



Town of Clayton
Downtown Development Advisory Board Regular Meeting
Agenda
Monday, January 12, 2026 at 6:00 PM
Wooten Room, Town Hall
111 E. Second Street

No Weapons Allowed Inside Meeting Room.

1. Call to Order

Valerie Mullins, Vice Chair

2. Adjustment of the Agenda

3. Approval of Minutes

- a. November 2025 Downtown Development Advisory Board Meeting Minutes
Presenter: Valerie Mullins, Vice Chair

4. Old Business

- a. Board Member Welcome
Presenter: Valerie Mullins, Vice Chair & Amy Shearin, Community Engagement Coordinator
Presenter:
- b. Downtown Awards Night
Presenter: Corina Knott, Committee Chair
Presenter:

5. Staff Reports

- a. Town of Clayton Updates
Presenter: Amy Shearin, Community Engagement Coordinator

6. Committee Reports

- a. Business Engagement Committee
Presenter: Paul Auclair, Committee Chair
- b. Event & Marketing Committee
Presenter: Stephanie Lanier & Davin Colclough, Co-Committee Chairs
- c. 501c3 Update
Presenter: Jennifer Hamilton, 501c3 President

7. New Business

- a. 2026 Officer Nominations
Presenter: Amy Shearin, Community Engagement Coordinator
Presenter:
- b. Get Involved Night at Snacks
Presenter: Amy Shearin, Community Engagement Coordinator
Presenter:

8. Public Comments

9. Adjournment

Town of Clayton Downtown Development Advisory Board Meeting
Monday, November 10, 2025
Minutes

| | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| <p>Board Members Present:</p> <p>Andre Walden Greg Adamson Erin Belcher David Millican Valerie Mullins Stephanie Lanier Katie Spalding</p> <p>Board Members Absent:</p> <p>Paul Auclair Jennifer Hamilton Marty Kornegay Davin Colclough Corina Knott</p> | <p>Staff Present:</p> <p>Amy Shearin Porter Casey, Councilmember</p> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|

1. Call to Order
 - a. Meeting called to order at 6:06pm by Greg Adamson
 - b. The visitors that were present were introduced:
 - i. Lisa Metzger, Angie Stults & Cathy Delano
 - ii.
2. Adjustment of Agenda
 - a. No Adjustments
3. Approval of Minutes
 - a. November 2025 Board meeting minutes were approved.

Motion by Valeria Mullins
Seconded by Stephanie Lanier
All were in Favor
4. Old Business
 - a. Board Slides.

Greg Adamson & Dre Walden went through their introductory Slides
 - b. Christmas Village & Tree Lighting Update

Stephanie said that we meet today and things are rolling well. We are adding Carnival games, more cookies and Gluten Free option, train is moving down past Horne Square. We do still need a few helpers- Valeria said she could do volunteer check in 4:30-5:30pm in front of the Chamber.

5. Staff Report

Amy Shearin mentioned that the advisory board dinner is scheduled for December 9 at Brick and Mortar.

6. Committee Reports

- a. Promotions: The bar crawl was a huge success. Lots of positive feedback and sales from all the bars. Next Bar crawl will be scheduled around Saint Patty's Day. For Small Business Saturday we will be doing a puzzle piece scavenger hunt and having a raffle.
- b. Organization Committee: The committee has been working on making rubrics for the annual awards and narrowing down on how those are awarded.
- c. Design Committee: Katie Spalding mentioned that she would beginning reaching out to businesses that could benefit from a facade grant- she has recently noticed cracked signs that could use a facelift. Also the Women's Club who was awarded a Facade Grant have started their renovations.

7. New Business:

- a. Adoption of 2026 Meeting Dates.

Motion to approve made by Erin Belcher

Second by Valerie Mullins

All in favor

8. Public Comments:

Councilmember Porter Casey mentioned that the Town is moving forward with the Mule Stable and encouraged everyone to think bold, as they are open for ideas. Public input sessions are coming. He also mentioned that at their recent retreat, temporary signage was brought up, specifically signage across Main Street as a possibility. The Public Art Advisory Board is in the process of redoing the mural application to make it simpler in order to encourage more applications.

