

DBDA Board of Directors

September 12, 2012 Minutes • Jones House Community Center

Board Members in attendance: Andy Stalling, Rob Olson, Brad Hrmon, Marsha Wapole, Dempsey Wilcox, Bob Mier, Jill Reeves, Jamie Goodman

Staff in attendance: Pilar Fotta

Others in attendance: Matthew Schiner (town intern), Officer Mike Foley, one other person ???

Dempsey called the meeting to order at 8:37 a.m., and introduced Rob Olson, a new DBDA-appointed board member. Rob is a mediator / attorney at Appalachian Law Center across from the court house.

This week Pilar has Matthew, a fall Town of Boone intern, working with her.

Brad Harmon made a motion to approve the Agenda. Bob Meier seconded. All approved

Game Day Update: Dempsey asked retail folks how things went Saturday during the first ASU game of the season (9/4)... Jill said her business was no different, or perhaps just a little low, Bob said he had less traffic. There was some discussion about public bathrooms, Pilar mentioned the CRB is contemplating opening the Jones House on Saturday to keep the community center open and also provide public bathrooms for visitors.

MINUTES: Dempsey asked for changes to the minutes, the only change submitted was to remove Jamie from the attendance list since she was not at the August meeting. **Marsha made a motion to approve the minutes. Bob seconded. All approved**

Budget: Jason was not present to provide a broader update. Pilar noted that the audit is not finished but should be by October. **Brad made a motion to approve the standing statement of financial position. Bob seconded. All approved.**

Personnel Changes / Cultural Resources Partnership: Pilar has accepted the position as Cultural Resources Director, but will be with us through transition and will be hiring and overseeing a new DBDA director. Having someone else here will also supply some additional help in the Jones House. The position will be posted by the Town. Dempsey asked what opportunity the Board will have on input as far as filling the position, final decision will be made by the Town Manager.

Jill asked what the Cultural Resources (CR) board will encompass. Pilar explained that it will oversee the Rivers property, the Jones House, Horn in the West, and possibly a piece of the post office (to be determined). Appalachian Theater will be under DBDA/CRB until it is on its own eventually. The SAHA lease with Farmers Mkt may at some point be reviewed, but right now does not fall under CR. DBDA will work closely with CR, and there will be some crossover/collaboration, possibly Public Art that is outside of downtown, Pilar can also see this being a shared vision with DBDA. Bob expressed some concern about redundancy, especially with public art, Marsha thinks if done right this could provide some cross-purpose.

Pilar explained that the Town of Boone (TOB) provides funding to non-profit agencies using the properties, wants to streamline each property and organization, evaluate grant funding opportunities, try to consolidate TOB and individual organization efforts to take care of assets and make improvements. The timeline for the position has not yet been determined, Dempsey will talk with Greg (the Town Manager) to see what kind of involvement the Board will be allowed to have.

Review of Annual Meeting: Dempsey provided an update on the DBDA annual meeting held in August, says it went well, great food, ok turnout. Received a good update from John Cooper regarding the Appalachian Theater, update from Mayor on the Post Office and the Town's gearing up to work on sidewalks. Dempsey mentioned the Town will start on the four corners of Depot Street. The feedback from the Town on DBDA's progress this last year was very positive.

Howard Street Improvements: Pilar noted that a proposal for Howard Street improvements should be coming in the near future, trying to take what we have now and make improvements rather than going for a big redesign at this time. She was hopeful that businesses would be amenable with the emerging proposal.

Executive Board status: With the transition in DBDA directorship, Dempsey has agreed to stay in the President role for another year. Jamie has agreed to stay as Secretary, and Jason has agreed to stay as Treasurer. Bob agreed to be Vice Chair. **Marsha made a motion to accept the executive board officers as stands. Dempsey seconded. All approved.**

Appalachian Theater Update: Pilar mentioned that a lot is happening with the theater, believe there is a Sept. 19 tour and Sept. 26 executive board meeting coming up. Pilar noted that she is able to set up a personal tour for the DBDA board if there is enough interest. Discussion ensued about how the Theater will ultimately be transferred to its own 501(c)3 non-profit, will have it's own Board, will be staffed, etc. The relationship Pilar sees with CR, AT and DBDA will be a working partnership. Dempsey mentioned that the DBDA and CR will likely both have ex-officio seats on the Theater board.

Dempsey sees the AT being a separate entity as a positive, since the theater will have a lot of events and TOB/CR and DBDA don't need to be involve in day-to-day planning. Hopefully by spring the AT will be able to outright purchase the building from the Town two years ahead of schedule (originally the DBDA / AT was given 3 years to do this).

NOTED CHANGE IN THE AGENDA ORDER: Partnership with the CR board and Howard Street Update (on agenda) were both discussed earlier in the meeting.

Parking Meters: Pilar updated the board on a new option her team has found in a solar-powered meter / pay station. TOB is researching to determine if these would work for the Depot Lot and possibly save money purchasing only 1 station rather than paying \$500/ meter at each space. TOB is also researching versions that will take credit cards, but are running into issues and unknowns with infrastructure (including lack of underground electricity on King Street from Bulldog to Capones, capacity at TOB headquarters to take credit card payments from meters). The MacLaurin parking contract ends this year, TOB considered changing parking to be in-house but after an evaluation decided it was cheaper to keep a contract system than have the Town run parking. They may be taking bids in the future.

Promotion: Dempsey mentioned that we are beginning new year on the board, and want to try to get committees up and running.

- **Parking Committee:** Jason will be chair
- **Promotions:** **Need someone to be chair**
- **Public Art / Design committee:** Bob will be chair

Pilar has some options for things we could do for advertising for the Promotions Committee to look over.

First Friday: Pilar noted that last year DBDA suspended First Friday in Jan, Feb and March to avoid inclement weather conflicts, but the weather ultimately was good and there was amazing turnout at the galleries and downtown during those months. Pilar suggested that the board reevaluate the idea of changing First Friday back to every month and giving businesses the opportunity to choose to participate or not. An idea to help facilitate this would be to collaborate with the Mtn Times on a page that businesses could elect to pay for advertising of their special event or promotion each month. Bob mentioned that we could do more online to promote First Fridays, and discussion took place about options including the website, QR codes, and High Country Press.

Marsha made a motion to extend First Fridays back to 12 months a year. Bob seconded. All approved.

Downtown Boo will be taking place Oct. 31, and all businesses are urged to participate in this fun event.

Bob needs to schedule Public Arts committee meeting. Dempsey is interested, Jamie is interested, Brad is interested.

NOTED CHANGE IN THE AGENDA ORDER: Skipped talking about Christmas Promotions until next meeting. First Game Day review was at the beginning of the meeting.

Other Business:

Bob brought up concerns about the peddlers downtown, mentioned one woman was hula hooping / performing in the middle of the parking lot entrance. The town has done a fair bit of researching other town ordinances, etc., but have not finalized any solutions yet.

Officer Mike Foley brought up graffiti downtown and suggested the board and the town will need to consider the issue. Ideas brought up were researching if other towns that have Murals, if this is a deterrent. Dempsey suggested moving this discussion to a future meeting.

Andy raised the idea of the Town researching a parking deck, perhaps buying the property behind Depot Street. More thought will be given to this idea.

At 9:35 a.m. Dempsey adjourned the meeting.

Minutes submitted by Jamie Goodman.