

# Downtown Boone Development Association

## Board Meeting

December 6, 2012 – Jones House Community Center

**Board members in attendance:** Dempsey Wilcox, Evalyn Suddreth, Jill Reeves, Sheri Moretz, Andy Stallings, Pilar Fotta (staff), Brad Harmon

**Others in attendance:** Morgan Furches, Ja'saun Davis

While waiting for a quorum, an informal discussion took place about the downtown bathrooms. Some ideas were suggested about diverting MSD funds to employ someone to staff the Jones House on weekends. Pilar mentioned that she would like to try that in the spring to see how it goes. Discussion also took place about building a stand-alone facility, and questions arose about where, cost and logistics.

An informal discussion also took place about the town's hiring process for a new DBDA director, including Dempsey's request of having someone involved in the hiring process. A list was generated for the Town Manager of qualities the board would like to see in the new Executive Director.

Self-starter

Organized

Experienced in Promotions

Multi-talker

Highly developed inter-personal skills

Good Time Manager

Prefer experience with the following: Main Street Program, Budgeting, Working with a Board of Directors

Brad Harmon arrived at 9:23 a.m., and Chair Dempsey called the official meeting to order. Due to time constraints and the late start time, Dempsey recommended just jumping through the action items and tabling discussion on other items until the January meeting.

Dempsey asked everyone to look over the minutes and the financial information. Jason was not in attendance, so Pilar explained the financials.

**Brad made a motion to approve the minutes. Sheri seconded. All approved  
Brad made a motion to approve the budget report. Evalyn seconded. All approved**

**Budget Amendments for the Theater:** The Appalachian Theater committee has requested a \$10,000 budget amendment for promotional materials, startup for 501(c)3 and other startup fees. This will come out of their funds. **Brad made**

**motion to approve budget amendment for \$10,000 for startup fees. Jill seconded. All approved**

**Brokerage Account:** Dempsey brought up that there are some folks who would like to give stock to the Theater, and we will need to set up a brokerage account for this. Some discussion took place on what a brokerage account is, and why you need to have one in order to take donations of stocks. **Andy made motion to approve the opening of a brokerage account. Brad seconded. All approved**

**Theater Payment:** In January we will have our first official payment to the Town for the Theater of \$40,000 (but we have been making quarterly payments already). Pilar is going to check on what we want to pay (either the full \$40,000 to pay off more, or the difference from \$40,000 minus the quarterly payments). That decision and action was deferred to the January meeting.

**Whitney Jones Contract:** It is time to formally renew the contract with Whitney Jones, the consultant working with the Theater fundraising. Jill asked if the AT committee folks are pleased with their work, and Andy, Dempsey and Pilar all responded enthusiastically. Everything appears to be on track with the fundraising pledges. **Jill made motion to renew the contract with Whitney Jones for 3 months. Brad seconded. All approved.**

**Committees:** The acting DC requested that we set up two new committees starting January....

- **Transition committee for the AT:** Pilar feels like it's important for us to know what is going on, would like an ad-hoc committee to work through the transition of the Theater funds and oversight to the Cultural Resources board and to the newly formed AT board.
- **Finance** – This committee will try to work on what budget requests we will take to the Town in the spring, what items and ideas to take to the DBDA members to incentivize them to become more involved (for instance, Pilar would like to see more members at the annual meetings). Also this committee will work on evaluating and providing a recommendation to the full board for 5-year plan including priorities, survey results from downtown members. Dempsey put a list together to start:
  - Public restrooms
  - Sidewalk improvements
  - Parking deck
  - Parking meters
  - Promotions

Dempsey said he thought it was great for Pilar to get the process started for setting up the two committees, and all agreed. No formal vote was taken.

**Arts Grant:** The DBDA received an \$8,000 grant to help supplement the cost of the music program at the Jones House. These funds must be spent on instructors and instruments. Andy brought up idea of bringing in old or refurbished instruments to donate, Pilar will talk with Mark Freed (music program coordinator) about that.

**Murals:** Jamie brought up a short discussion about murals downtown. Artists have approached the owners of the NC Legal Aid / Appalachian Voices building with a mural proposal. Dempsey said that was not within the purview of the DBDA at this time, it would likely fall under the Town of Boone, and that the DBDA board should have a discussion with the Town Council members about possible changes to that process. He mentioned that in the past, one concern was having to set up a special account / insurance fund to pay for repairs in the event of graffiti or vandalism, but also suggested we should look into the possibility of setting up two different types of scenarios to encompass murals that would be considered one-offs (painted over if they were graffitied or damaged).

Sheri suggested that we should talk to West Jefferson about how they handle it. Jamie mentioned possibly talking with Chapel Hill.

**Holiday hours:** Pilar noted that the Jones House will be open the next three Saturdays, folks will be at the house wrapping presents throughout the day.

With no further critical business, Dempsey adjourned the meeting at 9:47 a.m.

*Minutes submitted by Jamie Goodman*