

# **Downtown Boone Development Association**

## **April 2016 Board Meeting**

**In attendance:** Colton Lentz, Anna Roseman, Nealy Andrews, Tucker Deal, Chris Grasinger, Andy Stallings, Lynne Mason, John Bond, Jamie Goodman

**Staff in attendance:** Virginia Falck, John Ward, Officer Mike Foley

ASU Graphic Design Students – Maggie Sherwood, Blair Boonerchuk, David Cantrell, Rachel Hottel, Lydia Ealmer, Adam Lucas

At 8:42 a.m., Colton called meeting to order

**After a review of the agenda, Andy made a motion to accept the agenda. Chris seconded. All approved.**

After a review of the March minutes, **Colton made a motion to accept the minutes. Anna seconded. All approved.**

**Town of Boone finances:** Virginia reported that she moved money from the budget line item, rental of other equipment to travel and training to pay for the North Carolina Main St. Conference. She also requested money be moved to fund the street and sidewalk light retrofitting. Lynne requested a list of the recent budget transfers and Virginia stated she would have a list for the board members at the next meeting.

**Nonprofit Statement of financial position:** Virginia noted that most checks from March are for the 990 tax form and insurance costs. Most other activity is out of the public arts account with Mark Freed conducting workshops and indoor concerts.

**Tucker made a motion to approve financial position. John seconded. All approved.**

### **Board Positions**

Virginia updated the board that Greg Lovins has retired from Appalachian, and that Mike O'Connor applied for Greg's remaining board term. Mike is a member of the Town of Boone Transportation Committee, is the facility director at ASU, and is interested in getting involved in downtown matters.

Lynne noted that Mike has innovative ideas that could lend well to downtown, John Ward seconded that note, feeling that he would be a good addition from ASU.

**Colton made a motion to approve Mike as a member of the Downtown Boone Development Association board. Chris seconded. All approved.**

### **Chamber of Commerce Membership**

Virginia informed the board that the Town of Boone as an entity has joined the Chamber as a hospitality partner. Virginia asked the board if they would like to consider a separate DBDA membership to the Boone Chamber. The cost for a non-profit membership is \$180, and Virginia noted it would be more appropriate to pay from the nonprofit funds since the town has already paid for one partnership.

Nealy asked about how events like the Business Expo would work, with costs of tables and other extras, and where those funds would be paid from. Town Manager John noted that at the Business Expo, he would procure a free table because we are a program partner, and his intention is to have Pilar and Virginia as well as other town representatives be at that table.

**Colton made a motion to approve \$180 to pay for a DBDA chamber membership. Tucker seconded. All approved.**

### **Streetscape and Downtown**

Town of Boone Manager John Ward updated the board that he has the first rendering for Howard St., and plans to meet with some local businesses to solicit their input before holding a public meeting to obtain community input. He has also met with utility companies to work on an agreement to consolidate the different utilities (water, cable, electric, etc) into the same trenches.

John also noted that streetscaping downtown is moving forward. There are currently discussions taking place with the property owners in front of Boone Saloon and Mountaineer Mania to facilitate easements so that the Town may move forward with sidewalk renovations at those locations. Additionally, the section starting at Linny St. up to Appalachian Management will begin after the 4<sup>th</sup> of July. This streetscape project includes street and sidewalk lights, and new sidewalks with brick pavers. John also shared that the new street and sidewalk lights are ordered and upgrades will be done once they are here.

### **Panhandling**

John noted that there have been increasing complaints about security and safety issues in regards to panhandling. Town staff are currently working on composing an ordinance, and a draft will be sent to the DBDA board for input before it goes to Town Council. The goal of the ordinance is not intended to curtail the music “busking” and the selling of other wares, but to eliminate “aggressive” panhandling. Ramifications for aggressive panhandling will also be service-driven, to point folks to resources, and not just for punitive measures.

Anna noted she really likes the street musicians, but also cited cases for concern, such as when alcohol or outright begging is involved which she says makes visitors uncomfortable. Board member John Bond suggested that identifying distances from entrances for street wares might be a possible solution.

John Ward noted that it is hard to make a rule that governs without being too restrictive, so he would like to get DBDA’s input on the issue.

Lynne noted we last addressed this back in 2003, and that the town cannot outright ban panhandling, but can fine-tune the law in place. She noted that another issue is the sidewalk merchants, since the General Assembly removed the regulation requiring permits.

John Ward also noted that PD is doing a safety survey of downtown businesses, and that the town will use some of that data to inform moving forward.

John noted that town staff are also working on a potential rendering / design for a parking deck next to town hall. The idea is that the park-like area currently there would be maintained.

John also updated the board that a War memorial request made by a retired Colonel was adjusted into a Veteran Memorial, and there had been some thought of including this in the park-like area next to Town Hall, which would lead back into the parking deck. John noted that the DBDA would be involved with any final approval, and that the reconfiguration but would also include public art.

### **BUDGET**

Virginia provided an update on the budget for the upcoming fiscal year, noting that most of the requests are the same as last year. Professional services have changed a little, including our plan to

move the management of our nonprofit funds to an accountant. She noted that funds have been set aside in the budget for that, though we have not received a quote for this yet.

Virginia also noted that more funding was shifted into the Community Appearance line to account for the increase in the Façade Grants agreed upon at a previous board meeting.

There is also consideration in the budget for the yearly MainStreet meeting and a Management meeting, and Virginia requested an increase in the travel & training line item to attend some economic development training offered by UNC School of Government, noting that costs would include gas and hotel. Virginia noted that since we have discussed doing a Market Analysis soon this training would be very beneficial to her position. Colton noted he would be glad to increase the travel and training line item from \$500 to \$2,000.

Chris brought up a discussion the board had about the DBDA website a few meetings previously, and want to make sure the board secures some funds to make a solid mobile site this year.

Virginia noted plans are in the works to switch from Mura to WordPress, and Jamie noted that once the website is in WordPress, we would be able to switch the template to a mobile-friendly design.

Virginia noted that if we wanted to switch to a new designer, we would have to go through a formal process because we are using tax dollars for that service, which includes procuring quotes from at least 3 designers.

Anna asked what the steps are for getting some students to help build a plan for boosting Social Media presence. Virginia noted she does not have specific processes, but will meet with Anna to discuss further.

John Ward noted that he has used intern assistance on Town data, and can offer his knowledge to Virginia to help.

### **Presentation from ASU graphics students**

The board then watched a presentation by ASU graphic arts students on the mockups created for Downtown Boone and Art Crawl. The first presenters consisted of Adam, Rachel and Lee and the second presenters were Maggie, Blair and David (last names not provided).

### **Other**

Virginia noted that the Façade Grant committee is still in the process of reviewing applications, and should have recommendations for the whole board at the May meeting.

With no further business, Colton adjourned the meeting at 9:59 a.m.

*Minutes submitted by Jamie Goodman*