

**Downtown Boone Development Association
Board of Directors Meeting
Thursday, November 3, 2011
9 a.m. Jones House Community Center**

Recorded Attendance: Dempsey Wilcox, Marcia Walpole, Jamie Goodman, Evalyn Suddreth, Brad Harmon, Janet Mahala, Jill Reeves, Jason Berry, Bob Meier, Greg Lovins
Guests: Dan Meyer, Officer Foley, Rich Jacobs, Leigh Jacobs, Lynne Mason, Cherry Johnson, Reta Jackson, Sheri Moretz, two students from ASU observing the meeting
Staff: Pilar Fotta

In the absence of officers, the meeting was called to order by Dempsey Wilcox, a long-time member of the DBDA board, at 9:09 a.m.

The minutes from the October meeting were reviewed. Brad Harmon made a motion to approve the minutes as submitted. Evalyn Suddreth seconded the motion, and it passed.

In lieu of a formal budget report, Jason Berry, shared information on the accounts that are under DBDA control. The Doc Watson Account has a total of \$18,628.92 (for maintenance, insurance, etc.); the Public Art Account has a balance of \$4,044.18; and the DBDA Operating Account has a balance of \$29,263.05. The funds held by the Town total \$142,187.43.

Reta Jackson from McLaurin Parking reported that parking is going well. On game days, parking on Queen and King Streets are completely sold out for the last couple of games. Fans are then directed to the Ginn Lot and as a last resort to the Horn in the West. At the last meeting we talked about no enforcement over Thanksgiving and Christmas holidays. If there is a game, might it be necessary? Berry made a motion requesting the Town of Boone to provide parking enforcement on Saturday, November 26 if there is a home football game. If there is no game, parking will be free. Janet Mahala seconded the motion, and it passed.

With the new board, there may be other changes that need to be made with meeting times, etc. Also officers need to be elected and training sessions need to be scheduled.

After discussion, Marcia Wapole made a motion to move the meeting time of the DBDA Board of Directors to the first Thursday of the month at 8:30 a.m., with the meeting to be held at either the Jones House or the Watauga County Library. Bob Meier seconded the motion, and it passed.

It is anticipated that the board member training will take about an hour to an hour and a half. Each member will be given a notebook with the by-laws, contract, MSD statute, and contract.

Anyone interested in serving as an officer should let Fotta know before the next meeting. Berry said that he would be willing to serve as treasurer again.

Wilcox has reviewed the contract with the Town of Boone. It will be presented at the next Council meeting. It is much leaner than the ones in the past and much less stringent on some points that were contentious in the past.

Fotta reports that the audit of the organization is complete. It has been sent to the Town of Boone and to the Main Street office. The only deficiency found is in accountability, which can be attributed to having

only one employee.

She said that in order to track the budgets that are not a part of the Town's responsibility it would be helpful to have a copy of Quickbooks. After discussion, Harmon made a motion to purchase the software using the unrestricted funds of the organization so long as it was less than \$150. Wapole seconded the motion, and it passed.

Porta-potties are located on Queen Street and in the Town Lot. Fotta indicated that this was an expense and wondered if it was a worthwhile investment. Mahala indicated that she thought it was working well and Meier said that he had seen a reduction in the number of people coming in to use his bathroom. Leigh Jacobs asked about the public restrooms at the Post Office. They are in the plan, but availability may be an issue.

The recycle containers that are located in front of the fire station will be relocated to the area where Mellow Mushroom is located. With the extra traffic there, the containers will see more use.

The Ned Austin Monument is being reconditioned and will be returned to its place soon.

We, as members of the board and the DBDA, need to continue to talk about what is happening in a positive way. Fotta asked about the e-mails she sends. Everyone gets a notice of the meeting and information on events, etc. going on in downtown. The open rate is very small. Jamie Goodman offered to help with improving the open rate and indicated that subject lines are part of the key.

It is hoped that the new website will be a part of the solution. Each person/business within the MSD will be notified with information on how to register, etc. very soon.

The Appalachian Theatre is not secure at the present time. The door has been kicked in and we are trying to contact the owner or the bank to do something.

Members of the Parking Appeals Committee are needed. They meet the 4th Thursday of the month. The meetings last about an hour and can be quite insightful on issues that may need to be improved.

The next Art Crawls will be this coming Friday and December 2. The next Art Crawl, or similar event, will be in April 2012. We are hoping to make it a more inclusive event next year. The FARM Cafe is going to do a fundraiser on December 2 at Boone Drug. This will be included in some publicity for Art Crawl, with the OK from the Board, since they are becoming a part of the MSD and Boone Drug is currently.

There were about 600 children that participated in this year's Downtown BOO!

The Christmas Parade will be held on Saturday, December 3rd at 11 a.m. Jill Reeves asked about having it on Sunday, so it does not conflict with football games.

Harmon mentioned that he is going to have Santa Friday, Saturday, and Sunday during the holiday season. He asked if anyone would like to extend hours during the holiday season. It would be great to get a number of businesses to participate. Mast Store extends hours on key weekends.

Dan Meyer pointed out that the chamber is hosting a seminar on boosting holiday sales and shopping local on November 4th at the Appalachian Enterprise Center. American Express is highlighting Shop

Local Saturday as the Saturday after Thanksgiving.

Rich Jacobs asked everyone to make a list of the Top 5 Things you'd like to see happen in Downtown Boone as a way to focus efforts.

The meeting was adjourned at 10:15 a.m.

Minutes respectfully submitted
for your approval

Sheri J. Moretz