

**Downtown Boone Development Association  
Regular Board of Directors Meeting – February 13<sup>th</sup>, 2018  
8:30 am – Jones House Cultural and Community Center**

**Board Members present:** Denise Lovin, Tucker Deal, Victoria Potter, Anna Roseman, Monica Caruso, Sam Parker, Dave Walker

**Ex-Officios present:** Lynne Mason, Loretta Clawson

**MSD members/guests present:** Thea Young (Footsloggers), Finn Halloraw (ASU student), Megan Biddix (Horton Hotel), Matt Snyder (Board of Elections)

**Staff present:** Brittney Clark, Glen Kornhauser

**Handouts:** Agenda, Proposed Budget

## **GENERAL BUSINESS**

Tucker called the meeting to order at 8:31 am.

### **APPROVAL OF MINUTES AND AGENDA**

#### **Agenda**

Anna made a motion to approve the minutes; Tucker seconded.

#### **Minutes**

Victoria made a motion to approve the minutes; Anna seconded.

#### **Current Financial Statements**

Anna made a motion to approve our financial statements; Sam seconded. A Vote was held to approve all three documents; all approved.

### **ORGANIZATION**

#### **Main Street Work Plan Review**

A review of the Main Street Work plan, as discussed at the January Budget Retreat, was discussed, with the three economic development strategies for the 2018 Calendar year being: Launch a Community Image Building campaign, Increase long-lasting children's programming in Downtown Boone, and Partner with local entities to implement a wayfinding program. The question was raised about how to measure foot traffic; answer was to poll 8-10 of the strongest retailers downtown and average their numbers. Anna made a motion to approve the Work Plan; Dave seconded. All approved.

Discussion continued about how to implement the plan; decision was to split the work along economic strategies, with the Community Image Building strategy being primarily driven by the marketing committee; the children's programming strategy being driven by the Mice on Main committee (which

may need to be expanded), and the wayfinding signage strategy being driven by the economic vitality committee, which needs to be created.

### **Shoplifting Prevention and Detection Seminar**

Glen Kornhauser was to present this; he was not at the meeting at this time so this discussion was tabled.

### **New Board Member Applications and Vote**

There is one space on the Board of Directors, left vacant by Mike O'Connor retiring in December 2017, and it is a board appointed position. It was suggested that Steve Martin would be a great asset, because of his connection to New River Light and Power, and that Lindsay Miller would also be a great addition because of her connection with the Turchin Center. It was proposed that we offer Lindsay an ex-officio spot on the Board. Tucker motioned to nominate Steve Martin to serve on the Board of directors, and to offer Lindsay Miller an ex-officio position on the Board; Sam seconded. All voted in favor.

## **FINANCIAL**

### **Suggested Budget**

Brittney presented a suggested budget for the 2018-2019 Fiscal Year. Funds can be encumbered from this fiscal year (2017-2018) and added to a budget line for the coming fiscal year (2018-2019). Brittney explained some of the expenses that were added, but it would require encumbering about \$10,000 from the 2017-2018 budget to be used for the 2018-2019 budget, all in the Streetscapes/MSD Projects budget line. Still need to get a price on new trash cans and recycling containers, whether that would be adding additional trash cans or replacing all of the trash cans. There was also a discussion about public restrooms in Downtown, and how there isn't one. The Jones House has been serving as Public Restrooms on the weekend, but this isn't advertised well. Tucker is hesitant to pull over funds from year to year if a comprehensive plan is put in place because we will need the fund balance funds to execute the comprehensive plan. The increase in MSD line item comes from trying to do Wayfinding signage and a permanent scavenger hunt in the same year.

### **Streetscape Contracted Price Follow-up**

This conversation was moved up into the Financial section due to the price component of the Streetscape improvement conversation. The quote given for a contractor to do the Streetscape improvements is \$23 per square foot. Public Works would also have to go right alongside the contractor because of the municipal service infrastructure so it wouldn't go any faster using contracted labor; Public works feels it might go slower. Public works is able to do on-site engineering, whereas if we use a contractor, we will have to pay to have an engineered plan for the sidewalk work done, which will cost quite a bit of money. Brittney has asked the Town GIS staff to create a map that marks out where current amenities are located (trash cans, recycling cans, light poles, street furniture, bike racks, etc.) so we can identify gaps. We are still moving towards creating a comprehensive plan to expand MSD amenities to the entire MSD.

### **Suggested Budget (continued)**

Brittney will continue to work on the budget; welcomes suggestions on finalizing budget line items. Will bring the budget back to the Board in March.

### **Vote on Auditor Change**

A change in auditor will reduce our cost from \$3,600 to \$2,300; will be using same auditor as the Town of Boone for our private finances. Tucker motioned to approve the contract; Sam seconded. All voted to approve.

### **Approval of Rack Card/Map redesign quote**

Brittney got a quote from Appalachian Signs to redesign the brochure and change to a rack card that would be smaller and less expensive to produce. Goal of the rack card would be to encourage visitors to visit Downtown while pointing them to our website for content. Sam made a motion to approve the quote; Monica seconded. All voted to approve.

## **DESIGN**

### **Façade Grant Application Review**

Brittney asked a few questions about why the Façade grant application included a few things. It was suggested that the design committee meet to discuss the changes to the application. Confirmed who might be on the Design committee – Dave, Angela, and Monica volunteered. Will need to expand this. Brittney will call the committee together. There is a FIG grant to review.

## **OTHER BUSINESS, COMMENTS, OR CONCERNS**

Brittney turned the meeting over to Matt Snyder with the Board of Elections who shared that he is looking for staff to help run the election. Early voting is April 19<sup>th</sup>; regular voting is May 8. Downtown Boone is one of the hardest places to find workers. He passed out applications.

Glen shared about the Shoplifting Prevention and Detection Seminar – he is working to set up an open class to help merchants learn loss prevention and how to identify fake ID's in March. Maybe a store can send a manager to the class and take that info back to their store. If there is a specific need for a business, Glen is happy to receive that feedback.

Lynne mentioned that a rebate or voucher system is on the agenda for the next Town Council meeting (Thursday, February 15<sup>th</sup>) – she offered to ask for the Town Council discussion be tabled until the DBDA can discuss; will put on the March DBDA agenda for discussion.

### **Call for Adjournment**

Anna motioned for the meeting to adjourn at 10:08 am.