



## REGULAR MEETING

April 16, 2024, at 8:30 a.m.

Municipal Building Conference Room

16 S Main Street

## MINUTES

Downtown Waynesville Commission (DWC) Chair Jay Spiro called the meeting to order at 8:30 a.m. with the following members present:

Alex McKay  
Joyce Massie  
Jessica Garrick  
Courtney Tetrault  
Jon Feichter  
Dave Barone  
Kelly Allred  
Bob Williams

The following members were present by Zoom: Thomas Woltz

The following Town Staff were present: Jesse Fowler, Assistant Town Manager  
Beth Gilmore, DWC Executive Director

Others present: Hannah White, N.C. Association of County Commissioners

***A motion to approve the minutes of the March 19, 2024, DWC meeting was made by Alex McKay, seconded by Jessica Garrick, and carried unanimously.***

Tourism Development Authority grants.

Executive Director Gilmore gave an update on new TDA grant funding guidelines and asked for direction from board members about projects they would like to pursue.

DWC Board Member Williams suggested applying for funds to advertise the Appalachian heritage themed event in April.



Gilmore presented a proposal by Scot Blair to partner with area restaurants to seek grant funding for a restaurant themed event.

Board members questioned why Blair wasn't at the meeting and Gilmore explained that he agreed to come during initial discussions but when she followed up more recently to confirm she did not hear back from him. No other restaurants have yet weighed in with a reply to Blair's proposal, so Gilmore is concerned that it may not come together in time for the upcoming grant cycle.

Board member Woltz said the board should support the event.

Board member Williams suggested incorporating an effort to collect contributions for a local food bank or charity.

Board members agreed that they can support the event with advertising by incorporating it into the annual marketing campaign and advertising plan that's currently being developed with Kanipe.

***A motion to support the event by rolling it into the annual marketing campaign was made by Jessica Garrick, seconded by Kelly Allred, and carried unanimously.***

Board Member Allred suggested applying for funds to put toward event promotions and a printed product, like a district brochure. Chair Spiro suggested installing web cams for live streaming of the downtown area. Board member Barone agreed to look into web cam options.

Gilmore confirmed plans to seek grant funds for a second annual Appalachian heritage themed event in April 2025; carved ice features for the Dec. 14 Christmas event as a promotion for the ice stroll, as well as funds for the January Ice Stroll. She encouraged board members to consider ways to take advantage of new legacy event grants by considering ways to enhance the Church Street Show and Mountain Street Dances.

After a brief discussion about the district brochure project, board members agreed to table the plan and ask Hornsby to deliver just the illustrated map that was created as part of the project. Promotions Chair Garrick suggested that the board consider moving in a different direction with Kanipe who has been contracted to develop a marketing campaign.

#### Design Committee Updates

Assistant Manager Jesse Fowler gave an update on the bump out project. All materials have been ordered. Construction will begin after all materials have been delivered and must be completed by May 31.



Board member Barone gave updates on the Miller Street shade project and string lights for Church Street. Barone said he met with a shade sail company rep recently for an estimate on one design option for Miller Street. Plans have been drafted for hanging string lights on Church Street and town staff are working with property owners for authorization.

Gilmore distributed copies of a sample report generated by Zartico, the company that the TDA is using to track traffic and spending within the county. TDA Director Ruffieux has offered to generate a similar monthly report for the downtown district. DWC Board Member Feichter said he still hopes the DWC can obtain its own subscription to Placer.ai but this may be a suitable alternative if funding is not available.

There was no other business. The next regularly scheduled DWC meeting will be held on May 21 at 8:30 a.m.

***A motion to adjourn by Alex McKay, seconded by Joyce Massie, carried unanimously.***

The meeting was adjourned at 10:06 a.m.

ATTEST:

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Jay Spiro, Board Chair

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Beth Gilmore, Executive Director