

DBDA Board Meeting Minutes

August 7, 2014

Board Members in Attendance: Dempsey Wilcox, Andy Stallings, Brad Harmon, Nealy Andrews, Chris Grasinger, Eric Plaa, Greg Lovins, Sheri Moretz, and Bob Meier

Other in attendance: Erin Thompson with Mast General Store

Staff: Virginia Falck

General Business:

Sheri called the meeting to order at 8:41 am.

Sheri asked for a motion to approve the August agenda, Andy made the motion, and Eric seconded that motion. All members voted “yes.”

Sheri asked for a motion to approve the July minutes as present. Eric noted that Sheri’s name was misspelled. The motion was made by Dempsey to accept the minutes as presented with Sheri’s name correction, Eric seconded that motion. Motion carried with all members voting “yes.”

Virginia explained that she did not have the MSD print out for the board, but that there has been minimum financial activity in the new fiscal year.

Virginia did review the DBDA financials. She discussed that the public art expenses had all been cleared and reimbursed by the Town. Without further discussion Dempsey made a motion to approval the budget, statement of positions and monthly expenditures as present. Bob seconded that motion. Motion carried with all members voting “yes.”

Financial:

Virginia reviewed with the board her conversation with Evalyn at PNC Bank and DBDA Treasurer about the merger of the two Doc Watson accounts into one Money Market account. Brad made a motion to merge the two Doc Watson accounts into one Money Market account, Greg seconded that motion. Motion carried with all members voting “yes.”

Promotion:

Virginia updated the board on the work that the Promotions Committee has done within the last month. She informed them about the website revisions, map, and Sheri updated the board about the marketing plan the committee has been working through.

There was discussion about the implementation of parking meters in downtown Boone. A discussion ensued about the time and costs allotted for on-street parking.

Chris offered that he knew of a company that would be willing to assist with any videos on downtown or parking.

Design:

Virginia updated the board about the Façade Incentive Grant program. She stated there were six applicants and most of the applicants needed a bit more information to complete their applications. She would be sending each applicant a letter the middle of next week.

Virginia explained that there is a program offered through the NC Main St. program that can provide training to the DBDA Design Committee on the Department of the Interior's Standards for Rehabilitation. The NC Main St. program can also offer a public training session for interested persons applying for a Façade Incentive Grant. There is no cost for this service, but that the DBDA would be responsible for paying for their meals, hotel rooms, and gas.

There was a brief discussion about this program. Andy suggested that qualified board members with experience in preservation lead the training for the Design Committee.

Chris suggested that the name be changed to Historic Façade Grant, and to check with other town to see what they are calling their Façade Incentive Grants.

There was a suggestion to add an informative video about the Façade Grant program to the DBDA website.

Other Business, comments, or concerns:

Bob mentioned to the board that the Promotions Committee is working on a new logo for downtown Boone, and if any board member knew of any persons who are artists or have an interest in redesigning the downtown Boone logo to put them in touch with a DBDA board member or the downtown coordinator.

Without further discussion the meeting was adjourned at 9:20 am.