

**Downtown Boone Development Association
Regular Board of Directors Meeting – March 13, 2018
8:30 am – Jones House Cultural and Community Center**

Board Members present: Dave Walker, Denise Lovin, Monica Caruso, Tucker Deal, Anna Roseman, Alex Hooker

Ex-Officios present: Lynne Mason, Loretta Clawson, Lindsay Miller

MSD members/guests present: N/A

Staff present: Brittney Clark

Handouts: Agenda, Financial Statements, Proposed Budget

GENERAL BUSINESS

Anna called the meeting to order at 8:37 am.

APPROVAL OF MINUTES AND AGENDA

Agenda

Tucker made a motion to approve the agenda; Denise seconded.

Minutes

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

Current Financial Statements

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

ORGANIZATION

Parking – Voucher System

Lynne Mason presented a Town Council agenda item submitted by councilmember Sam Furgiuele for discussion the DBDA Board. The agenda item text was:

“When parking meters were proposed to be installed throughout much of the downtown area, the argument made to the Town Council was that these were for the benefit of downtown merchants and that they would insure the turnover of parking spaces to make parking for customers more readily available. Since the installation of the parking meters and pay stations, however, the downtown has continued to see the loss of many businesses, e.g. Trolley Shop, Grog, Split Endz, Capones, PNC, etc. The operators of at least three of these have told me that they were unable to continue in business downtown due to the increased difficulty for finding parking created by the

meters. In the last twenty years, there have been dozens of downtown business failures/closures, or due to difficult parking, businesses have relocated outside the downtown. Many of the businesses downtown are very small and many have items for sale which may not be very expensive. I am proposing therefore that the town create a program in which any person receiving a parking ticket for parking too long be allowed a \$5 credit on the \$15 fine if the offender provides to the town a time/date stamped receipt showing a purchase at a business within the MSD for at least \$10 within twenty-four hours after the time/date of the parking ticket. The program should be very simple with instructions on the ticket itself and appropriate signs displayed by participating businesses. I request that a specific proposal be presented at the February 2018 meeting and that the idea be implemented for a trial period of at least six months with a report on its level of use to follow.”

Lynne shared that there was a parking task force put together when the meters were first put in that developed the plans that are in place now. We used to have a voucher system with stamps but that system was abused by businesses using them for themselves and their employees. Tucker said the suggested plan might be worth exploring but seems anecdotal. He pointed out that one example in the agenda item, Trolley Stop, has its own parking and wouldn't be impacted by the meters. He also shared that most people were generally more satisfied now that the time limit is 2 hours. Anna shared that she is glad that this item is up for discussion, but that there have been less complaints about parking recently, and that the plan is complicated and would be hard to explain how it would work to her employees and train them on what the plan is. There was a discussion about increasing the “grace period” time limit to more than 5 minutes. Lynne proposed a paid voucher system, where businesses can purchase vouchers to cover customer parking tickets, for perhaps \$2 per voucher. There was consensus that parking complaints are much lower than before. Other discussion was about exploring alternative parking locations, as well as having McLaurin put up additional parking signs on weekends. The Board made a motion that the proposal seems difficult to implement and to communicate, but would support exploring a simple merchant-purchased voucher system, extending the grace period to higher than 5 minutes, and seeking out all additional available parking areas. All approved the motion.

FINANCIAL

Proposed Budget

Brittney presented an updated proposed budget, without the \$50,000 for Wayfinding signage to the TDA because of attending the latest meeting; the signs will not be in Downtown, they will just direct people to Downtown. The Board wants to still have temporary wayfinding signage installed until the County-wide wayfinding signage could be implemented, since that will likely be over a year away. Brittney will look into curved metal signs that will wrap around poles (either TOB Light Poles or New River power poles). First priority will be the corner of King and Depot street, then Depot and Howard, and will say “More shopping and dining <- and ->”.

Brittney also presented quotes for DBDA amenities (trash cans, recycling bins, bike racks, and upgrading wooden power poles to black steel poles), as well as a map of the current amenities and their location. It was proposed that a committee be formed to decide where to put additional amenities and to decide on what designs are chosen. Howard Street renovations will pull from its own pool of money. Brittney also took out the \$1,400 for Work Study program – we don't use this. Advertising budget will go up by \$3,000 for billboards. Lynne asked for an update on the Fund Balance amount; Brittney will bring amount back at April meeting. Alex made a motion to approve the proposed budget; Tucker seconded. All approved.

Hanging Basket Quote

Public Works got a quote for hanging baskets of flowers in Downtown. The price is \$1,600. The price is less and we get even bigger/fuller baskets. Anna shared that the baskets of flowers cover the sign to her businesses; Brittney will see about keeping those contained. Dave made a motion to approve the quote, Monica seconded. All approved.

PROMOTION

Trolley from Conference to Downtown – March 10

Dana from Air Haven Limousine gave us a steep discount - \$500 to run the trolley from the Convocation center to Downtown from noon to 4:00 pm. He estimated that between 75 and 85 women rode the trolley during that time. Anna reported that business was up 50% compared to that weekend last year. ODB had a line out the door, and Lost Province had increased business that weekend as well.

Eggstravaganza 2018

Eggstravaganza will be March 24th. There will be traditional egg hunts for 0-3 year olds and 4-7 year olds, and a scavenger hunt for kids 8-12 with downtown merchants. Brittney asked the Board of Directors to help gauge the benefit to the MSD for next year.

DESIGN

Façade Grant Application

The design committee reviewed the Façade Grant application that was submitted for the Horton Hotel awning and voted to approve the FIG grant as long as the project goes forward as proposed, and that the awning is anchored to the mortar joints rather than the bricks themselves, to the extent possible. Anna made a motion to approve the grant; Monica seconded. All approved, and Denise recused herself.

Public Art

The call for submissions went out March 5th, as well as a press release, and included the Arts Council and Turchin Center, as well as everyone on Virginia's email list last year and a few extra people I have met in the last year who I thought might know people to submit art. I will bring the submissions to the Design Committee on April 3rd, and the submissions will be brought to the board for final approval at the April

10th Board meeting. Lynne suggested an additional public art space could be near the solar shelter on Depot street.

OTHER BUSINESS, COMMENTS, OR CONCERNS

Anna shared that April 22nd is Earth Day, and she is doing a Trash Fashion show at the HOW Space. Possibly having the April First Friday be an Earth Day theme. Lynne also wanted the Board to be aware of a joint meeting on March 20th at 6 pm of the Historic Preservation Committee and the Community Appearance Committee as it pertains to their discussion of creating a Historic district downtown.

Call for Adjournment

Anna motioned for the meeting to adjourn at 10:07 am; Alex seconded. All approved.