9. Adjourn

Motion to adjourn the meeting at 7:21pm

Made by Stephanie Lanier

Second by Erin Belcher
All in Favor

Awards given out by the Downtown Development Advisory Board

- 1) Downtown Contributor
- 2) Rising Star
- 3) Business of the Year
- 4) Downtown Investment
- 5) Superlative/Peoples Choice
 - a. Best Adult Beverage
 - b. Best Event
 - c. Best Lunch Spot
 - d. Friendliest Staff
 - e. Best Window Display
 - f. Most Family Friendly Spot
 - g. Best Fitness/Self-care/Wellness Spot-
 - h. Most Instagrammable Spot
 - i. Best Date Night
 - j. Best Hot Drink
 - k. Best Professional Service Provider

The **Downtown Contributor Award** recognizes individuals or groups who have made **outstanding contributions** to the vitality, improvement, and spirit of downtown through **volunteerism, special initiatives, or ongoing dedication**.

Each nominee is evaluated across 5 criteria. Each criterion is scored on a **scale of 1 to 5**, where:

- **1 = Limited Impact**
- **2 = Emerging Contributor**
- **3 = Solid Contributor**
- **4 = Strong Impact**
- **5 = Exceptional Impact**

 **Evaluation Criteria:**

| Criteria | Description | Score (1-5) |
|---------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| 1. Consistency | Demonstrated commitment to downtown through donated time, skills, or service beyond a one-time event or project. | _____ |
| 2. Initiative & Innovation | Has taken initiative on special projects, new ideas, or unique efforts that enhance the downtown area. | _____ |
| 3. Community Impact | Clear, measurable or observable impact on the community (e.g. increased engagement, improvement in appearance, support for businesses, etc.). | _____ |
| 4. Spirit of Downtown | Embodies the values, pride, and collaborative spirit that define the downtown community. Inspires others through actions. | _____ |

 **Total Score: _____ out of a possible 20 points**

The Downtown Rising Star Award

This award goes to a business that shines as a Downtown Clayton Rising Star by blending creativity, community spirit, and visionary leadership—offering unique products and experiences that drive foot traffic, strengthen local connections, and inspire continued growth downtown.

- Must be an independently owned and operated business located within the Downtown community. Must have been in operation for at least 3 months and not more than 3 years.

Each nominee is evaluated across 5 criteria. Each criterion is scored on a **scale of 1 to 5**, where:

- **1 = Limited Effort**
- **2 = Emerging**
- **3 = Solid**
- **4 = Strong**
- **5 = Exceptional Effort**

Evaluation Criteria:

| Criteria | Description | Score (1-5) |
|----------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| 1. Innovation & Creativity | Brought a unique offering to Downtown Clayton, increasing it's offerings and overall appeal. Because of this business Downtown Clayton has more foot traffic, more products/services and stand-out offerings. | _____ |
| 2. Community Engagement & Impact | Has made an effort to contribute to the local economy, community service and civic involvement. Growing in participation with community events, demonstrates values that support a better community and does their part to support other local businesses. | _____ |
| 3. Brand Presence & Customer Experience | Has a strong brand awareness, positive customer relationships and reputation, and has positive feedback and customer loyalty. | _____ |
| 4. Leadership & Vision | Demonstrates passion, clear mission and long term direction. Plans for continued growth and community impact. | _____ |

 **Total Score:** _____ **Out of a possible 20 points**

The **Downtown Business of the Year-**

Downtown Business who exemplifies innovation, community spirit, and visionary leadership—enhancing Downtown Clayton’s appeal through creative offerings, exceptional customer experiences, and a steadfast commitment to local growth and engagement.

Each nominee is evaluated across 5 criteria. Each criterion is scored on a **scale of 1 to 5**, where:

- **1 = Limited Effort**
- **2 = Emerging**
- **3 = Solid**
- **4 = Strong**
- **5 = Exceptional Effort**

 **Evaluation Criteria:**

| Criteria | Description | Score (1–5) |
|----------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| 1. Community Involvement | Actively supports local events, initiatives or causes. Demonstrates a commitment to giving back to the community through volunteerism, donations or partnerships. | _____ |
| 2. Downtown Engagement | Actively participates in downtown programs, promotions or in improvement efforts. contributes to making downtown a vibrant, welcoming destination. | _____ |
| 3. Visual Appeal & Pride of Place | Maintains an attractive storefront and enhances the aesthetic of downtown. Maintains high standards of customer service and satisfaction. Demonstrates pride in ownership and attention to detail. | _____ |
| 4. Positive Impact & Leadership | Serves as a role model for other businesses through professionalism and leadership. Encourages collaboration and embodies the spirit of the downtown community. | _____ |

 **Total Score: ____ out of a possible 20 points**

The **Downtown Investment Award- For the love of Downtown – nominations, voted on by board/committee**

This award recognizes a business that demonstrates outstanding commitment to Downtown Clayton’s revitalization through a thoughtfully designed façade improvement that enhances the streetscape, celebrates community pride, and inspires continued investment in our historic downtown.

