

# Downtown Boone Development Association

## Nov. 10, 2015 Board Meeting

**In Attendance:** Anna Roseman, Tucker Deal, Kendra Sink, Andy Stallings, Colton Lenz, Nealy Andrews, Jamie Goodman,

**Staff in Attendance:** Virginia Falck, Pilar Fotta

**Ex-Officios:** Loretta Clawson and Lynne Mason

Colton called the meeting to order at 8:37 a.m.

Virginia asked if we could amend the agenda to include St. Patrick's Day events per Anna Roseman. **Tucker made a motion to approve the amended agenda. Andy seconded, all approved.**

The board spent a few minutes reviewing the September and October minutes.

**Colton made a motion to approve the September minutes. Tucker seconded, all approved. Anna made a motion to approve the October minutes. Tucker seconded, all approved.**

### FINANCIALS

Virginia updated the board on the financial report for the month. She noted that Walmart donates seasonal supplies for us, and that she was able to use this for Boone BOO, obtaining pencils to hand out to kids in lieu of candy. Due to the donations, the DBDA is able to save money on the Boone BOO and the Eggstravaganza.

With no questions about the financial statement, Virginia then went over the nonprofit fund report. She noted that she transferred some money out of the music fund to contract with two specialty musicians for \$250 each to do workshops. Mark Freed noted to her that there was tremendous response to these guest workshops.

**Colton made a motion to approve the November expenditures and budget. Nealy seconded, all approved.**

### MAIN STREET WORK PLAN

Virginia provided an update on the MSD work plan, noting that some state legislators are asking to amend some of the funds handed out through the program, including new regulations passed that MSD participants need to adhere to. This included some items which DBDA is already in compliance with, including: that we have a contract with the town (we do); that we have a public hearing each year (which we do in the form of an annual meeting each fall plus an open budget meeting each spring); and that we have a work plan and goals.

For the past point, Virginia noted that she already does have a workplace for the year, but the new regulations require 1, 2 and 5 year plans with a focus on economic development. She requested that the executive committee meet with her in the next few weeks to work on drafting a complete workplace, to be presented to the full board at the December meeting and hopefully finalized by the January meeting.

### FACADE INCENTIVE

Virginia updated the board that Farmer's Hardware had completed the brick work approved last year by the Facade committee, and wrote them check for \$1,000 of the \$2,000 agreed-upon grant match. She noted that once some drips at the top of the building are cleaned up, we will pay them

the remaining \$1,000.

Virginia also noted that High Country Souvenirs submitted a Facade grant application, and that she has worked with them to amend their design to fit the parameters. The business will be submitting their amended application to the Facade committee soon for final review.

## **PROMOTION**

Virginia noted that Boone Boo! promotion was an excellent success.

**Downtown Boone Brochure update:** Virginia is working with Leslie Temple to retool the brochure design. Virginia noted that Leslie was able to fit map on one page, but is having trouble getting the picture of Howard's Knob to work on the back. She is considering taking a photo of town from the top of City Hall looking west to capture the mountains and using that on the back instead.

Some discussion took place about the brochure. Andy suggested switching the back page photo (which goes across two panels) to horizontal. Virginia noted that some of the pics were pulled from the internet and need to be switched out. She also noted that one panel will be a History of Boone, and can either have historical photos or continue photos of current day. Colton agreed with the idea of historical vs today pics. Anna suggested including something to represent the downtown's diversity (nightlife, culture, arts, etc). Virginia noted that the brochure will include a link to JonesHouse.org, and that the goal is to finish the brochure by January.

Virginia also noted she received some quotes for printing, including: Precision Printing \$3100; Loftin & Co: \$2300; and Forbes printing: \$1800.

Jamie suggested asking the owner of Precision Printing if he could match the Forbes price. Lynne suggested getting quotes from SOS Printing, Creative Printing and Go Postal.

**FIRST FRIDAY:** Virginia renewed a previous discussion about ways to identify businesses that are participating in First Friday. She noted that Nealy talked with Hank Foreman at the Turchin Center, and came up with a suggestion for designing new branding for First Friday. She and Hank suggest that we reach out to the Graphic Design folks in the ASU Art Department to see if they could mock up something as part of a class project, and develop some kind of market plan including a logo that ties back into the town feel.

So discussion ensued about ways to identify businesses that are participating in First Fridays, including giving all participants a Window Cling to display in their storefronts, utilizing the First Friday logo any time there is a mention of First Friday. There was also some discussion about First Friday attendance falling some, and that November attendance was not as strong as in the past, indicating some need to reinvigorate the events. Jamie mentioned that The Mountain Times is now doing a Gallery Roundup each week, and that we should check with them about making sure there is a separate story for First Friday each month.

Virginia discussed trying to reach out to other businesses to get more involvement, such as the restaurants, to maybe organize a small plate crawl or other ideas. Anna asked about the timeline throughout the year, and Virginia noted that the board voted last year to run First Friday every month except January.

**HIGH COUNTRY HOST AD:** Virginia passed around a draft of an ad for the High Country Host Planner brochure, and asked for feedback on the design and the images used. Jamie suggested spending some funds on a professional photographer to get fresh images of downtown for future promotional materials. The board spent a little time discussing some of the local photographers, which included checking on ASU photography students as a possibility. Virginia offered to gather some quotes from different local photographers and will bring those back to the board.

**VOLUNTEER BREAKFAST:**

Virginia noted that there will be a Free Volunteer Appreciation breakfast courtesy of the Town of Boone on Dec. 15 at 9:00 a.m. at the Daniel Boone Inn, and all DBDA board members are invited to attend.

**HOLIDAY EVENTS:**

Virginia reported on the upcoming holiday events taking place on the first weekend of December, including the solar club's Christmas tree lighting on Friday, Dec. 4, the Christmahannaukwanza Concert that evening, as well as Art Crawl. The Christmas Parade will take place Saturday at 11:00 a.m. Virginia noted a tremendous amount of participation, more than in previous years, and that there will also be a Concert that night as well. She also noted that day will be "small business Saturday."

Kendra asked if we have ever offered an incentive to get small businesses to decorate their windows. Virginia responded that she held a contest several years ago, including a cash prize, but that only 7 businesses participated. Last year the town offered Christmas trees at wholesale price, but not many stores bought in. This year she is hoping folks might be interested in wreaths to put up.

Anna asked about putting potted trees throughout downtown, but Virginia noted there are problems with potted plants disappearing or becoming ashtrays.

**ST PATRICK'S DAY**

Anna described a concept for a St. Patrick's day celebration which would include local community, artists, bands, choirs, dance studios, and downtown businesses and bars. The idea would be to entice artists to do performances of Irish music, dancing, and possibly a bar crawl (though that could not be sponsored by the DBDA). The goal would be to bring business to downtown.

The idea was met with general interest. Other ideas discussed were a pet contest or pet parade and a costume contest for employees of local businesses with DBDA or town council serving as judges. Colton mentioned that although we couldn't sponsor a bar crawl, perhaps we could promote the idea of a music crawl, or including busking on King Street.

**OTHER BUSINESS**

Kendra asked if there are flyers for the December First Friday and the holiday events, and offered to take them around to business owners and ask them to stay open later that weekend.

Virginia noted that she is attending a planning meeting about downtown appearance, and will be presenting some appearance recommendations to Town Council. Recommendations will include items such as color spectrum, siding materials like brick and stone, and other suggestions.

With no further business, the meeting was adjourned at 9:41 a.m.

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*Minutes submitted by Jamie Goodman*