

February 10, 2015 DBDA Board Meeting Minutes

Board members in attendance: Nealy Andrews, Chris Grasinger, Colton Lenz, Lynne Mason, Sheri Moretz, Eric Plaag, Andy Stallings

Staff in attendance: Virginia Falck, Pilar Fotta

Others in attendance: Tucker Deal

Without a quorum, Virginia began an informal discussion at 8:36 a.m.

First, Virginia stated that the DBDA treasurer position reminded unfilled.

She then began a discussion about the revised vision statement that the Promotions Committee worked with the previous week. Virginia explained that the vision statement was different from a mission statement and many Main St. Communities in North Carolina have vision statements that are composed of three to four sentences. She passed out a handout with the proposed vision statement and some associated key terms for the board to review.

Next, Virginia reviewed the key words and phrases that the Promotions Committee contributed to the creation of the proposed vision statement. A discussion ensued about the proposed vision statement. There was a consensus that Virginia would take the suggestions from the board, rework the vision statement, and the board would further discuss the vision statement at the March meeting.

Colton Lenz arrived. With a quorum, Virginia then asked for motion to approve the February agenda. **Eric made a motion to approve February's agenda, Chris seconded. Motion approved.**

Virginia then asked for the board to review the January minutes. She asked to amend the minutes to show that Chris Grasinger was not at the January board meeting. Eric also had a few minor amendments. On page 1 change Treasure to Treasurer, on page 2 correction to Craig Fischer's last name, and on page 3 change Pilar to Pilar's.

Virginia then asked for a motion to approve the January minutes. **Sheri made a motion to approve January minutes with amendments, Eric seconded. Motion approved.**

Next, Virginia reviewed the statement of financial position and the MSD budget. She explained that the statement of financial position and the MSD budget were the same documents that she presented to the board at the January budget retreat. **Eric made a motion to approve the statement of financial position and monthly expenditures, Chris seconded. Motion approved.**

Virginia then stated the downtown Boone map was just about finished. She stated that she will meet with staff from Public Works to begin installing the map at the Post Office kiosk, and later this spring downtown maps will be installed in the black framed map holders around downtown. Virginia shared with the board that she is interested in having a map brochure made for visitors to Boone and also to place at Visitor Center's

off the mountain. A discussion ensued about graphic designers, placement of brochures, and brochure printing costs.

Mark Freed shared with the board how the summer concert series at the Jones House is shaping up to be for 2015 and wanted to see if the board was interested in sponsoring the summer concert series again. **Eric made a motion to approve \$2,500.00 for summer concert sponsorship, Colton seconded the motion. Motion approved.**

Virginia discussed some ideas for this year's Easter Eggstravaganza and that the ACT office at ASU will be providing volunteers for this year's event. She also discussed some spring advertising with Ray's Weather and other printed advertising opportunities. A brief discussion ensued about local advertising.

Virginia then stated that she is going to ask the Design Committee to meet within the next couple of weeks to review and discuss the Historic Façade Incentive Grant with Dr. Deathridge from ASU. Virginia then shared how she has tentatively scheduled Lauren Malinoff with the NC Main St. program to come and discuss with the community best practices in historic preservation and general advice for how to successfully complete a historically appropriate façade renovation. The board then discussed how to make ensure that the public, especially those interested in applying for the Historic Façade Incentive Grant, attend the preservation workshop.

Eric made a motion to amend our current Historic Façade Incentive Grant guidelines to include up to an additional \$500 incentive for those applicants that attended the preservation/guidelines workshop or any similar workshop within three years of their application contingent on the approval from the Town Attorney. Colton seconded. Motion approved.

Sheri then shared with the board that the Mast General store was running a fund raising event over Valentine's Day weekend that benefited the Hunger Coalition.

With no other business the meeting adjourned. 9:47 a.m.