



**Town of Clayton  
Downtown Development Association Advisory Board Minutes  
Monday, October 14, 2019 @ 6:00 PM  
Council Chambers - Clayton Town Hall**

**BOARD MEMBERS PRESENT:**

Tony Johnson  
Jessica Lloyd  
Judy Ryan  
Laura Johnson  
John Millican  
Erin Belcher  
Alison Kilpatrick  
Neal Stancil  
Betsy Grannis

**STAFF PRESENT:**

Bobby Bunn, Council Member  
Dave DeYoung, Economic Development Director  
Jenn Gallimore, Economic Development Specialist

**MEMBERS ABSENT:**

Heidi Lee Peach  
James Lipscomb

**1 CALL TO ORDER**

- a) Mr. Johnson called the meeting to order at 6:02 p.m.

**2 ADJUSTMENT OF THE AGENDA**

- a) Addition to Old Business, 4.c.

David DeYoung requested the addition of the Rotary Park PowerPoint presentation.

- b) Addition to New Business

David DeYoung requested the addition of two grant requests under New Business, Item 7a

**3 APPROVAL OF MINUTES**

- a) September 9, 2019 DRAFT Minutes

Ms. Grannis stated that there was a minor typo in paragraph 6a of Johnston versus Johnson when referring to Board Chair.

**ACTION:** Adoption of Minutes

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

#### 4 OLD BUSINESS

- a) By-Laws Update as Adopted by Town Council  
*Presenter:* David DeYoung, Economic Development Director

Mr. DeYoung reported that the DDA bylaws were presented at the last Town Council meeting and approved. He stated that this approval now allows the DDA to vote and approve the new co-chair structure to the board.

- b) Co-Chair Discussion  
*Presenters:* Tony Johnson and Jessica Lloyd

Mr. Johnson proposed that he and Ms. Lloyd be the DDA Co-Chairs. Mr. Johnson informed the group he and Ms. Lloyd discussed the structure and agreed that he would take the active role as the meeting moderator.

**ACTION:** Vote to Approve Co-Chairs

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

- c) Presentation of Clayton Rotary Club Park  
*Presenter:* Marty Bizzell, Principal Engineer & Vice President of Bass Nixon & Kennedy, Inc. Consulting Engineers

Mr. Bizzell presented a PowerPoint of Clayton Rotary Park plans. He stated that the Rotary is waiting on final funding a site plan approval but hope to have the park completed in the next few months. The project must be completed by Spring 2020 in order to receive matching grants. He also mentioned that they would one day hope to be a part of the sculpture trail and have public art in the park. A groundbreaking was held on October 5 and it was well attended.

Mr. Johnson offered gratitude on behalf of the DDA for excitement over having this park in Downtown Clayton.

#### 5 STAFF REPORTS

- a) Tactical Urbanism  
*Presenters:* David DeYoung, Economic Development Director & Jenn Gallimore, Economic Development Specialist

Mr. DeYoung explained the bollards that have been placed on the corners of Fayetteville St. and Main St. as a mechanism for traffic calming. The bollards are used as a test project for a potential long-term solution to make the intersection safer. The bollards mimic what a permanent curbed bump-out would do for the intersection. Mr. DeYoung stated that the improvement would formalize the on-street parking, shorten the cross-walks, add additional landscaping, and slow traffic due to the narrowing of the street. Mr. DeYoung further explained "Tactical Urbanism" through a video presentation. The bollard test

project will most likely be taken down by the 2019 Harvest Festival and hopefully, it will help staff develop a better long-term solution.

Jessica Lloyd asked if there was a way to help educate the public on pedestrian right-of-way and safety. Mr. DeYoung responded by displaying signage that could be put in the middle of the intersection, before the cross-walk. Ms. Kilpatrick inquired about pedestrian safety and potential public involvement near Clayton High School to help fix some of the safety concerns. Mr. DeYoung discussed other cross-walk projects throughout town that have been identified as problematic and explained future plans for those areas.

b) Cycle NC Update

*Presenter:* David DeYoung, Economic Development Director

Mr. DeYoung explained staff involvement, preparation, and event info for the Cycle NC event that was held on October 2. He reported on the outcome of Cycle NC to Downtown Clayton. Downtown businesses had mixed reviews on patron ship but restaurants reported increased numbers the night of the event. The Town of Clayton hopes to be selected as an overnight stop in the future.

Mr. Stancil reported that many cyclists viewed the Clayton overnight stop as the best one along their route. He discussed that he, and other cyclists involved, thought Clayton was well prepared and overall a great success, he did not hear a bad review from a single cyclist.

## 6 COMMITTEE REPORTS

a) Design Committee

*Presenters:* Heidi Lee Peach, David Millican & Tony Johnson

- Façade, Grants & Murals
- Historic Preservation & Signage
- CDDA Awards

Mr. Johnson read a report from Heidi Lee Peach of the Design Committee regarding the Facade Grant Program. The committee plans to identify properties that could benefit from the Facade Grant Program and use the inventory to advertise the opportunity to the downtown property owners. He also stated that the Design Committee discussed murals and decided that Ms. Peach would be the DDA representative to work with the Public Arts Advisory Board on the program.

Mr. Millican reported on his progress with historic preservation signage and stated that he met with Public Information Officer, Stacy Beard, to discuss potential signage to coincide with the new branding initiative she is currently working on. Mr. Millican also discussed the success of a Historic Ghost Walk Tour that took place a few weeks prior and sent information to Ms. Beard about potential similar tours in Clayton.

