

Downtown Boone Development Association  
Board of Director's Regular Meeting  
August 1, 2013 8:30 a.m.  
Jones House Community Center

In Attendance: Lynne Mason, Bob Meier, Greg Lovins, Marsha Walpole, Brad Harmon, Sheri Moretz, Andy Stallings, and Dempsey Wilcox

Others: Officer Foley, Keith Martin, and John Cooper

Staff: Pilar Fotta and Virginia Falck

John Cooper and Keith Martin began the meeting providing the board with information about the Appalachian Theatre. Cooper acknowledged Pilar and Lynne's hard work and determination to save the Theatre. Cooper discussed the potential uses and future programs for the Theatre. He thanked the DBDA for their initial and continuing support. Cooper briefly discussed the funding campaign for the Theatre.

Keith Martin introduced himself as the Vice Chair of the Appalachian Theatre and briefly discussed the recent successes of the Appalachian Theatre; the formation of the Friends of the Appalachian Theatre and the Resource Group of the Appalachian Theatre. Martin then shared recently discovered colored pictures of the outside of the Appalachian Theatre as well as newly discovered photos of inside the Theatre. He then shared about the progress the Theatre has made towards hiring an architect.

Pilar Fotta then asked if anyone who has not had an opportunity to visit the Theatre if they would like to visit the Theatre after the meeting.

Next Cooper talked about the Appalachian Theatre volunteer work day, and the work done on the Appalachian Soda Shop. Cooper and Martin then read a part of the Appalachian Theatre Resolution that acknowledges the DBDA, which was also read at Town Council. Cooper also brought up the fact that the Appalachian Theatre will create a night life and will help promote downtown Boone.

A brief discussion about the photos Martin brought for the board to view ensued as well as the importance of having an entertainment spot in downtown Boone. Marsha Walpole shared that there are many people excited about the future of the Theatre.

Greg Lovins asked about when a next work day will be held. Cooper discussed the rental potential of the parking spaces behind the Theatre.

Bob Meier asked if there is an infinitive plan about the number of uses and the diversity of uses. Martin briefly discussed some of the groups that are interested in using the Theatre. He mentioned churches, Yosef Club, Mountain Home Music, Educational Group. Martin stated that there are 60 something user groups. Martin predicts that the highest use will be upstairs.

Andy Stallings brought up the issues of parking and parking needs. Cooper said that most of the parking needs will be at night or on the weekends when ASU parking is free.

**Brad Harmon arrived at 8: 52 a.m.**

Meier thanked Martin and Cooper for the expedited way that the Theatre is going about raising money. Meier discussed how he felt like this process was going differently than the Hayes Center in Blowing Rock, NC. Cooper briefly discussed how the Theatre is different from the Hayes Center's operational model. Walpole stated that the community of Boone feels more vested in this project than compared to how the community felt about the Hayes Center.

**Dempsey Wilcox arrived at 9:04 a.m. A quorum was achieved at this time.**

Cooper briefly discussed Martin's credentials and discussed the strengths other the Theatre's Board of Trustees.

Brad Harmon offered his parking to be used for the Theatres' uses.

Next, Virginia Falck asked to amend the agenda, Dempsey asked for a motion to accept the amended agenda:

**Sheri Moretz made a motion to accept the agenda, Walpole seconded that motion, all approved**

Two sets of minutes were presented for approval, July 9<sup>th</sup> and July 11<sup>th</sup>.

**Harmon made a motion to accept the minutes, Stalling seconded, all approved**

Falck then reviewed the unrestricted DBDA statement of position. Falck discussed how the Appalachian Theatre account will soon no longer appear on the monthly Statement of Position as those accounts have been closed. Falck then discussed the Public Art account and how the honorariums for the three public art pieces in downtown have recently been paid out of this account. Falck mentioned that she and Fotta recently met with Sam Furgiuele, the Town Attorney, and that he said it was acceptable to use MSD funds to assist with Public Art expenses.

Wilcox mentioned that in the event that the DBDA should receive a donation that money should go into the Public Art account and that the board should leave the Public Art account open, Falck suggested that she could write a few grants for the Public Art account. A general consensus was agreed on to for Falck to apply for grants. Meier said that we should use the MSD funds as a last resort.

Lynne Mason suggested that the MSD funds could be used as a match in the event that a grant calls for a match.

Fotta then present the monthly MSD budget to the board.

**Walpole made a motion to approve both budgets, Harmon seconded the motion, all approved.**

Next was a budget amendment for Membership Luncheon sponsored by the DBDA and catered by Farm Café. Falck stated that this luncheon would be an opportunity for businesses to meet new board members as well as an opportunity for accountants, lawyers, and other non-merchants to mingle and participate in a downtown event.

A brief discussion regarding the date of the luncheon ensued. A date of September 11<sup>th</sup> was decided on.

Falck then discussed an upcoming partnership with Watauga Co. Library called Story Walk. Story Walk is a program that puts pages of a story throughout downtown Boone. Falck mentioned that they would like to try this program over Halloween and continue the program at Christmas.

A brief discussion about how to make the pages more noticeable ensued. Stallings expressed a concern that the pages may get lost among the other advertisements. Moretz wanted to know how long the Story Walk would take place, and also suggested that merchants may not want the story book page to take up all that much space.

Falck stated that she would like to form a Christmas Committee to assist her with promoting Story Walk and general Christmas festivities. Walpole and Mason volunteered to be on the Christmas Committee.

Mason brought up Christmas decorations. A small discussion ensued about Christmas decorations and the history of Christmas decorations in downtown Boone. Moretz also stated that she would volunteer her time for the Christmas Committee.

Wilcox then shared with the board the hiring of a parking consultant, John Edwards. Edwards is to meet with the Parking Committee on August 13<sup>th</sup>. A discussion then ensued regarding payment of the new parking management system. McLaurin's parking revenue projections were discussed, and there was a general agreement that the new parking management system would be a revenue producing entity and a better system that is in place currently.

Wilcox then reviewed the current parking recommendations and time limits for Cooper's benefit. A discussion ensued that about parking in downtown at night, and the some of the benefits of the newer parking technologies.

Next Fotta provided some information about potential Howard St. plans. Fotta suggested that the next step for Howard St. would be to implement a current traffic study stating that she acknowledges that the board does not want a lag in momentum on Howard St. Walpole expressed a concern about easements, and Fotta stated that a plan she has been working with does not have easements. A brief discussion ensued about how other towns have redone similar streets to Howard St., and some current concerns board members have about traffic problems in downtown Boone.

Wilcox then brought up the installation of the new stop light on 105 and Poplar Grove intersection. Wilcox suggested that a sign, “This Way to Historic Downtown Boone” be placed at the new intersection.

Moretz next brought up the fact that the board needs to consider new board positions, and the DBDA contract needs to be renewed. Falck then shared with the board some potential board members, and stated that she would like to renew the contract soon. Moretz stated that she would like to see the personal pronouns, “she” to “he or she,” and brought up the façade grant section of the contract. Falck stated that she is moving forward with the new façade grant policy but is waiting for the HPC to pass the historic guidelines for downtown Boone.

Meeting was adjourned at 9:42 a.m.