

## Downtown Boone Development Association

October 13, 2015 Regular Board of Directors Meeting Minutes

Board Members in Attendance: Nealy Andrews, John Bond, Monica Caruso, Tucker Deal, Colton Lenz, Greg Lovins, Anna Roseman

Staff in Attendance: Virginia Falck

Visitors: Officer Mike Foley, Andrew Lightsey, and Dan Meyer arrived at 9:15 am

Meeting was called to order at 8:36 am

Virginia asked for a motion to approve the October agenda. **Colton made the motion, Nealy seconded the motion. All approved.**

Virginia then asked if there were any questions about the October statement of position and monthly expenditures. With no questions, Virginia shared that there will be more expenses towards the end of October with porta john rentals for the two home football games and expenses related to the downtown Boone BOO!. With no further discussion Virginia asked for a motion to approve October's statement of position and monthly expenditures. **Andy made a motion. Tucker seconded the motion. All approved.**

### Organization:

The board then elected officers for 2015-2016 fiscal year. **Anna Roseman nominated Colton Lenz as president. Andy seconded the motion. All approved. Next, Greg Lovins nominated Tucker Deal as Vice President. Nealy seconded the motion. All approved.** Virginia stated that although Jamie Goodman was not present at the board meeting that she did express an interest in serving as secretary for another year if no other board member was interested in serving. With no other nominations for secretary, **Andy made a motion to nominate Jamie for secretary. Monica seconded the motion. All approved.** Virginia then stated that Nealy had agreed to serve as treasurer for an addition year. **Colton made a motion to nominate Nealy as treasurer. Anna seconded the motion. All approved.** The 2015-2016 executive board of the DBDA are Colton Lenz – president, Tucker Deal – vice president, Jamie Goodman – secretary, and Nealy Andrews – treasurer.

Virginia and Tucker next provided the board with a festival committee update. Since town staff has begun the process of reviewing RFQs to be presented to Town Council for some of the proposed work to be done on Howard St., the festival committee reached a concensus to wait until the Howard St. project is complete before committing to an annual signature festival. There was a brief discussion about a theme for a festival and the time of year the festival should be held in downtown.

Next Virginia mentioned that there will be two Thursday night football games in downtown; the first game will be on October 22<sup>nd</sup> and the second game will be on November 5<sup>th</sup>. She stated that Town of Boone and ASU staff have been communicating about parking in downtown during the Thursday night games and will continue to have all commuincation channels open following the conclusion of the first Thursday night game.

Design:

Virginia briefly provided the board with a summary of the information session held on September 23 at the Watauga Co. Library regarding the downtown historic survey.

Promotion:

Virginia reminded board members that the downtown Boone BOO! will be held on October 30 instead of October 31 due to the ASU home football game being held on October 31 at 3:30pm. She also stated that King St. will mostly likely be closed again for the event pending a vote from Council this month.

She then informed the board about the wholesale Christmas wreath buying program that the DBDA and the Cornett Deal Christmas Tree Farm were once again offering to members of the DBDA this holiday season. Virginia passed around the wreath ordering forms.

Next Virginia asked the board if they would approve funding in the amount of \$750.00 for the downtown brochure. This would cover work that has been done up to this point and also new work being done by graphic design artist, Leslie Temple. **Colton made a motion to approve funding for the downtown brochure. Andy seconded the motion. All approved.**

The board then discussed the First Friday business participate identifier. Anna, Nealy, and John stated that there should be a color scheme that matched the colors of downtown. Anna stated that the identifier should be art centered and creative. Nealy suggested that the First Friday identifier mirror the color scheme of that of the Turchin. She stated that she would discuss this possibility with Hank Foreman.

Virginia then shared with the board the High Country Host's 2016 Vacation Planner advertisement options. She stated that this was a positive advertising opportunity for downtown Boone. The planner is circulated state-wide with over 80,000 copies printed. Andy suggested that Virginia research advertising opportunities in Johnson City as well. **Andy made a motion to approve \$2,174.00 out of the advertising budget line item for a ½ page advertisement in the 2016 Mountain Planner with the contingency that the board approves a draft at the November board meeting. Colton seconded the motion. All approved.**

The board then discussed the possibility of having some kind of coordinated promotional event on St. Patrick's Day. Dan suggested that Virginia research what Savannah, Georgia does on St. Patrick's Day. Anna shared some of her ideas about St. Patrick's Day in downtown. Virginia stated that her and Anna would meet to discuss some further ideas and would report to the board in November.

With no further business the meeting adjourned at 9:38 am