

DBDA Board of Directors Minutes
January 5, 2012 8:30 am
Watauga County Library

Members in Attendance:

Dempsey Wilcox, Andy Stallings, Marsha Walpole, Evalyn Sudderth, Jamie Goodman, Greg Lovins, Jamie Leigh, Bob Meier, Jason Berry, Janet Mahala, Brad Harmon, Sam Ratchford, Jill Reeves

Public: Bettie Bond, Sheri Moretz, Leigh Jacobs, Cherry Johnson

Staff: Pilar Fotta

8:35 am – Meeting called to order by Dempsey Wilcox

Wilcox called for an approval of the agenda.

Motion by Wilcox

Second:

Motion Passed: Unanimous

Motion by Lovins: Approval of minutes with the addition of Lynne Mason to the list of those in attendance.

Second:

Motion Passed: Unanimous

The approval of the budget was deferred until a later time in the meeting with the thought that Jason Berry would be arriving.

Wilcox asked for an update on the Appalachian Theatre. Andy Stallings gave an update on the progress of the Design Committee. The benchmarking visits are scheduled to begin on December 10, 2011. Fotta distributed a list of the dates and locations to be visited. Stallings and Wilcox asked for volunteers to both serve on the various committees as well as to join any of the scheduled benchmarking visits.

Wilcox stressed the responsibility that the DBDA has in this process, noting that the DBDA is the organization contractually obligated to the Town of Boone on this project, as well as the organization charged with helping oversee the establishment of a new non-profit organization that would potentially complete the restoration and renovation as well as serve as the operating organization for the facility. Lynne Mason suggested that recommendations from the AT Committee be passed through the DBDA to the Town Council in order to ensure a chain of accountability. The next meeting of the AT Committee will be held on January 18th at the Watauga County Library. Bettie Bond commented that she has served on several boards

over many years, and that she is thrilled to see the interest, enthusiasm, and knowledge that this Committee has.

Fotta asked for approval to add a link to the DBDA website for the Appalachian Theatre Project. This link will eventually provide the ability for people to donate to the project from the website.

Motion: Brad Harmon

Second:

Motion Passed Unanimous

Wilcox reviewed the special meeting of the Board of Directors. This meeting was to review the second amendment of the MOU between the DBDA and the Town of Boone with concern to the Appalachian Theatre. Minutes included and approved.

Fotta proposed office hours for the DBDA office as follows:

Monday 10:00 – 12:00

Wednesday 2:00 – 4:00

Cherry Johnson expressed concerns about the hours on Monday being public hours when the house is not normally open to the public. She stated that the Boards of both the Jones House Community Center as well as the Watauga County Arts Council would need to be consulted if these were to be “public hours”. Leigh Jacobs asked if the hours proposed for Monday mornings could be moved to Tuesday afternoon. Fotta stated that she was trying to establish hours that would work for all of the members, some in the morning as well as some in the afternoon. The thought that some morning hours should be available was echoed by several members in the Board. Discussion continued and Fotta stated that she did not currently unlock or open the front door, and she did not intend to start doing so. She further stated that most visitors to her office currently use the rear entrance to the Jones House, and that when she is the only person in the building, she keeps all of the doors, including the rear entrance locked. After further discussion, it was decided that the Monday hours would be from 10:00 – 12:00 by appointment.

Motion by Walpole: Posted office hours be set as follows:

Monday 10:00 – 12:00 by appointment

Wednesday 2:00 – 4:00 pm

Second:

Motion Passed Unanimous

Board of Director's Retreat proposed for late February to compose a list of objectives and goals for the remainder of fiscal 2011-2012 as well as fiscal 2012-2013. The objective would be to have a proposal prepared for the Council Budget retreat.

Parking – Wilcox and Fotta asked for volunteers for a parking committee. She distributed copies of the 2010 Parking Task Force Recommendations for members to review. Lynne Mason reinforced that having recommendations from the DBDA to the Town Council would be helpful. Fotta stated that she felt that the DBDA needed to do a better job educating visitors where to park in order to enjoy an extended stay. Fotta also stated that there are options for utilization on the weekends for private lots. Fotta will ask Jason Berry if he will serve as chair of the Parking Committee. The meeting date was set for January 31, 2012 at 9:00am.

Wilcox asked how the "no ticket" holiday parking went for the merchants. All of the feedback was very positive for both the Thanksgiving as well as the Christmas holiday. Janet Mahala stated that she had very positive feedback from customers. Employee abuse did not seem to be an issue, and the merchants would like to see this same policy take place next year, unless there is a playoff game on Saturday during this time.

Jill Reeves asked if there was an option for game day "season" parking in some of the lots in the MSD. The fact that there was no alcohol on Town property was brought up. These ideas and questions will be brought up at the Parking Committee meeting.

There was a brief discussion of the Christmas Parade and the fact that it was held on the same day of an ASU playoff game. There did not seem to be any negative feedback from either the Town of Boone or ASU

Wilcox reviewed the visit from Mark Freed at the December meeting to request sponsorship from the DBDA for the Concerts on the Lawn for the 2012 season.

Motion: \$1,000 sponsorship for the 2012 Concerts on the Lawn Series.

Second:

Motion Passed Unanimous

New Game Day Promotional Ideas were discussed as well as ways to partner with ASU for Game Days to be more beneficial for the Downtown businesses.

Bob Meier was suggested as a Chair for the Public Art Committee.

Fotta announced the TOB Commercial Toilet Rebate Program available for the downtown merchants.

Lynne Mason remarked that the Christmas parade was very well attended, and that the TDA would like to help promote the parade as part of the “choose and cut” weekend activities. There was group discussion and consensus that the first Saturday in December at 11:00am seemed to be a great time for everyone involved.

Wilcox and Fotta reviewed the financial reports. Fotta did note that the DBDA returned \$6,734.30 to the TOB to be deposited in the MSD account with the TOB. Fotta noted that there was just over \$35,000.00 in the Appalachian Theatre fund. Fotta also noted that there was a transfer to the TOB general fund in the amount of \$104,000. \$75,000 was for the acquisition of the Appalachian Theatre, and the remainder was for ½ of the DC salary. There were no questions.

Walpole Motion to approve financial statements:

Second:

Motion Passed Unanimous

Being that there was no further business, the meeting was adjourned at 9:30am.