

MINUTES  
DOWNTOWN NEWTON DEVELOPMENT ASSOCIATION

November 20, 2014

The monthly meeting of the Downtown Newton Development Association Board of Directors was called to order by our Chairperson, Josh Cummings, on Thursday, November 20, 2014 at 4:03PM.

**Members Present:**

Teresa Blalock, Walt Cranford, Joshua Cummings, Ott Dillingham, Melinda Herzog, Summer Jenkins, Shaylyn Ladd, Jessica Setzer, and Anne Stedman.

**Staff Present:** Rob Powell

**Guests Present:** Collette Touchette, Karmen Lawing, Alicia Rayfield, Zara Saine, Ivy Robinson, Judy Early.

**Absent:** Dean Shepherd, Melinda Travis, Sean Hovis and Anne Wepner.

*There was a quorum present.*

Walt Cranford moved and Ott Dillingham seconded that minutes of the October meeting be approved. Motion carried.

**Treasurer's Report:**

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

**Old Business:**

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

DESIGN: Melinda Herzog confirmed that Pat Setzer has committed to joining the committee.

ECONOMIC RESTRUCTURING: Josh and Jerry Hodge are working on confirming members and will provide an update at the December meeting.

PROMOTION: Josh asked that this committee be put on hold until we hear from the city of Newton about acquiring Events & Festivals.

Rob updated the group on the Champions Award and stated that we are to hold off on publicity for the project. There has also been no word on the project award nominations.

Rob said that the City is looking at the second week of January to hold a public meeting with designer Allison Platt. The group discussed ideas to promote the meeting once the date is set.

Josh asked for Judy Early and Teresa Blalock to discuss their plan for the Shop Local Campaign on Saturday, November 29<sup>th</sup>, and thanked them in advance for the hard work they had put into it. Judy stated their idea would be a Passport Event, which was an idea that other towns had used. She announced that she had met with 20-25 other merchants in town who were on the board for the event. The event would consist of shoppers picking up a passport and visiting participating merchants. Once the passport was 80% complete, they could place in a drawing to win a prize. Posters will be provided for all merchants to place in their windows. Melinda Herzog said the museum could print 300 passports and Ott Dillingham stated he had 8 ½ x 14 paper to donate. The group then discussed the idea of designated parking and the possibility of street banners for next year's event. Judy encouraged all members to like the Downtown Newton Small Business Saturday Page and Passport Event on Facebook and to share with their friends. Teresa asked if we could add the event to the City website, and Rob stated we would have to check. She also mentioned that they would be reaching out to the newspapers to advertise the event. Rob said this would be a great promotion for downtown Newton and made a suggestion for the DNDA to purchase an ad. After discussion among the group, Anne Stedman moved and Ott Dillingham seconded that the DNDA spend up to \$400 on promoting the event. All were in favor. Josh stated he would work with Shaylyn Ladd on writing a Press Release.

Rob asked that each member email him good and bad times to meet so we could schedule our meetings for 2015.

Josh asked that all members email Rob their 15 items from the Development Report of items they wished to add to the work plan for the next 1, 2, and 3 years. Rob briefly discussed the ideas of a downtown brochure and incentive project.

Josh discussed a possibility of obtaining office space above the bakery for the DNDA. He stated he would update the group at the December meeting.

Josh congratulated Shaylyn Ladd on been nominated for the Top 40 under 40.

Josh made a motion for Zara Saine to handle the DNDA website and social media presence and become a member of the Promotions Committee. Teresa Blalock seconded. All were in favor.

### **New Business:**

Josh asked Collette Touchette to introduce Karmen Lawing and Alicia Rayfield to discuss their idea to fill space in vacant storefronts with art as part of the

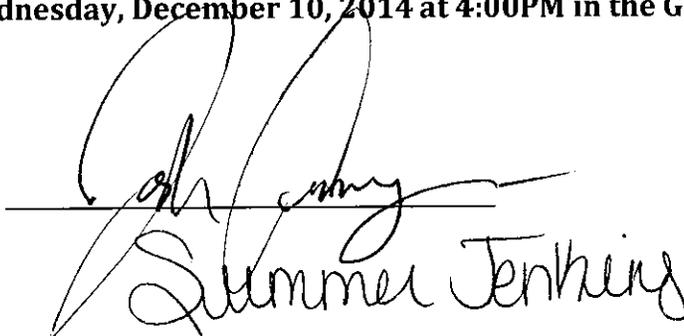
Appearance Commission. Karmen discussed their idea to have art students at Newton-Conover High School develop holiday themed pieces to launch the project. She stated the artwork would consist of acrylic paint and photography pieces. She also mentioned that 6<sup>th</sup> graders at Newton-Conover Middle School would be making snowflakes for the project. Karmen said the artwork should be completed by the first week of December and stay up until January 1<sup>st</sup>. Josh asked if they could have the window in Thrifty Village done in time for Light Up The Town on November 30<sup>th</sup>. Karmen stated that would be no problem and Collette suggested we needed to promote the project. Collette also stated the Appearance Commission would work on a name for the project. Josh asked how the DNDA could help with the project and Karmen stated they needed a resource to blow up the photography pieces to at least poster size. After a brief discussion, Ott Dillingham made a motion, and Jessica Setzer seconded that the DNDA pay up to \$100 to assist with printing photos for the project. All were in favor. Josh asked Collette, Karmen, and Alicia to attend the December board meeting for an update on the project.

The meeting was adjourned at 5:15 pm.

Minutes submitted by Summer Jenkins

**Next Board Meeting: Wednesday, December 10, 2014 at 4:00PM in the Gantt Room.**

Approved by DNDA Board



Summer Jenkins