

**Downtown Boone Development Association
Monthly Board Meeting – October 3, 2013**

Board members in attendance: Robb Olsen, Sheri Moretz, Andy Stallings, Bob Meier, Dempsey Wilcox, Colton Lenz, Evalyn Sudderth

Ex-Officio Board Members in attendance: Lynne Mason

Staff in attendance: Virginia Falck, Pilar Fotta

The meeting unofficially began at 8:40 a.m. due to a lack of quorum.

Virginia briefly discussed expenses since the last board meeting. She reported normal spending and expenses, nothing out of the ordinary.

Virginia did mention that she had not received an invoice from Farm Cafe yet. Also, there is not going to be a Howard St. festival in October so there will be no expenditures for port a johns.

There was a discussion on holding a DBDA finance tutoring session for new and old board members. Board members discussed the best way to make this training open and available to a larger group of people including elected officials.

It was proposed that there be three training sessions; one in mid-November for the new Board Members and two in January to serve as a tutorial session on the DBDA's finances.

At 8:53 am Andy Stallings arrived, providing a quorum for the remainder of the meeting.

Virginia explained the Choose -N-Cut brochure proposal. She stated that she was consulting with three different graphic designers, and that she felt that Max Smith would provide the best service for the best price on this project.

Bob Meier suggested using pictures instead of graphics and suggested using pictures of the Jones House and Doc Watson statute.

Dempsey Wilcox asked what would be in the brochure. Virginia responded that the brochure would contain a map and list of businesses in downtown Boone, and information about Story Walk.

Sherri Moretz had questions about brochures - semi gloss coated paper tri-fold 4 color- the cost seems low- what weight is the paper? 2-sided #100

Bob suggested sending the specs to Vista prints for a quote.

A board member asked how many would be published, and Virginia replied that she figured 2500 would be enough. There was a brief discussion about how many should be printed.

Virginia stated that Jim Hamilton with the Agricultural Extension has offered to help facilitate the distribution of the brochures.

Dempsey stated that they see 700 people at their small farm.

Lynne Mason suggested that the brochures were a good way to educate the community about downtown Boone.

Dempsey stated that he thought 2500 is a low number, and Sherri thinks 5000 is a better number.

The meeting was then officially called to order at 9:05 am.

Virginia stated that she felt that she needed about \$900 for the choose and cut brochures.

Bob asked if Virginia was going to consider using an online option, which Virginia replied “no,” but she did state that she was aware of the online options but would like to have easier access to the designer and be able to revise the proof many times if needed.

Bob then suggested that Virginia design the brochure without specific dates so that the brochures may be able to be used in the future.

Andy made a motion to approve the \$900 for the choose and cut brochure. Dempsey seconded the motion. All approved up to \$900 for the completion of the choose and cut brochure.

Sheri made a motion to accept the agenda. Bob seconded the motion, and all approved to accept the agenda.

A motion was made to accept the minutes. Colton Lenz and Robb Olsen stated that their names were misspelled. Robb made a motion to approve the minutes with the two corrections, Bob seconded the motion, and all approved the minutes.

Dempsey made a motion to approve budget, Evalyn Sudderth seconded the motion, and all approved.

Virginia briefly provided a downtown parking update. Lynne updated the board about the decision of the council which includes smart meters on King Street, pay stations in lots, and a two year financing plan to pay for the new parking management system.

Robb asked if the contract between the Town and the DBDA for the funding is in the works. Virginia stated that she would like to wait on this until the actual bid is out and financing is known before work began on the contract.

There was a review of the DBDA's priorities for 2013. There was a discussion about downtown trees and Queen St., and Lynne will look at the tree plan and bring it to the DBDA in November.

Pilar mentioned that Town will continue to work on the brick pavers as time and funding is available.

The Transportation Committee approved moving forward with traffic study and it will go before Council in October.

TDA would like to see the TOB use the TDA funds for larger improvement projects, possible in the downtown.

Dempsey stated that the summer of 2015 would be a great time for downtown improvements to be completed as that is the projected time for the Appalachian Theatre to be completed.

The Board agreed that they feel comfortable with Lynne taking the idea that the DBDA is willing to partner with the TOB for the cost of the traffic study.

Virginia then reviewed upcoming dates and events. She asked the Board what times they thought the Jones House should be open to best serve the public the Friday and Saturday after Thanksgiving. The board agreed that 11-6 would be beneficial hours for the Jones House to be open after the Thanksgiving Day Holiday.

Virginia then shared with the Board that she wrote a grant to the WCAC for public art, Cherry Johnson was positive about funding possibilities.

Other business: Pilar requested up to \$300 for refreshments for the opening of the Downtown Post Office.

Bob made a motion to adjourn at 9:48 am, Sheri seconded the motion, and all approved.