

MINUTES
DOWNTOWN NEWTON DEVELOPMENT ASSOCIATION

March 16, 2015

The monthly meeting of the Downtown Newton Development Association Board of Directors was called to order by our Chairperson, Josh Cummings, on Thursday, March 16, 2015 at 6:05PM.

Members Present:

Walt Cranford, Joshua Cummings, Ott Dillingham, Summer Jenkins, Jessica Setzer, Anne Stedman, Bo Teague, Randy Williams and Anne Wepner.

Staff Present: Rob Powell

Guests Present: Collette Touchette (Appearance Commission)

Absent: Teresa Blalock, Telisia Cloninger, Dean Shepherd

There was a quorum present.

Jessica Setzer moved and Walt Cranford seconded that minutes of the February meeting be approved with the update to the Treasurer's Report of \$4,219.58 to \$4,219.08. Motion carried.

Treasurer's Report:

Pending. Rob Powell will submit.

Josh introduced Randy Williams as the new Planning Director for the City of Newton. He stated that he was very familiar with the Main Street Program and will help set up meetings for Josh and Rob with Lincolnton's Main Street Coordinator to walk around and ask questions.

Old Business:

Josh updated the group on the Newton Noggin. He stated that the app should be available by the middle of April.

Jessica Setzer provided the group with dates for our upcoming events:

Spooktacular – October 24th
Shop Local Campaign – November 28th
Light Up The Town – November 29th

She also stated that the Promotions Committee is currently brainstorming ideas for the DNDA Branding Event for Spring 2016. She shared that the Promotions Committee has put together a proposed budget of \$8,700 which included the Newton Noggin. Anne S.

stated the committee will need to present the final budget to the board. Collette mentioned that the Appearance Commission has already submitted their budget. Josh stated he would check to see when our budget would be due. The Promotions Committee budget includes the following:

Newton Noggin - \$1200
Spooktacular - \$1500
Light Up The Town - \$1500
Branding DNDA - \$2000
Shop Local Campaign - \$1000
Marketing - \$1500
Total: \$8700

Josh said he would take this budget and request support from the City of Newton. Josh said he would also find out what all we are going to be responsible for now that the DNDA is up and running and we have taken over Events and Festivals. He stated we may need to meet twice in April. Colette said the budget looked fine as long as the details could be validated. Anne S. asked how the committee discussed fundraising. Jessica stated it was a little black and white and that the committee had a large discussion, but not sure where and how much we can fundraise. Josh stated he would like the board to work together on soliciting donations and not three people asking the same person. He suggested we needed one point of contact and all profits would go into the general fund for the DNDA. Ott asked about projections for the Noggin. Josh said at this time it is hard to give a number, but the cost will be \$25/month or \$300/year. The amount replaces the MSD Tax and gives merchants a new opportunity to give back. Anne W. asked how events have worked in the past. Jessica stated they have all been goodwill, for the community, not to raise profits. Money was received from vendor fees, etc. Rob suggested we create a separate account for Promotions/Events. Josh stated that Telesia would be the go to person for this decision and that she could work with Crystal (Treasurer on Promotions Committee) to figure out the best financial decision. Josh stated that money allocated by the City should be put in a sub account and then at the end of the year, all money goes back into the general operating account. Rob said the Promotions Committee should solicit sponsorships for events, and that the Economic Restructuring Committee solicits money to fix up buildings, etc. Anne S. stated we needed to create marketing materials, and make all job descriptions very clear. Anne W. stated we needed to work with other non-profits on events that can benefit all, she said we should really help each other. Josh stated we needed to show the public that we are strong and organized. He said we cannot treat/act like a regular Main Street program yet because we do not have the funds. Anne W. stated we needed to make Newton a destination! She encouraged all who could attend the Main Street Conference to listen to Jon Schallert on "Creating a Destination". Jessica also let the group know that we would be needing volunteers for events, and we were going to work with other groups to obtain volunteers. Anne S. asked her to bring the number of volunteers needed for Spooktacular, and we would find volunteers. Rob will bring Crystal's application to the next meeting to be approved as a member of the Promotions Committee.

Rob discussed the scheduled for the Main Street Conference and transportation. Collette and Josh both stated that someone could go in their place on days they could not attend.

Anne Wepner stated she would have to work her own schedule independently. Josh, Ott, and Walt will coordinate their own transportation for the awards banquet. Jessica and Teresa also stated they would coordinate their own transportation.

Josh stated that the new DNDA website should be completed by the end of April.

Josh provided a sheet for the 2015/2015 Work Plan. He stated we have until June 2016 to complete planning. Rob will take this sheet and plug into the Main Street spreadsheet and will bring it back to the group. Josh asked for individuals to email Rob goals they can help with.

Anne S. gave an update on the old Fire Department. She stated they are looking at using it as a business incubator. She stated they would also be working with CVCC.

Collette announced that she has spoken with Scott Waldrop who does murals around the City. She will ask Scott to attend a meeting to share ideas, etc. Randy suggested the idea of ghost murals. Josh stated artist John Hairston Junior will be at the Art Crawl Reception at the Newton Conover Auditorium. Zara will provide an update at the next meeting. Working with local artists is part of one of our goals.

Rob announced that the next Streetscape Meeting will be March 23rd in the OPOP at 7PM. Meeting will be interactive. Please plan to attend. He also announced that there will be Strategic Planning this Thursday on Transportation & Recreation, and the next meeting will be on Public Safety. All meetings are in the Gantt room from 5:30-7:30PM.

New Business:

Anne W. submitted a façade grant request for her new business downtown called the Dapper Daisy. She stated they have used wood from an antique boathouse at their lake house in the building, and that they are putting up a tin roof from the lake house as well. The new business will be a boutique/gift shop with an eclectic mix. She stated they needed to add an awning because the sun is bright coming through the front. The façade grant for the awning is \$935. Anne S. made a motion to approve the grant, Ott Dillingham seconded. All were in favor of the grant. Anne Wepner was recused from the vote.

Walt Cranford made a motion, and Anne Stedman seconded that the meeting be adjourned. All were in favor. Meeting adjourned at 8:01PM.

Minutes submitted by Summer Jenkins

Next Board Meeting: Thursday, April 16, 2015 at 6:00PM.

Approved by DNDA Board

