

Downtown Belmont Development Association

Board of Directors Meeting Minutes

City Hall Centennial Room

April 4, 2017 @ 8:28 am

Members present:

<input checked="" type="checkbox"/> John Church - Chair	<input type="checkbox"/> Jonathan Taylor	<input checked="" type="checkbox"/> Christina Moose
<input type="checkbox"/> Cynthia Ruen	<input checked="" type="checkbox"/> Julie Seligman	<input checked="" type="checkbox"/> Doug Gadd
<input checked="" type="checkbox"/> Ryan Schrift	<input checked="" type="checkbox"/> Shelley DeHart	<input checked="" type="checkbox"/> Ted Hall
<input type="checkbox"/> Angela Street		

Staff present: Vicki Davis – Downtown Director, Adrian Miller – City Manager, Melissa Lockamy - Planner

Guest – Jennifer Church

Meeting was called to order by Chairman John Church.

Adoption of Minutes

In consideration of the March 7, 2017 minutes, Christina Moose moved to approve. The motion was seconded by Ryan Schrift which then passed with unanimous vote.

Financial Report

Board reviewed financial report details. Board discussed the Criterium event and Caromont's involvement, as this is the third year of the three year agreement. Adrian Miller shared anecdotal stories of how the event has benefitted the community. Board discussed the cost including staff time and the general consensus is that it is a tremendous effort and the time has come to focus efforts elsewhere.

Committee Reports:

Jazz in the Park Update

Jennifer Church provided promotion details about the event which will be held in Stowe Park on May 6th from 5-8 pm. Three local jazz bands are lined up and local breweries have been contacted. Sponsorships are being sought. Two picnic partners, String Bean and Old Stone, have committed and a food truck will be present. Improvements to the gazebo were suggested. All proceeds from this event will go to DBDA.

Regarding the Art Crawl portion of the day-Jeanine Dibble will lead kids art space, Dr. Dobie will host pet related art, music is scheduled at Blythe Gallery and at String Bean. Gigi's and Wisteria are participating and the pairing of the visual arts or music with businesses is currently underway. The Montcross Chamber will be open and hosting an art talk. Belmont School of Ballet will be hosting a demonstration. The board discussed other opportunities and all agreed to help with promotion.

Party in the Park Concert Series Update

Board discussed the need to secure sponsorships and food vendors then discussed the beverage garden. DBDA can make money if DBDA staffs the sales and service for the beverage garden. This Adopted June 6, 2017

requires at least 10 people per event and the training requirements must be confirmed. The decision needs to be made early on so requirements can be met and arrangements made. The event on 6/30 will require additional help due to larger anticipated attendance. Options were discussed regarding board, volunteer, nonprofit staffing. Board agreed to split the events, with DBDA handling two events and partnering with other organizations for the other two.

Doug Gadd departed at 8:50 a.m.

Belmont Caromont Criterium Update

Volunteers are needed for the event scheduled for 4/23, most importantly for the crossing marshals. Christina Moose distributed a flyer regarding Silent Auction Donations and informed the board that opportunities exist for Premes & Tailgating Tents.

Chair Report

-Jonathan Taylor and John Church met with Delta Sanders and Vince Hill and offered volunteer support during their follow-up visit with Elements of Empowerment regarding the 2017 Juneteenth event.
-Chairman Church is working on a multiday fall event, Belmont Reveille, with the Charlotte group Eversong. Chairman Church and Jonathan Taylor have been contacting potential sponsors with the idea to start small and grow the event.

Staff Report

Downtown Director Davis had no additional information to provide.

Adjournment

Having no other business, Shelley DeHart moved to adjourn the meeting at 9:00 a.m. Julie Seligman seconded the motion which then passed by unanimous vote.