Each nominee is evaluated across 5 criteria. Each criterion is scored on a **scale of 1 to 5**, where:

- **1 = Limited**
- **2 = Emerging**
- **3 = Solid**
- **4 = Strong**
- **5 = Exceptional**

 **Evaluation Criteria:**

| Criteria | Description | Score (1–5) |
|-----------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 1. Transformative Impact | The investment of the business/property owner significantly enhanced the property’s appearance or restored its original character or historical significance The project contributes positively to the surrounding streetscape and overall downtown aesthetic. | _____ |
| 2. Alignment with Downtown Goals | The project supports the broader goals of the downtown revitalization and beautification. The design complements neighboring buildings and enhances pedestrian appeal. | _____ |
| 3. Design Quality | Improvements reflect thoughtful design, attention to detail and compatibility with the areas architecture. Use of quality materials and craftsmanship is evident. | _____ |
| 4. Community Pride | The improved façade inspired surrounding property owners to enhance their own buildings. Reflects a string sense of pride and investment in the downtown community. | _____ |

 **Total Score: _____ Out of a possible 20 points**

Superlative Awards

1) People's Choice Categories

- **Best Adult Beverage**- Whether it's a beer on tap or a specialty cocktail, Downtown Clayton has some of the best drinks around- but which spot has THE best?
- **Best Event**- Burlesque shows, the Homecoming Parade, Snacks with Santa or The Harvest Festival- there is always a great reason to come to Downtown- what was your favorite event in 2025?
- **Best Lunch Spot**- Grabbing lunch in Downtown Clayton is a fun thing
- **Friendliest Staff**- Friendly staff is a southern tradition and what makes Downtown Clayton so special- whose staff puts a smile on your face every single time?
- **Best Window Display**- Who keeps it looking fresh and draws you inside with their window display?
- **Most Family Friendly Spot**
- **Best Fitness/Self-care/Wellness Spot**-
- **Most Instagrammable Spot**
- **Best Date Night** – Maybe its a competitive game of air hockey over a drink or dinner and a show, whatever your best date night was in Downtown Clayton we want to hear about it- nominate your favorite place (or places) to spend a Date Night!
- **Best Hot Drink**
- **Best Professional Service Provider** – example might be roofer, plumber, realtor, accountant, lawyer, dentist, bank, etc.

2. Eligibility & Nomination

- Entities (businesses, organizations, or individuals) must operate **within the defined Downtown Clayton boundaries** to be eligible.
- Self-nominations are allowed.
- During the nomination phase, nominators must provide **basic registration information** (name, email).

3. Nomination Process & Criteria

- A nomination period will run from **DATES 10 days**
- Nominations must be submitted via the official platform (website form).

- The Board reserve the right to reassign or move a nominee to a different but appropriate category if the initial nomination is unsuitable.
- Once nominations close, The Board will take the top 5 nominations as finalist to move to the ballot in each category for voting.

4. Voting Period & Process

- Voting opens on **DATES TEN DAYS TO TWO WEEKS.**
- Voting is done online via the official voting platform.
- Each voter may cast **one vote per category.**
- Use of bots, scripts, vote exchanges, or other automated or fraudulent voting behaviors is prohibited. Suspicious votes may be invalidated and may risk disqualification.
- Campaign incentives such as “vote for us and get a discount” or “vote for us and enter a raffle” are **not allowed**, as they give unfair advantage.
- If a tie occurs in any category, both will be given award.

6. Disqualification & Removal

- Any entrant found manipulating votes, using bots, soliciting mass fraudulent votes, or violating these rules may be disqualified at any time.
- The organizer reserves the right to remove or disqualify any nominee that engages in unfair behavior or violates the rules.
- Disqualified votes will not be counted.

7. Other

- Categories may change each year without warning or cause.
- Winners will be announced at the annual Downtown Clayton awards banquet.
- Winners will be given a window cling with “downtown clayton peoples choice YEAR category”