



## DOWNTOWN BOONE DEVELOPMENT ASSOCIATION ANNUAL MEMBERSHIP MEETING

*August 16, 2010  
6:00p.m. to 8:00p.m.  
High Country Press Office  
130 North Depot Street  
Downtown Boone*

### AGENDA

- **Call to Order & Welcome** – Dempsey Wilcox
- **Membership Update & Motion for New Nominations** – Dempsey Wilcox
- **2010 Board Member Election** – Dempsey Wilcox
- **2010-2011 Officer Election** – Dempsey Wilcox
- **NC Main Street Presentation** – Wright Tilley, Executive Director, Watauga County TDA
- **2010 Work Plan** – Dempsey Wilcox
- **2010 Budget Report** – Dempsey Wilcox
- **Updates**

**Nominations Committee Announcement:**

**2010 Proposed Slate of Directors & Officers**

The Nominations Committee is pleased to present the membership with the following proposed slate of Directors & Officers. Please plan to attend the DBDA Annual Meeting on 8.16.10, when a vote will be held. If you have any questions, contact Mary Baker at dbda@boone-nc.org or 828-262-4532.

**2010-2011 Downtown Boone Development Association Board of Directors**  
*Proposed Slate of Directors & Officers*

Please indicate your vote below with a check for up to four director nominees

***Director Nominees - 2010-2013***

- |  |    |             |
|--|----|-------------|
| <input type="checkbox"/> Sheri Moretz: Mast General Store  | -- | Term: 3 yrs |
| <input type="checkbox"/> Marianne Doan: RBC Bank           | -- | Term: 3 yrs |
| <input type="checkbox"/> Andy Stallings: Property Owner    | -- | Term: 3 yrs |
| <input type="checkbox"/> Sam Ratchford: Vidalia Restaurant | -- | Term: 3 yrs |
| <input type="checkbox"/> Write-In Candidate _____          |    | Term: 3 yrs |

***Continuing Directors***

- |   |                       |
|---|-----------------------|
| Dempsey Wilcox: Property Owner                | Remaining Term: 2 yrs |
| Carrie Phillips: Boone Drug                   | Remaining Term: 2 yrs |
| Bob Meier: Doe Ridge Pottery                  | Remaining Term: 2 yrs |
| Jason Berry: Footsloggers                     | Remaining Term: 2 yrs |
| Omer Tomlinson: Boone Chamber of Commerce     | Remaining Term: 1 yr  |
| Greg Lovins: Property Owner                   | Remaining Term: 1 yr  |
| Jean Borhman: Char Modern American Restaurant | Remaining Term: 1 yr  |
| Linda Smith: Hands Gallery                    | Remaining Term: 1 yr  |

Please indicate your vote below with one check for each officer position

***Officer Nominees - 2010-2011***

- |  |                |            |
|--|----------------|------------|
| <input type="checkbox"/> President       | Dempsey Wilcox | Term: 1 yr |
| <input type="checkbox"/> Vice President: | Bob Meier      | Term: 1 yr |
| <input type="checkbox"/> Secretary:      | Sheri Moretz   | Term: 1 yr |
| <input type="checkbox"/> Treasurer:      | Jason Berry    | Term: 1 yr |

***Ex-Officio***

*Lynn Mason - Town of Boone Council Member*  
*Jamie Leigh - Town of Boone Council Member*

Member Name: \_\_\_\_\_ Assigned Proxy (If applicable): \_\_\_\_\_

Please print your name above. This ballot is a controlled measure and your vote will be held in confidence. Please return this ballot to: mail: PO Box 362-Boone-NC-28607, fax to: 828-265-9403, email to: [dbda@boone-nc.org](mailto:dbda@boone-nc.org).

\*One year term effective August 16<sup>th</sup>, 2010 through June 30<sup>th</sup>, 2011, or until the next election.



