

**DBDA Board
Meeting Minutes
April 3, 2014**

Downtown Boone Development Board Members in Attendance: Eric Plaag, Brad Harmon, Evalyn Sudderth, Dempsey Wilcox, Jamie Goodman, Lynne Mason, Sheri Moretz, Greg Lovins, Andy Stalling

Others in Attendance: Pilar Fotta- Director of Cultural Resources, Virginia Falck-Downtown Coordinator, Victoria Parnell-DBDA Graduate Intern, Cheyenne Merrigan and Chris Waight-ASU Students

The meeting was called to order by Dempsey Wilcox at 8:34 a.m.

Sheri Moretz made a motion to accept the April agenda. Brad Harmon seconded. All Approved

Jamie Goodman noted that her name needed to be added to those in attendance for the March 6th DBDA Board Meeting Minutes.

Dempsey then asked for a motion to approve the minutes for the March 6th Meeting. Eric Plaag made a motion, Sherri seconded. All Approved

Budget amendment for insurance costs: Virginia gave a summary on the recent increase in insurance costs for the DBDA, explaining the liability insurance had increased. There was discussion of why the liability insurance increased and what the insurance policies were covering in the public art program. Virginia stated that she needed an extra \$1500 to cover the increase in insurance costs.

Dempsey asked for a motion to approve \$1500 for insurance costs. Brad made the motion, Eric seconded. All Approved

Budget amendment for storage costs: Pilar Fotta explained that the movement of DBDA items out of storage has been delayed several months than previously thought due to winter weather. Therefore, the anticipated time of having closed the storage unit has been pushed back. Virginia stated that \$500 should cover the remaining fiscal year storage costs.

Dempsey asked for a motion to approve \$500 for the cost of the storage unit. Greg Lovins made the motion, Brad seconded. All approved

Budget amendment for Doc Watson appraisal: Virginia told the board that the insurance company has requested an appraisal for the Doc Watson statue located on the corner of W. King St. and Depot St. The best rate from an online appraiser, because no regional ones exist that can

operate within a reasonable budget, came from a Jeremy Sampson at \$425. There was discussion on what DBDA account the funds for the appraiser should come from. Virginia stated that this expense could come from the contracted services budget line item.

Dempsey asked for a motion to approve up to \$425 for the appraisal of the Doc Watson statue. Brad made the motion, Andy seconded. All approved

Charlie Myers, Boone Community Network: Charlie discussed the upcoming Howards Street Exchange Festival on April 13th. After some fundraisers, the Boone Community Network still have costs they need covered for the event. They asked that the DBDA cover the insurance fee of \$421. Eric expressed discomfort with the DBDA covering the event's insurance costs. He then asked if there were other costs the Boone Community Network still need covered. Charlie responded that they still need port-a-potty and performance costs covered at a total of \$450.

Dempsey asked if there was a motion to cover the \$450 cost for the Boone Community Network. Eric made the motions. Andy seconded. All Approved

Charles Bateman, High Country 365: Charles gave a presentation on the branding services his company could provide the DBDA. High Country 365 has almost 25 years of experience in destination marketing branding, and Charles believes that his company is "well equipped" to tell Downtown Boone's story. He stressed the importance of having a branded style that could in turn raise awareness and attendance numbers in downtown Boone.

Dempsey asked for Charles to provide this information to the Promotions Committee the next time they met.

Promotions: It was expressed by several board members that the RFQ sent by High Country 365 was unable to open electronically. Virginia said she would ask High Country 365 to send her a version of the RFQ that could be down loaded.

Lynne gave updates on the Christmas Committee research and suggested creating a downtown holiday "brand."

Virginia also reminded the board of the upcoming Easter Eggstravanganza on April 12th.

Other Business: Pilar discussed possible downtown projects that the Town Council has identified as priorities. One of these priorities is the Historic Building Survey for the entire town. The percent for which the MSD will make up for that survey is unclear at this point, but the town wants a commitment from the DBDA.

Andy asked if a sub-committee should be made for this.

Sherri made a motion that a Budget Sub-Committee be formed. Brad seconded.

Virginia made the announcement that Rob Olsen has officially resigned from the DBDA Board.

Dempsey adjourned the meeting at 9:41 a.m.