

**Downtown Boone Development Association
Board of Directors Meeting
Thursday, January 6, 2011
9 a.m. Watauga County Library**

Recorded Attendance

Board: Dempsey Wilcox-President, Property Owner; Jamie Leigh–Town Council Ex-Officio, Property Owner; Sheri Moretz-Secretary, Mast General Store; Greg Lovins, ASU; Lynne Mason-Town Council Ex-Officio, Property Owner

Staff: Mary Baker

Public: Evalyn Sudderth, RBC Bank; Cherry Johnson, Watauga Arts Council & Jones House Community Center; Brad Harmon, Harmon’s Dixie Pride

General Administration

The meeting was called to order at 9:10 a.m. by Dempsey Wilcox, president; however, a quorum was not present.

The meeting proceeded with general discussion.

On the financial side, there were no large deviations from our normal pattern of spending. In the events line item, the Christmas parade is over budget. This overage was caused by extra advertising to announce the date change. All other events are on track. The Doc Watson Project is well under way with over half of the total needed to fund the project either collected or pledged.

The full membership meeting is scheduled for next Thursday. Mary asked for two volunteers to help set up, two to take down, and three to act as greeters. We will need to approve our budget and any changes that need to be made prior to the meeting, so it can be presented to the membership. The biggest issue to be addressed at the meeting is accepting the Taskforce Recommendations as accepted and presented by the Town Council.

The new contract is due to be signed soon. We will review it first.

Currently, there are no meeting dates set for the Municipal Service District Task Force. Their assignment is to come up with the vision, work plan and budget for the next year (July 2011 – June 2012) and to further develop concepts for the downtown area. The budget is due for presentation on March 1.

The North Carolina Main Street Annual Conference is scheduled for January 26-28 in Shelby. Mary will be attending and would like as many board members as possible to attend. Lynne Mason has indicated interest and is trying to free up a day on her calendar. This might be a great opportunity for the members of the MSD Task Force. Members of the town’s administration can receive professional credits to attend – planners, architects, etc. Mason suggested an e-mail sent to the Town Council and any appropriate staffers via the town clerk to let them know about the credits.

Several budget changes for the upcoming six months were discussed. These included the DBDA supplying funds for the completion of the Downtown Boone Streetscape Phase 1 – purchasing all three banners for the light poles, adding embellishments to benches, possibly adding more benches, etc.

Art Crawl is anticipated to cost \$7,000, which will include insurance for the event, staff time, advertising, and overhead.

There was discussion of whether a Phase 2 of the Downtown Streetscape would include new planters and landscaping in downtown Boone. Jamie Leigh would like to push forward on landscaping, planters, etc. to make the downtown area more inviting. One particular issue that will need to be addressed is the salt in the winter. Provisions will need to be made to find “salt-resistant” plants, shrubbery, and trees, or to find a way to lessen the salt’s effect.

Mason suggested encouraging businesses to put out plants during the summer like the white lights in the windows are encouraged in the winter. Leigh has talked with Blake Brown about the plants on the poles to make them more beautiful.

The pedestrian signs were not discussed in December. We hope the weather will cooperate to allow for selecting sign placement venues in January.

The NC Arts Council grant that the DBDA was going to apply for is not available. All grant funding for the Arts Council has been pulled for the year. Other options may be available from this source.

There will be no Art Crawl in January. The weather is just too big of a factor. So the year’s first Art Crawl will occur on Friday, February 4th. Cherry Johnson indicated that the Jones House will be hosting an event on Friday with the Forget-Me-Nots performing.

The meeting was adjourned 9:55 a.m.

Notes respectfully submitted for your approval

Sheri J. Moretz