

Downtown Boone Development Association

Monthly Board Meeting

May 2, 2013

Board Members in Attendance: Dempsey Wilcox, Sherri Moretz, Jill Reeves, Marsha Walpole, Greg Lovins, Brad Harmon, Jamie Goodman, Robb Olsen

Staff in Attendance: Pilar Fotta, Virginia Falck

Others in Attendance: Jim Deal, Officer Mike Foley, David Duncan, Sr.

At 8:37 a.m. Dempsey Wilcox called the meeting to order.

___ made a motion to approve the agenda, ___ seconded.
Jill Reeves made a motion to approve the minutes. Sherri Moretz seconded.

Appalachian Theater

Pilar Fotta stated that the Appalachian Theater is ready to take possession of the building and purchase the loan from the town. Attorney Jim Deal from the AT made contact with the bank and the town, and say they anticipate completing the loan in about a month. They are seeking pledges and grants, and anticipate being capable of repaying the loan.

Dempsey revived the conversation about the \$75,000 that DBDA put into the initial purchase, and advised the board vote on making this a formal/official donation to the theater.

Brad Harmon made a motion to gift the \$75,000 to the theater. Sherri seconded. A discussion followed, with Dempsey offering an amendment to transfer our rights to the funds to The Appalachian Theater of the High Country, Inc. Pilar suggested that we keep the line of communication open about potentially having the opportunity to name some aspect of the theater, such as the stage. Jim Deal noted that everyone who has been a major contributor will have an opportunity to participate in the naming process.

Business owner David Duncan, Sr., mentioned that he is 100% supportive of anything that helps the town.

Jill Reeves asked about possibly keeping the loan open so that if the Theater has an excess of funds, the \$75,000 could be reimbursed to the DBDA, so that it could be used for other downtown improvements. Pilar noted that the money did not come out of the regular budget but came out of the fund balance, which is municipal district funds paid for by the property owners. Virginia noted that this fits with the MainStreet project principles, within the DBDA mission. Dempsey recalled that much larger contributions were made to the Public Library and other projects, and

that a permanent contribution to the theater was very much within the purview of the DBDA's role.

Dempsey also noted that the Theater, while so far successful in their fundraising, are still needing help and working very hard to make their fundraising goal.

Jill asked that the letter Pilar will send to DBDA membership include a note about the intended donation. Pilar noted that she has asked attorney to review the rights.

Marsha Walpole made a motion to transfer our rights upon repayment of the loan to the town of Boone to The Appalachian Theater of the High Country, Inc. Brad seconded. Seven voted for, one opposed (Jill Reeves)

Brad made a motion to gift the \$75,000 payment to the theater. Sherri seconded. Seven voted for, one opposed (Jill Reeves)

Public Art: Pilar reminded the board about the \$8,000 grant from the state for the music program, and asked the board to make a budget amendment to include the grant into the budget and establish a line item for the music program.

Greg Lovins made a motion to amend the budget to include the \$8,000 grant and establish a line item in the budget for the music program. Brad seconded. All approved.

Contracted services: Pilar noted that the line-item for contracted services is for unplanned but needed extra services, such as hiring extra help for the Jones House. Marsha noted that she is fine to have an unspecified amount for some needs but would like to see us establish a fixed amount for needs such as maintenance on the website that is separate from contracted services. Pilar noted that we are not finished with the website at this time, so she does not have a fixed amount.

Budget: Virginia Falck noted that the only item on the financial statement that has changed is a reimbursement for the organization's insurance premium.

Brad made a motion to accept the financial statements, Marsha seconded. All approved.

Streetscape Priorities Review: As gleaned from the DBDA Spring meeting, the top three priorities for streetscape improvements are parking meters, sidewalks and bathrooms at Jones House. The top sidewalk priority improvement is South Depot to the end of Boone Drug on W. King St.

There was brief discussion about the situation with the town's extensive budget revision, and how that will affect the DBDA. Dempsey believes the situation will be resolved within a year and suggested that the DBDA go into a holding pattern on major projects.

Dempsey stated that he does not want to make any amendments to the budget right now given the situation with the Town. Pilar noted that town departments were asked to resubmit budgets cutting from the top, and that she will be entering budget talks soon. It was noted that Christmas decorations may be something that is cut from the public works department.

Pilar noted that the DBDA does have funds in our balance to possibly fill in the gaps that may arise, and that she may be asking the board for small budget items and requests to that end.

Virginia noted that it is also possible for us to seek partnerships with schools and other groups, and that increased grant seeking may be necessary. Virginia noted that she is positive about the future and feels we will get by, but she agrees for now that we should hold off on streetscapes since we will not be able to do this without the Town.

Further discussion ensued about the \$75,000 intended for the theater, with board member Jill noting that she feels we should take the funds back and use it on the other projects that will potentially be cut. She noted that several businesses are not in agreement with the gift and do not feel we should be

Greg noted that we hear the businesses loud and clear, but that sometimes boards need to make tough decisions, and that it is important to keep the lines of communication open.

Virginia said she could come up with a letter when the gift takes place, and would like help from Jill and Marsha to compose that letter.

Secretary Jamie Goodman had to leave at 9:26 a.m. Virginia commenced with note taking following.

After further discussion on the Theatre, board member Dempsey encouraged the board to move on to other business.

Promotions Committee - Virginia briefly discussed the need for a Promotions Committee. This committee would assist with promoting downtown events. Some events she cited were the Touchdown Downtown event, Boone Boo. She also suggested that the committee come up with more events that promote downtown Boone. She encouraged everyone to think about if they would like to serve on this committee, or if they know of any members in the district that may be interested in serving on the Promotions Committee.

Mountain Times Ad - Virginia showed the board an advertising section in the Mountain Times that the DBDA purchased for 15 weeks that promotes DBDA and Cultural Resources events, such as First Fridays, Concert at the Jones House, and the 4th of July parade.

4th of July – Pilar and Virginia both expressed a need for the DBDA to possibly help pay for the cake and the band located at the Jones House after the parade due to the recent changes in the sales tax distribution methodology. Virginia encouraged board members to volunteer for the parade.

Downtown Christmas – Virginia discussed the Choose and Cut organization purchasing a US Airways ad that will be in the July issue of their US Airways magazine. She expressed a need to have some kind of brochure or literature available at the Christmas Tree Farms for people to come to downtown.

Upon agreement that there was no further business the meeting was adjourned at 9:50 am.