

DBDA Board of Directors meeting minutes for 02-02-2012

In Attendance: Jamie Goodman, Jill Reeves, Andy Stallings, Evalyn Sudderth, Marsha Walpole, Dempsey Wilcox, Lynne Mason, Brad Harmon, Cherry Johnson, Dempsey Wilcox, Sheri Moretz, Leigh Jacobs, Pilar Fotta

Approval of Agenda – Unanimous

Approval of Minutes from 1/5/12 – Unanimous with the addition of Lynne Mason in attendance.

Approval of insurance policies for the DBDA. A motion was made to keep all of the current policies in place with the exception of the Worker's Compensation policy which is now being handled through the Town of Boone. Second. Motion passed.

Funding request for Sign Relocation:

New Pedestrian light on Depot St. blocks Black Cat sign from Rivers Street direction. Pilar talked with the town, determined we can relocate Black Cat's sign, but owner Megan has asked for help to pay for her sign relocation. It was suggested to fund this through facade incentive grant (currently have \$3500 in our budget). Dempsey suggested Megan bring an estimate as a facade request to the committee. Sherry suggested reworking facade and sign grant.

Noise in Downtown:

Pilar received proposal from a Council member that the DBDA look at sound mitigation through insulation grants. Pilar is talking with Sam as well as P&I about the legal possibilities. Lynn Mason updated the board about what the town council's discussions, the group then had a general discussion of Decibels, time schedule, and how an ordinance would affect DBDA businesses. Dempsey said we should not take a political position on this issue, all agreed. Leigh suggested there has to be compromise for people who live in or near business district.

Website:

Pilar received training on the back end of the new website, which will have access from smartphones to GPS coordinates for Parking on game days. The site will allow parking officials to automatically update parking lots as full on game day, and will have listing of downtown businesses for searching via smartphone, link a page with more information. In week-10 days DBDA members will be sent a solicitation link to the new website for business information, hours, etc. Pilar also showed the prototype for a new brochure that will link to the website. ASU has expressed a willingness to include downtown information in their game day packets. Andy Stallings asked how the website will be marketed, and it was determined that the promotions committee will look into how to market the new website when it is launched.

Quarterly Report / TC agenda items:

Pilar handed out printout of 2011 4th qtr report, she will be giving full report to Town Council at their Feb. meeting. Keith Martin will join her to deliver an update on the Appalachian Theater to the Council. Pilar will also be requesting an event permit for the Easter extravaganza on March 31 from 1:30-3:30pm. Meeting will be on Feb. 21 or 23 @ 6:30, Pilar suggested it would be good for DBDA board members to attend if possible.

Appalachian Theater:

Dempsey suggested having someone from the Appalachian Theater committee present report at the retreat. Andy provided brief update on Design and Construction visits to other theaters, wants to develop a schedule but is uncertain about how to set this up with Finance committee. Dempsey provided brief update on the Organization committee about discussion on developing a board. Betty Bond provided update on Finance Committee about contracting a feasibility study, are looking at three consultant firms, and the cost would be between \$15-25K. Pilar reminded the Board that our first priority is to pay the Town back for the loan. Harmon made motion that we make a payment to the Town, in the amount of \$11,675.00 Andy seconded -- all approved.

Approval of board structure:

Jamie Goodman made a motion to approve the board structure document within a week online pending review, voting to be completed by Friday, Feb. 10. Jill seconded.

Budget Amendment:

Brad Harmon made motion to move \$300 from contracted services to memberships, Andy Stallings seconded. All approved.

Jones House update:

Pilar will be staying in Jones House a little longer, and needs more filing cabinets. She is going to file a requisitions

request with the Town of Boone.

Parking Committee:

The committee has had its first meeting and are planning to have suggestions at the annual Retreat. Test area proposed would be to put meters from the Capone's area to the Baptist Church, and also start using a pay station at Depot street lot. It was generally agreed that parking meters might be more familiar with most visitors. Pilar is meeting with Blake on Feb. 22 to discuss further. Andy suggested diagonal vs parallel parking on the parallel side of King Street to create more spaces, Pilar noted that it was generally not well accepted in other towns. Also discussed the possibility of still having validation stamps for holiday shoppers but being more strategic with the distribution of them.

Community Appearance Commission / HPC joint meeting:

Update from the joint meeting is to set design guide standards for the entire downtown area, takeaway questions are what is Boone and what design are we looking at? DBDA board needs to come to next Community and Appearance meeting (according to Betty Bond this is April 26), also talk about this at Board Retreat - what is our preference for what town should look like? Betty will ask a representative from CAC come to our retreat to provide a presentation. Pilar has a copy of the design standards in her office, also copies at Planning Commission if anyone would like to take a look.

Promotion:

Pilar provided copies of article on Forbes, we are #4 fastest growing town. She also provided the board with a schedule of dates for the entire year. Brad Harmon made motion to approve dates that need to be promoted this year, Evalyn seconded, all approved.

Pilar is also making changes to the Art Crawl (to be called First Friday) rack card.... would like to print 10,000, and received a quote of less than \$2500 at High Country Signs. Jill suggested we look online for other costs, possibly someone else to design, and options for companies to distribute. Pilar will look into these options. Next meeting of the Promotions sub-committee is Feb. 6 @ 9a.m.

Other:

- **Peddlers:** DBDA Member Leigh Jacobs, from Art Walk asked for conversation to take place at Retreat regarding apparent "trashing" of the parking area by peddlers, and asked for and a review of and change to the MSD permit regulations regarding transient vendors. Pilar is meeting with town officials from Asheville in March to see how they deal with transient vendors for suggestions. Dempsey suggested giving businesses a break on their MSD tax.... a designated place for peddlers and a possible ordinance change were suggested.
- **Art Committee:** Next meeting will be Feb. 9 @ 8a.m.
- **Public property:** Pilar noted that the Town of Boone inherited a piece of property next to the Daniel Boone monument at the old River's home. This area is not currently in the MSD, and wanted the board to ponder if DBDA should ask the town to annex this into MSD.