

DBDA January 9, 2015 Board Meeting Minutes

Board Members in Attendance: Brad Harmon, Andy Stallings, Sheri Moretz, Bob Meier, Nealy Andrews, and Dr. Eric Plaag

Staff in Attendance: Virginia Falck, Pilar Fotta, and Reta Jackson with McLaurin Parking

Guests: Dr. Harvard Dyers, Tucker Deal, and Council Member Quint David

Meeting started at 8:38 am

Brad asked for approval of January agenda. **Sheri made a motion to approve the January agenda, Eric seconded the motion. Motion approved.**

Brad asked for approval of November minutes. **Sheri made a motion to approve the November minutes. Bob seconded the motion. Motion approved.**

Brad asked for approval of December and January budget, statement of position and monthly expenditures. Virginia reviewed the MSD budget and the DBDA statement of position and monthly expenditures. **Nealy made a motion to accept the budget and statement of position as presented. Bob second. Motion approved.**

Virginia then reviewed the bylaw revisions regarding the language concerning DBDA board meeting times. She explained that by changing the language concerning meeting times may allow for greater board meeting attendance. The regularly scheduled board meetings are now planned for the second Tuesday of each month. She also reviewed the language concerning committees. Virginia then asked if the board would like to approve the revisions to the bylaws. **Eric made a motion to approve the revisions of the bylaws as presented, Sheri seconded. Motion approved.**

Next, Virginia asked the board if they were interested in making a motion regarding changing the meeting time to the second Tuesday. **Sheri made a motion that the February meeting and subsequent meetings after be moved to the second Tuesday of the month at 8:30 am at the Jones House. Nealy seconded. Motion approved.**

Virginia again asked the board members to please consider filling the Treasurer position. Andy asked what the duties of the Treasurer are, and Virginia briefly described the position's responsibilities.

The Winter Budget Retreat was discussed. Virginia stated the importance of board members attending the retreat as it is a time for planning and brainstorming for the upcoming 2015-2016 fiscal year. The Winter Budget Retreat is going to be held on January 27, 2015 at 5:30 pm at the Jones House Community Center. Virginia asked the board if they had any ideas that they would like to share with her before the Budget Retreat and to email her or drop by to discuss their ideas for the fiscal year 2015-2016.

The April First Friday date was discussed. The First Friday falls on a Good Friday, and Virginia said that even though Town of Boone offices are closed that day that the Jones

House will be open for First Friday festivities. Nealy stated that the Turchin Center will be open as well.

The board then reviewed the proposed 2015 Community Events document. Brad asked for a motion to approve the 2015 Community Events. Andy made a motion. Sheri seconded. Motion approved. Eric asked Virginia to explain what the Easter Eggstravaganza entailed. Virginia explained the event for the board.

Sheri asked about the status of the downtown Story Walk. Virginia stated that there will be a Spring/Easter Story Walk, and Sheri stated that we needed to get better at promoting the event.

Brad then discussed the 40th anniversary of the movie *Where the Lilies Bloom*. Parts of the movie were filmed in downtown Boone and Watauga Co. Brad would like to see the DBDA working with the actors to promote a reunion of the movie in downtown Boone. The group discussed the book and where parts of the movie were shot in downtown Boone. Virginia suggested that perhaps the DBDA should discuss working with the Library. Pilar suggested that perhaps the Appalachian Theatre of the High Country would be interested in working with the DBDA as well. Eric stated that part of the Town of Boone's Historic Preservation Commission's obligations are to do community outreach, and that maybe the HPC could do a screening of the film, perhaps at the library. Sheri mentioned that the book is popular not just in North Carolina and is on the required reading list for many schools throughout the nation. She suggested talking to the schools and see if they would be interested in putting the book on a reading list. Eric suggested that Craig Fischer with the ATHC may be interested in doing a blog about the movie on the Theatre's website.

Virginia gave an update on the downtown map. She is going to send the map out to the MSD to gauge their suggestions and edits. Her goal is to have the map replaced at the post office kiosk by February.

Virginia gave an update on the sidewalk lights. She stated that the Town is planning to do some streetscape renovations from Grand Blvd. down to the Mast General Store. Included in these renovation is the installation of lights on the sidewalks. These lights will have a street wattage of 136 and a sidewalk wattage of 110. Virginia stated that once these lights are installed then we will be able to see how the lights look and if we would like to move forward with the same wattage for the rest of the street lights. A brief discussion ensued regarding the benefits of waiting to see what the lights in front of Jones House will look like verses taking the current street lamps that are 80 watts and installing those on the sidewalk. Bob asked how long this will take, and Pilar stated that the project has been bumped up in priority and hopefully we will be able to make a decision by summer. Eric mentioned his and Pilar's previous conversation regarding the standard of down casting the light verses up casting the light thereby causing some light pollution in downtown. He stated that this is an issue with the current lights. Pilar stated that lighting standards are on the Town's radar as well as safety.

Andy asked when the parking meters were going to be installed. Virginia stated that she believes it will be the end of February, and that she is working with staff and IPS to formulate the parking education program. Bob mentioned that he along with other business members would like to see the downtown parking lots go in a different direction during game days with more parking available to potential shoppers. Pilar assured the board that she has been discussing this issue with John Ward. A discussion ensued regarding game day parking and pay stations.

Dr. Ayers and Council Member Quint David then presented some projects and ideas that the Town of Boone Sustainability Task Force is currently working on. Dr. Ayers discussed two projects in particular; solar panels on the roofs of commercial and residential buildings that would provide solar power for the home or business and solar ground powered covered parking. Dr. Ayers then discussed energy tax credits and the potential of selling power back to New River Light and Power. He also stated that North Carolina is third in solar capacity in the country and that unfortunately the tax credits will sunset at the end of 2015. A discussion ensued regarding the proposed Queen St. solar installations and the costs associated with the proposed project.

Virginia then introduced Tucker Deal, a potential board member. Brad then called for adjournment at 9:49 am.