

Downtown Boone Development Association

Regular Board of Directors Meeting – January 10, 2017 8:30 am – Jones House Cultural and Community Center

Board Members present: Monica Caruso, Alex Hooker, Sam Parker, Anna Roseman, Tucker Deal, David Walker, Kendra Sink, Loretta Clawson, Angela Kelly, Mike O'Connor, Chris Grasinger, Colton Lenz, John Bond, Andy Stallings

Board Members absent: Kendra Sink

Ex-Officios present: Lynne Mason and Loretta Clawson

Staff present: Virginia Falck, Glen Kornhauser, Pilar Fotta

Guests present: Jesse Wood, Joe Furman, and Andy Stallings

Handouts: Agenda, Revenue & Expenditure Sheet, Statement of Financial Position, December Minutes, Bylaws of the Downtown Boone Development Association, Public Art Instrument Rental Policy

General Business

- Call to Order: Colton called the meeting to order at 8:35 am
- Approval of January Agenda; Colton made a motion to approve the January agenda and Dave seconded it; all voted in favor.
- Alex made a motion to approve the December minutes, and Colton seconded it; all voted in favor.
- Approval of January Statement of Position and Monthly Expenditures; Mike made a motion to approve the January Statement of Position and Monthly Expenditure, and Tucker seconded it; all voted in favor. Activity is pretty slow at this time of year. A check was issued to National Main street for the DBDA's annual membership.

Organization

- Winter Budget Retreat – Tuesday, January 31, 2017 at 5:30 pm at the Jones House. We will discuss thoughts on how to spend the municipal district's funds for FY 17-18.
- Mission Statement Revision – Virginia formed a committee of three which includes Angela, Colton, and Sam. It should be completed in April.
- Downtown Public Wi-Fi – Joe Furman, Planner for Watauga County, is working with Virginia on this proposed project. This would be for the municipal service district as this is now an amenity that visitors expect in downtowns. There will be a mandatory meeting on January 23rd at Council Chambers from 10 -12 for those interested in placing a bid and for those who want more information. NC Department of Commerce has been helpful in constructing this project. Other communities are working toward this and many our size have Wi-Fi already. The project would involve cost-sharing with town, county, and possibly university stakeholders.

Design

- Howard Street Update
Plans are on display at the town offices: there are 2 phases – phase 1 is between Depot and Water streets and phase 2 is between Depot and Appalachian streets. They would welcome any feedback now before final drawings are made. They are working with the UNC School of Government on this project. After the final drawings, they will go out to bid.
- Proposed Monetary Award Amount for High Country Souvenir's Façade Incentive Grant:

HC Souvenirs has cleaned their stone façade, removed the cloth awning, and replaced it with a flat, cable hung awning. They spent roughly \$12,000 on façade improvements. The completed work was reviewed by the Design Committee, and the recommended award amount is \$4000 with possibly an additional \$1000 if they decide to complete the bulk head tilework. The board agreed that they could have until the end of calendar year to complete said work. Virginia distributed their receipts and the before and after pictures. Colton made a motion to approve the \$4000 and with a possible additional \$1000 for High Country Souvenirs and Chris seconded it, all voted in favor.

Promotion

- **Parking Recommendations for 2017**

Pilar request parking recommendations from the board regarding possible “special” days in downtown where it may be appropriate to suspend exceeding time citations.

The board further discussed parking availability on the weekend. The Library is not open on Sundays, it was suggested the Town use sandwich boards to advertise free parking and investigate whether ASU lots can be used the week after Christmas, weekends, and other time periods where the university is either closed or students are not in session. Mike will look into this possibility.

ASU is going to conduct a parking study which will factor in new development and the possible growth of the student body. They are looking at possibly relocating students, faculty and staff in order to better utilize their current parking infrastructure. The town and McLaurin Parking are also looking into doing a similar restructuring with the Town of Boone’s permitted parking inventory.

Financial

- **Public Art Instrument Rental Policy**

Colton made a motion to approve this and Alex seconded it, all voted in favor.

Suggestions for 2017-2018 Budget

- Virginia requested board members be thinking of improvements in downtown, for example, planters could be added to Queen Street and which section of the sidewalk would they like to see rehabbed this summer. There could be more uniform trash receptacles, we could explore new recycling options/

“Where’s Waldo?” This idea is a partnership with independent bookstores, a library or downtown bookstore where children search for Waldo throughout the businesses in downtown Boone.

Glen mentioned that there has been a rash of graffiti and it was being investigated. Cameras have been very helpful.

Chris discussed Scale Up, which is a growth opportunity for downtown businesses – 6 classes for 12 weeks, applications are due Jan 29th; 17 businesses have participated thus far.

- **Other Business, Comments, or Concerns**

The meeting adjourned at 9:34 am