

Downtown Boone Development Association

2010 Annual Membership Meeting



WELCOME

Agenda

- ❖ Call to Order & Introductions
- ❖ Membership Update & Motion for New Nominations
- ❖ 2010 Board Member Election
- ❖ 2010–2011 Officer Election
- ❖ Watauga County TDA Presentation
- ❖ Proposed Budget
- ❖ Proposed Work Plan
- ❖ Updates

2010 Board Member Election

Director Nominees

Sheri Moretz: Mast General Store

Term: 3 yrs

Marianne Doan: RBC Centura

Term: 3 yrs

Andy Stallings: Property Owner

Term: 3 yrs

Sam Ratchford: Vidalia Restaurant

Term: 3 yrs

2010–2011 Officer Election

Officer Nominees

President: Dempsey Wilcox

Term: 1 yr

Vice President: Bob Meier

Term: 1 yr

Secretary: Sheri Moretz

Term: 1 yr

Treasurer: Jason Berry

Term: 1 yr

NC Main Street Presentation

**Wright Tilley, Executive Director
Watauga County TDA**

www.exploreboonearea.com

DBDA Work Plan: July-December 2010

Promotion

Goal: Downtown offers the "complete package" for people wanting to live, work, play, shop & invest.

• **Objective:**
Develop an effective marketing campaign.

Strategies

- Utilize media tools and mass email correspondence
- Quarterly update website business listings & sidewalk directional signs
- Post meeting information on website
- Focus on low-cost promotional outlets

Design

Goal: A picture-perfect downtown.

• **Objective:**
Improve the physical aspects of Downtown Boone.

Strategies

- Invest in aesthetic improvements in downtown Boone
- Continue the monthly Art Crawl events & re-evaluate the future of these events
- Monitor effectiveness

Economic Restructuring

Goal: A healthier & more competitive downtown business community.

• **Objective:** Promote development through historic preservation and community improvement

Strategies

- Encourage investment in historical preservation through redevelopment
- Improve Sign & Façade Incentive Grant Application Process
- Monitor the program's effectiveness.

Organization

Goal: Stakeholder participation as the foundation for downtown's future and the key to success.

• **Objective:** Achieve maximum stakeholder participation in all downtown Boone activities

Strategies

- Increase opportunities for stakeholder involvement
- Maintain current contact information for all business and property owners
- Maintain lines of communication with all stakeholders

Budget: July–December 2010

Income

Membership Dues		0.00
Art Crawl Membership Dues		3,650.00
Interest Income		500.00
MSD Tax Collected 2010-11		55,255.00
Appropriated Fund Balance		0.00
	INCOME TOTAL:	59,405.00

Expense

Office Expense		8,310.00
Personnel Expense		20,900.00
Programming Expense		
General	14,120.00	
Design	4,600.00	
Economic Restructuring	5,100.00	
Organization	80.00	
Promotion	6,295.00	
	Subtotal:	29,995.00
	EXPENSE TOTAL:	59,405.00

Other Updates

- ▶ **Doc Watson Downtown Project**
- ▶ **Downtown Taskforce**
- ▶ **Parking Taskforce**
- ▶ **Façade & Sign Incentive Grants**
- ▶ **MTN Show**
- ▶ **DBDA Website**

Thank you for attending the 2010 DBDA Annual Membership Meeting!

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