



## REGULAR MEETING

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

## MINUTES

The Downtown Waynesville Commission (DWC) Chair Elect Dave Barone called the meeting to order at 8:30 a.m. with the following members present:

Jay Spiro  
Alex McKay  
Grace Mason  
Kirk Noonan  
Jessica Garrick  
Joyce Massie

The following Town Staff were present: Beth Gilmore, DWC Executive Director

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

Incoming DWC Chair Barone introduced newly sworn DWC Board Member, Kirk Noonon.

There were no adjustments made to the agenda, and no board comments.

***A motion by Jay Spiro, seconded by Alex McKay, to approve the minutes of the regular DWC board meeting on June 18, carried unanimously.***

## **COMMITTEE UPDATES**

### Organization Committee Update:

DWC Treasurer Grace Mason provided an update on the process of forming a non-profit arm of the organization to leverage grant funding. Mason reported that she and Executive Director Gilmore met with N.C. Main Street leaders Paige Hicks and Sherry Adams who confirmed that forming a 501(c)3 non-profit is "really the only way to go if we are going to generate funds through sponsorships and grants for money that won't be available to us as a municipality."



Mason explained that DWC officers have been meeting frequently to finalize a budget. “Those meetings have been humbling because we are grappling over \$150 for a portable toilet. It all comes down to money,” she said. The majority of Main Street programs in North Carolina are modeled as quasi-judicial programs. DWC Board members agreed to move forward with the process by beginning talks with a CPA and Town Staff about logistics and best practices. Due to the time delay associated with filing, “It is critical that we get on this,” said Mason. Once we have a solid plan in place, it needs to be presented to the Town Council.

DWC members had a short discussion about acquiring an EIN and setting up a bank account. DWC member Spiro asked about acquiring the current Downtown Waynesville Association (DWA) non-profit that is slated to dissolve. The DWA is a 501(c)4 and will not provide the leverage we need for grants and sponsorships.

***A motion by Joyce Massie to move forward with steps to form a 501 (c)3 non-profit, seconded by Jay Spiro, carried unanimously.***

#### Promotions Committee Update:

DWC Member McKay said the Mountain Street Dance on July 14 drew one of the largest crowds ever for that event.

Promotions Chair Garrick said DWC part time assistant, Ava, has taken over social media and is “doing fantastic.”

Executive Director Gilmore said Darrell Kanipe from Kanipe Creative will give a presentation on the “Appalachian True” marketing campaign during the next board meeting on September 20.

DWC Board members discussed public service announcements and press releases as additional avenues for communicating about the organization’s progress.

Gilmore explained that Kanipe’s marketing campaign includes 8-months of targeted display ads and targeted search ads.

The next mountain street dance will be on Aug. 9.

Board members discussed the merchant social planned for Aug. 22 and agreed they would like to pursue a permit to serve alcohol at that event. DWC Chair Barone will pursue the required ABC permit.



The deadline for Church Street Art & Craft Show vendor applications is August 1. DWC Member Massie volunteered to be part of the jury that reviews vendor applications.

Board members discussed the Halloween “Treats on the Street” event, considering ways to offset the candy expense for merchants. Board members agreed to reach out to entities who might be willing to donate candy, or purchase candy to give as a donation. DWC members will have to pursue those opportunities, as town staff are restricted from soliciting donations.

The 2025 Appalachian Heritage festival is currently scheduled for April 20, which is also Easter weekend. Board members discussed alternate dates. April 26 will conflict with Sylva’s “Greening Up the Mountains” event which attracts a lot of the same vendors. April 12 is the beginning of Spring Break vacation for local families and it’s difficult to get volunteers and workers to commit. It was decided that it is best to go with May 3 for this year. DWC Director Gilmore and Barone will schedule a meeting with the tourism leaders to inquire about how this change of date might affect our grant.

#### Design Committee Update:

Gilmore said she is working with town staff to finalize a Request For Qualifications (RFQ) for the heritage mural project.

Barone said that the plan for string lights along Church Street has been approved and we have signatures of approval from all property owners. We are now considering options for hardware. Next steps will be to have the power installed.

Barone said we have received one quote for shade sails for Miller Street and need a design for installation.

***Jay Spiro made a motion, seconded by Joyce Massie, to move forward with the concept of using shade sails to provide shade at the Miller Street public sitting area, and have the DWC Design Committee work on a design for construction.***

Spiro suggested that the DWC host a “ribbon cutting” for the new bump outs. Massie added that we should issue a “thank you” to the crew that built the bump outs. Board members agreed that could be incorporated into the next merchant gathering. Mason suggested that the DWC also stage a photo with the work crew to commemorate their work and the completion of a DWC project.

In her Director’s Report, Gilmore said she has been busy collecting and crunching numbers for the annual statistics report that’s due to N.C. Main Street by July 31 at 5 p.m. Gilmore will be in Belmont for the N.C. Main Street Director’s Meeting from August 5th to 8th.



The next DWC meeting will be held August 20 at 8:30 a.m.

***A motion to adjourn by Kirk Noonan, seconded by Jessica Garrick, carried unanimously.***

The meeting adjourned at 10:22 a.m.

ATTEST:

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Dave Barone, Board Chair

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Beth Gilmore, Executive Director