

Downtown Boone Development Association
August 4, 2015, Regular Board of Directors and Annual Meeting

Board Members in Attendance: Sheri Moretz, Nealy Andrews, Tucker Deal, Loretta Clawson, Colton Lenz, Andy Stallings, Eric Plaag, Lynne Mason, Monica Caruso, Jamie Goodman, and Chris Grasinger

Staff in Attendance: Virginia Falck and Pilar Fotta

Other Attendees: Anna Roseman and John Cooper

Meeting started at 5:35 pm

Virginia provided an update on, Brad Harmon, DBDA president, who is recovering from some health issues.

Old Business

Virginia asked the board members present to approve the June minutes. **Sheri made a motion to approve the June minutes as presented, Chris seconded. All approved.**

Virginia then asked for approval of the July budget, statement of position, and monthly expenditures. **Colton made a motion to approve the July budget, statement of position, and monthly expenditures, Eric seconded. All approved.**

General Business

Virginia asked for the DBDA Operating Budget be added to the annual meeting agenda. **Sheri then made a motion to approve the annual meeting agenda as presented, Eric seconded. All approved.**

Next Virginia asked for a motion to approve the 2014 Annual Meeting minutes. **Eric made a motion to approve the minutes as present, Sheri seconded. All approved.**

Virginia asked for a motion to approve the August budget, statement of position, and monthly expenditures. **Eric made a motion to approve the August budget, statement of position, and monthly expenditures, Colton seconded. All approved.**

Financial

Virginia then reviewed the 2015 – 2016 MSD budget. There is a new advertising budget line item for advertising costs and for the downtown Boone brochure. She mentioned that money has been earmarked for a walking tour and/or a historic properties survey. Eric informed board that the upcoming historic properties survey will take place in downtown and not the entirety of Boone as mentioned in last annual meeting. He anticipates that council may ask for the DBDA to make a contribution to the survey. Eric then shared with the board information about the goals and strategies of a historic survey. Virginia added that the survey will assist the Cultural Resources department with the proposed downtown walking tour.

Next she reviewed the DBDA operating accounts, the DBDA checking, money market accounts as well as the Doc Watson money market account and the Public Art accounts. She briefly described how each account is used. Virginia asked for a motion to approve the 2015-2016 DBDA Operating Budget. **Colton made the motion to approve the 2015-2016 DBDA Operating Budget, Eric seconded. All approved.**

Organization

Virginia then introduced potential new members John Bond of Art Mart Academy and Monica Caruso of the Watauga County Public Library.

Next she reviewed 2014 – 2015 projects and expenditures. She discussed the façade incentive grant, storywalk, parking education and banners, street closure for the Boone BOO!, and other advertising and promotional activities.

Virginia then discussed goals for 2015 – 2016. She stated that she hopes the brochure will be completed this year, updating the maps, more marketing and advertising strategies, and possible more promotion with First Fridays, such as themes or events. Colton suggested that the Town work towards having a downtown festival next summer on Howard St. There was a discussion among board members regarding festivals in other towns and possible ideas and plans for implementing a festival in downtown.

Promotion

Virginia reviewed the proposed 2015 – 2016 events and programs. **Eric made a motion to approve the 2015 – 2016 events and programs, Colton seconded. All approved.**

Design

The board then discussed the ongoing streetscape project in downtown, which includes the brick pavers, updated sidewalks, and amenities. The town has already budgeted \$75,000 for streetscape and would like to ask the DBDA for \$300,000 for a total of \$375,000 to complete the streetscape projects in downtown. Virginia stated that it would be a good idea to keep the MSD fund balance no less than \$50,000, and she stated money could be pulled out of the current fiscal year streetscape budget line item to make the amount given to the town \$375,000. She did state that if the board agreed to provide the money to town for the streetscape project that it may not be possible to switch the street and side walk lights or replace the snowflakes this fiscal year. **Colton made a motion to provide with town with \$300,000 for the streetscape project. Eric seconded, and discussion ensued.** Eric asked if there is a possibility in the next couple of years for council to ask the DBDA for a monetary contribution towards the Howard St. project. Virginia shared that if were to happen then the DBDA could negotiate a contract over a series of years that would provide the town with an annual amount to assist with funding the Howard St. project. Lynne stated that doing something on King St. would not slow the initiative on Howard St. Sheri asked for clarification about what the project will include, which Virginia stated she did not have all the exact details but it is safe to say it will be very similar to what has been done in front of the Jones House.

The board briefly discussed lighting in downtown Boone. Eric amended the motion as stated pending confirmation from finance regarding the fund balance, and being conditional that the work done is similar to the work done in front of the Jones House. Colton seconded, all approved.

Dr. Harvard Ayers then spoke to the board about a proposed solar charging station with electric vehicle charging capabilities on Depot St.

John Cooper then provided the board with an update on the Appalachian Threatre of the High Country and passed out brochures regarding the public funding campaign.

Other business, discussion

Adjournment 6:51 pm