

DOWNTOWN BOONE DEVELOPMENT ASSOCIATION

January 2016 Board Meeting

In Attendance: Lynne Mason, Loretta Clawson, Monica Caruso, Kendra Sink, Chris Grasinger, Eric Plaag, Greg Lovins, Tucker Deal, Anna Roseman, Colton Lenz, Nealy Andrews, Jamie Goodman

Staff in Attendance: Virginia Falck, Officer Mike Foley

GENERAL BUSINESS

Virginia called the meeting to order at 8:34

Virginia asked for a motion to approve the January agenda. **Eric made the motion, Colton seconded the motion, all approved.**

Virginia asked for a motion to approve the December minutes. **Colton made the motion, Tucker seconded the motion, all approved.**

Virginia then asked for a motion to approve the January statement of position and monthly expenditures. **Greg made the motion, Eric seconded the motion, all approved.**

Board Updates: Colton will continue to serve as president, but will be transitioning to Asheville (part time in both places). John Bond will serve in Colton's place on the Public Arts committee.

Greg will be retiring from ASU this spring, and will also be leaving the DBDA board. Greg will work with Chancellor Everts to research a potential replacement for Greg board seat.

Winter Budget Retreat: Feb. 9 at 5:30 p.m., which will also include regular board meeting at the beginning. Virginia noted that this is an opportunity for the downtown community to get together to discuss plans for the next fiscal year.

Virginia noted one priority could be retrofitting the streetlights in downtown that have a higher wattage. She also mentioned new planters for the light poles on Queen St.

Virginia also suggested the possibility of increasing the Façade Incentive Grant award match. We would need to get council's approval for the increase. Eric suggested raising it to \$4,000-\$5,000 to make it much more appealing to building owners. Virginia also noted we could do a sign grant for property owners, possibly including a caveat that the business must have been in operation for at least 2 years.

Eric mentioned the possibility of having a signature festival in downtown. He also stated the Boone 2030 plan recommends adoption of a downtown master plan (Lynne says that is in process).

Lynne suggested a kiosk or central place where posters could be posted for things going on, instead of posters up all over downtown. Could be a promotion tool, handled by the DBDA.

Lynne also suggested bringing in someone from the Main Street program to make recommendations regarding the mix use-residential downtown plans and how to attract developers who want to build loft-style apartments for professionals and retirees.

Tucker suggested that in conjunction with master plan, perhaps do a market analysis study for downtown.

DESIGN

Façade Incentive Grant: Appalachian Theatre of the High Country has submitted a grant and the design committee will review the application and bring their decision to the board. The High Country Souvenirs application was approved and they will begin work on their façade in April.

The call for submissions for the Public Art Downtown Exhibit will be released on March 14 with a May 9 deadline, and June to install new pieces.

PROMOTION

Brochure – there are plans to contract with a different designer to freshen up the brochure.

Nealy provided Virginia with a contact in the ASU art department to facilitate a student project to design a new identity for downtown.

Kendra shared her idea for a Christmas Festival. Virginia asked her if she would like to be on the Christmas Committee for this year.

Eric asked how difficult it is to close down King Street, and Virginia noted that it is kind of difficult, Sundays are easiest.

Eggstravaganza will take place on March 19th, the Saturday before Easter Sunday.

Some board members shared a concern with starting a big festival before Howard Street is finished. Lynne noted the Howard St. construction will be scheduled in a way for least business interference.

Virginia also noted that putting on a festival takes a great amount of work and money, and that other towns have a lot of community partners.

Discussion about talking to other towns, both ones that have established festivals and ones that abandoned their festivals, and find out what went right / wrong.

Virginia noted there is a movement by some communities to do more regular things like Fridays after 5, instead of one big festival.

Monica suggested starting with a Christmas Festival, and see how that would work.

Some ideas were discussed about how to beef up Fridays in the summer as well (second concert on Howards street, maybe different kind of music?)

Meeting was adjourned at 9:47 a.m.