



REGULAR MEETING

August 15, 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 8:35 a.m. with the following members present:

Alex McKay
Joyce Massie
Jon Feichter
Bob Williams
Jessica Garrick
Courtney Tetrault

The following members were present by Zoom:

Thomas Woltz

The following Town Staff were present:

Rob Hites, Town Manager
Beth Gilmore, DWC Executive Director

Others present: Hannah White

A motion by Jessica Garrick to adopt the agenda, seconded by Bob Williams, carried unanimously.

A motion by Joyce Massie to approve the minutes of the June 20 DWC meeting, seconded by Alex McKay, carried unanimously.

There were no public comments.

Committee Chair Nominations

Former committee chairs Ashley Rice (Promotions Committee) and Susanne Blumer (Design Committee) left the DWC when their terms expired at the end of June.



A motion by Jon Feichter, seconded by Alex McKay, to appoint Joyce Massie as chair of the Design Committee and Jessica Garrick as chair of the Promotions Committee carried unanimously.

Annual Work Plan Review

Executive Director Gilmore distributed updated copies of the Annual Work Plan and a new training aid from NC Main Street leaders. Gilmore explained that the plan needs to be further developed. Using the template provided, the plan should be broken down into a list of projects or “Actions” to be completed within the year by each respective subcommittee and tasks assigned to volunteers. Each subcommittee should be prepared to report on the status of these projects during the next DWC meeting.

SUBCOMMITTEE REPORTS:

- **Promotions Committee-** A comprehensive brand strategy & content plan has been finalized and will be distributed to board members by email. Promotions Chair Garrick will lead the promotions committee through execution and brand development.
- **Special Events-** The Downtown Waynesville Association is hosting an “Arch groundbreaking event” on August 26 at 5:30 p.m. at 30 S. Main Street.

The DWC’s Labor Day weekend concert will be on September 2 from 6 to 9 p.m. in front of Town Hall with the Darren Nicholson Band. Volunteers are needed for set up and merchandise sales.

- **Design-** Three mural design concepts were presented by Hornsby. Gilmore will relay the commission’s feedback to Hornsby, including consideration for changes to the background wall color, photo description plaques and scale. Design committee member, Dave Barone, is spearheading the effort to install shade sails and string lights at Miller Street and in the Depot Street mini park.
- **Economic Vitality-** Several members of the subcommittee are no longer available to serve. New members need to be recruited.



During the Director's Report, Gilmore shared insights from the Main Street Director's meeting in Elkin and an update on Ex Officio board members. She recently met with TDA Director, Corrina Ruffieux, who has agreed to serve as an Ex Officio member of the DWC.

A local potter has agreed to make Christmas ornaments for resale by the DWC in four different shapes and glazes, stamped with the Appalachian True Brand, at a cost of \$12 per ornament.

A motion by Jessica Garrick to purchase 120 ornaments, seconded by Courtney Tetrault, carried unanimously.

The next regularly scheduled DWC meeting will be held September 19 at 8:30 a.m.

A motion to adjourn by Bob Williams, seconded by Courtney Tetrault, carried unanimously.

The meeting was adjourned at 10:15 a.m.

ATTEST:

Jay Spiro, Board Chair

Beth Gilmore, Executive Director