

Downtown Boone Development Association

Regular Board of Directors Meeting, Sept. 13, 2016

8:30 am – Jones House Cultural and Community Center

Board Members Present: Sam Parker, John Bond, Monica Caruso, Kendra Sink, Angela Kelly, Chris Grasinger, Tucker Deal, Michael O'Connor, Andy Stallings, and Anna Roseman

Staff Present: Virginia Falck, Pilar Fotta, and Glen Kornhauser

Handouts: Agenda, Revenue and Expenditure Sheet, Statement of Financial Position, and Boone Block Party Event Budget.

General Business

- Call to Order at 8:36 am

Virginia Introduced two new board members, Angela Kelley, the owner of Proper, and Sam Parker, the owner of ODB and Benchmarks; additionally, Glen Kornhauser is the new police officer replacing Officer Foley.

- Approval of September Agenda; Tucker made a motion and Mike seconded it, all approved

Approval of September Statement of Position and Monthly Expenditures

Kendra made a motion to approve the financials and Chris seconded it, all approved.

Organization

- Board Member Update, we still have room for another person on the board, so if anyone knows of someone willing, please talk with Virginia.
- Election of 16-17 Officers; Nominations - Tucker as Vice President, John Bond as Treasurer, Monica as Secretary. Chris made a motion to accept this slate, and Kendra seconded it, all voted in favor.

Financial

- Approval of First Friday Advertising Expenditures

Virginia asked for \$1000 to cover the cost with a cushion of \$100. We are splitting the cost with the Turchin Center for the upcoming November and April First Friday. There was a discussion regarding flags or wind catchers and Virginia stated she would get price quotes on these for the next meeting. They would have our colors of the logo. We would like to get maps of businesses participating (from MSD) We are also exploring a walking tour app. Kendra made a motion to approve the \$1000 and John seconded it. All voted in favor of spending this for advertising.

Promotion

- Weekend of Sept. 16-18; Pep Rally, Miami /ASU game and Boone Block Party

We discussed preparations for this weekend and the following were mentioned: The Boone Block Party is a community wide event; regarding the Miami/ASU game, tailgating begins 24 hours before the game, Sat. morning, Virginia and Pilar will be at the Jones House, all Boone Police are on duty Fri-Sat., ASU is hiring extra officers from other counties, officers will be on bike and foot, the game begins at 12 noon, ASU will check on having the DBDA brochure out and also about distributing coupons

- Brochure and Brochure Distribution Update – the brochure is out and should be in area racks
- Christmas Planning – the committee will reconvene soon.
- Potential Public Art Project with Watauga County Public Library... we will discuss Mice on Main (Greenville, SC idea) and Monarchs on Main, or a Where's Waldo type of idea... a passport type of card can be used with stamping in collaboration with merchants.

Design

- Veterans Memorial – Ben Covington came and talked to us about the planning of installing a veteran's monument in town, adjacent to the mayor's office. The estimated cost will be \$250,000. Four subcommittees are in the process of making plans and our support is needed. The County Commissioners pledged \$25,000.

Other Business, comments or concerns

- Boone Block Party - \$417 was spent on insurance, \$100 for a poster, for a total of \$517; A reimbursement of this amount was approved by the board. Anna made this motion and Kendra seconded, all voted in favor of reimbursing the Block Party Committee for the \$517.

Call for Adjournment

The meeting adjourned at 9:30 am.