

**Downtown Boone Development Association  
Board of Directors Meeting  
Thursday, October 7, 2010  
9 a.m. Watauga County Library Conference Room**

Recorded Attendance

Board Members: Sheri Moretz – Secretary, Mast General Store; Rich Jacobs – Past President, ArtWalk; Greg Lovins, ASU; Lynne Mason, Town Council Liaison; Andy Stallings, Property Owner; Sam Ratchford, Vidalia Restaurant; Carrie Phillips, Boone Drug, Inc.; Dan Meyer, proxy for Omer Tomlinson, Boone Chamber; Jason Berry – Treasurer, Footsloggers

Staff: Mary Baker

Public: Brad Harmon, Harmon's Dixie Pride & Property Owner

**General Administration**

Sheri Moretz called the meeting to order at 9:09 a.m. and conducted the meeting in the President's absence. A quorum was present at the meeting. Greg Lovins made a motion to approve the agenda as presented. Rich Jacobs seconded the motion, and it passed.

**Approval of the Minutes**

Minutes were presented for the September 2<sup>nd</sup> Board of Directors Meeting, the September 20<sup>th</sup> Special Meeting of the Board and the September 29<sup>th</sup> Special Meeting of the Board, held in conjunction with a meeting of the Boone Town Council. Dan Meyer made a motion to accept all of the minutes as presented. Greg Lovins seconded the motion, and it passed.

**Financial Report**

Mary Baker presented the financial report as the Treasurer was running late. She noted that most of the spending has been administrative and organizational so far, but grant awards will need to be given out by December. Andy Stallings made a motion to accept the treasurer's report as submitted. Rich Jacobs seconded the motion, and it passed.

**UPDATES BY COMMITTEE**

**Organization**

**2010 DBDA Contract Renewal by the Town of Boone – Sheri Moretz**

A contract between the Town of Boone and DBDA was approved at the joint meeting on September 29<sup>th</sup>. The contract has been signed by the DBDA President and Secretary and returned to the Town. Small changes were made to make the contracted tasks more attainable and a decision has been made on the DBDA fund balance. Please see the September 19<sup>th</sup> minutes for more details.

**Proposed Plan of Work, January-June 2011 – Mary Baker**

Mary presented a work plan proposal for the second half of the year. The six-month work plan follows closely the original annual plan the DBDA approved and submitted to the Town Council in May 2010, with the exception of a few items that will be unfeasible in such a short timeframe and new components that have been requested by the Town Council. A major component that is still being put on hold is the creation of a master plan for downtown Boone. The DBDA Board feels very strongly about the importance of a master plan, but with the Town's recent formation of the Downtown Taskforce to create guidelines and recommendations for MSD spending, it seems unwise to try to move forward in a partnership with the Town on a master plan until they reach a decision regarding their downtown vision, via the taskforce. To make some forward progress in the meantime, it is recommended to still move forward with a downtown market

analysis to identify downtown market gaps and help develop a plan to fill them. This is a project that can later be incorporated into a comprehensive master plan. Greg Lovins made a motion to approve the proposed January-June 2011 work plan as presented. Rich Jacobs seconded the motion, and it passed.

#### Proposed Budget 2011 – January-June – Mary Baker

Mary Baker presented the proposed budget amendments to coordinate with the changes to the last six months of the 2010-11 work plan. She noted that line items have been highlighted if they have changed. The Town requested quarterly update of pedestrian signs has been added, as well as the Doc Watson project, increased funds for sign and façade incentive grants, continued infrastructure improvements and the market analysis item. Funds have been redistributed from the previously approved master planning process, promotional materials and the business recruitment plan. The association will have to work hard to meet its promotional meets with an even further restricted budget, but this should be accomplished by utilizing email correspondence whenever possible. The Doc Watson project will expend privately collected funds. Lynne Mason made the suggestion of renaming the, “downtown bench embellishments” item to, “site furnishings investment,” so the funding would be less restrictive if benches are not the first priority of the Town Council. Dan Meyer made a motion to approve the proposed budget amendments with the line item change. Lovins seconded the motion, and it passed. Mary also noted that the Board has approved the addition of the Doc Watson project to the annual work plan, but an amendment needs to also be made to include a new line item for the project in the July-December 2010 portion of the budget. Dan Meyer made a motion to approve the proposed budget line item amendment. Lovins seconded the motion, and it passed.

