

Downtown Boone Development Association March 2016 Minutes

In attendance: Nealy, Andrews, Monica Caruso, Loretta Clawson, Tucker Deal, Chris Grasinger, Lynne Mason, Eric Plaag, Anna Roseman, and Andy Stallings

Staff in attendance: Virginia Falck and Pilar Fotta

Others in attendance: Officer Mike Foley

Virginia called the meeting to order at 8:35 a.m.

Virginia ask to amend the March agenda to include under “financial” possible funding for the Summer Concerts at the Jones House.

Eric requested that a discussion item be added to the agenda also under “financial” concerning music lessons at the Rivers property.

Virginia asked for a motion to approve the March agenda as amended. Tucker made a motion to approve the amended March agenda. Nealy seconded. All approved.

Next, the board reviewed the February minutes. Virginia asked for a motion to approve the February minutes. Anna made a motion to approve the February minutes. Eric seconded. All approved.

FINANCIAL

Virginia reviewed the financials stating that there were no special expenditures other than preparing for the upcoming Easter Eggstravaganza. Virginia asked for a motion to approve the March Statement of Position and Monthly Expenditures. Nealy made a motion to approve the March Statement of Position and Monthly Expenditures. Tucker seconded. All approved.

The board then discussed the upcoming spring and summer plantings for the hanging baskets on the light poles in downtown Boone. Virginia asked for a motion to approve \$2000 for the spring and summer plantings out of the MSD projects budget line item. Eric made a motion to approve \$2000 for the spring and summer plantings in downtown. Chris seconded. All approved.

Next, Virginia brought up summer concert sponsorship. There was a brief discussion concerning the summer concerts. Eric made a motion that the board approve \$3000 for summer concert sponsorship for the 2016 season. Andy seconded. All approved.

A discussion then ensued about the possibility of music lessons or other programming under the Cultural Resources dept. begin to take place at the River Property. Pilar discussed the plans and discussions about the Rivers property from

the Cultural Resources Advisory Board, and Lynne and Loretta provided some information about discussions held by Town Council concerning the Rivers Property.

DESIGN

The board discussed the Façade Incentive Grant revisions. Virginia asked the board as to whether they had a preference concerning informing the applicant of the award amount before the façade work began, or if the applicant should be informed about the award amount after the façade work is completed. A brief discussion ensued regarding the two options. **Eric made a motion that the board clearly inform the applicant as to the monetary award amount before the façade work begins. Nealy seconded. All approved.**

The board discussed lighting in downtown Boone. Virginia clarified from an earlier discussion at the Winter Budget Retreat that the proposed retrofitting of the existing lights in downtown Boone would be uniform with the new lighting that is present in front of the Jones House. **Eric made a motion to approve funding in the amount of \$32,000 for the 18 street and side walk lights in downtown Boone. Chris seconded. All approved.**

PROMOTION

Virginia shared with the board that her, Tucker, Nealy, and Anna would be reviewing some of the design samples provided by the ASU Graphic Design class. Members of the class will be presenting their brands and logos during the April board meeting.

Virginia then discussed the website revision. She informed the board that the best option at this time would be to move the website to a Wordpress platform. The current web designer stated that they website could be moved to a Wordpress platform. He estimated that transitioning the website would take about two to three hours for \$25 an hour, and the hosting could be moved as well which would be a cost savings. **Tucker made a motion that the board move forward with switching the website over to Wordpress. Nealy seconded. All approved.**

Virginia reviewed the activities for the Easter Eggstravaganza.

With no further business the meeting was adjourned at 9:39 a.m.