

DBDA Board of Directors

August 2, 2012 Minutes • Jones House Community Center

Board members in attendance: Dempsey Wilcox, Evelyn Sudderth, Sherrie Moretz, Jill Reeves, Marsha Wapole, Andy Stallings, Jamie Goodman, Lynne Mason, Brad Harmon, Greg Lovins, Sheri Moretz, Jason Berry, Bob Meier

Staff in attendance: Pilar Fotta

Dempsey called the meeting to order at 8:32 a.m.

Motion to approve agenda: Marsha Walpole; second: Brad. All approved.

Motion to approve minutes: Greg; second: Jason. All approved.

Budget: Jason and Pilar presented the budget and financial report. Jason thanked the Board for their patience while he has been working to finish the closing of his business. The Board offered their congratulations.

Pilar has taken all of the materials and financial reports to Priscilla Norris for the audit. There was discussion about who the board would like to contract with to outsource the accounting and bookkeeping for the DBDA. It was suggested that proposals be sought by Frieda Smith, John Barry, and Bryce Holder. Pilar stated that the exact number for the undesignated fund balance for the TOB MSD monies will not be available until after the Town completes their audit.

Motion to approve current Budget: Bob; second: Evalyn. All approved.

Annual Meeting : Thursday, August 30 from 6-7pm, Watauga County Library.

Information will be coming soon about the meeting. Pilar presented ideas and a plan for the meeting. Dempsey asked if there could be a presentation about the progress of the Appalachian Theatre. It was noted that the temporary façade has been completed.

Town of Boone Contract: The contract has been signed by the Town of Boone with no changes, questions or concerns.

Board of Directors: Brad Harmon and Sheri Moretz have been appointed by the Town of Boone for three year terms.

Joint Meeting with the Appalachian Theatre: Dempsey reviewed the joint meeting with the DBDA and the Appalachian Theatre Group. A revised contract with Whitney Jones was presented for approval. The contract is for a short term to allow for the AT group to assume the contract once they have paid off the building and established their organization. After a short discussion, a motion was made to approve the contract.

Motion to approve the contract with Whitney Jones, Inc.: Brad, Second: Jill, All approved.

Dempsey and others offered thanks for the help that the Town has been provided with the repairs and improvements to the Appalachian Theatre. There was discussion about the positive sentiment in the Town concerning the theatre.

Proposed Board of Trustees: Nominations for the inaugural Board of Trustees for the Appalachian Theatre was presented to the DBDA board for approval.

Motion to approve the proposed Board of Trustees for the Appalachian Theatre: Greg

Second: Brad, All approved.

July Town Council Update:

Lynne gave an update on the July Town Council Meeting. The Town will be working on a sidewalk plan to start with the four corners at the corner of Depot and King Street. The town will be working with the DBDA to look at the process of improving sidewalks in phases according to the funds available from the DBDA to partner on this project. Lynne also shared that the Town Council had approved a proposal from Glave and Holmes for a preliminary visual plan for improvements to Howard Street.

The question of parking meters was raised, staff is currently looking at the type and cost of meters needed in a few test areas. There will be more information in the next few months once it is established if the infrastructure is in place to support credit/debit cards.

Jason mentioned that the new light poles move quite a lot with the high winds in Boone. Pilar did ask Blake about that, and he assured her that they were tested and approved to withstand our climate.

Promotion

The GameDay promotional rack card was presented to the board. The cards were distributed in all of the Yosef packets at no charge to us.

Pilar asked that the merchants network with each other to try to come up with ideas and promotions for game days. The fifth quarter that was discussed for the Montana game will not be possible due to the fact that the game has been scheduled for 6:30 pm. Pilar stressed that we need to get the merchants to come up with promotional ideas to bring the visitors to downtown.

The Jones House concerts and art exhibits are going on as usual and all seems to be going well.

We still need someone to take the lead for the Public Art Committee as well as the promotions committee. It was mentioned that the Cultural Resources Board may want to be involved with Public Art.

Being there was no further business, the meeting was adjourned at 9:37 a.m.