

DBDA Minutes
April 14, 2015

Respiratory

Board Members in Attendance: Nealy Andrews, Dempsey Wilcox, Tucker Deal, Colton Lenz, Andy Stallings, Bob Meier, Chris Grasinger, Brad Harmon, Jamie Goodman, Lynne Mason

Staff in Attendance: Virginia Falck and Pilar Fotta

Others in Attendance: Reta Jackson, Officer Mike Foley, Elizabeth Ashley, Nicole Kinnamon, Kendra Sink

Meeting was called to order at 8:36 am

Brad asked for a motion to approve March and April agendas. **Colton made a motion to approve both agenda, Dempsey seconded. All approved.**

Brad asked for a motion to approve February's minutes. **Andy made a motion to approve February's minutes, Colton seconded. All approved.**

Virginia then reviewed the statements of financial position and monthly expenditures. Brad asked for a motion to approve March and April's monthly expenditures. **Dempsey made a motion to accept the statement of financial position and monthly expenditures. Bob second. All approved.**

Vision statement: **Colton made a motion to accept the Vision Statement. Bob seconded. All approved.**

Discussion of 2015 goals: Virginia would like to meet each board member one on one to discuss what their vision was for the DBDA, what their role as board members looks like for them.

Virginia then shared with the group that the email motion to approve banners passed, will be attaching with the May minutes.

Façade Incentive Grant motion: Virginia shared with the board that the Town attorney and the NC Main St. center did not think it was in best practices to provide a \$500 incentive for grant applicants that attended the Small Changes, Big Impact workshop. She asked the board to either resend the motion or amend it. **Tucker made a motion to resend the original motion. Chris seconded. All approved.**

MSD Budget: Virginia shared the proposed MSD budget with the board. The main change she made was to add a new general ledger line item for advertising and she moved First Friday expenses to Special Projects and Events instead of Community Development. **Colton made a motion to approve the budget as presented. Bob seconded. All approved.**

Promotion: ASU would like to have their homecoming parade on Friday evening this year. Would like to have DBDA's approval.

Lynn: concern is that if we have the town streets cut off, it will discourage folks from coming downtown

Brad: concern that most folks are used to it being Saturday, would need to get the word out...

Bob: concerned if it's the same weekend as First Friday...

Colton: doesn't think these two things would conflict, think it could benefit the businesses

Nicole: would give folks more options on Saturday for shopping and such, instead of just attending the parade on Saturday

Tucker, Jamie: parking could be available as long as we give intentional forethought and direction to guide folks through the shortcuts

Colton made a motion to provide DBDA's endorsement for a Friday night homecoming parade in downtown. Jamie seconded. All approved.

Summer Times Ad: Virginia shared with the group that she is working on an advertisement that will go in the Mountain Times/Watauga Democrat's Summer Times magazine. She mentioned that she is going to highlight having the businesses stay open later.

Call for Public Art submission – Virginia shared with the group that she did not have as many pieces submitted as she would have liked. Jamie suggested that she contact various art guilds and other Art Councils around the region. Bob suggest Piedmont Craft Guild out of Winston Salem.

Approval of 2015-2016 Façade Incentive Grant – A brief discussion ensued about how to best describe the FIG to businesses and how to attract property and business owners to apply for the grant. **Jamie made a motion to approve the 2015-2016 FIG, Chris seconded. All approved.**

Several guests in attendance shared their parking concerns about the new parking meter system. A lengthy discussion ensued regarding parking times and signage.

Brad called the meeting adjourned at 9:56 pm.