

May 12, 2015

DBDA Board Meeting Minutes

DBDA Board Members Present: Nealy Andrews, Sheri Moretz, Tucker Deal, Eric Plaag, Chris Grasinger, Bob Meier, Greg Lovins, Dempsey Wilcox

Staff Present: Virginia Falck, Pilar Fotta

Guests: Officer Mike Foley, John Cooper, Anna Oakes

Meeting started at 8:34 am

Virginia asked to amend the agenda to include John Cooper under the General Business header on the agenda. She also ask to include the downtown brochure under the Promotions header. Sheri asked to include the Boone Best Town competition under the Promotions header as well.

Virginia asked for a motion to approve the May agenda as amended. Eric made the motion, Sheri seconded the motion, all approved.

April Minutes – Sheri asked for Kendra Sink with the Mast General Store to be included on the list of guests present at the April meeting. Other changes included removing the extra “l” from Officer Foley’s name, changing “Bon” to “Bob,” and change Glide to Guild. Virginia asked for a motion to approve the April minutes as amended, Bob made the motion, Tucker seconded, all approved.

May Statement of Position and Monthly Expenditures - Eric asked if the funds in the Doc Watson Money Market account could be moved to a greater interest bearing account. Virginia shared that she was more comfortable looking into that possibility for the DBDA Money Market account and will report to the board in June what she finds out regarding this question. Virginia asked for a motion to approve the monthly statement of position and monthly expenditures, Bob made the motion, Eric seconded, all approved.

John Cooper with the ATHC – John provided the board with an update about the ATHC’s fund-raising efforts. There will be public kick off campaign party at the Theatre on June 4th. He asked the DBDA for a \$5000 event sponsorship for the June 4th party. A discussion ensued after John exited regarding the sponsorship ask. It was decided that the DBDA board would donate \$5000 to the ATHC’s general fund. Dempsey stated he wanted to make sure that every member of the DBDA was invited. Virginia shared that she will work with the party committee of the ATHC to ensure that this would happen. Andy made a motion to donate \$5000 from the Community Appearance budget line item to the Appalachian Theatre of the High Country General Operating fund, Dempsey second, all approved.

Website Review and Updates – Virginia asked the board if they would agree to have their names and affiliations listed on the website. The board agreed.

Upcoming Board Vacancies – Virginia stated there are some board members whose terms will expire on July 30, 2015, and she will be sending these members notification letters in June.

Treasurer position – Eric made a motion to approve Nealy as the DBDA treasurer. Sheri seconded, all approved.

Email motion to approve funding for downtown planters – Virginia shared that she will attach the email motion to approve funding for the downtown planters with the May minutes.

Review of MSD budget changes – Virginia stated that she changed a few numbers regarding how much the DBDA will spend in the remaining 2014 – 2015.

Approval of funds for seasonal plantings and flowers – Virginia shared with the board that she thought it would be a good idea since the board purchased the new planters to also purchase more flowers and plants for this spring and summer season. Bob asked for Virginia to receive a quote from another nursery before moving forward with the plantings project. **Eric made a motion to approve the allocation of \$2000 for the plantings project with the stipulation that an additional quote is secured. Chris seconded, all approved.**

Doc Watson Day – Virginia asked the board to please mark June 19th on their calendars for the annual Doc Watson Day.

First Fridays – Virginia informed the board that Kendra Sink with the Mast General Store is asking businesses in downtown to stay open longer during the summer months. A brief discussion ensued about live music in downtown and other activities that take place on First Fridays.

4th of July Parade – Virginia stated that the route of the 4th of July parade will start at the Watauga Co. Social Services complex and end at the ASU Legend's parking lot. The parade will start at 11 a.m.

Downtown Brochure – Virginia shared a mock-up of the proposed downtown Boone brochure. She stated that she will be meeting with Candice from the High Country Host to gauge her opinions and seek her suggestions about the brochure.

Boone Best Town – Sheri informed the board about the Outside Magazine competition for “Best Town”. She encouraged all board members to vote on line and share the website voting link with other people.

2015-2016 Public Art Submissions – Virginia shared the three choices the Design Committee voted on for the new public art pieces in downtown Boone. A discussion ensued about the Town Hall public art sculpture pads and individuals selling homemade wares and performing. **Bob made a motion to approve the three public art pieces. Chris seconded, all approved.**

Christmas Light Quote - Virginia presented the board with a quote from Mosca for new snowflakes and swags for the Christmas and winter season in downtown. There was a brief discussion about the snowflakes. **Eric made a motion to allocate funding for the snowflakes and swags and for Virginia to see if there is a buyback program available with Mosca for the current snowflakes. Dempsey seconded, all approved.**

Howard Street Study – The board discussed the Howard St. traffic study. Concerns expressed included the entrance to the Peacock (formerly the Raley) lot, the intersection of King and Depot streets, pedestrian flow and traffic, as well as delivery trucks and the time of day that the delivery trucks unload.

Virginia asked to have the parking committee reconvened before the first of June.

The meeting adjourned at 10:04 a.m.

