



Board Meeting
Wednesday, February 19th, 2020
12:00 PM Shamrock Restaurant
Minutes

PRESENT

Greg Shepherd, Judy Wobbleton, Kathy Daly, Ila Parker, Brenda Holliday, Charles Banks, Stephen Martin, John O'Daniel, Gemma Martin, Zach Dickerson

CALL TO ORDER

Greg Shepherd called the meeting to order at 12:02 PM. (and then we ordered food!)

INVOCATION

Greg Shepherd gave the invocation.

MINUTES

Judy made a motion to approve the minutes, all in favor. Minutes approved.

FINANCIAL REPORT

Financial report was approved.

Ila Parker made a mention of adding a line item for memorials for those who have served with Williamston Downtown but have passed away, such as Wilbur Edwards.

Zach will prepare a report for March's meeting with a description of what each line item on the bottom of the financial report is designated for.

ECONOMIC DEVELOPMENT

Currently we are focusing on prepping for the Open House downtown on June 19th. We have highlighted 8 properties that we are planning to show. We're also aiming to get at least 4 food trucks here, but not more than 5. We will probably pair this with a Main Street Market.

So far, Hook Hand seems to be doing well. Jeremy, the owner of Hook Hand, is in talks with the owners of the Bowen Sign Shop at 420 S Haughton St., who pulled out of the CDBG grant project. He is looking to purchase that property so that he can move his production units over there.

The next Economic Vitality Subcommittee meeting is Thursday, March 5th, at 6pm at Hook Hand Taproom.

DESIGN SUBCOMMITTEE

The Design Subcommittee is planning a downtown cleanup day for April. Details to come soon.

Dr. Nielsen's Vibrancy Grant work is underway on fixing his awning.

Zach discovered that Radio 900 WIAM is running a monthly ad for our Small Business Saturday which the Town of Williamston pays for currently. The bill is \$75/month, and they run an ad the Thursday, Friday before and the Saturday of Small Business Saturday. Over the course of a year, the cost totals \$900.00. Zach suggested that we could maybe use this money in a wiser way, since the reach on AM radio is not as much, and might not be reaching our target audience for spending money downtown. Zach cleared with the Town Administrator and Finance Director that this money may be earmarked for something else in the 2020-2021 budget, such as beautification. The new budget wouldn't go into effect until July, so we couldn't move any money until then but we could cease payments to WIAM 900 before then, if we want. Zach put this to the Board as something to consider.

As a side note, the Town of Williamston's Appearance Commission, which meets in conjunction with the Design Subcommittee, needs nominees to take positions on the Commission. Zach mentioned to the group that if anyone on the WDI Board would like to nominate someone else, we can submit those nominations to the Town Board.

PROMOTIONS

The Promotions Subcommittee held the vote for the new Williamston Downtown Logo. We voted on three different logo submissions, and #3 was chosen unanimously by those present. We will deploy the new logo in the coming months.

**For the record, a new logo was suggested in order to separate us from the Town of Williamston. While we partner heavily with them on most things, we currently use the same font and color scheme as the Town of Williamston and we want to emphasize that we are a separate entity.

The group decided that the date of the Chalk Festival would be Saturday, May 2nd in conjunction with the Martin County Arts Council's 5k Color Run on the same day. The Festival would start with the 5k and continue throughout the day with the Chalk Art.

Over the next several months, the Promotions Subcommittee will be planning out this Festival.

MARTIN COUNTY ARTS COUNCIL

The MCAC is running an African American Art Exhibit through February 28th.

On March 5th, they are having a reception for the In House Art Exhibit.

The opening reception for their Annual Fine Arts Show is on April 2nd, and will be up through May 29th.

Opening Reception for the Annual Photography Show is on June 4th, and will be on exhibit through July 18th.

They're running a Shag Class January 28th through February 25th.

Among their other upcoming programs and events, they have a Creative Movement Dance Class, the African-American Dance Ensemble Feb. 20th, Riverside “Knight of Jazz” in April, 5k Color Run on May 2nd, Annual Membership Banquet on June 25th, Donna Washington Storyteller in June, and Charlie Street Dance on October 17th.

They are seeking an Administrative Assistant to help Glinda.

They are working on trying to attract more people to the receptions.

EJ HAYES ALUMNI ASSOCIATION

Not present for this meeting.

MARTIN COMMUNITY COLLEGE- Small Business Center.

Charles Banks informed us that the Small Business Center has doubled the number of classes offered. They have more than 50 people registered for the grant writing class!

WOMAN’S CLUB

Brenda stated they are willing to help with the Open House night.

They are planning their 2020 program, and will have the Christmas Tour of Houses for 2020.

FRIENDS OF THE OLD COURTHOUSE

MARTIN COUNTY TOURISM

Not present for this meeting.

DISCUSSION

Kim Shope is scheduled to present the final branding workshop results on Thursday, Feb 27th at 3:00pm at Martin Community College.

ADJOURNMENT

Greg Shepherd adjourned the meeting at 1:10pm.