



REGULAR MEETING

October 17, 2023, at 8:30 a.m.

Municipal Building Conference Room / 16 S Main Street

MINUTES

Downtown Waynesville Commission 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
Dave Barone
Grace Mason

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
Carol Adams, Positively Haywood

A motion by Jessica Garrick to adopt the agenda, seconded by Courtney Tetrault, carried unanimously.

A motion by Alex McKay to approve the minutes of the September 19 meeting, seconded by Dave Barone, carried unanimously.

There were no public comments.

Introduction of new DWC Board Member Grace Mason. Grace was appointed to represent property owners.



COMMITTEE REPORTS

Promotions Committee-

Chair Spiro noted the “great turn out” at Saturday’s Church Street Art & Craft Show and “great feedback” he’s receiving.

Tetrault suggested the town offer designated parking areas for festival vendors, particularly those hauling trailers. Throughout the previous festival weekend, multiple vehicles remained parked along Montgomery Street and/or occupying spaces in private lots for several days straight, and some vehicles were left overnight. She also suggested having vendors leave contact information on the dash of parked cars in case event planners need to reach them during the show. They need to know that if they don’t comply with the rules, they will be towed.

Board members agreed to consider options for offering vendor parking during festivals, and implementing a contact card system for vendors during shows.

Promotions Chair Jessica Garrick reported that CSS went “really well.” Social media engagement is growing rapidly, and event branding with Hornsby is moving forward. A contract has been signed to create graphic packages and to place digital ads on a 12-month cycle.

Executive Director Gilmore said the organization needs a system for tracking event attendance. Chairman Spiro suggested consulting with Haywood Community College about having students conduct on site surveys during festivals to gage attendance.

The DWC is working with Creative Campfire to put together a promotional video using a combination of drone footage, video and still photography that captures Main Street from every angle and showcases downtown events. The TDA approved \$5,000 in grant funding for video footage and photography by Creative Campfire (with a \$2,500 match). Gilmore presented an estimate for \$4,000 which leaves an additional 3,500 available in project funds to capture new seasonal images and new events.

Motion by Joyce to approve the contract with Creative Campfire for \$4,000, seconded by Alex McKay, carried unanimously.



Plans are coming together for the Halloween “Treats on the Street” event on October 31. Christmas events are coming soon. The Christmas tree lighting event will be December 1, followed by the town Christmas parade on December 4 and the former “Night Before Christmas” event on December 9.

Garrick encouraged board members to take advantage of the merchant socials happening every month at Twigs & Leaves Gallery. Beginning in January, the Twigs & Leaves Gallery owners would like to expand merchant socials into monthly events that rotate throughout the district. Gilmore suggested starting a calendar “sign up” where merchants can sign up to host socials throughout the year, including the DWC.

The DWC has discussed hosting several each year, in addition to “forum style” gatherings designed to inform the district about current DWC events and happenings (I.e. Historic Preservation plan proposal, UNCG architectural services, Main Street program, etc.) Board members agreed to plan two socials and one forum (in March) next year.

Spiro suggested partnering with HCC to have merchant workshops focused on useful tips and information like designing creative, effective window displays.

After a brief discussion about a second annual window display decorating contest, board members agreed to postpone the contest until after Christmas and tie it in with Ice Fest activities.

A motion by Dave Barone, seconded by Alex McKay, to plan a window decorating contest in conjunction with Ice Fest activities and the Main Street ice sculpture trail, and not as a Christmas decorating contest, carried unanimously.

Spiro commended Jessica on her work with the promotions committee and the progress the committee has made.

Gilmore reported that a job position has been posted for a part time position that includes involvement with social media, so “help is on the way.”

DESIGN COMMITTEE REPORT



Design Chair Joyce Massie gave an update on the Nov. 3 Design Committee meeting. The Hornsby Creative team is working on mural design updates. Gilmore submitted an application for an additional \$5,000 toward the mural project in Grassroots Grant funding through the Haywood County Arts Council. A preliminary estimate for a hand-painted mural design for the alleyway was offered for \$45,000.

The mural project has been broken up into a project of two phases that includes a hand-painted landscape mountain scene backdrop as phase one, and vintage photographs applied as vinyl brick wrap during phase two.

Courtney presented a plan to clean out landscaping beds within the Depot Street mini park and install 13 evergreen trees, like Arborvitae, as well as add some new tables and seating.

Board members discussed ways to use TDA grant funds awarded for Depot mini park Christmas decorations. Options were discussed like purchasing a pop-up tree, light wraps for the two trees growing in the park along Depot Street, or some other kind of decoration that can be used as a prop for photographs. Tetrault suggested reaching out to woodworking classes or student groups about making gift-looking wooden boxes in various sizes that can be nested inside of each other for storage.

Gilmore will request estimates for the proposed landscaping plans. She also presented an estimate from Mosca for light wraps to go around two small trees within the park and 6-foot-tall light bulbs that serve as decorations and photo props. Board members preferred the style of large light bulbs that illuminate and directed Gilmore to request an updated proposal.

A motion by Courtney Tetrault, to approve the concept for landscaping and Christmas decorations and allow the Design committee to deal with details and cost, seconded by Joyce Massie, carried unanimously.

The Design Committee discussed ideas for the “Town Square project” and authorized Assistant Town Manager Fowler to pursue services for a topographical survey for the site location.

Barone is working on design plans for installing shade and lighting at the Miller Street intersection public sitting area.

A motion to adjourn by Courtney Tetrault, seconded by Dave Barone, carried unanimously.



The meeting adjourned at 9:54 a.m.

ATTEST:

Jay Spiro, Board Chair

Beth Gilmore, Executive Director