Mr. Johnson presented a proposed new structure for the CDDA awards and opened the floor to any comments and/or suggestions. A copy of the proposed award categories and criteria were included in the packets. Ms. Belcher inquired about the timeline criteria of the "Best New Downtown Business 2019" award and recommended we clarify the

calendar year. Mr. Johnson added the proposed suggestion to the CDDA award category and criteria document.

**ACTION:** Vote to Approve New CDDA Awards Criteria

Motion: Board Member Erin Belcher

Second: Board Member Betsy Grannis

Vote: Unanimous

b) Vitality Committee

*Presenter:* Laura Johnson

Ms. Johnson presented on the Economic Vitality Committee Report, which is attached in the packets for the meeting. The committee welcomed three new members, discussed the Cycle NC event and notification to downtown businesses, brainstormed ideas for Small Business Saturday and established a sub-committee to assist with planning the event, and came up with the name "Downtown Advocates" in place of "Block Ambassadors." The committee plans to work on documentation that will go into welcome packets to be distributed to downtown businesses. Mr. Johnson mentioned that the committee would like to create some sort of business card for advocates to give at when visiting business owners.

Ms. Gallimore discussed the ideas that the new Small Business Saturday sub-committee came up with. Downtown businesses will be given the opportunity to advertise on a promotional map that will be used by the community on the day of the event, November 30th. Event participants can use the maps to go store-to-store and collect stamps. Once their maps are completed, they will turn them in for a chance to win one of three gift baskets full of products donated by participating businesses.

Ms. Lloyd suggested that we somehow keep the promotions going beyond just the day of the event. Ms. Belcher made recommendations for promotions on the day of the event and noted that it is a national campaign. Ms. Gallimore noted that she has created and downloaded all Small Business Saturday promotional materials and put in an event application to American Express to receive Shop Small merchandise and advertising materials.

c) Organization Committee

*Presenters:* Betsy Grannis & Jessica Lloyd

- 2019-2020 Budget

Ms. Lloyd handed out an additional handout with details regarding the budget, sponsorships, and pricing. The 2019-2020 CDDA, Inc. Budget Summary was part of the agenda packet. A large portion of incoming revenue will come from downtown businesses as sponsors and two outside sponsors. She discussed the sponsorship pricing of sponsorships and projected goals.

Ms. Grannis stated that the committee is working on a "Downtown Happening" calendar of events. She also discussed the pricing for the North Carolina Main Street Conference in

March of 2020. The committee hopes to send some DDA representatives to the conference and plan to try to budget for it.

- d) Promotions Committee  
*Presenter: Jessica Lloyd*

Ms. Lloyd reported on the event sub-committees, Christmas Village & Tree Lighting, Concert Series, and Movie Night committees meet on a frequent basis. A copy of the report is included in the agenda packet. The committee is currently working on preparations for the tree lighting event and the storefront decorating contest. Mr. Stancil inquired on if the contest was limited to windows and asked if there was a way to do decorating outside of just windows (i.e. alleys, outside of businesses, etc.) Ms. Belcher explained that it is not limited to just storefronts. Ms. Lloyd explained how the storefront decorating contest structure has changed to be more inclusive to all downtown establishments. She also reported that there should be more DDA education during events and the concert series sub-committee could use more volunteers. The committee plans to create a survey to get feedback from event attendees on their experience, likes, dislikes, and suggestions.

## 7 NEW BUSINESS

- a) Grant Requests  
*Presenter: David DeYoung, Economic Development Director*

Mr. DeYoung presented on two grant opportunities. Every year the DDA has money set aside to give to organizations that do things to help support downtown. Applications must be completed for consideration. Both the Morning Rotary for the Christmas Parade and the Afternoon Rotary for the Shindig are requesting \$500 each as a donation/sponsorship to their upcoming events. Ms. Lloyd stated different requirements for organizations to be considered. She also stated that there is enough money in the budget to approve both grant requests. Mr. Stancil asked about ROTC and mentioned that they should be considered for one of these grants for all they do to support downtown events. Mr. DeYoung suggested that the Promotion Committee reach out to them about this grant opportunity and give them an application.

**ACTION:** Vote to Approve Grant for Afternoon Rotary - Shindig

Motion: Board Member Lloyd  
Second: Board Member Stancil  
Vote: Unanimous

**ACTION:** Vote to Approve Grant for Morning Rotary - Christmas Parade

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

**8 PUBLIC COMMENTS**

- a) Ms. Ryan passed out a flyer and provided information regarding the upcoming Small Town Gala honoring Clayton's 150 Years hosted by the Woman's Club of Clayton. The event will be held on November 9 at 6 p.m. at The Farm at 42. Tickets and information can be found at TWCCNC.org
- b) No public comment

**9 ADJOURN**

- a) Adjourn the Meeting

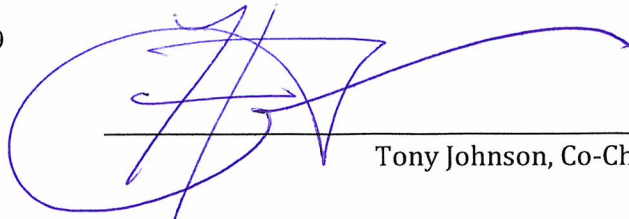
**ACTION:** Motion to Adjourn at 7:15 p.m.

Motion: Board Member Alison Kilpatrick

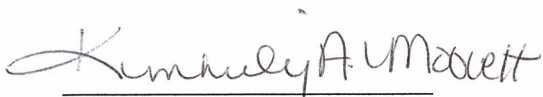
Second: Board Member Erin Belcher

Vote: Unanimous

Duly adopted this the 12<sup>th</sup> day of November, 2019

  
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Tony Johnson, Co-Chair

ATTEST:

  
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Clerk to the Board