

MINUTES
DOWNTOWN NEWTON DEVELOPMENT ASSOCIATION

October 23, 2014

The monthly meeting of the Downtown Newton Development Association Board of Directors was called to order by our Chairperson, Josh Cummings, on Thursday, October 23, 2014 at 3:46PM.

Members Present:

Teresa Blalock, Walt Cranford, Joshua Cummings, Ott Dillingham, Melinda Herzog, Summer Jenkins, Anne Stedman, and Anne Wepner.

Staff Present: Rob Powell

Guests Present: Collette Touchette (Appearance Committee)

Absent: Shaylyn Ladd, Jessica Setzer, Dean Shepherd, Sean Hovis, and Melinda Travis.

There was a quorum present.

Walt Cranford moved and Ott Dillingham seconded that the minutes of the September meeting be approved, with two corrections. The monthly cost of the Newton Noggin app was changed to \$100 from \$150, and this corrected sentence will be used – Josh introduced the idea of choosing “2 Pink Magnolias” as a 2015 Project for the construction on their new building. Motion to approve carried.

Treasurer’s Report:

No reported change in our bank balance from the previous meeting. The balance remains at \$4,586.58.

Josh Cummings reported that as of Tuesday, October 21, 2014, Rob Powell will be the full-time Main Street Program Coordinator.

Old Business:

Josh mentioned that the DNDA should not meet in City properties. He has been in discussion with business owners to occupy an unoccupied building in the City of Newton as the DNDA headquarters. This place of business could also act as a “welcome center” and give merchants a place to come to address needs. Anne Wepner stated she had an open building, Josh mentioned he would discuss with her later, and Anne Stedman mentioned the old Fire Department building will be available as well. Josh stated we would discuss more in detail at the Planning Session.

Rob provided an update on the Main Street Awards. "The Stivers" were nominated as Newton Main Street Champions, and the "Carolina Vines" project has been submitted for a project award. He feels confident that the "Carolina Vines" project could win an award, and it would be a good reason for us to attend the conference in Morganton. He also mentioned reaching out to Raleigh to see if we could publicize "2 Pink Magnolias" project before March. Josh asked us to keep in mind who we would like to submit as Champions for next year.

Josh brought the "Newton Noggin" back up for discussion to the group. He stated this would be an editable app that constituents could download and it would expose the City of Newton. It would also send out push notifications to constituents in its database. He mentioned this idea was championed by the BAC to be used as a funding source for the DNDA. The cost associated with the app would be \$1000 to build the app, and \$100/month to host the app with OneSource. To advertise on the app it would cost businesses \$25/month or \$300/year. He mentioned this cost would make up for the MSD tax we are no longer collecting. Businesses will have the ability to pay online monthly or annually, and be able to renew each year. Anne Wepner stated at first she was not for the app, but now that we have a Main Street Coordinator she is in favor. Rob stated we needed to develop a job description to see if he will have time to work on this project. Melinda said we needed to commit to help Rob with soliciting businesses to advertise and that we should consider offering an introductory price for businesses. Melinda also wanted to make sure we were not taking on too much at one time and would like to know all duties we will be responsible for and the time length to implement. Josh mentioned it would take 120 days to activate to be ready for Apple and Android devices. Ott stated that the majority of the work would be done in the first six months to a year and then after that it should be easy to maintain. Josh said we would promote the app through word of mouth once we give the go to create it. He said we will need to commit to \$1000 up front to build the app, and at this time we are looking at 2015 before the app will be published. Anne Stedman stated we need money, we need to do something and this is the easiest way to bring money in. There was more discussion among the group, and Ott Dillingham moved to spend the \$1000 and get started with the app. Motion failed to have a second. Josh stated this item would be tabled until the planning session, and in the meantime the Organization Committee would develop a job description for the "Noggin".

Josh asked for an update on each committee's roster and happenings.

DESIGN: Will be chaired by Melinda Herzog (Design Chair also chairs the Streetscape Committee). Other members will be Walt Cranford, and Ott Dillingham. Melinda stated the roster is not complete, but Pat Setzer and Collette Touchette have confirmed they will serve. Anne Stedman mentioned that Deeward Clark is interested in serving on the committee. Teresa Blalock stated her dad owns a tree farm and would be willing to help out. Melinda also mentioned that Streetscapes would be bringing in a designer to take photos on 10/24/2014, and then they would

be scheduling a public meeting to discuss. Date has not been scheduled. Josh mentioned that the Design committee should participate with the Streetscape committee. Rob will send out schedule of Streetscape meetings.

ECONOMIC RESTRUCTURING: Will be chaired by Josh Cummings (Chairman of DNDA). Jerry Hodge (BAC) has confirmed to serve. Josh will be reaching out to other members of the BAC to serve. Josh will provide an update to the group at the November board meeting.

PROMOTION: Jessica Setzer will serve as chair. Teresa Blalock and Summer Jenkins will also serve. Teresa mentioned she would like to focus on B2B and Shop Local Campaigns. Josh mentioned the Shop Local Campaign will take place on November 29th during "Small Business Saturday". Josh also stated that Jessica needs volunteers for the Newton Spooktacular event, and if anyone is available to contact Jessica and/or open your business during the event. Melinda stated she could donate leftover pumpkins from an event she had. Josh asked that this committee be placed on hold until we decide about acquiring the Festival and Events Committee.

New Business:

Josh mentioned that Jessica has been working on the Shop Local Campaign and has free materials from American Express that she will be handing out. Teresa stated we need to work more on bringing people to downtown Newton and promote downtown businesses. She stated we need a collaboration between all local merchants. An example she provided was: Buy 12 cookies at the bakery, and get a free bottle of wine at Carolina Vines. She stated we needed to build partnerships. Melinda mentioned that we need to bring guests to Newton from outside the city. Josh stated he would like to get all the local merchants in the same room and discuss how everyone could partner together.

Josh brought up when the group would like to meet on a monthly basis. Rob stated he would send out an email to all members of the board to discuss the meeting date.

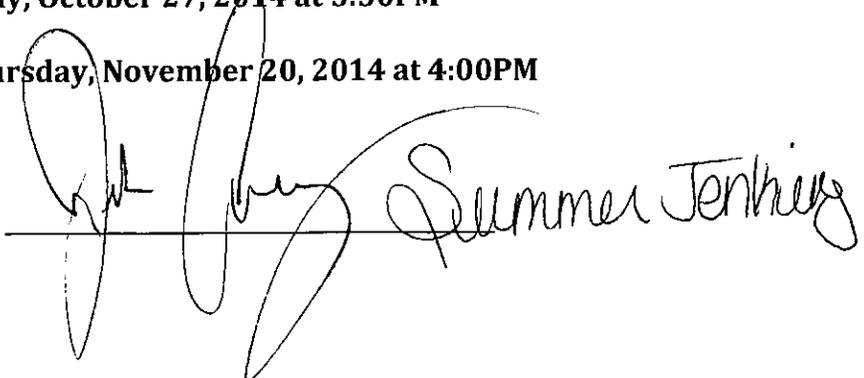
Anne Stedman moved and Ott Dillingham seconded that the meeting be adjourned. Motion carried. The meeting adjourned at 5:09PM.

Minutes submitted by Summer Jenkins

Planning Session: Monday, October 27, 2014 at 5:30PM

Next Board Meeting: Thursday, November 20, 2014 at 4:00PM

Approved by DNDA Board

A handwritten signature in black ink, appearing to read "Summer Jenkins", is written over a horizontal line. The signature is cursive and somewhat stylized.