**Downtown Boone**  
DEVELOPMENT ASSOCIATION

## RSVP and Proxy Voting

Please RSVP to the DBDA Office by Friday, **8.06.2010**, for the 2010 Membership Meeting. You may email: [dbda@boone-nc.org](mailto:dbda@boone-nc.org), fax: 828-265-9403, mail to: P.O. Box 362, Boone, NC 28607, or call: 828-262-4532.

*If you are not able to join us for the meeting this document may serve as a **proxy for your membership vote**; to be used in your absence by an associate whom is able to attend the meeting.*

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Business Name:

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Contact Person:

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Name of Attendees or Assigned Proxy (please designate):

---

Telephone Number:

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Business Address:

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Fax:

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Email:

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Signature to Verify Proxy (if applicable):

# 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

**Downtown Boone Development Association**

**Proposed Budget FY 7/1/2010 - 12/31/2010**

<b>GENERAL FUND</b>	<b><u>Budget</u></b>
<b><u>Income</u></b>	
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
<b>TOTALS:</b>	<b>59,405.00</b>
<b><u>Expenses</u></b>	
<b>Office Expenses</b>	
Bank Charges	90.00
Office Supplies/Equipment	500.00
Copier	250.00
Rent	2,400.00
Telephone/Internet	1,000.00
Storage Unit	480.00
Parking Space	290.00
Accounting Fees/Audit	3,300.00
Subtotal - Office Expenses	8,310.00
<b>Personnel Expenses</b>	
Education	0.00
Health Insurance Benefit	300.00
Salaries	19,000.00
Taxes Payroll	1,600.00
Retirement Benefits	0.00
Travel & Training	0.00
Subtotal - Personnel Expenses	20,900.00
<b>Programming Expenses</b>	
<b>General</b>	
Annual Meeting	350.00
Administration	6,500.00
Health Insurance Benefit	300.00
Taxes Payroll	500.00
Intern	800.00
Programming Insurance	5,000.00
Dues and Subscriptions	450.00
Contract Labor	220.00
<b>Design</b>	
Infrastructure	3,600.00
Sculpture Program	1,000.00
<b>Economic Restructuring</b>	
Sign Incentive Grants	1,250.00
Façade Grants	3,850.00
Community Development Grants	0.00
<b>Organization</b>	
Master Planning	0.00
<b>Promotion</b>	
Art Crawl	3,650.00
Advertising	1,000.00
Promotional Holiday Events	250.00
Printed Materials	1,150.00
Email/Internet Posting	80.00
Web Page/Hosting	245.00
Subtotal - Program Expenses	30,195.00
<b>Other Expenses</b>	
Miscellaneous -	0.00
Subtotal Miscellaneous	0.00
<b>EXPENSE TOTALS</b>	<b>59,405.00</b>



**Downtown Boone**  
DEVELOPMENT ASSOCIATION

Are you interested in getting more involved in the happenings of downtown Boone? Would you like to meet more of your neighbors and regular downtown patrons? Do you feel that downtown is a vital asset to the prosperity of our local community and economy? Then, please join us and...

# Volunteer With the DBDA!

Please enter your contact information and the times that you are available.

**Name:** \_\_\_\_\_ **Home Phone:** \_\_\_\_\_

**Cell Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Other Contact Information:** \_\_\_\_\_

**Best Way to Reach You:** \_\_\_\_\_

**Number of Hours You Would Like to Volunteer Per Week or Month?**

5 to 10 hrs.  Weekly

10 to 15 hrs.  Monthly

15 to 20 hrs. **Special Seasonal or Other Restrictions:** \_\_\_\_\_

20 + hrs. \_\_\_\_\_

Please list your particular interests in the section below, i.e. – if you are interested in a particular project, committee, or special event. A few examples are listed.

*Special Projects: Data Entry on Website*

*Committees: Promotion, Design, Organization & Economic Restructuring*

*Events: Art Crawl, Boone BOO!, Easter Eggstravaganza, July 4<sup>th</sup> & Christmas Parades, Annual Mtg.*

**Comments:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

*Thank you!*