

# Downtown Boone Development Association

## February 6, 2014

**In attendance:** Greg Lovins, Brad Harmon, Jennifer Pena, Andy Stallings, Sheri Moretz, Evalyn Sudderth, Lynne Mason, Dempsey Wilcox, Jamie Goodman

**Staff in attendance:** Virginia, Pilar

Without a quorum, Virginia unofficially called the meeting to order at 8:40 a.m.

**Promotions committee:** Virginia sent out an email about the committee. Charlie at Old World Gallery, Angela at Proper, Fulton Lovin at Pads, Missy at Murphy's, board member Brad Harmon are all interested, and include long time business owners and residents of Boone. Virginia would like to schedule an initial meeting for next Monday at 3pm, to begin looking at billboards and other promotional items.

Virginia also handed out a proposed list of events for the year, including Easter Eggstravaganza which is the week before Easter (April 12). She noted that she is hoping to organize the storywalk for April, and would like to incorporate places that have not been included before, such as the Turchin Center, Nosh, Boone Saloon, and others on that end of downtown. She is also considering the possibility of having two levels, one for little kids, and another for older kids who might like more of a challenge. Lynne Mason noted would be good to include Howard Street if possible, Virginia noted that the walk did navigate all over downtown.

Sheri asked if we could add additional events to the calendar, Virginia noted that is definitely possible, she just wanted to move forward on the repeating events to start the process of asking for permits and other preparations.

**Spring Retreat:** Virginia suggested holding the spring retreat at the end of March, possibly the 27 of March. This will be two months into the budget process, and the DBDA membership would be able to come and add to the discussion.

Dempsey arrived at 8:51 a.m., and with a quorum the official part of the meeting was called to order.

**Sheri made motion to approve the agenda as submitted, Brad seconded.**

**Brad made a motion to approve the list of proposed 2014 DBDA events. Evalyn seconded.**

**FINANCIALS:** There was a brief discussion on the financial statement. Virginia pointed out that if we look at her book next to the monthly financial statement that includes town reimbursement, the statement will be behind her books because of the time lapse for town.

Pilar brought up the possibility of consolidating the two Doc Watson Statue accounts into one – the first was for installation and the second for maintenance, and with the project now into a strictly maintenance phase, she thought consolidating would be the best option.

Pilar also suggested handing the DBDA accounts to an accountant, to have someone good at finances help ensure consistent book keeping and be able to navigate the complicated structure between our accounts and the town. She discussed this possibility with Jamie Leigh, who expressed interest. We would still keep our auditor, Pricilla, but the accountant would be able to communicate more easily with the auditor.

**Dempsey made a motion to accept the financial statement. Brad seconded.**

**Winter Budget Retreat:** Virginia updated on the budget retreat, noting that the evening saw fairly good attendance. The main takeaway of the evening is that we need the most guidance on are community appearance, development, and special projects. She did note that decreases in office supplies and other resources because of cost-share with Cultural resources has allowed her to adjust those projected budgets accordingly. She also noted \$44,000 goes to the meters based on the promise the board made to the Town last fall.

Priorities from meeting were:

- traffic study (Lynne noted that we are waiting on ASU since they would like to be included)
- Fixing the streetlights (changing the domes to allow lighter and safer sidewalks. This will cost \$13,000, and we can either repurpose the other lights or sell them)

Greg noted every year ASU pulls together a group of students, professors and others to walk across campus and talk about improvements. He suggested having a walk for downtown, with stakeholders (residents, business owners, board members, facility service employees from the town) to assess lighting and other needs.

Pilar noted that public works installed an example of the improvement on the corner of Waters and W. King St. streets, if you would like to see one.

Greg Lovins left at 9:08.

**Façade improvements:** Andy asked about the status of the façade grant program, Virginia noted that she is hoping to take this to Town Council in February or March. She is also working with the Historic Preservation Council to try and match guidelines. Pilar has already consulted with Sam Furgiuele to discuss the legal side of it, he will look over the final to approve along with Council.

Pilar noted that if the program is successful, we could look at diverting more funds into it. Dempsey noted we could make a budget amendment as needed, and that the theater renovation could be a good motivator to encourage folks to clean up the town.

Sheri asked if we do contract with Jamie Leigh for accounting, would we need to adjust the Contracted Services line item. Virginia responded that we also have a Professional Services line item, but thinks we have some room for that in the budget already. Pilar will send Jamie Leigh an email noting our interest and obtain a quote for us to review in March.

**First Friday:** Virginia noted that we have slowly been shifting the name of the art crawl to First Friday, to make it more inclusive and not just about art. She would like our approval to revise the poster and logo. Sheri asked if Virginia had considered combining the Downtown Boone and First Friday Facebook pages, but no decision was made on that.

Virginia will send out some names of potential graphic artists, and will send out a vote over email about who to use.

Without a quorum, we unofficially adjourned at 9:23 a.m.

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*Submitted by Jamie Goodman*