#### Town of Boone Downtown Task Force – Mary Baker & Lynne Mason

The Task Force held its fifth meeting on Wednesday, October 6<sup>th</sup>. The taskforce has scheduled an additional meeting on Wednesday, November 10<sup>th</sup>, to discuss criteria for MSD & Main Street spending and evaluate solutions for Main Street funding. Final recommendations will be compiled and presented to the Boone Town Council at their November 16<sup>th</sup> meeting. The Town Council has approved having the Taskforce present to the Town Council on Tuesday, November 16<sup>th</sup>, holding a public hearing for MSD & Main Street Spending on Wednesday, November 17<sup>th</sup>, and making a final decision on Thursday, November 17<sup>th</sup> at their regularly scheduled meeting. Changes are being proposed to take effect by January 1, 2011.

At the October 6<sup>th</sup> meeting, taskforce members voted that future MSD administration should come from either the Town of Boone or a newly created non-profit organization. If this recommendation is accepted, it will exclude the DBDA from the possibility of having a future MSD contract with the Town of Boone. Members should be aware that changes in how the DBDA operates seem very likely in the future. A recommendation has not yet been made about future administration of the Main Street Program. Some of the options being discussed by the Taskforce are to discontinue participation, administer the program through the Town, a new non-profit, or an existing non-profit. A taskforce member has also suggested looking into new programs the Town can participate in that may benefit the downtown. These items will be discussed at the November 10<sup>th</sup> meeting.

Some of the Council members on the taskforce have expressed their dissatisfaction in DBDA Board Members not attending the Taskforce meetings or applying to be on the Taskforce. These taskforce members have eluded that DBDA Board Member presence, or lack thereof, at the next Taskforce meeting may sway their opinions. DBDA Director, Mary Baker, has stated to the Taskforce that DBDA Board Members feel somewhat “uninvited” to participate on the Taskforce or listen to the meeting discussions because they have been discouraged in the past from making recommendations to the Town Council on how funds should be spent and which projects are priorities. She also noted to the Taskforce that a recommendation was made for the Town Council, Mayor and the DBDA Board of Directors comprise the

Downtown Taskforce and discuss the current issues and that recommendation was turned down by the Council. A majority of the current Board Members also appeared at the June Town Council meeting and voiced their concerns, opinions and desire to continue a working relationship with the Town Council during a public comment session. After the public comment session, the Town Council created the resolution to re-evaluate MSD & Main Street spending. These factors and others have all contributed to the willingness of DBDA Board Members to apply for the Downtown Taskforce and attend the meetings.

#### By-Law Changes, Office Policy, Employee Handbook, Time Sheet Policy, Conflict of Interest Policy and MSD Policy – Sheri Moretz

A second packet was distributed to everyone who attended the meeting. The packet contained the proposed changes to the several policies the DBDA is in process of updating or creating; Bylaws, Office Policy, Employee Handbook, Time Sheet Policy, MSD Policy & Conflict of Interest Policy. President Dempsey Wilcox has called special meeting of the Board of Directors on Monday, October 11<sup>th</sup>, for board members to discuss and consider these documents for approval. Please bring these packets with you to the meeting on the 11<sup>th</sup>. Committee work still needs to be done to make changes to the façade grant and sign incentive policies. Sheri Moretz and Dan Meyer volunteered to serve on a special committee to review these grants. An update will be given at the November Board of Directors meeting. Jason Berry made a motion to approve Dan Meyer and Sheri Moretz to serve on a special committee to review the façade and sign incentive grant policies. Rich Jacobs seconded the motion, and it passed.

#### **Design**

##### Downtown Pedestrian Sign Update – Mary Baker

As requested, the sign company has printed an 18”x310” version of the new downtown Boone pedestrian sign and copy of the map at its current size. Members were interested in getting the maps as store hand-outs and downtown agency wall maps. Lynne Mason mentioned that the Town of Boone is looking to utilize the DBDA graphics in some of their own projects and they would like the design companies to release their copyrights to these designs. Mary said she would look into pricing additional map items and if the companies would release their rights to the graphics the DBDA has had created.

The sign company cannot move forward until a decision is made about increasing the size of the pedestrian maps or not. If the map size is increased the sign poles and map frames will also need to be adjusted to accommodate the larger maps. Lynne Mason made a motion to approve the larger pedestrian maps and further work on the frame and pole updates to accommodate the maps. Jason Berry seconded the motion, and it was approved.

#### **Economic Restructuring**

##### Parking Update and Question and Answers from McLaurin Parking – Reta Jackson

An update was not given.

#### **Promotion**

##### Next Art Crawl – November 5th – Mary Baker

The October Art Crawl was a huge success. OASIS and the Watauga High School Orchestra both held special events during the event. The next Art Crawl will be on Friday, November 5<sup>th</sup>.

##### Doc Watson Sculpture – Mary Baker

At present, \$15,000 has been committed toward this project. John Cooper needs help in fund raising and soliciting people to make contributions.

**New Business**

There being no further business, the meeting was adjourned at 10:13 a.m.  
Minutes respectfully submitted for your approval

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Mary Baker