

MINUTES  
DOWNTOWN NEWTON DEVELOPMENT ASSOCIATION

September 25, 2014

The monthly meeting of the Downtown Newton Development Association Board of Directors was called to order by our Chairperson, Josh Cummings, on Thursday, September 25, 2014 at 4:09PM.

**Members Present:**

Walt Cranford, Ott Dillingham, Joshua Cummings, Dean Shepherd, Teresa Blalock, Melinda Herzog, Anne Stedman, Jessica Setzer, Summer Jenkins.

**Staff Present:** Rob Powell

**Guests Present:** Don Essary (One Source), Jerry Hodge (BAC)

**Absent:** Anne Wepner, Shaylyn Ladd

*There was a quorum present.*

Dean Shepherd moved and Anne Stedman seconded that minutes of the August meeting be approved. Motion carried.

**Treasurer's Report:**

Dean reported no change in our bank balance from the previous meeting.

**Old Business:**

Josh read over the DNDA mission statement and vision from our current bylaws, and showed "where we serve" on a map of the MSD. He stated he would send a copy of the map out to each member.

Jessica provided each member with a list of information needed to maintain our 501(c)3 status and how to file our taxes. Tax return is due by November 15<sup>th</sup> of each year. The group briefly discussed hiring an outside accountant to handle bookkeeping once we started dealing with larger amounts of money.

Rob discussed the NC Main Street Center requirements of having a work plan and goals. He stated we needed to have a work plan in place and strategy to implement goals in the next six months. Melinda suggested we hold a planning session. Ott Delingham moved and Walt Cranford seconded. Motion carried and Monday, October 27, 2014 at 5:30PM at Marie and Twannettes Bakery was selected for session. Josh asked each member to attend the next meeting with 1-2 ideas for the planning session and to research other MSPs who have been successful in some way.

Josh discussed DNDA Board Committees listed in Article V – Section 1 of our current bylaws:

**ORGANIZATION:** This committee is made up of the current officers: Josh Cummings, Anne Stedman, Summer Jenkins, Jessica Setzer, and Dean Shepherd.

**DESIGN:** Will be chaired by Melinda Herzog (Streetscape Committee). Other members will be Walt Cranford, and Ott Dillingham. Melinda will reach out to Pat Setzer and Collette Touchette (Appearance Committee) to see if they are interested in serving. Melinda will provide an update to the group at the October board meeting.

**ECONOMIC RESTRUCTURING:** Will be chaired by Josh Cummings (Chairman of DNDA). Members from the BAC will be asked to join the committee. Josh will provide an update to the group at the October board meeting.

**PROMOTION:** Josh mentioned the idea of the DNDA acquiring the Events & Festivals Committee. Anne stated we needed a paid Coordinator before taking on Events & Festivals and that City Council would possibly cover the position for one-year. Melinda suggested a Coordinator with MSP experience. The group discussed Pros and Cons of acquiring the committee:

**PROs-** City Funded Coordinator, Prevent Duplicated Events, Merchant Cohesiveness, Shop Local Campaigns, Additional Funding from the City

**Cons-** Staffing Events, Additional Volunteer Time, More Decisions

After discussion amongst the group, Josh asked for the group's consensus to move forward with looking at acquiring the Events & Festivals Committee. Dean Shepherd abstained his vote. Josh stated his next move would be to discuss funding the Coordinator position with the City for at least one-year. He will update the group at the next meeting.

### **New Business:**

Rob Powell introduced the motion to nominate Carolina Vines for a 2014 NC Main Street Conference Project Award. The motion was moved by Anne Stedman and seconded by Melinda Herzog. All were in agreement and the motion passed.

Rob discussed the Champions Nominations for the 2015 Conference and that the group needed to decide a nominee. Anne suggested we choose "The Stivers" for their contribution to Newton. After a brief discussion, Dean Shepherd made a motion to move, and Ott Dillingham seconded it. All were in agreement and the motion passed.

Josh introduced the idea of choosing "2 Pink Magnolias" as a 2015 Project for the construction on their new building. After a brief discussion, the motion was moved by Anne Stedman and seconded by Ott Dillingham. All were in agreement and the motion passed.

Don Essary with One Source presented his idea of the "Newton Noggin" to the group as a source of income. He discussed an app that could be downloaded on your phone and viewers could search and receive information in regards to businesses and events, etc. in Newton. He stated that the app would track results and would cost \$100 per month for the hosting fee. The group went into discussion on the responsibilities of the DNDA board and how income would be generated. Don stated income would come through paid advertisements from local companies, and that it would be our job to receive payment and make sales. Don mentioned that he had several companies who were already interested in advertising on the app. After more discussion, Josh thanked Don for attending the meeting, and that would we make a decision soon on how and if we would like to proceed.

Josh Cummings introduced the idea of a written invitation to the public encouraging them to attend the next meeting to learn about the DNDA and ask questions. The motion was moved by Jessica Setzer and seconded by Teresa Blalock. All were in agreement and the motion passed.

The meeting adjourned at 5:32PM.

Minutes submitted by Summer Jenkins

**Next Board Meeting: Thursday, October 23, 2014 at 3:30PM**

Approved by DNDA Board Summer Jenkins