

Downtown Boone Development Association

May 2016 Meeting Minutes

Board Members in Attendance: Nealy Andrews, Monica Caruso, Loretta Clawson, Tucker Deal, Chris Grasinger, Lynne Mason, Mike O'Connor, Eric Plaag, Anna Roseman, and Kendra Sink

Staff in Attendance: Virginia Falck and Officer Foley

Guests: Alex Hooker

The meeting was called to order at 8:40 am.

General Business

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

Virginia asked for a motion to approve the April minutes. **Nealy made the motion, Chris seconded, all approved.**

Virginia reviewed the MSD budget. She provided members with the budget transfers required to pay for the street and side walk light retro fittings. She also provided information about the budget transfers required for attendance at the Main St. meeting in March.

Virginia then reviewed the nonprofit accounts stating that most of the activity has been insurance renewals, and an increase of funds in the public art account was due to a rise in music lesson attendance.

She asked for a motion to approve the nonprofit statement of position and monthly expenditures. **Eric made the motion, Tucker seconded, all approved.**

Organization

Virginia updated the board about Andy Stalling's health. She introduced Mike O'Connor, and he stated a few words about himself. The board then introduced themselves, and Alex Hooker, a possible new board member, said a few things about himself.

The board then discussed the DBDA and the Town of Boone's contract. Loretta brought up the new ordinance that council members can now vote on town committees. Lynne mentioned that this is a different agreement from other town committees. Virginia stated that the contract states that ex-officios should be nonvoting members of the DBDA board. There was a general consensus that the contract was agreeable, and Virginia stated that she will submit the contract for council's consideration this month.

Design

Virginia then discussed the Teague Façade Incentive Grant. Eric explained the reasoning behind the proposed \$514.05 monetary award amount that the Design Committee agreed upon. Virginia shared that she would like to pursue a small business incentive grant for items such as, signs and new awnings.

Virginia asked for a motion to approve the \$514.05 for the Teague FIG. **Eric made a motion, Nealy seconded, all approved.**

Next the board briefly discussed the students' projects which were presented at the April meeting. Nealy expressed some concerns about using the student's work in regards to intellectual property.

Promotion

The Design Committee then discussed their opinions about the three design proposals for the downtown Boone brochure. There was a general consensus to use Kyra Platt as the brochure designer although there was a shared concern about the length of her contract. There was a brief discussion about the DBDA logo. Lynne also asked that on the map on the brochure there be more information about parking options in downtown.

There was a discussion about the new website, and the possibility of using GIS to help show where some of the parking and businesses are located. The board then discussed possible apps for downtown.

Next, Virginia shared with the board that in partnership with the Town of Boone's Cultural Resources dept. there is downtown advertising in WNC magazine, the Summer Times, and Rays Weather. She also mentioned cost sharing with Cultural Resources on an ad on the App. State Gameday website.

Anna suggested that the Resort Cam on King St. be added to the website.

Eric then discussed with the board the proposed developments at the former Southern States property and the Market Place.

Anna asked about the county's panhandling ordinance, and Lynne stated that the town is in the process of updating the panhandling ordinance.

With no further business the meeting concluded at 9:47 am.