

Downtown Boone Development Association
Monthly Meeting – April 4, 2013

In Attendance

Board Members: Dempsey Wilcox, Marsha Walpole arrived at 8:45, Evalyn Sudderth, Brad Harmon, Andy Stallings, Sheri Moretz, Lynne Mason, Robb Olsen, and Jill Reeves

Staff: Virginia Falck

Others: David and Belinda Duncan, Bettie Bond, and Crystal Rouse

At 8: 34 a.m. Dempsey called the meeting to order.

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

Sheri made a motion to accept the minutes as presented. Brad seconded the motion, all approved.

Evalyn reviewed the Statement of Financial Position and explained the unrestricted funds might seem relatively low because the quarterly insurance premium was just paid.

Virginia reiterated that we are waiting to be reimbursed by the Town for the payment of our insurance premium and that next month the unrestricted fund balance will look back to normal.

Sheri wanted to know how much that adds to the balance. Virginia responded one insurance premium is \$2,000 and the other premium is \$2,800.

Andy made a motion to approve the Statement of Financial Position as presented, Sheri seconded that motion, all approved.

2013-2014 proposed DBDA budget. Virginia mentioned trimming the budget in order to staff the Jones House on the weekend.

Sheri brought up Marsha's request regarding why the contracted services budget line item was at the same amount that it was the previous fiscal year. Sheri reiterated that the amount should be lower this year than the previous year.

Virginia stated that Pilar was working on this request and that we are waiting on some numbers from the end of the first quarter.

Brad made a motion to accept the proposed 2013-2014 budget, Dempsey encouraged the board to take their time in passing the budget as it is a serious matter. He encouraged the board to have further discussion.

Andy mentioned that we had the same expenses as last year. He did not notice anything unusual or unexpected. Brad said it appeared to be the same budget as the last meeting. Virginia said that it was the same proposed budget that they reviewed at the last board meeting and at the Spring Retreat.

Marsha expressed concern over the contracted services line item. She expressed concern that since the Web site was constructed last year the line item should not have the same amount. Virginia said she would have the answer at the next board meeting.

Evalyn seconded that motion to pass the 2013-2014 budget, all approved.

Amendment to Public Art Account in the Unrestricted Funds Account - Virginia discussed the Public Art account on the Unrestricted Funds Statement in regards to Mark Freed's North Carolina Arts Council grant. She explained that line item needed to be amended because Mark wishes to spend money on music lesson supplies.

Dempsey asked that the next time a budget amendment is requested, that there be two lines – one showing what account is being debited and another showing what account is being credited.

Sheri wanted to know where the grant money went to once it came in, and Virginia replied that the \$5,000 went to the Public Art account. Virginia reviewed with the board items that the DBDA has purchased with this grant money for the music program at the Jones House.

Andy made the motion to approve this amendment, and Sheri seconded the motion, all approved.

Downtown Event Indicator - Virginia suggested a sign could be hung in the windows of businesses in the district. Jill expressed concern that the sign would not be noticeable from the street. Marsha expressed concern that there needs to be something noticeable from the street while someone is driving. Marsha also shared that in the past, the DBDA passed out balloons for the store fronts for different events. Brad expressed concerns that the sign would be difficult for some stores to exhibit.

Marsha mentioned that she did some research on flags but that they are not exactly cost effective. She did suggest that having a windsock outside would be a cost effective and eye-catching symbol for downtown visitors.

Lynne suggested having a sign at the start at either end of the district announcing what is going on that day.

Jill mentioned that the flags provide uniformity downtown.

Dempsey requested some price quotes on windsocks and plexiglass idea.

Sheri said that they have done a lot of research on signs, and that we could get affordable plexiglass signs with the downtown logo on the top of the sign for a relatively inexpensive cost. She also suggested that the DBDA purchase these signs and distribute them in order to maintain a uniform appearance.

Jill expressed concern that people would not notice her sign in her window. Discussion ensued about where to hang a sign in the businesses of downtown.

4th of July Parade – Virginia mentioned that she still needs volunteers for the parade to assist with crowd control, lapses in the parade route, and to prevent people from throwing candy. Betty mentioned that the Appalachian Theatre will have a float and that they are also willing to help with monitoring the parade.

Advertising – Virginia mentioned that she has heard advertising suggestions from some of the members of the district. Dempsey suggested partnering with the Boone TDA.

Sheri said that the Boone TDA can assist with several facets of advertising such as brochure distribution, community relations, funding billboards, and putting Boone events on the online calendar, and also mentioned that she was on the Boone TDA board.

Sheri said that the TDA only looks at distribution and advertising off the mountain.

Jill wanted to know if we had a brochure. Some discussion ensued regarding a brochure.

Dempsey said two things that would help make our money grow would be to have a brochure and billboard. Sheri expressed some facts about the monetary costs associated with billboards.

Board Vacancy – Brad introduced David and Kay, who own Hot Diggity Dog. They are interested in joining the board. Discussion ensued about the restaurant.

Touchdown Downtown – Virginia asked the board to start thinking about what they think Touchdown Downtown should look like in Boone. She mentioned other towns, such as Gainesville, Fl., Athens, Ga., and Columbia, S.C. have successful touchdown downtown events.

Dempsey requested that Virginia bring a list of what those towns are doing to the next board meeting along with a 2013 football schedule.

Lynne discussed the Watauga Co. Alcohol Initiative that is interested in having alcohol free and family friendly tailgating events in downtown.

Dempsey mentioned that we need to be careful to not duplicate “the Fun Zone” that the ASU athletic department hosts on campus, and reiterated the need to look closely at what other towns are doing.

Marsha said that many of the shops and businesses do try to cater to the football fans but it’s never been a coordinated event.

Sheri mentioned a program that ASU athletic department coordinates called “Paint the Town Black and Gold,” and she proceeded to explain the logistics of this program.

Other Businesses – Jill wanted to know what the results are from the Spring Retreat concerning streetscape priorities.

Lynne pointed out that due to the pending redistribution of sales tax in the county that the Town was not going to move forward with budget talks until a decision was made about that issue. Discussion ensued regarding the county redistributing the sales tax.

Evalyn introduced her friend Krystal Rouse who is a compliance officer for PNC.

Sheri moved to adjourn. General consensus to adjourn. Meeting was concluded at 9:37 am.