

Downtown Boone Development Association

Board of Directors Meeting – November 2014

In attendance: Brad Harmon, Dempsey Wilcox, Nealy Andrews, Chris Grasinger, Eric Plaa, Jamie Goodman, Evalyn Sudderth, Andy Stalling, Lynne Mason, and Sheri Moretz

Staff in attendance: Virginia Falck, Pilar Fotta

Others: Officer Mike Foley

Official meeting time started at 8:38 am

Motion to approve the November agenda by Dempsey. Andy seconded. All approved.

Eric asked to amend the October minutes to reflect that he requested a breakdown of the cost of replacing the sidewalk lights, and that he recommended that the savings from not doing the streetlights be used for specific lighting problem areas in downtown, such as by Boone Drugs.

Jamie Goodman arrived at 8:42 am

A discussion ensued regarding sidewalk lights in front of Boone Drugs now Boone Belles and Farm Café. Eric proposed a solution to fix this area and other problem areas, and to place updated sidewalk lights where the opportunity permits. There was another suggestion that money be spent on more specific lights in downtown instead of doing the entire downtown. There was a brief discussion regarding sidewalk lighting.

Motion to approve minutes as amended by Eric. Chris seconded. All approved.

Monthly Expenditures: Virginia updated on what was spent on Boone Boo and discussed the costs associated with placing porta johns in downtown for Appalachian State home football games.

Eric made a motion to approve the statement of financial position and the MSD budget. Chris seconded. All approved.

Proposed cost for new parking management system: Virginia researched costs for advertising to educate the public about the new parking system, especially looking into ads that will reach students since they are one of the major parking groups.

The total budget, which includes radio spots and ads on High Country Press and Ray's Weather websites, is \$3,000. She researched print ads in the Mountain Times and Watauga Democrat, but because of trying to keep the budget low, she thought that press releases might be our best option for those outlets to start. She is also going to inquire about the cost of a print ad in the ASU newspaper.

Chris asked if this would include cost of signage, Virginia noted this will be a different fund pool, and we would work with the Town, Public Works and the DOT on that. Lynne noted that the goal of the wayfinding signs will be to help visitors and residents find long-term parking, and Virginia added that a goal of the new parking management educational program will push for people to use long-term parking as well.

Update on meters: As far as Virginia and Pilar know, the contract hasn't been signed yet (the Town will sign this and not DBDA), but they did meet with the installer and the location for the meter poles are marked. Andy asked if we could look over the contract, Virginia noted she might be able to get a copy after it has been signed.

Eric made a motion to create a parking education and rates committee, Dempsey seconded. All approved

Chris, Brad and Dempsey offered to serve on this committee, Virginia will also check to see if someone with McLaurin could also join, at least initially.

Dempsey made a motion to approve a budget amendment of \$3000 for advertising costs. Evalyn seconded. All approved.

2013-14 Audit: Everyone should have a copy of the latest audit. According to Virginia, this audit was very straight forward with no surprises, and asked board members to review it when possible.

Election of Officers: Secretary and Treasurer positions are still unfilled. Dempsey nominated Jamie as Secretary. Evalyn noted that she would be willing to serve as Treasurer again, but isn't sure if she can come to the meetings on a regular basis. It was decided to leave the Treasurer position open for the present.

Dempsey made a motion to approve Jamie as Secretary. Evalyn seconded. All approved.

Bylaws: Virginia, Dempsey, Sheri, and Nealy met and reviewed the Bylaws, and have amendments of the text to allow a little more flexibility of the monthly meeting times.

Current language: Regular Meetings shall be held during the first week of each calendar month at such time and place as to be determined by the Board of Directors from time to time.

Proposed language: Regular meetings shall be held each month at such time and place as to be determined by the Board of Directors from time to time.

Section on Committees: The Façade Incentives Grant was originally under Economic Restructuring, but the committee recommended changing it to be under Design, and they also recommended adding “Dissemination of Information on available for properties for rent and/or own” – Eric suggested changing the word “own” to rent, and Chris suggested changing the “Façade Incentives Grant” to “Historic Façade Grant.”

New Town Manager Reception: The event took place last night, and had a good turnout. Pilar and Lynne noted that the new town manager brings a very broad experience to the position, including working with a Main Street program.

Parking Rates and Validation Program: Virginia noted there is a question about rates for Depot and Queen Street lots with the new system. Our original plan in 2013 suggested the Depot lot would be \$1/hour with 2 hour time limit, and the King St. or Town Hall lot would be \$1.50 for the first hour and then \$1 each additional hour from 8am to 5 pm.

Discussion took place about making some spots by the post office 20 minutes without any metering and for the Post Office only, with spots located in the front and spots on the side of the Post office considered.

Eric made a motion to make the parking spaces beside the Post Office building 20 minute parking and reserved for Post Office only. Sheri seconded. Motion carries.

Discussion took place about pricing for the meters and possibly having different prices in various places (50 cents at Queen Street, 75 cents or \$1 on King Street, etc). Chris asked where the problem areas are. Nealy noted that she was a student and did use the parking up near Turchin, but the parking fines were a deterrent. Pilar also noted that there are some merchants who use the spots all day as well. It was decided to table this decision until a later date.

OTHER: The volunteer breakfast will take place Dec. 5 at the Jones House, Virginia encouraged board members to drop by if they can.

The Downtown Boone Christmas Parade will take place Dec. 6, followed by apple cider and an open house at the Jones House. Board members are invited to attend.

Virginia reported that the Boone Boo went really well despite the cold rain, and everything seemed really positive with the closing of King Street for the event.

January Meeting: Due to holiday scheduling concerns, **Sheri made a motion to change January meeting to Thurs. Jan 8. Andy seconded. All approved.**

Design Committee: We have a draft of our new Downtown Map for folks to review. Virginia will send a PDF out for us to review.

With no other business, Brad called for motion to end the meeting.

Dempsey made the motion. Eric seconded. All approved.

Meeting adjourned at 9:54 a.m.

Minutes submitted by Jamie Goodman