

DBDA Board of Directors

May 3, 2012

Watauga County Library

Minutes

Board members in attendance: Jamie Goodman, Dempsey Wilcox, Jamie Leigh, Greg Lovins, Janet Mahala, Jil Reeves, Lynne Mason, Andy Stallings

Others in attendance: Bettie Bond, JD Dooley, Officer Michael Foley, Sherry Moretz, Michelle Ligeon,

Staff: Pilar Fotta

Informational session at 8:46 a.m.: JD Dooley went over the new website design, mentioned that it is to serve to get information to the public but provide Board and General Members the back-end access to update their information and access information relevant to them. Gave a brief tour of the site.

Pilar mentioned that some private lot owners have asked if the public lots sell out, they want to know if they could possibly show up on the DBDA website as available spaces. She will be bringing that to us to vote on.

It was asked if adding hotels and other amenities was an option. Jill asked if we would be able to link to other sites, Jamie G. mentioned Boone Chamber, Lynne mentioned VisitBooneNC.com

Jill questioned if we need someone to man this website on a regular basis, Pilar mentioned that is the reason she requested keeping JD as a contracted employee of the site.

JD Mentioned this site is something other organizations in Boone should link to, especially for the Parking feature.

Logged in sections of the website will provide information relevant to and private to each particular group (i.e. Board members, DBDA business members).

Once a quorum was present, Dempsey called meeting to order at 9:08 a.m.

Funding requests

FFD and Game Day need a new fresh look and a "brand". Max Smith, who did the logo for App Theater, said he could design logos. Pilar would like to request \$100 each for the two logos.

Jill made a motion for \$100.00 to be allocated for each of the following items:

1. New logo for First Friday
2. New logo for Game days.

Greg seconded. All approved.

Funding check request, App Theater:

AT final payment check for Whitney Jones, \$8300

Second quarterly report is due to TOB, would like to pay \$13583.33 to the town by this time period.

Greg made a motion for a check to be written from the Appalachian Theatre account to Whitney Jones, Inc. in the amount of \$8300.00, Jill seconded. All approved.

Lynne Mason made a motion to approve the agenda, Jill seconded. All approved.

Janet Mahala made a motion to approve the minutes, Jill Reeves seconded. All approved.

Secretary Jason Berry was not present, so Pilar gave an update on finances. Statement of financials was handed out, the April – June check transactions were also presented for people to look over. Pilar and Jason met and discussed a possible ad hoc committee to look over finances and paperwork following the transfer to PNC. Pilar mentioned the financial information is always available to the public. If anyone has any questions, at any time, they are free to call and come by.

The proposed 2012-2013 budget was distributed, it was noted that the DBDA is doing well, and is typically under budget in most line items for FY 2011-2012. A few line items were changed for FY 12/13 (such as eliminating the copier line item). All line items changes are indicated in YELLOW on the monthly report. The biggest increase in line item is for promotional events. A motion was made to approve the proposed budget, second, all approved.

Quarterly Report to TOB

Pilar will be presenting the quarterly report to the Town of Boone in May, in addition to an update on the Appalachian Theater. Pilar distributed copies for review.

Board of Directors open and upcoming positions

We need to address open BOD positions. Four positions will expire this summer: Two TOB positions (Brad and Janet), 2 DBDA (Dempsey and Bob). Sam Ratchford's position is still available. The DBDA board will fill the two DBDA positions, the Town Council will approve the TOB positions in July. Pilar has applications. Dempsey mentioned that we need to be cognizant of where people are located in downtown for the open position (to keep the representation even).

AT Update:

Andy mentioned fundraising committee is out interviewing potential donors to measure interest. High End donors will be critical. Update is expected next Tuesday evening (5/9). Finance committee meeting next Thursday (5/11). Whitney Jones will provide their update on fundraising feasibility in June. Andy passed around drawings of a floor plan that has generally been accepted so far, is the plan being shown to potential donors. As part of the \$6 million potentially asking for, this includes the payback to the TOB, capital improvement costs, and first three years of operating expenses. Feedback getting so far is that people in Boone want to save the Theater.

Work Study

The current students are leaving for the semester, Hector is graduating, can't say enough about how great all of the work study students have been. Pilar will talk to Greg about possibility of interns, maybe work study for the fall.

Main Street

Pilar is planning on attending the main street training on **May 30-June 1**.

Economic restructuring

Money is available, Pilar doesn't have clear directive yet from TOB on what we will do, but time will come to make improvements to downtown. Possibilities include, repaving sidewalks. Jill asked Jamie Leigh about sidewalks, Jamie mentioned the Town Council has not had their budget planning session yet. Everyone seems to be in agreement on moving forward with concrete w/ brick pagers

Promotions

A little uncertainty surrounding the issues taking place at the Jones House, would still like to move forward with concerts and possible 5th quarter.

First Fridays: Mark at WCAC is doing additional concerts, has already booked the schedule for the year. Will just assume this will all go forward as planned.

Promotions Committee: Jamie G. will look at times for this to meet, will work on 5th Quarter to start. Need to address where to hold 5th Quarter, start small and build on that.
(EMAIL DEMPSEY ON THAT)

(Lynne Mason had to leave.)

Design Art

Public Art – ASU has changed their outdoor sculpture program, very unsure about what the new situation will be. Pilar emailed to ask Brooke at Turchin Center about installation, insurance, etc. 1 in front of Jones House, 1 in front of Turchin, 1 in front of Melanie's. Have \$3000 in public art account. Need time and date for Public Art Committee to meet.

(Greg Lovins had to leave)

The possibility of a sculpture of Daniel Boone was mentioned, Jill asked if we would want to consider a permanent sculpture for town.

Façade Grants:

Would like a committee together to look at façade requests. HCAC, need to be part of this. Ask Eric Pflag, architectural historian, to see if he will sit on this committee. Betty Bond mentioned that the next Historic Pres Committee is May 8.

JD continued discussion of website (how members can put Public Events online, approval of the content and place on the site where appropriate). JD expressed that the photos are just ones he had available.

Pilar mentioned that the business members need to help with the information on the website – including events information, business information, etc.

Jamie Goodman mentioned she will not be at the June meeting

Jill asked about no smoking signs downtown, Lynne mentioned that on town property there is no smoking, cannot smoke within 6 feet of an entrance of a building. The Town of Boone has put these out to prevent smoking, Jill mentioned that now people have moved to the Jones House to smoke.

Dempsey adjourned the meeting 9:52 a.m.