

**TOWN OF BOONE  
CULTURAL RESOURCES BOARD MEETING MINUTES  
OCTOBER 9, 2017**

A meeting of the Cultural Resources Advisory Board (CRAB) was called to order at 3:31 p.m., Monday, October 9, 2017, at the Jones House Cultural and Community Center by Vice-Chair Kim Wrangler. Other board members present included Andrea Capua, Neva Specht, Carson Sailor, Christina Bailey, Suzanne Thompson, Mayor Rennie Brantz, and Town Council member Jeanine Underwood Collins. Cultural Resources Director Pilar Fotta, and Cultural Resources Administrative Assistant Sarah Upton were present.

**APPROVAL OF MINUTES**

Upon a motion by Mayor Brantz, seconded by Council Member Specht, minutes of the September 11, 2017, CRAB meeting were approved as presented.

VOTE: Aye – All  
Nay – None

**STAFF UPDATE**

Director Fotta reported on recent events for the Cultural Resources Department. The Jones House will be open every Saturday and Sunday from 11:00 until 4:00 PM until December 23<sup>rd</sup>. Also, the Jones House will be open on Veteran's Day on Friday, November 10<sup>th</sup> from 12:00 PM until 5:00 PM, Black Friday on Friday, November 24<sup>th</sup> from 10:00 AM until 4:00 PM, and Small Business Saturday, November 25<sup>th</sup> from 11:00 AM until 4:00 PM. On Veteran's Day and Black Friday, the Town of Boone will be closed so the Jones House will offer public restrooms and information for visitors to the area. Parking will be free all-day in downtown Boone on Friday, November 10<sup>th</sup> and 11<sup>th</sup> for Veteran's Day and November 23<sup>rd</sup>, 24<sup>th</sup>, and 25<sup>th</sup> for Thanksgiving holiday. On Tuesday, October 31<sup>st</sup>, parking in downtown will be free after 2:00 PM in preparation for Boone Boo!

Director Fotta explained that the downtown Boone Christmas Parade has been moved to Saturday, December 9<sup>th</sup> to accommodate for a ASU home football game on Saturday, December 2<sup>nd</sup>. Board Member Bailey reported on the 3<sup>rd</sup> Annual Halloween event at the Watauga County Farmers' Market on Saturday, October 28<sup>th</sup>. The event will offer games, a costume booth, photo booth, and a costume contest. The event will be raise funds for the Farmers' Market Double Bucks program.

Director Fotta reported that the Cultural Resources Department has two new ASU work-study employees: Bryce Macauley and Jenna Rae. The students will assist with administrative work around the Jones House and event support as needed throughout the semester.

Director Fotta informed the board about the success of the inaugural Touchdown Boone event, which was held on Friday, September 22<sup>nd</sup> before the ASU vs. Wake Forest football game. The event featured free beer tasting from local breweries, food samples from a downtown restaurant, ASU alumni giveaways, a bounce house, and Twist the Balloon Man. The event had positive feedback so we look forward to hosting the event again next year.

Director Fotta reported on the Boone Film Festival, which had a good turnout for their event. The organizers have reached out to Director Fotta for assistance in changing the format for next year. Hopefully, the event will be spread out over multiple days and venues, including Daniel Boone Park.

Director Fotta updated the board on the ASU Homecoming Parade and Street Festival. The event went well and had a large turnout for the festival. No reports of tickets or issues from the Boone Police Department.

Board Member Sailor reported that the Boone Heritage Festival was cancelled due to severe rain and thunderstorms on Saturday, October 8<sup>th</sup>.

Director Fotta reported that the Haunted Horn: Curse of the Wendigo began on Friday, October 6<sup>th</sup>, had a good opening weekend. It will be held every Friday and Saturday through October with activities for children and adults.

Director Fotta informed the board about Boone Boo!, which will be held on Tuesday, October 31<sup>st</sup>. The format of the event will be slightly different this year to spread out crowds. The Jones House and Watauga County Public Library will open at 4:00 PM with activities and games for children. Trick-or-Treating with the downtown merchants will officially begin at 5:00 PM when King Street closes and will end at 6:00 PM. Director Fotta encouraged board members to volunteer during the event.

Director Fotta reported that Ben Massey, the Watauga County Farmers' Market Manager, will be retiring. Massey has worked with the Farmers' Market for two-years. Director Fotta will introduce the board to the new Farmers' Market Manager once the hiring committee has selected an applicant.

Director Fotta announced to the Board that the Southern Appalachian Heritage Association (SAHA) has submitted a request to the Town Council meeting agenda for a five-year extension on their license. SAHA currently has a two-year license. They have also requested that changes to the license be submitted a minimum of six months' notice. Board Member Capua discussed concerns about how this change might affect events that the Town might want to hold at Daniel Boone Park. Board Member Sailor explained that SAHA has asked for these license changes for financial support from grant-making foundations. The board discussed concerns about how these changes might influence the board's mission and work. Board members requested that the November CRAB meeting be dedicated to exploring and discussing SAHA's license and request for changes before it is brought before the Town Council. Board Member Specht asked Board Member Sailor to bring a copy of SAHA's economic impact report and examples of where grant-making foundations have asked for a longer-term license, Sailor agreed to distribute those materials to the board before the next Board meeting. Board Member Bailey asked Director Fotta to invite community members like Danny Wilcox from Appalachian Mountain Brewery/We Can So You Can Foundation, Ben Massey of the Watauga County Farmers' Market, and others who have expressed an interest in hosting events at Daniel Boone Park. Director Fotta agreed to reach out to those parties and invite them to the November CRAB meeting.

Director Fotta reported on the Northern Peaks Trail and asked the Board if they had any questions about the trail. Board Member Specht asked that the discussion be tabled till the November meeting so the Board could look over the information and come prepared with questions.

### **EVENT POLICY DISCUSSION**

Director Fotta presented the Town of Boone Special Event Policy PowerPoint from 2013 to the board. The Town currently only has a “parade” special event permit for special events, which does not cover the variety of event requests that are brought to the Cultural Resources Department. Director Fotta explained that she would like to see the special event permits expanded and made available online to improve the application process. This change would make the application easier for both Town staff and the public. Director Fotta asked the board for recommendations and suggestions. The board discussed how to evaluate events based on priority of date requests. Board Member Thompson requested that Director Fotta include information about signage policies in the event policy packet. Director Fotta will share the PowerPoint with the board and will discuss the policy at greater depth at the December CRAB meeting.

### **VOLUNTEER PROGRAM DISCUSSION**

Board Member Wrangler suggested that the board discuss the Town of Boone Volunteer Program packet at the January CRAB meeting. Director Fotta will share the packet with the board before the January meeting.

### **OTHER BUSINESS**

Director Fotta asked that board members volunteer during Boone Boo! To help direct crowds and ensure the safety of participants, particularly around King Street and Howard Street.

Town Council Member Collins recommended communicating with ASU in the future to not throw candy during events like the Homecoming Parade. Board Member Specht suggested communicating with the Town of Blowing Rock so both towns share the same message with groups who participant in both parades in each town.

### **ADJOURNMENT**

Upon a motion by Board Member Specht, the meeting was adjourned at 4:37 PM.

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Sarah Upton, Cultural Resources Administrative Assistant

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Kim Wrangler, Vice-Chair