

**Downtown Boone Development Association  
Board of Directors Meeting  
Wednesday, March 2, 2011  
9 a.m. Watauga County Library Conference Room**

Recorded Attendance:

Board Members:

Staff: Mary Baker

Public:

**General Administration**

Dempsey Wilcox called the meeting to order at 9:17 a.m. A quorum was present. Sheri Moretz made a motion to approve the agenda as presented. Carrie Phillips seconded the motion, and it passed.

**Approval of the Minutes**

The minutes from the February 3<sup>rd</sup> meeting were presented for approval. Andy Stallings indicated that he was in attendance at the February meeting. Omer Tomlinson made a motion to accept the minutes with the addition of Andy Stallings among the attendees at the meeting. Jason Berry seconded the motion, and it passed.

**Financial Report**

Treasurer Jason Berry addressed the financial report. He indicated that the Town of Boone had submitted the reimbursement check for July through December, 2010. It has been deposited into the CD account and \$20,000 has been moved into the checking account to cover upcoming expenses.

Some upcoming expenses of note include a check to Appalachian Signs for the wayfinding signs downtown. With the pending approval of the DBDA budget by the Boone Town Council, a check in the amount of approximately \$10,500 will be paid to them. The signs are ready to go and will be placed as soon as the easements are signed (several sign locations will be on buildings instead of on poles on the sidewalk). Council member Lynne Mason wants to make sure that property owners are aware of what is happening with the signage and want to participate by granting easements. She also indicated that a backup plan needs to be in place just in case the easements are not granted. Potential locations for building mounted signs were discussed and members of the Board volunteered to contact businesses where they thought they could help in gaining the easement.

The insurance for the year is due on March 2 and will run until March 1, 2012. It will be paid next week. Some of this amount may be reimbursed depending upon the agreement for proceeding on July 1. This insurance covers the sculptures, events, and pocket parks. Tomlinson made a motion to accept the treasurer's report. Moretz seconded the motion, and it passed.

**UPDATES BY COMMITTEE**

**Organization**

REMINDER: Town Council Special Meeting to Discuss Downtown Issues, March 2<sup>nd</sup>, 5:30 p.m. in Town Council Chambers

The meeting tonight will cover a number of areas including a discussion and possible action on Downtown Amenities, the presentation of the DBDA Quarterly Report, and work on the funding source for the new position (director -either from MSD funds or the General Fund), how the new position will administratively/financially operate, a job description for the administrative position, where the position will

be located, a clear definition of terms (Main Street, MSD, etc.), boundaries, the procedure for establishing downtown priorities and goals, and University involvement. Further meetings will be scheduled. While the Town has not requested that the Board of Directors be present at this meeting, it would be important if members are in attendance.

It was noted that the terms established at this meeting may become a part of the by-laws for the organization and/or the contract.

Mason suggested a charrette/workshop format to establish areas of importance for focus of Downtown Priorities and Goals – parking, improvements on Howard Street., infrastructure, continued improvements on King Street. Rich Jacobs suggested consulting the document prepared by the Lawrence Group as a spring board and a way to begin building consensus.

Wilcox emphasized the need to get the budget approved this evening per our contract to enable the organization to move forward with its projects.

### **Economic Restructuring**

#### **DBDA Priority List for Streetscape Plan/Infrastructure – Mary Baker**

The priority list for downtown infrastructure was reviewed.

#### **Parking Update**

Reta Jackson with McLaurin Parking was unable to attend the meeting this morning. A question was posed about Saturday enforcement for parking. Several people responded that it was a positive move and that further measures may have to be undertaken from the Parking Task Force's recommendations.

#### **Design**

##### **Doc Watson Sculpture Project Update – Mary Baker/John Cooper**

Right now, \$24,000 has been raised for the sculpture. The unveiling is going to be a date that Doc can attend. Mary is working with Mark Freed at the Jones House to come up with a concert that honors Doc for the Concerts on the Lawn program that evening.

#### **Promotion**

##### **Downtown Boone Art Crawl, Friday, March 4 – Mary Baker**

60% of the Art Crawl participants have paid. The deadline for payment is March 4. Baker doesn't anticipate a problem with getting people to submit their payments.

#### **New Business**

Mason reported that the Town of Boone received a DOT grant to update its pedestrian plan that is 16 years old. There will be a public input table at the Jones House during Art Crawl.

For the meeting tonight, there were questions that need to be answered about where the office space may be, can the MSD boundaries be expanded, might the office be at the Post Office.

On a sad note, Mary Baker has turned in her resignation effective March 11. We have contacted Pilar Fotta to help in the time between March and June 30. She said that she can work about 20 hours/week. Perhaps we can ask the Town to appoint an interim to help her and to facilitate the process leading into the transition.

Mason thanked Baker for her civility in dealing with the situation facing the DBDA during her tenure as

director. "She is truly grace under fire." She indicated that we all appreciate all she's done.

Tomlinson made a motion to employ Pilar Fotta until June 30 and to pay her as a part time employee. Moretz seconded the motion. Mason suggested hiring an assistant to help as well.

During Baker's time with the DBDA she has finished the Master Plan for Art, set up the sculpture rotation at Town Hall, organized the seating area at Town Hall, installed the Wayne Trapp sculpture at the library, worked on the pocket park at the upper end of town, and expanded the Art Crawl.

There being no further business, the meeting was adjourned at 9:53 a.m.

Minutes respectfully submitted for your approval

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Sheri J. Moretz