, Downtown Development Coordinator

Ms. Russo gave an overview of the Main Street Conference in google. It consisted of scheduling, committee assignments, calendars, to-do lists, and weekly meetings with the head coordinators. Don't forget the conference is quickly approaching, it is March 13-15, 2018. Please make sure to participate in a committee.

ACTION: None- Informational Only

5 REPORTS

- a) Downtown Development Director
Presenter: Kaitlin Russo, Downtown Development Coordinator

There was no report given by Ms. Russo, topics of discussion had been presented earlier in the agenda.

ACTION: None- Informational Only

- b) Financial Report
Presenter: Jessica Lloyd, Treasurer

Mrs. Lloyd did not have much to report, but mentioned she would answer any questions.

There were no questions for Mrs. Lloyd.

ACTION: None- Informational Only

- c) Promotion Committee Chair

Presenter: Kim Lawter, Vice-Chair

Mrs. Lawter mentioned the last concert had the best turnout of the year. She also mentioned the upcoming Movie Nights and Tree Lighting.

ACTION: None- Informational Only

- d) Economic Committee Chair

Presenter: Betsy Grannis

There was no report given by Mrs. Grannis.

ACTION: None- Informational Only

- e) Design Committee Chair

Presenter: Heidi Lee-Peach, Secretary

In Mrs. Peach's absence no report was given.

ACTION: None- Informational Only

6 OTHER BUSINESS

7 ADJOURN

- a)

With there being no further discussion, the meeting was adjourned at 8:48 p.m.

James Lipscomb, Chair

ATTEST:

Brittany Parks, Clerk to the Board



9 Square inches: 3.6"W X 2.5"H