



REGULAR MEETING

March 19, 2024, at 8:30 a.m.
Municipal Building Conference Room
16 S. Main Street

MINUTES

Downtown Waynesville Commission (DWC) Vice Chair Joyce Massie called the meeting to order at 9:01 a.m. with the following members present:

Alex McKay
Dave Barone
Jon Feichter
Grace Mason
Jessica Garrick
Kelly Allred

Members present by conference call: Thomas Woltz

Staff members present: Beth Gilmore, DWC Executive Director

Others present: Carol Adams, Positively Haywood Publisher

A motion by Alex McKay to approve the minutes from the March 19 meeting, was seconded by Grace Mason and carried unanimously.

Discussion about a Fiscal Campaign Proposal by Kanipe Creative, distributed during the February board meeting. Board members were given additional time to review the proposal. The proposal includes a plan to develop a 12-month marketing campaign to drive the Appalachian True brand and craft a comprehensive communications plan that combines content planning and development, along with execution for a more strategic and cohesive marketing approach. In addition to planning and developing 12-months of content, Kanipe will be responsible for content management on the DWC website and social media channels and 8-months of targeted display ads and targeted search ads.

A motion by Dave Barone to approve the Fiscal Campaign Proposal by Kanipe Creative; to pay up to \$16,000 out of the 2023-24 budget and the remaining balance from the 2024-25 budget, was seconded by Grace Mason and carried unanimously.



Consideration of a proposal with Positively Haywood for DWC-branded copy (up to 400 words) promoting the district and spotlighting businesses for \$1,000 per year. Promotions Chair Garrick said she and Gilmore met with publisher Carol Adams to discuss the proposal and believe that it's a great opportunity to drive the Appalachian True brand on a local platform for an extremely low rate.

A motion by Joyce Massie to approve a 12-month contract with Positively Haywood for monthly DWC branded content for \$1,000/year, was seconded by Kelly Allred and carried unanimously.

Consideration of a Smoky Mountain News proposal for a full-page ad in the 2024-25 WNC Adventure Guide listing all DWC Special Events for the season. The offer is to renew last year's contract for a full-page events listing on page 5 in the annual publication.

A motion by Kelly Allred to approve the Smoky Mountain News proposal for a full-page listing of special events in the Adventure Guide, was seconded by Jon Feichter and carried unanimously.

After a brief discussion about a DWC community forum board members agreed to set June 5 as the date, reserving June 12 as an alternate date. The forum will be held in the Gem, underneath Boojum.

SUBCOMMITTEE REPORTS

During the Design Subcommittee report, Gilmore explained that the bump out project is moving along. Assistant Town Manager Jesse Fowler is waiting on project estimates. Gilmore is waiting to hear back from Hornsby Creative about next steps for the mural design. DWC Member Barone is drafting plans to install string lights along Church Street between Main and Montgomery Streets.

A motion to adjourn by Grace Mason, seconded by Alex McKay, carried unanimously.

The meeting adjourned at 10:35 a.m.

ATTEST:

Joyce Massie, Board Vice Chair

Beth Gilmore, Executive Director